

**Your Band Is A Virus - Behind-the-Scenes & Viral
Marketing For The Independent Musician By James
Moore**

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Guerrilla marketing, viral marketing, and behind-the-scenes

Guerrilla Marketing, Viral Marketing, and Behind-the-Scenes Marketing for Musicians TYPES OF MARKETING (An excerpt from “Your Band Is A Virus”) Independent musicians must be relentless and innovative with their

Building a fan base | think like a label

Written by: James Moore of Independent Music Promotions Hi all. Guest Column: Guerrilla Marketing, Viral Marketing & Behind-the-Scenes Marketing for excerpt from his music industry insider book, Your Band is a Virus.

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He has had years of experience within the independent music industry and has . the book “Your Band Is A Virus – Behind the Scenes & Viral Marketing for the

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Viral video - wikipedia

A viral video is a video that becomes popular through a viral process of Internet sharing, typically through video sharing websites, social media and email. Viral videos often contain humorous content and include televised comedy. Many independent musicians, as well as large companies such as Universal Music Group,

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Behind-the-Scenes & viral marketing for the independent musician. author of the bestselling independent musician's resource guide "Your Band Is A Virus!".

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Guerrilla Music Marketing, Vol 1: Laying the Foundation for Independent Music Success (Guerrilla Music Marketing Series). Read the rest of this entry

Between the lines: “your band is a virus” by james moore

of the basics of online and behind-the-scenes marketing for independent bands. “Viral marketing is all about getting people to sell and advertise for you,” page 8. The title is pretty straight forward- your band is a virus, and your goal, as the “Independent musicians have reduced themselves to a horde of spammers,

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James Moore is a Canadian music promoter, head of Independent Music Is A Virus - Behind-the-Scenes & Viral Marketing for the Independent Musician".

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