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The Benefits of a Professional Website for a Musician

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Abstract

For my capstone project at Boise State, I decided to create a website for my music. I am a music producer and needed a professional web presence for promotion, current and future fans, professional contacts, and to also serve as a portfolio of my work. There are also added benefits for future projects in the form of a blog and file selling features. I researched web-building platforms and methods as well the benefits of having a website for not just myself but for fans and other consumers of music and developed an action plan to create my own professional website. This paper will detail the research conducted, steps taken and outcomes achieved for my capstone project.

Keywords: Professional, Music, Website,

Introduction to your Capstone Project

My capstone project was born from the need to have a professional web presence to promote my music and help further my hopeful future career as a musician. In an online world, music is consumed through streaming services and digital downloads. I needed an online presence of some sort and musicians have many options for promotion, from social media to more traditional websites. My project came from an either-or proposition: How might I build a web presence that successfully showcases my music. Either I build a website that shares my music or I leverage already existing social media and music sites to Promote and share my music.

Section 1: Innovative Approach

Bringing Together Perspectives

For my capstone project, I have created a website for myself as a music producer. I have also linked all social media accounts I have to it and used similar branding throughout. This will keep my image steady and allow me to leverage all available platforms. My website will serve as a central hub from which I can control my image and branding. This will allow me a way to promote my music, act as a central hub for my fans and my image, and allow for a platform for other professionals to contact me. It has a blogging function and file selling capabilities which will allow for engagement with fans and promotion of interests and a future revenue possibility.

Creating Innovative Approaches: Beyond Either/Or

Website creation involves many aspects from different fields. For one it needs color theory and design principles from the visual arts for layout color schemes etc... Photography for images or graphic design for created images. It requires some computer knowledge and a bit of

technical know-how as well. It also requires some marketing and communications knowhow to convey the messages I wish to convey. By using these principles and combining approaches on a platform that allows for a great bit of flexibility and opportunities to implement things like blogging and file selling I can go beyond just a website and get the most return on my investment and build a better experience for everyone.

Section 2: Emotional Intelligence

Awareness of Self and Others

Creating a website shows a desire to sense how others perceive me, how I perceive myself, and to create an image I wish to share with the world. I can align my self-image with my professional image and showcase that through my website. As a musician, I need to pay attention to and create for the fans and I need to portray an image that is something they would like and aligns with my core values. I need to be the best me for them and myself. Some of the research I did, mentioned how musicians create an image and how fans can get part of their identity and a sense of community from that. I took that into account and kept how I present myself, a central focus of my project.

Consideration of the Audience: Emotional Intelligence

Music can give people a whole identity and lifestyle. As a more noticeable concept, we have all seen metalheads and those into the punk scene. Music is an integral part of the human experience and many feel that so much that they build their own image around their favorite music genres or bands. Many get a feeling of identity from their favorite musicians so I need to present my best and most authentic self to others. Doing this will hopefully have a positive impact on other people's lives.

Value to Others: Emotional Intelligence

The fans are the most important thing to a professional musician. If you take care of your fans they will take care of you. The blogging function of my website will add another layer of fan engagement. With it I can share things I find interesting, causes, and charities I support, and can really interact on a personal level with fans, giving them that little bit extra.

Section 3: Creative Thinking**The Creative Framework**

Throughout the MDS courses, I have learned creative methods and frameworks. These have led me to think about ways to implement other things into my website. It also allowed me to break it down into its component parts, which allowed me to develop a plan to tackle it one portion at a time. I was able to weigh the pros and cons of a variety of options and choose the one that would best serve me personally and professionally in my future.

Unique Approach/es to Project

Where I am not a web developer I had a different approach to creating a website and figuring out what I wanted and needed. My approach used the idea “steal smart”. Find what works best for others and make it your own. I am also trying to implement other things like the blog to add more to it than just being a website. I wish for it to be a platform for engagement that can serve many different functions.

Section 4: Your Innovative Solution**Accomplishment of Capstone**

My capstone website will serve multiple purposes. A central hub for me as a musician and for my fans. A place I can direct all traffic from social media marketing to, which will

hopefully grow my fanbase. The blog can not only be a way to share stories and ideas but can also be used as a potential way to gain another income as blogs can make money through advertising and affiliate marketing. With my website, I can also offer other things for sale besides music, like merchandise or audio samples for others to use in their own music. It can house a promo kit to send talent buyers and booking agents to, for future gigs at various venues. It will allow other professionals to contact me and possibly collaborate or offer other deals and it can also serve as a portfolio of my work that I can share with others.

Innovative Approach to the Problem/Project

For me, finding a platform that can do all of the things I wanted was the hardest part and I feel that I made a choice that will allow flexibility and growth and allow me to add more features and ideas in the future, and really expand it into something more than just a website. There are always new avenues for sharing ideas and content on the internet being developed and I can integrate them into this site as they arrive. There are also new avenues for music sharing and consumption being developed and there may be others not even imagined. By having a web presence I can be in a position to adapt to these changes and unforeseen platforms as they come into being.

Section 5: Results

Benefits to Stakeholders

Having a professional website benefits me in many ways. It is a professional presence on the internet, a hub for me and my music for promotion and marketing, and my image that I can grow and expand. It can serve as a portfolio and idea and content sharing space as well as a shop for selling music and more. I can change it to reflect changes in my own image or the latest

trends. It will also be the best way for other professionals to get a hold of me for collaborations and gigs, or even composition jobs and music licensing. For current fans they can keep up to date with new releases, any future events, news and other goings on. For future fans that learn of me through either various online news, word of mouth, social media, or from playlists I am featured in, it will serve as a place they can come and learn more about me and hopefully join a community of music lovers. My website will show that I have made a serious commitment to current and future fans and is a major step forward in being a professional musician.

Impact on Stakeholders

There are many benefits and it is a great investment but there are a couple of downsides and as an investment, it does cost money to have a website. As I am a new solo artist and do not have a very big presence yet with only a couple of singles released, I am mostly unknown. This means less playtime or chance of being found on streaming services and that is where my income as a musician comes from in this online world. The streaming services are notorious for paying percentages of pennies per stream. This means you have to have hundreds of thousands of streams per month to make it. As a new artist, my streams are low and I am having to pay more than I am currently making to maintain the website but it is an investment in the future so it is worth it. Another downside is a time investment and it does take time to manage a web presence. Time that could be spent on making music. Again this is an investment for the future though and after taking all things into consideration, I feel that it is worth it and will allow for future growth and help me to grow as a music artist.

Section 6: Conclusion

My website is a culmination of much of what I have learned while at Boise State University, with ideas and skills taken here and there from many classes. I can take the knowledge I have gained here and use it in my future endeavors as I try to navigate an ever-changing world. I feel I have received a good foundation of knowledge that I can build from and this capstone project is me already putting some of that knowledge to good use. I hope that I can Build upon this foundation and create a future that is beneficial to myself and others. One where we can come together over our shared love of music.

My website is at celenaure.com

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