

YouTube

YouTube is the most easily monetizable but least interactive social media platform. It is a video platform. Success here is measured by the number of views your videos have. To build a YouTube following:

1. Have a professional channel.
2. Upload consistently. All the content for social media can be posted on YouTube as well.
3. Partner with channels. Provide exclusives to music channels. Get others to use your music (with credits.)
4. Collaborate with artists that share your market.
5. Pitch to curators. This will not have a high degree of success, but a little success can go a long way with the right curator.
6. On your social media, find people who have shared similar videos and send them links to your videos.
7. Covers. Covers. Covers.