



ARE SOCIAL MEDIA TOOLS ARE RESHAPING THE MUSIC INDUSTRY?

Having access to the internet has changed the way we engage everything, especially how brands reach consumers. We now have more access, more control and ultimately more power. In regards to the music industry, social media and social networking have revamped even mainstream practices.

“Word of Mouth” marketing utilizing social media avenues, has been the way for independents for a long time. The music industry can no longer deny or neglect this practice. Although being able to rely on a major label is a dream for many, Indies are no longer leaving someone in the driver’s seat. Having access to these tools opened doors to experimenting with different approaches. This has become viral and there are many success stories to prove this method successful.

WHERE AM I GOING?

I would like to introduce **IndieByChoice** as JM Management Inc’s company of the week. They are a self-owned, Cincinnati-based online music community established late 2009. There are many tools on **IndieByChoice** that allows users to create a world that offers a fully integrated “content hub”. What attracted me to this company is the ownership piece. **IndieByChoice** created and owns this site and in 2010 comes to us with plans that are bigger and better, the end result is a brilliant platform. If you are an Artist, this took will further empower you to have more ownership in your internet presence management.

Their next siting is scheduled for April 10th, 1-5 PM at **NO! NO! MORE! The Demonstration, Baba Budan’s**, 239 W McMillan Street, Cincinnati, OH.

Please support a company that supports you by joining their site. Once your account is set up, they ask that you provide feedback as an end user. Below is the link:

<http://www.indiebychoice.com/>

Stay tuned for more updates from JM Management Inc.

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