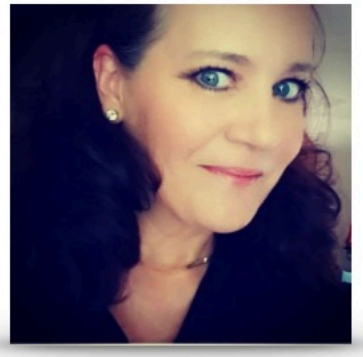


Angela's Artist Advice

Angela Marie Eidenmiller is the ISSA Associate Director of Artist Relations. Over the past few years many of our Award Winning Artists have benefited from Angela's sage advice.

Beyond the Stream: Why Your Story Is the Ultimate Marketing Tool

You're an independent musician drowning in a sea of "Please pre-save my new single!" posts... and you're not alone!

With over 99,000 new song releases every 24 hours, we all see hundreds of these posts a day, and while the call to action is clear, the reason to act is completely missing.

The truth is, in today's crowded digital landscape, your music alone isn't enough to cut through the noise. Your fans aren't just looking for a new song to stream; they're looking for a human connection, a piece of the emotional puzzle that led to its creation. They desperately want to feel connected to the artist before they commit to the art.

* Your story is the hook.
* Your music is the reward.
* The Power of "Why" Over "What"

Think about the posts that actually stop your scroll. They're rarely just a picture of a product. They are honest, vulnerable, and invite you into a moment. This principle is even more powerful for music.

Here's some incredible examples of how to do this:

Instead of: "Go listen to my new track on Spotify!"

Try: "I wrote this song at a time when I felt I had lost everything but music. Honestly, its creation was so cathartic that it became my nourishment of hope. While it's very personal for me, I'm hoping it serves someone else as it so positively served me. Hit the link in bio to hear the hope."

Or:

Instead of: "Pre-save now! Album drops next Friday!"

Try: "This song was born during a messy break-up—so thank you to my ex for the inspiration!

I know of no other way than to write exactly how I feel, and I'd love to know if any of you can relate to the chaos. Pre-save it now (link in bio) and let me know your worst breakup story in the comments."

See the difference? In both of the second examples, you've created a mini-narrative that is instantly relatable and taps into core human emotions: hope, catharsis, and shared experience. You've given a reason to care before you asked for a stream.

Stop Letting Your Music Market Itself!

A sound wave is just a sound wave until you attach a feeling to it.

Read that again! Your goal on social media should be to use your personal narrative to build solid communities, not just large follower counts. A solid community is made up of fans who are invested in you, and those are the fans who will stick around, buy merchandise, and show up to your live shows!

Here's how to start injecting your story into your marketing:

Be Vulnerable: You don't have to share every detail of your life, but share the emotion that fuels your music. Did a song come from a moment of crippling self-doubt? A huge professional win? A random conversation on the subway?

Highlight the Process, Not Just the Product: Fans love a peek behind the curtain. Share a clip of the initial voice memo, a picture of the late-night songwriting mess, or a short video explaining the bizarre instrument you used in the chorus. This makes the final track feel earned.

Ask for Connection, Not Just Consumption: End your posts with an open-ended question that relates to the song's theme. For a song about anxiety, ask, "How do you cope with your worst days?" This makes the comments section a place for conversation and community, not just praise.

Don't let your music market itself. Your story is unique, compelling, and free. It's the most powerful marketing tool you have for growing a loyal, invested community who will champion your art for years to come.

Until the next newsletter,

"Go forth, CONNECT authentically, CREATE fearlessly, and confidently CONTRIBUTE your music to the world."

- Your ISSA Sis,

Angela Marie Eidenmiller
Email your feedback, questions and suggestions of subjects you'd like for upcoming articles to me at: ISSASONGWRITERS.ANGELA@GMAIL.COM