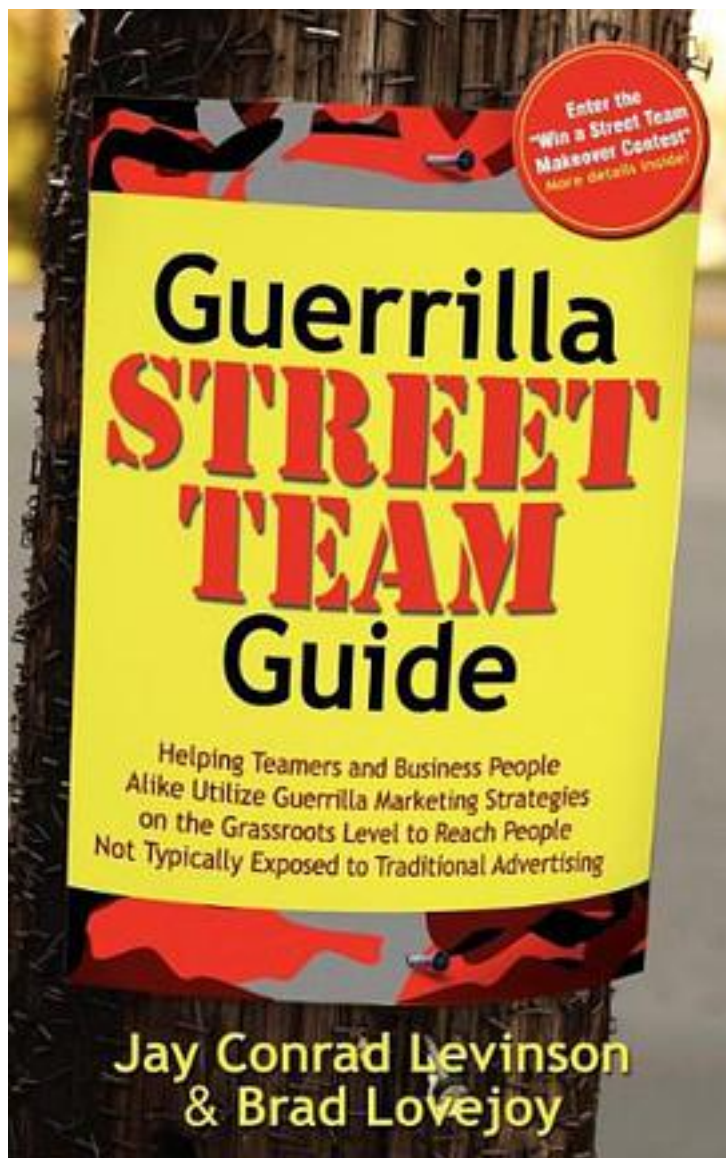


Guerrilla Street Team Guide



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Attn: Independent bands and record labels; festival and concert promoters; theatre and publishing companies; retailers and service providers Guerrilla Street Team Marketing can boost sales and improve the market visibility of any band, business, service or product Learn how to: *Develop a Guerrilla Street Team Marketing Strategy and Calendar *Recruit, train and motivate street team members *Design effective newsletters and street team invitations *Maximize promotional materials' effectiveness *Research your target demographics *Set budgets and measure success *Refine your image and sales goals The music industry is becoming more accessible by the minute and grassroots marketing is one of the only ways beginning artists can gain a presence in the marketplace. In addition to the music industry, the same tactics that work for bands will work for any business

作者介绍:

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