BAND TIPS: Music Blogger by Niall Byrne aka Nialler9

Dos

- Use aggregator sites like Hypem.com or Elbows to find music blogs that would be likely to post your music. Make a list of the blogs who post music similar to yours. Don't send rock music to an electro-focused blog.

- Do send music to music bloggers in other countries outside Ireland with a personal email approach. Bloggers often read other blogs so any features can help others check you out.

- When sending a mail, do include a link to a bio, contact info, release details, tour and member details. Make it easy for someone to get familiar with you and write about your music. Be concise and direct.

- Do put contact details on your website - email and phone number. You want to be contacted right? This applies to all media.

- Double check for correct spelling in all correspondence. Especially the names of the people you are addressing. It looks unprofessional otherwise.

- Don't send CDs to bloggers and online magazines. 99% of the time a digital link will do and you're only wasting your own money sending a CD (unless requested).

- If sending your music digitally for review, have options - Host it as a stream on a private Soundcloud and Bandcamp and use a site like Dropbox or FTP on your website to send a download link of the zipped release. Try to reduce the number of clicks it takes for someone to download and listen to your music.

- Keep self-promotion light and regular. A band whose name keeps cropping up will be checked out on curiosity but a constant barrage will just put people off.

- Always include links to your social media profiles: Breaking Tunes / Soundcloud / Facebook / Twitter / Myspace etc

- The tiniest bit of personalisation in your emails makes a HUGE difference. Do some research about who you're sending your promo to. Be sincere.

- Do Twitter right or not at all. Don't have an account that just spews the start of every FB post you make. It's about engaging with people.

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- Do set up a .com website. Even if it just links to your other social media accounts where you are active. It's still the only platform you can fully customise and it's easy to include contact details, streaming music and Hi-Res image links.

- Get some good images. Bloggers don't care about appearances but when there's good music involved, they'll want a picture to post on their site along with your track.

- If contacting a blogger or online music publication, send a link (don't attach) to a press photo or album artwork JPG of about 800px wide, no larger than 1000px for use on the site. Online publications do not need massive 4MB hi-res images.

- If you don't hear back from a blogger, politely follow up your initial enquiry. However, do not harass them. The worst thing you could do is repeatedly ask "did you get that email?" or "did you listen to that track yet?".

- If you ask for feedback, be mindful that if feedback is given it can be negative too.

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Dont's

- Don't send massive files or attachments to bloggers. Send digital press photos if required. Have these available online where you can link to them instead of sending them via large email attachments.

- If a blogger doesn't get in touch or reply, don't take it personally. Most music bloggers get hundreds of emails a day and are always behind in catching up. To that end, don't ask questions like "did you get that email?" or "did you listen to that track yet?". Feel free to follow up on the initial mail in a week or so

- Don't send PDF or Word doc press releases or bios. Include relevant info in the email.

- Don't send music to every blog email address you can find. Target specific people.

- Don't attach music in an email as a zip file or as individual MP3s.

- Don't use social networks to get in contact. Stick to email, which is easily referenced and can handle attachments, display links and images in one tidy package.

- If sending email don't CC everyone on your media list at the same time, exposing their email to hundreds of people. Use BCC in a mass mailout situation or use some proper mailing list software like PHPlist or Mailchimp.

- Don't ask a blogger to review your album or single if that blogger doesn't do reviews. again, a little research into who you are sending music to will help with this.

Written by Niall Byrne
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