

Adrian Amaro

Professor Nova

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Week 6 - 10 Point Response

This week was filled with a lot of information that is really important not only to listen to but to write down and fully understand. The first thing that grabbed my attention happened to be the very first thing that was said and that was, "Marketing is not a step". Marketing is the vehicle in which we use to have our voices heard to be able to share our skills and our talents and to be able to provide the rest of the world with a product, a service or an offer. It is important to always have that differentiating factor that wow that's something that sets you apart from the hundreds of thousands of other people that right now are creating music. Marketing is very important because it leads to many doors and opportunities for a number of different things. It can control how many people are attracted to your music whether that is online through apps or live in concert. Marketing is extremely important and can control a lot of things that you may not see.