



42
VIDEO
CONTENT
IDEAS
for
MUSICIANS

BY AUDREY LECKER
THEGROWCODE.COM

HI, I'M AUDREY LECKER

MBA, Digital Marketer, Former Hollywood professional



I'm an MBA and a marketer working for the biggest tech company in the world. Prior to getting my MBA, I worked in the entertainment business for the top names in the industry, including Columbia Records, NBC Universal, and Warner Bros.

Even though I'm in tech now, I still have a strong passion for music and entertainment and a deep love for all things digital and social media.

So now I'm using everything I've learned (and am still learning) to help artists market their music online.

While I was in Los Angeles I saw a major change in the way people consume their entertainment and also in how record labels and studios are choosing what artists to invest in.

The short of it is that **you no longer need a record label to make money from your music.**

You can build a strong following, sell your albums and merch, and never play to an empty room again--all by marketing online.

**If you have any questions or comments,
Tweet me @audreylecker.
I'd love to hear from you!**



@audreylecker



GETTING STARTED

Tips on how to use this guide

Video content marketing is one of the best ways to build up and connect with an audience, so congratulations on taking action.

There's a massive gap between *knowing* you need to post more content and then actually doing it. Getting started can be overwhelming. There are so many different types of content out there, and it would be madness to try and do all of them.

This guide has **42 ideas** I've brainstormed based off of some popular content types, all geared specifically for musicians and bands.

Take them, tweak them, use them.

Don't be discouraged if you've seen other people doing the same sort of content! If they're doing well, that just means there's an audience for it. *Your* version is going to have its own twist and perspective anyway.

Go through this guide and **circle or highlight anything that jumps out at you**. Then get out a pen and paper. Write down those few ideas with enough space to brainstorm underneath. **Set a timer for 5 minutes**, and then just start writing specific ideas for content related to each one. Literally anything that comes to mind. Do this stream-of-consciousness style.

At the end of 5 minutes you should have at least 2-3 really solid ideas for content you can start making **right now**.

If you have any questions or comments, Tweet me @audreylecker. I'd love to hear from you!

CONTENT TYPES

And **level of difficulty** they are to make

TUTORIAL

Easy - Medium

INTERVIEW

Medium

CHALK TALK

Easy

BEHIND THE SCENES / VLOG

Easy - Medium

PRODUCT / ENTERTAINMENT

Medium - Hard

WEBINAR

Easy

DOCUMENTARY

Hard

TEASER

Easy

Q&A

Easy

MUSIC VIDEO

Extremely Hard



CONTENT IDEAS

TUTORIAL

- How to play your instrument
- How to pick an instrument
- How to pick your gear
- How to pack your gear
- How to record
- How to use certain pedals to get a certain sound
- How to sing in a crowded room
- How to warm up your voice

INTERVIEW

- With other musicians
- With your music producer
- With music fans
- With other songwriters
- With venue owners



CHALK TALK

- Explain chords
- Music theory
- How to write lyrics



CONTENT IDEAS



BEHIND THE SCENES / VLOG

- Your songwriting process
- Setting up for a show
- Recording a demo
- Recording a video
- Working with another musician
- Going on tour
- Other interests you have: jewelry design, happy hour, brewing, local life in your city

PRODUCT / ENTERTAINMENT

- Acoustic version of your song
- Full studio performance of your song
- Live performance
- Cover song

WEBINAR

- Live tutorials and Q&A of above ideas

DOCUMENTARY

- Professional version of the BTS ideas.



CONTENT IDEAS

TEASER

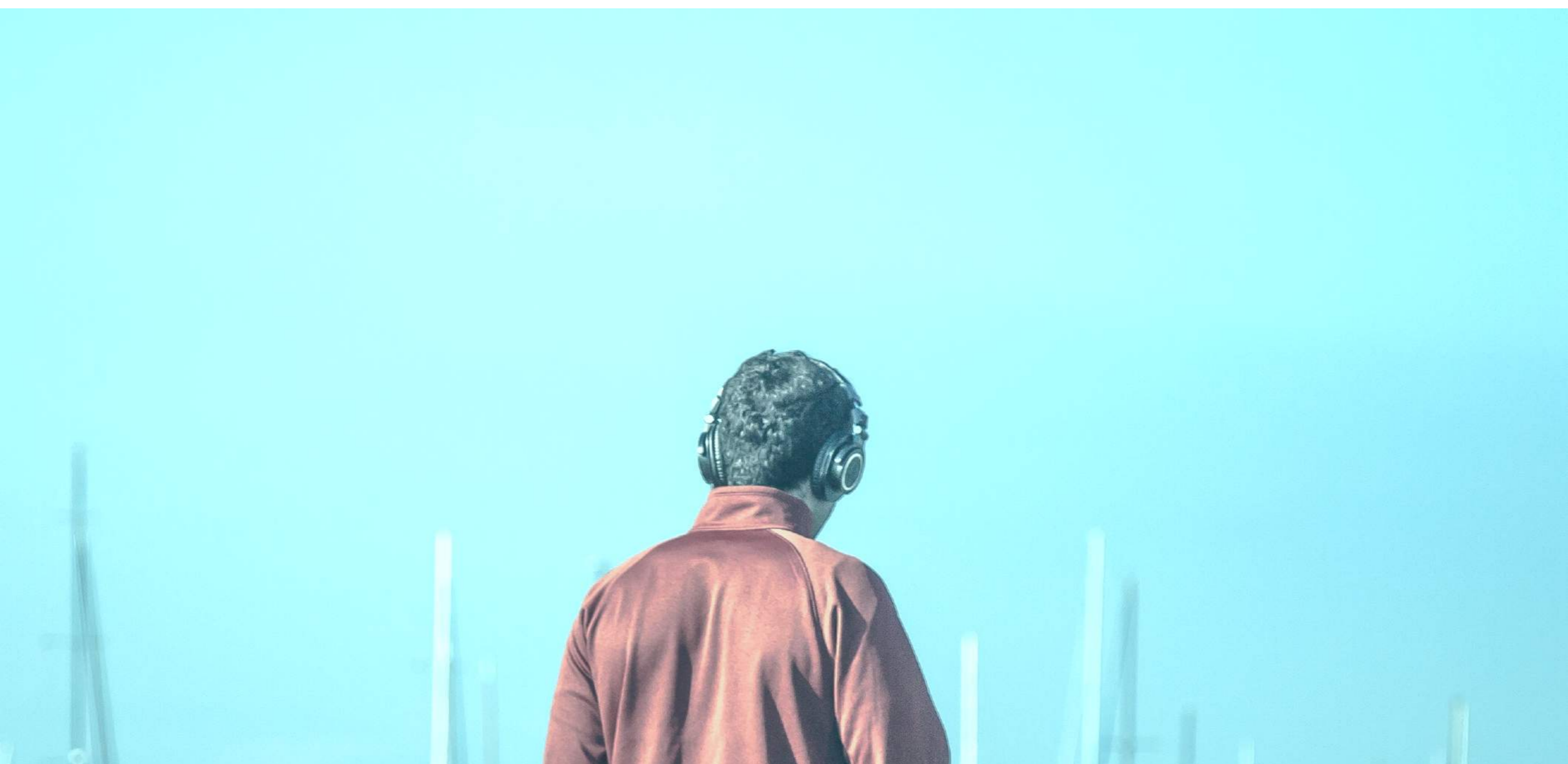
- Clip of your new single
- Cover art
- New photos of your band
- New video coming out
- New album

Q&A

- Where do you get your song ideas?
- How do you record your music?
- How do you decide who to work with?
- How do you find venues?
- How do you collaborate?

MUSIC VIDEOS

- Unless you can afford a professional to do this for you, don't do it.





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Don't Forget: sharing is caring

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