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### Music Marketing

The other day, I begged my sister to explain the concept of “marketing” to me because she mentioned something related to it, and I was like what do you mean; so this video was helpful. What captivated me is that if the artist does not know his audience, he cannot progress with what he can offer to the public. Not understanding how marketing works is bad for business; it explains how we can gain something out of a product. I already knew that promoting a single or album is necessary for the success of an artist, but now I know that if an artist does not follow its rules, she will lose more than she has invested in her career. Music marketing is a great way to live in the music industry’s beauty. It may have much work, but once we have them covered, we will become a big pro in marketing.