

MUSIC DEALERS RELEASES FREE ONLINE GUIDEBOOK FOR ARTISTS ON SOCIAL MEDIA AND MUSIC LICENSING

CHICAGO, IL, UNITED STATES, January 18, 2016 /EINPresswire.com/ -- [Music Dealers](#), the global music agency and B2B music licensing company, released a free online guidebook to educate artists on DIY steps to success, titled [Hashtag Hustle](#): How to Leverage Social Media to Maximize Sync Potential.

Artists can use the power of their own voice, the reach of their social networks, and the influence of their fans to promote a placement in a TV show, film, advertisement, or video game.

Unfortunately, there has never been a comprehensive walkthrough explaining to artists, bands, composers, and producers how to professionally use social media for that purpose.

Identifying an industry-wide need for an informative guide for artists on how to maximize the return on a sync placement, Music Dealers employees Rob Lindquist, Director of Artists Services, and Zach Miller, Content Specialist, collaborated to write Hashtag Hustle.

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Clay Johnson, CEO, Music Dealers

This guidebook is a collection of tips for artists looking to bring more attention to their music licensing placements and add more value to the agencies, networks, brands, supervisors, and editors that use their music. It also explores ways to increase engagement with current followers, expand exposure to new fans, and partner with the licensees for mutual benefit.

“Every day Music Dealers strives to empower our community of up-and-coming artists, as well as enrich the projects and stories of our clients in the television, film, video game, and

advertising communities,” said Clay Johnson, CEO of Music Dealers. “Hashtag Hustle continues that mission and, ultimately, accomplishes both goals. Artists will benefit by discovering new opportunities for exposure, and licensees will benefit by partnering with the artists to increase consumer engagement.”

Hashtag Hustle: How to Leverage Social Media to Maximize Sync Potential is free to download and is available on the Music Dealers website at <http://bit.ly/HashTagHuslte>.



About Music Dealers

Music Dealers™ is an award-recognized, full-service music partner offering a range of creative and strategic music services to help clients realize the full value music brings to their businesses. With one of the world's largest online catalogs of emerging, pre-cleared artists from around the globe, Music Dealers works with brands, agencies, TV/film networks, and gaming studios to elevate their music needs through music licensing, custom music creation, and rights clearance, while generating significant revenue streams for its independent artist community. Music Dealers proudly works with leading, global companies that understand the powerful role of music in building connections with their target audiences, including Coca-Cola, McDonald's, Ogilvy, Havas, Viacom, AirBnB and Spotify. Headquartered in Chicago, Music Dealers has offices in Los Angeles, New York, Atlanta, and New Orleans. For more information visit: www.musicdealers.com.

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