

ELECTRONIC PRESS KIT – WHY DO I NEED ONE? By Yvonne Roberts

The Electronic Press Kit or EPK has been around for some now. For an emerging artist to obtain an EPK seems totally out of reach - either they are too costly, or they simply don't where to get one and why do I need one?

Whilst all serious artists and stars have had electronic press kits for a long time now, you don't need to be a superstar to own one, nor do you need to think it is only for superstars. EPKs are accepted as standard whatever level you are at. Email your promo kit locally, nationally and globally to get on a tour, be in a festival, play at a gig or contact any industry professional, as quick as wink.

With the upsurge of social media, artists can market themselves, communicate and connect with fans, grow their fan base, keep in touch with fans, make their music a reality to fans through videos, as well as being able sell or download their music online. In other words they are promoting and branding themselves online as well as trying to do business online. The keyword here is doing business online: whilst all artists are getting online are they using it to their best advantage?

Being part of a music company, receiving emails from unsigned artists containing a whole barrage of online links to find out about the artist (e.g. Soundcloud, YouTube links, social links or any other online links) is very frustrating. It is too time consuming for industry professionals whether it be a gig organiser, booking agent, venue, festival organiser, label, or manager. To be flitting back and forth to emails is out of the question, so these online links are usually ignored by music industry professionals.

Historically, artists would simply send their traditional printed press kits via the postal system to the key people they wanted to target. This still exists today as a system of sending one's music CV. However, for an unsigned artist it is very costly to update and to mail printed press kits locally, nationally or internationally. With this in mind an unsigned artist needs to have a sizeable budget to showcase their press kit and contact a variety of potential influential people. The music industry as with all industries has moved forward and most music business is transacted online, whether you are just starting out or verging on super stardom.

In order to get noticed, do business and possibly get signed, the presentation of your music portfolio should be available in one expandable page. A good electronic press kit is the 21st century answer, sent by email via a one click link to an artist's EPK.

Always go for an EPK that is fully encrypted and totally secure and does not double up as a website. A website is your self-promotional tool and business card; an EPK is your professional CV, which should be in a specialised format.

Yvonne Roberts has been developing websites, researching, and writing about valuable tools and resources for specific industries for many years.

Visit <http://www.musiclaunchpad.co.uk/Artists/EPK> to see details of an all inclusive package of your own artist's EPK, and your own artist's website for the price of a cup of coffee per month.

Editor's comment – I am not too impressed by the Music Launch Pad website but the idea of an electronic press kit is good.