

EARN MORE MONEY FROM YOUR MUSIC

DURING THE HOLIDAY SEASON

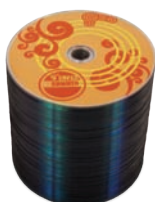


 **cdbaby**™

how to make your music the ultimate stocking stuffer!

2014 Holiday Deadlines

Below are the latest dates your order can arrive at CD Baby and be delivered. (Based on ship date of 12/19/14)



Digipak Turn Times

	PRIORITY	STANDARD	ECONOMY
4- or 6-panel	12/12	12/09	11/27
8-panel	12/10	12/08	–

Jewel Case Turn Times

	PRIORITY	STANDARD	ECONOMY
2- or 6-panel inserts	12/12	12/09	11/27
8-page booklet	12/11	12/08	–

Wallet Turn Times

	PRIORITY	STANDARD	ECONOMY
4-panel	12/12	12/09	11/27
6-panel	12/12	12/09	11/27
4-panel with pocket	12/11	12/08	–

Jacket Turn Times

	PRIORITY	STANDARD	ECONOMY
2-panel	12/12	12/09	11/27

DVD Package Turn Times

	PRIORITY	STANDARD	ECONOMY
DVD cases	12/12	12/09	11/27

Bulk & Budget Packaging Turn Times

	PRIORITY	STANDARD	ECONOMY
Discs in bulk	12/12	12/09	–
Discs in bulk packaging	12/11	12/08	–

The frenzy of the holiday shopping season is almost upon us. Millions of people around the globe (hundreds of millions, actually) will be looking for great new music. CDBaby.com will see over 100k customer visits each day—and they're not just looking for music for themselves. After all, Santa makes stops on all 7 continents. So how do you make sure YOUR music is on someone's wish list? How do you put your music to work for you during the holidays? How do you keep your promotion efforts cookin' when the weather's getting cold? How, how, how?

Well, CD Baby has put together this guide to help get your creative juices flowing as you ramp up your holiday music promotion efforts.



Our Top 10 Tips to Get Your Music Moving This Holiday Season

These suggestions are geared towards folks who are serious about putting time and effort into a holiday promotional campaign. Only got a few hours to spare? Check out our tips for you on page 4.



Email Your Fanbase

Yes — a lesson from Captain Obvious. I know it seems simple enough, but artists often overlook their email newsletters in favor of social media. But your email contacts are the golden fans! Someone who took the time to sign up and who trusts you with their contact info is also the person most likely to buy your music.

Gently remind your fans where your music is available for purchase. If you're worried about seeming "sales-y," you can include this info as part of a larger email announcing shows, new videos, albums, special Holiday singles, etc.



Record a Holiday Single

It might sound like a hokey idea, but The Beatles did it every single Christmas and it certainly didn't hurt their career. Record your favorite holiday song (or compose your own) and, for just \$9.95, upload it to CD Baby for worldwide distribution. It'll be available worldwide on iTunes in as little as 48 hours.

You can also make your new Christmas song an exclusive track on your website, give it away for free, or entice fans by offering to email the MP3 directly to folks who purchase your albums. Fans will get a kick out of it and they'll be reminded of your music in general, thus planting the seed for gifting your albums.

See a list of popular [Public Domain Christmas songs](#) that you can cover today without paying any royalties.



Use YouTube to Its Fullest

There are 3 big ways you can use YouTube to generate sales this holiday season:

- ▶ Create your own holiday videos—You don't have to be Bing Crosby or Aimee Mann to make compelling Holiday videos. With affordable camcorder and iPhone technology you can easily shoot a video for your holiday song.
- ▶ Encourage fans to use your holiday music in their own videos—With CD Baby's new [sync licensing program](#), you get paid for the usage of your music on YouTube (and not just YOUR videos, by anyone's videos on YouTube that make use of your music.) So tell fans to include one of your songs as the soundtrack to their video.

- Refresh your existing video content—Update your YouTube channel, annotations, and descriptions. Be sure to include a link to your CD Baby artist page at the top of the description. Then share your videos via social media to remind fans about your music.



Change Out Those Tired Old Links

If you've been using the same graphic hyperlink images forever, maybe it is time to enliven your websites and social networking profiles with a new look. Check out CD Baby's [MusicStore on Facebook](#) and [Music Store Widget!](#) You could even enlist your design-oriented friends to help you make some holiday-themed images for your links, or to upload as the banner image for your [MusicStore on Facebook](#). Also, make sure all of the links you've got out there on the internet are still active.



Stock Up

Make sure you have enough stock of CDs, T-shirts, download cards, etc. to meet demand. Don't be scrambling last minute to fill orders that people are going to want in-hand before the Holiday Season. Just need a few discs printed up? [Check out CD Baby's short run duplication service.](#)



Download Cards Make Great Gifts

They're small, light, and come customized with your album art — perfect for stocking stuffers! Also, there are a number of promotional uses for download cards. You could do a Twitter contest and use them as prizes to generate excitement for your music around the holiday season. Give them to particularly awesome fans. Or bundle them with your regular CDs so the buyer can share your music with someone new. [Get 100 download cards for just \\$59!](#)



Book Your Holiday Shows Early

Don't get left out in the cold. There are plenty of high-paying holiday events that need live music. Get in on some of that easy money or book your own show. It doesn't have to be holiday related, either. December is a very slow month for music journalists and they tend to have far less interesting news to cover, so it is also the perfect month to book a big CD release show and get some press coverage while you're at it.



Leverage Social Networks

Social networks are the perfect place to get people talking about your music. Make sure your fans know they can purchase your music right there on Facebook using CD Baby's [MusicStore on Facebook](#). Share some of your own personal picks for the season. Stir a little excitement with a giveaway contest. Encourage fan involvement. Remember, social networks are most effective when you converse with your followers, so don't just shout at them like a desperate street vendor.



Buy One — Get One Free

Use CD Baby's quantity discount to encourage fans to buy two discs for the price of one. Then they'll have a gift for someone on their list, too. If they're remotely interested in purchasing your music in the first place, this bargain could seal the deal.



Don't forget, you can get articles, promotion tips, and artist advice year round on our DIY Musician blog located at <http://diymusician.cdbaby.com>

Still Want More?

If you really want to dig in and get your music moving forward, check out the CD Baby DIY Musician Podcast for interviews with artists and industry professionals who are on the cutting edge of indie DIY promotion. Located at <http://cdbabypodcast.com> and the iTunes podcast directory.

Just Have a Couple Hours?

Static content is a sure way to get people to STOP visiting your site, so if you've got a limited amount of time to spend on promotion here are our holiday promotion essentials.

- ▶ Prominently link to where people can buy your music by using CD Baby's Music Store Widget or graphic linkmaker. Don't worry if you don't have a brand new album out this year. Dark Side of the Moon stayed on the Billboard Charts for decades!
- ▶ Refresh your web content by adding new photos and update your bio on your website and CD Baby artist page... anything that says "Hey! We're still here and doing cool new stuff!"
- ▶ Spend a few minutes a week adding updates to your social networks. This is one of the best tools for people to share your music, so don't neglect it. Use CD Baby's MusicStore on Facebook so your fans can purchase your music on Facebook without having to open external links.

CD Baby Artists Share Their Holiday Tips on Facebook

We often ask our Facebook fans to weigh in on topics and share their advice. To join the conversation, head over to <http://facebook.com/cdbaby> and become a fan! Check out these unique ideas from our artist community:



Matthew Prins

We're going to have a Black Friday sale on our MP3 Christmas album on CD Baby. Using CD Baby's ability to change pricing quickly, we're going to reduce the price from \$9.99 to (probably) \$1.99 for Black Friday only, and promote this extensively to the local media. We'll see how it works, but I think we'll make up in volume what we lose in per-album profit (and bring in new people who never would have heard of us otherwise).



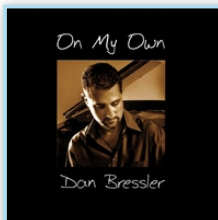
Linda Sylvester

This year I am preparing to have a holiday e-card app on my website. You can choose the holiday card and a clip of my music to go with the e-card and there will be a discount coupon for album/merch purchase provided with each e-card sent.



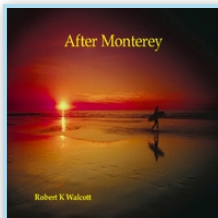
Mel Birch

I wrote a Christmas song for my CD with a local (Alaskan) theme. Besides CDBaby, I take the CD to local holiday bazaars, and sit next to the people selling homemade mittens, homemade candles, etc. and have moved a lot of CDs this way.



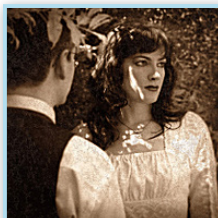
Dan Bressler

Last year I had some success in our local mall. I asked one of the mall managers if I could set up my keyboard and speakers in a corner of the mall and play background music for FREE! With the understanding that I could sell my Holiday CDs if people wanted. That CD Baby Credit Card Swiper sure came in handy!



Robert Walcott

Nothing beats a video. Get your videos up on all the major social networks and link back to your site or major retailer. Video flyers that automatically link back to your pay page after the video plays can also be very effective.



Adriana Róze (The Endless)

Every year for the last seven years we have released a holiday single, consisting usually of two new tracks exclusively for our fans who have bought our CDs on our CD Baby mailing list. The songs have ranged from holiday music to previews of the upcoming albums to silly songs we just felt like covering. We used to send a physical CD but in recent years have switched to an online download that includes a video of us saying hello to our fans. It's great and people now really look forward to it and ask for it in advance! I think it builds a nice relationship with our fans and is a way of thanking them for supporting us.

Spread the Indie Love

'Tis the season of giving, right? So don't just keep all your good ideas to yourself. Share some of your holiday promotion tips, tricks, and success stories on the CD Baby [DIY Musician blog](#) or become a fan of our [Facebook page](#) and join in on the conversation. Maybe some of your fellow musician friends will do the same for you!

About CD Baby

CD Baby, the world's largest digital distributor of independent music, is a company run BY musicians FOR musicians. We've paid out more than \$250 million to DIY artists all over the world. From our humble beginnings in 1998 as a small, one-man operation in a garage, to our current standing as one of the most trusted names in independent music, we've developed a host of services to help artists, including physical and digital distribution, warehousing and shipping of CDs, DVDs, and vinyl, promotional tools including our MusicStore on Facebook and Music Store widget, affordable web-hosting and design, download cards, and disc duplication. [Become a CD Baby artist today.](#)