SOCIAL MEDIA & DIGITAL MARKETING
FOR MUSIC ARTISTS

SESSIONS TAUGHT BY
Matej Harangozo

PROVIDED BY:
PCG Edutainment

HTTPS://CPE.KENNESAW.EDU/
KSU COLLEGE
OF PROFESSIONAL EDUCATION
**COURSE DESCRIPTION**

On average, the music industry and social media platforms change every 3 months and yet, it has never been easier to monetize your brand online. Utilizing digital marketing in the proper way will enable you to determine which one of your products (music/songs) are the best, and it will identify a precise audience that you should be targeting with your product. However, if you don’t understand the basics of psychology and marketing and how to apply them to social media and digital marketing it can become a very costly journey to master this crucial & necessary marketing tool.

**WHY IS THIS COURSE UNIQUE**

We will teach you how to apply the scientific method to run mini psychology experiments through digital marketing. You will develop the strategic skills necessary to scale your online brand by identifying your best products (music/songs) that are most conducive and economic to achieve massive exposure. Only a few major record labels are starting to use this cutting edge approach. These basic, but revolutionary skills will allow you to master digital marketing on all the major platforms necessary to expose your music to your future fans.

**WHAT YOU WILL LEARN**

01. How to conduct a feasibility study & create a marketing strategy for your brand
02. Identify & dissect the psychology of your target superfan
03. Understand social media algorithms & how to exploit these platforms
04. Master digital marketing skills, ad budgeting, and digital branding methods

**SKILLS YOU WILL GAIN**

- Digital marketing & best practices
- Digital branding & best practices
- Master basic marketing skills on the world’s biggest ad platforms (Facebook, Instagram, YouTube, Google)
- Identify psychology of your consumer/fan
- Master A/B/C & content variation testing
- Master transferring your advertising strategies & ad structures to other platforms like TikTok, Snapchat, Twitter, Spotify Ad Studio & more
- Master social media & marketing analytics
COURSE DESCRIPTION

It's one thing to understand how to use digital marketing to promote your music or product in front of a massive audience, but it's a whole other ball game to convert your online fans and customers into revenue. Additionally, direct-to-consumer digital ads are not the only way to gain exposure; influencer marketing plays a crucial role. However, influencer marketing can also be the easiest way to get scammed. Therefore, in this course, the focus will be on advanced strategies for monetizing your product and how to properly approach influencer marketing in the digital space. If you have successfully spent at least $5000 on gaining exposure through digital ads and want to take things to the next level this course is for you!

WHY IS THIS COURSE UNIQUE

The course instructor has spent millions of advertising dollars on strategies that help independent artists and entrepreneurs convert their online demand into solid revenue. He has also spent large sums of time and money on various strategies, especially in the influencer space, that didn't work. He now works to make sure that future influencer campaigns return the highest success rate and ROI for his clients. This type of direct experience, transparency, and iteration in learning is not easily accessible and the information alone can save one millions in their future endeavors.

WHAT YOU WILL LEARN

01 How to run campaigns that will scale your DSP audience like Spotify, Apple Music, and more
02 Identifying the correct E-Commerce set up for selling merch
03 How to properly set up influencer campaigns that will assure success
04 Master digital marketing skills & how to monetize your music brand

SKILLS YOU WILL GAIN

- Digital marketing ad structures designed to covert traffic into revenue
- Architecting influencer campaigns that will work
- How to measure influencer potential
- How to use digital marketing to trigger algorithmic playlists on Spotify & more
- How to scale your YouTube video exposure
- How to grow your subscribers on YouTube through digital advertising
- How to sell merch & show tickets through digital ads
- Keeping up w/ future technologies in the digital space for the music industry
MATEJ HARANGOZO (MAIN INSTRUCTOR)

Award winning entrepreneur, music enthusiast, and innovative technologist. He is a driver of disruption with a track record of developing cutting-edge platforms and automation protocols. A serial entrepreneur and web/software systems visionary, he is currently co-owner and managing partner of Codaemon, an e-commerce solutions provider. Through his quest to help independent artists get noticed, he additionally created Open Source Entertainment, a music business incubator, and Digital Science Media, its digital marketing arm. These two organizations are disrupting the music industry -- representing breakout artists including Hello Sister, China Mac, the gospel record label Black Smoke Music, and many others under the hip hop industry legend Wendy Day to name a few. Once recognized by the SBA as a Maryland Young Entrepreneur of the Year, Harangozo lectures at college universities and is a keynote speaker for TEDx and the Musician Mastery Summit. His companies have been featured in Forbes, Entrepreneur Magazine, and The Baltimore Sun.

BERNARD PORTER (SECONDARY INSTRUCTOR)

CEO/Co-Founder of PCG Artist Development and CEO/Co-Founder of PCG Theatrical, Bernard Porter is a seasoned entertainment executive with over 30 years of experience. His A&R prowess is nationally recognized. Porter was instrumental in signing superstar Jason Aldean to Broken Bow Records and successfully managed iconic artists including Jerry Lee Lewis, Little Richard and Joe Diffie. A respected business entrepreneur, Porter has spent his career developing and securing high profile joint ventures within both corporate and private sectors, guiding them in all phases of creative media, production, marketing and national product launches. In addition, he has served as an entertainment consultant to numerous record labels, broadband networks, major artists, large corporations, state tourism boards and specialty venues, including the Simon Mall Properties, Mall of America in Minneapolis, Dave & Buster’s and Marriott Hotels.
2021-22

MODULE 1
"CAREER ACCELERATOR"
OCT 6TH - NOV 3RD

WEEK #1 Social Media 101
(How to transform your physical brand into the digital domain & How to utilize social media to your advantage)

WEEK #2 Social Media 201 & 301
(Psychology and Analytics, how to find your SUPERFAN)

WEEK #3 Digital Marketing & Branding 101 & 201
(How to run ads on Facebook & Instagram)

WEEK #4 Digital Marketing & Branding 101 & 201
(How to run ads on YouTube and Google)

WEEK #5 Digital Marketing & Branding 301
(How to run ads on Spotify, Twitter, Snapchat, TikTok and other social media platforms)

MODULE 2
"PLAY WITH THE MAJORS"
JAN 5TH - FEB 2ND (2022)

WEEK #1 Social Media 401
(Integration, Intro to Content Monetization & E-commerce)

WEEK #2 Digital Marketing & Branding 301
(Playlisting, Digital Contests, Influencer campaigns & other forms of digital marketing)

WEEK #3 Digital Marketing & Branding 401
(Advanced ads on Facebook & Instagram)

WEEK #4 Digital Marketing & Branding 401
(Advanced ads on YouTube and Google)

WEEK #5 Digital Marketing & Branding 401
(Integrating Social Media ads with E-commerce & Digital Streaming Platforms)

$595 PER MODULE | $995 COMBINED
APPLICATION DEADLINE: OCT 5TH, 2021

All sessions will be held on Wednesday evenings (7-8:30 pm) on offered online by real time instructors.
For more info contact Keith Perissi | kperissi@kennesaw.edu
https://cpe.kennesaw.edu/