

# Branding Yourself With Music Marketing

---

## Creating Memorable Buying Experiences

By Michael Jones



You want to know the truth about people buying your products or services? A lot of times they buy and then forget all about you. They forget who you are.

Savvy marketers are using this fact to their advantage by creating an 'experience' their buyers won't forget, because, after all, experiences stick with us.

How can you make an experience? Do what retailers are doing – use music.

When shopping online, the customer is trying to take everything in. The problem is, they're used to real, live shopping. With that type of experience there are several elements that affect their senses. Sight, touch, smell, and....sound.

When they're on your website you're obviously going to fall short of all those senses, so you have to take advantage of everything you can. Most websites limit the experience to sight. Obviously we can't do anything with smell and touch, but what about sound?

Sound is engaging. Think about this...how many times have you opened a newspaper or magazine and skimmed right over ads? You can spot them a mile away, right?

But what happens when that funny commercial comes on the radio? Or that hard-hitting thump of your favorite song? You can't skim over it. You have to either listen, or turn it off.

What you want to do is use sight, together with sound, to create an experience for your customers. You want to create something that they'll remember long after the transaction is over. Why?

Because first of all, the more memorable the experience, the more likely they are to actually buy the first time. But the second reason is even more important.

Do you know who is 100% more likely to buy from you in the future – a new customer or an old one?

<http://moneymarker.net/make-your-own-music.htm>

The answer is, the old one. It's a fact, repeat customers are the lifeblood of any business, on or offline.



Think about your product, your website, your image. What do you want to convey? Do you want to be taken as a professional? Or perhaps as being light-hearted? Do you want to be energetic, serious, or funny?

Your site (and you) needs to have an image – a personality.

Think of your audience. Music is POWER and if you want to reach a certain audience and set a certain mood, music is the way to do it.

For example, there is music that prompts people to think of children, grandchildren, or playfulness. There is music that makes them serious. There's music for young people, old people, baby boomers, families, singles, you name it.

For marketers, using music to reach your prospects provides that extra touch of professionalism that will help push many over the edge. Why?

Because of the simple fact that music helps set a mood. Think about this for a minute.

How many movies have you seen without music?

None.

Why?

Well, picture a scene from a scary film, something real suspenseful.

What makes it suspenseful? Is it the darkness? No, we see that every night.

Is it the woods? No, I've got woods behind my house and they're not scary one bit.

<http://moneymarker.net/make-your-own-music.htm>

What is it? It's the music. Those strings and sound effects blended together TOTALLY set the mood. The same exact scene could be played with lively music and it would be a completely different scene, one with energy and anticipation.

You can harness this power in your squeeze videos, sales videos, and training.

Let's say you're producing a 2 hour video course on using Adwords. Start the introduction with an upbeat, exciting, lively tune and mix your voice in and you completely set the 'I can do this' tone for the whole course which will make it more successful.

On your squeeze page, use music that invokes a carefree spirit – i.e. I'm in the mood to buy!

Quality is a factor as well.

One thing I don't like is cheesy audio quality, especially if there is music involved.

So many marketers try to skimp on quality so that they have less bandwidth issues on their servers.

Listen, you'll sell more stuff if these people see you as a top-shelf provider, not a cheapskate.

To be a successful online business owner, you need to differentiate yourself from the competition. If you're putting forth all that effort to get traffic and put yourself in front of all those people, don't you think it makes sense to give them the best possible experience?

By using music together with the rest of your offer, you can create an experience they won't forget.

Now, I know what you're thinking... "I can't make music!" or maybe "Isn't it expensive to buy royalty free music?"



Listen, I'm not the kinda guy that would tell you all about a huge problem and then leave you hanging with no real-world solution.

I know of a program that lets you make your own music, even without ANY knowledge of music or instruments or recording or anything!

And yes, royalty free music is expensive. But you won't have to buy any since you'll have this program and can make as much music as you want...in fact, you can create

<http://moneymarker.net/make-your-own-music.htm>

music with this easy software and TURN AROUND AND SELL IT as royalty free music and make a mint.

[Click here to check it out for yourself, they've even got samples and tutorial videos.](#)

<http://moneymarker.net/make-your-own-music.htm>