

Downtempo Electronic Music Internet Marketing - She's Apell's.

One particular artist who has taken full advantage of the promotional opportunities on the Internet is Australian Downtempo Electronic Musician and Independent Artist, Apell.

(PRWEB) July 7, 2004 -- Today the process of promoting and selling a CD has become much easier due to the growth of the World Wide Web. Just a few years ago an independent artists options in promoting and selling their music was limited to independent radio and record stores, local street press and gigs. By utilising the Internet for promotion, Independent Artists are able to reach a much wider audience and attract world wide reviews and attention.

One particular artist who has taken full advantage of the promotional opportunities on the Internet is Australian Downtempo Electronic Musician and Independent Artist, Apell. Since establishing his website, www.apellmusic.com to promote and sell his albums over the Internet, Apell has received world wide reviews, recognition and has created a world wide following.

Apell's new album *Beaver Street & Beyond* released in April 2004 is an example of how independent music can be successfully promoted and sold over the internet. Here is an example of one of the on-line reviews for Apell's second self-released album

"Convincingly flirting with jazzy flavours, rock approaches, 70's glamour, disco-funk fun, dub effects, industrial attitude, drum'n'bass aesthetics, retro samples and more... The key interpretation lays in the ECLECTIC AND BRILLIANT MIND of this dynamic and pro-active fellow who came up with this music... so diverse and multifaceted in style that it could appeal to a number of different music fans... Radiohead, Massive Attack, Unkle, Groove Armada, Zappa, John Zorn and many others... there's quite a buzz around Apell's music" - 4 STARS Marc 'the Memory Man' Urselli-Schaerer (www.chaindlk.org USA).

The core of web promotion for this "multi-talented Melbourne musician" Jeff Lease (THE BUZZ), is the website - www.apellmusic.com. This website allows for visitors to listen to the music using mp3 files which are quick and easy to download or stream over the Internet. Mp3 files allow visitors to listen to music that they may never have had the chance to listen to in a record store, even if their interest was piqued by the cover. If they like what they hear they can easily and securely purchase the CD by following links to online distributors such as CD Baby, The Can or Amazon.com.

Several techniques are used to drive potential listeners to Apell's website. Apell advertises on music websites such as www.musesmuse.com and www.musicSUBMIT.com. There are also numerous sites that review independent CDs such as www.chaindlk.org. Search engine optimisation is crucial in generating traffic to further promote Apell's music. Using the right keywords in the content of the website is the key in allowing people to discover Apell's music. The Apell website uses such keywords as "downtempo" "mp3" and "electronic music" to optimise search engine positioning. Another tip is to mention other similar artists like "Groove Armada" or "Radiohead". This can attract searchers of these well known bands to your site where they may listen and purchase your CD.

Digital radio is another promotion tool for independent artists on the Internet. It can be difficult to get a new artist played on conventional radio, fortunately with digital radio this is not the case. Websites such as www.live365.com and www.shoutcast.com allow Independent Artists, like Apell, the opportunity to be played on stations that specialise in downtempo electronic music.

Apell's fan base is continually expanding, world-wide, as a result of these Internet promotion techniques. For updates on all Apell album releases and gigs and to listen to Apell's MP3 tracks -

check out www.apellmusic.com

CONTACT INFORMATION:

Anthony Pell

Apell

Phone +61 3 9376 7439

<http://www.apellmusic.com>

You can purchase Apell's album Beaver Street & Beyond online at amazon.com, cdbaby.com, www.thecan.com.au or via the official Apell website www.apellmusic.com

Contact Information

Anthony Pell

APELL

<http://www.apellmusic.com>

+613 93767439

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