



Nordic Musicians & Film Makers Road Map to Social Media Success A 9-Week Online Course

Course Objective:

Road Map takes participants through a step-by-step program that teaches them how to integrate social media and Internet marketing practices into their online presences. The end goal is to create an online ground swell so that the participants build larger fanbases, get new media exposure, and earn more money from their art.

Participants Will Learn:

- ~ What social media is & how to use it effectively
- ~ How to generate more online followers & fans
- ~ How to create authentic relationships with fans that stick
- ~ How to streamline marketing & social media so they work to feed each other
- ~ Best practices for Twitter, Facebook, MySpace and Blogging

Course Delivery: Online & In Person

Via Private Website, Videos & Live Workshop at SPOT Festival

An invitation-only online forum will be created especially for this course where participants will receive weekly lessons and assignments. Here they can ask Ariel, her team and each other questions, contribute and share thoughts, ideas and milestones for each step as it goes into action.

There will also be several interactive videos that illustrate each lesson and a daylong course will be taught in person by Ariel at The Spot Festival in Arhus in May 2010.

After The Course Is Complete: Cyber PR Campaign

Participants get a 2-month Cyber PR campaign conducted by Ariel Publicity that will help them put the rubber to the road! This PR campaign will get them coverage on blogs, podcasts and on Internet radio stations

Course Fees & Participant Requirements:

The full course will be \$425* USD and this includes a full 2-month Cyber PR campaign
A minimum number of 25 participants are required to launch each course.

* The cost of a cyber PR campaign is normally \$1595 USD.

Who This Course Is Appropriate For:

This course can be taken by:

- ~ Artists*
- ~ Managers
- ~ Music industry students
- ~ Film Makers, producers, and directors
- ~ Music Industry professionals of all types
- ~ Label owners
- ~ Marketing & PR professionals

*For Bands - one fee includes spots for all band members and the management team.

All genres of music and films can participate.

Weekly Overview - The 9-Week Course Syllabus:

Week 1 – Intro To Social Media

What Social Media is . in plain English
Videos that help end the confusion

Week 2 – Creating The Perfect Pitch

Stand out from the rest by creating a captivating, laser focus pitch
Deliver your message to anyone, anywhere

Week 3 - Twitter

Twitter is the easiest social media tool to use
How to do it effectively and why you should

Week 4 – MySpace

Don't believe the hype . MySpace is still a relevant player in the Web 2.0 space How to make the most of it

Week 5 – Facebook

Effectively participate in the largest Social Media site on earth
Personal pages, fan pages, advertising, and music/ video integration

Week 6 – Optimize Your Website

Why you must have a home base online
How to get found, clarify your message and build a solid fan base from it

Week 7 - Building Your Mailing List

Strategies for getting fans onto your newsletter list
Giving away music and exclusive material to build

Week 8 - Newsletters

A critical and forgotten key for effective marketing
How to write newsletters that engage fans

Week 9 – Blogs

Getting started blogging and reading blogs efficiently
Why blogging is the best way to share with many online communities

About Ariel Hyatt & Ariel Publicity

Ariel Hyatt is the founder of Ariel Publicity a New York based digital firm that connects artists, authors and filmmakers to blogs, podcasts, Internet radio stations and social media sites. Over the past 14 years her firm has represented over 1,500 musicians of all genres.

Educating musicians is her passion and her philosophy is: combine social media with Internet marketing to help artists grow their fanbases and increase their income. Several times a year, she leads sold-out workshops to musicians and music industry professionals looking to learn about Social media and online marketing.

Ariel is the author of the critically acclaimed book *Music Success in Nine Weeks+* and an active and committed blogger about the state of the current Music Business at Music Think Tank.

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