

MUSIC MARKETING MANIFESTO

TROUBLESHOOTING CHEAT SHEET

RESULT	POSSIBLE CAUSE	SOLUTION
Click through rate low (>3%) and squeeze page conversion rate low.	<ul style="list-style-type: none">• Audience• Ad Copy /image.• Message to market mismatch.	<ul style="list-style-type: none">• Test new audiences and new ads.
Click through rate low but squeeze page conversion rate high.	<ul style="list-style-type: none">• Poor ad copy.• Add is qualifying leads well, but speaking to a limited audience.• Wrong audience.	<ul style="list-style-type: none">• Test new ad copy.• Test lookalike or other broader audience.• Test other specific interest audiences.
Click through rate high but squeeze page conversion rate low.	<ul style="list-style-type: none">• People clicking ad for the wrong reasons.• Poor squeeze page copy.• Squeeze page copy inconsistent with promise in ad.	<ul style="list-style-type: none">• Analyse message to market match and test new ad copy.• Test new squeeze page copy, especially headline.• Stick to recommend MMM structure.• Test colours and design on squeeze page.

Open rate on email #1 low (>70%).	<ul style="list-style-type: none"> Confirmed opt in off, causing low quality subs. Language in/on confirmation email/landing page off-putting. Something is broken. Targeting an audience not likely to engage with email. 	<ul style="list-style-type: none"> Turn on confirmed opt in. Edit language in conformation email/landing page. Go through the process and see if all is working. Test a different target audience. Test a different demographic within the same audience.
Open rate on email #2 low (>40%).	<ul style="list-style-type: none"> Subscribers don't connect with the music. Subscribers didn't listen to music. Copy in email #1 was off-putting. Subject line in email #2 needs improvement. 	<ul style="list-style-type: none"> Offer a different song. Make music streamable in email. Use advanced tagging to continue to send music until links are clicked. Edit email #1 copy. Test new subject lines for email #2.
Open rate on any individual email is low.	<ul style="list-style-type: none"> Subject line needs work. Content in previous email needs work. 	<ul style="list-style-type: none"> Test new subject lines. Modify content in previous email.
Ads, squeeze page, and funnel performing optimally, but low sales.	<ul style="list-style-type: none"> Music is already available on streaming services. Offer is not enticing. Offer not clear. Problematic demographic. 	<ul style="list-style-type: none"> Limit streaming releases to just a few songs per album. Offer music in a form people are more likely to buy (CD, Vinyl, membership, Patreon, etc). Improve LTO copy. Test new offers. Offer steeper discount. Test new audience or demographic.

		<ul style="list-style-type: none"> • Survey list to find out why they have not purchased.
Everything is performing well but your subscriber value is lower than your subscriber acquisition costs.	<ul style="list-style-type: none"> • Not selling enough stuff. 	<ul style="list-style-type: none"> • Run more promotions. • Mix up your offers and price points.