Why Your Music Isn't Reaching New Fans (And the Analytics May Tell You Why)

By Todd Apfel

This morning, while I was out walking Albert (the real Rock Dog), I had a conversation with a fellow musician who was frustrated that his latest release wasn't reaching new listeners. He told me he was posting regularly, using hashtags, and promoting his music, but the numbers just weren't moving. So I asked a simple question: "Have you looked at your analytics?" His answer was the same one I hear from many independent artists: "No."

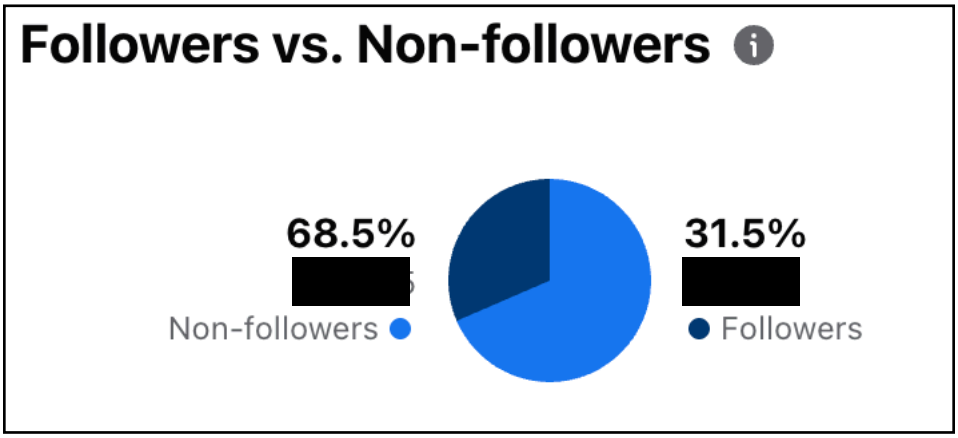
That's where the conversation got interesting.

Most musicians spend a lot of time creating content and very little time studying how people actually find that content.

Stop Looking at Views. Start Looking at Discovery.

When I released a recent promo video, I didn't just look at the number of views. I looked at **where those views came from**.

One of the most important statistics showed that nearly **69% of the people who viewed my content were not followers.**



"68.5% of viewers were non-followers. This is where growth happens."

That's huge.

If your content is only being seen by the people who already follow you, your growth potential is limited. New fans come from people who have never heard of you before.

In my case, the majority of viewers were discovering my content through Facebook's recommendation system.

The Algorithm Is Your Friend

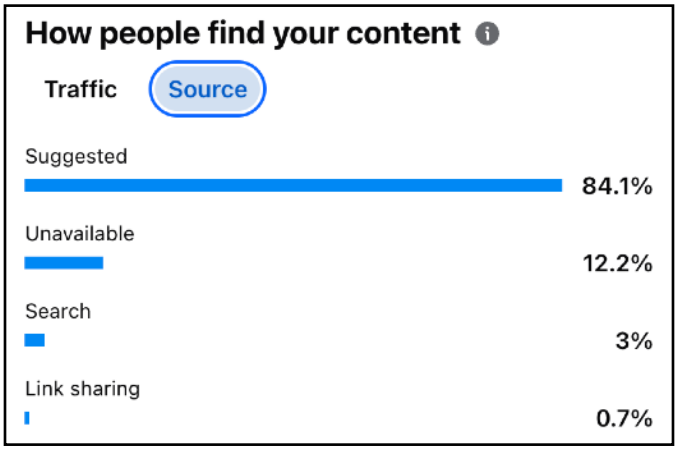
Artists often believe they need to market to their existing fan base.

That's only partially true.

If someone already follows your page and regularly engages with your content, Facebook, Instagram, TikTok, and YouTube will generally show them your posts anyway.

The real opportunity is reaching people who have never heard your music.

According to my analytics, over **84% of discovery traffic came from Suggested Content.**



"Over 84% of discovery came from Facebook suggestions."

That means Facebook was actively recommending my video to people outside my existing audience.

That's exactly what every artist should want.

Are Your Hashtags Working?

Hashtags are not magic.

The goal isn't simply to add ten or twenty hashtags and hope for the best.

The goal is to use hashtags that help the platform understand:

- Who you are
- What type of music you create
- Who might enjoy your content

Then monitor your analytics.

If your posts are reaching mostly existing followers, your hashtag strategy may need work.

If new people are finding your content through search, suggested feeds, reels, and recommendations, you're probably heading in the right direction.

The Data Never Lies

Many artists make marketing decisions based on feelings.

The analytics tell the truth.

They show:

- How people found you
- Whether they're followers or non-followers
- Which content performs best
- Which platforms drive discovery
- Whether you're actually growing your audience

The artists who pay attention to these numbers gain a significant advantage over those who don't.

Final Thought

The next time you release a song, don't obsess over likes and views.

Instead, ask yourself:

How did those people find me?

Because likes come from fans.

Growth comes from non-fans discovering your music for the first time.

And if your analytics show that new people are finding your content every day, you're doing something right.