

## TAKE YOUR GOSPEL MUSIC TO SOCIAL MEDIA

*Brent Latin*

### PREPARATION FOR MUSIC

Mixing, Mastering, Copyright, ISBN

### ONLINE DISTRIBUTION

Tunecore, CD Baby, Distrokid

### SOCIAL MEDIA

Facebook, Instagram, Twitter, Youtube, Tiktok, Website

### BRANDING

Logo, Colors, Font, Branding Guide

### MARKETING STRATEGY

Develop a plan for target audience(s), social platforms, and content production

### CONTENT CREATION

Video (music videos, reels, selfie shots, live streaming, promo videos)

Images

Graphics (Canva)

### ENGAGEMENT

Consistently post, comment, share, follow influencers, contests/giveaways, schedule (Hootsuite), SEO with website, blog/vlog, "Music Mondays", Linktree

### ADVERTISING

Boost posts, Youtube Ads, Influencers

### MAKE MONEY

Youtube 1k Subscribers, Products (paraphernalia and other merchandise), livestreams

### CONTACT INFO

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