

# 14 Ways to Make Your Music Go Viral



I'm really excited to show you how I've been able to get over 100K listens/views on some of my songs. This has led to many opportunities and amazing new studio clients.

Take my song I Can't Say ILY as an example. I went from a few hundred views to over 100k views in about a month!

In this exclusive guide, I will unleash my secrets and tell you to step by step how to do it yourself.

Please keep in mind, there's no magic pill. It takes hard work and creativity. However, this will get you there much faster than how I had to do it (trial and error)!

Okay, let's get started.

# Here are the 14 ways to make your song go viral:

## 1. CREATE SHARE-WORTHY CONTENT

The first step to make your music go viral is to have something share-worthy! It has to be either so good people can't help but share (like Beyonce), or have a media component tied to it that appeals to your audience.

Think about Old Town Road by Lil Nas X, the song went viral and his music career sky-rocketed. He had an innovative song since he mixed country and trap, but just releasing the song wouldn't have been enough.

Lil Nas X made about 100 different memes with his song in the background prior to the song taking off. One of the memes caught the attention of a Tik-Tok influencer and before you know it the entire world knew about it!

You have to get creative. What is something everyone is talking about right now in the media? Think about ways to leverage that with your creation.

Here are some steps towards getting your content shared:

- Get your song recorded, mixed and mastered by someone who can make it sound amazing sonically, or learn how to do it yourself. If you want to save some money and you know how to produce, create the beat and then just get your vocals professionally recorded.

I produce many songs from scratch with my clients, but I also have a lot of clients that bring me a backing track and then I record, mix and produce their vocals and master their entire song.

[Contact](#) Jony Studios if you'd like to have your song recorded, mixed and mastered by a professional.

It just has to be at a level where people can truly enjoy listening to it over and over again. Bon Iver recorded his entire debut album in a cabin with a \$100 mic (a Shure SM57) and won two Grammys!

- Create a video component for your song. Whether it is a music video, or you with your smartphone blasting your new song in the car while belting out the window to strangers in a mall parking lot haha.

The point is to CONNECT with the people you want listening to your music. Video is perfect for this.

- Another great way to find examples of share-worthy content is to pay attention to what you and your friends are sharing.

Is it funny, is it shocking, is it really emotional?! Then take your song and ask yourself: what can I add to the video portion to make it something worth sharing. Also, controversy works, just be careful because if it is done in an untasteful manner, it can have a severe impact on your brand image.

## **2. FIND YOUR TARGET MARKET AND AIM TOWARDS THEM**

When you first start out nobody knows you! The one thing you do know is that your music is influenced by other musicians. The key is to study the super fans of the artists similar to your music that are at the level you want to be at. Write a detailed profile of the commonalities between them. Is there a common age range? Do they go to school or work? Are they single or married? etc.

You can find all of this information from Instagram/Facebook/Twitter. Data is power... remember that. If you can get into the minds of your potential soon to be fans, you will be able to locate and connect with them through your content.

### 3. TELL YOUR STORY AND BE 100% AUTHENTIC



Be real! Talk about your flaws, your weaknesses, your struggles, your happiness and your success. People connect with other people, not objects. When you show your human side you build a real relationship with your audience.

To be honest, I still struggle with this. It's hard for me to be vulnerable to social media and I think this has had an impact on my growth. The times I've talked directly to my iPhone camera and put myself fully out there on [my Instagram](#) stories it ended up getting the most engagement.

Look at Cardi B for example, she is who she is and doesn't care what anyone else thinks of her. That's why people either love her or hate her. It's a lot better to be polarizing and unapologetically yourself, then so passive that no one will ever remember you.

Do you know anyone who doesn't like watching movies or tv shows? Mean either. It's because we love a good story! Show the climb, be honest about your obstacles, create suspense, celebrate your victories. Take your future fans on a journey they

don't want to miss. Let them in on the action and watch as you create a movement that will launch you to success!

#### 4. NETWORK WITH INFLUENCERS AND ADD VALUE TO THEM

The Internet has given you access to a lot of people that can take you to the next level. The fact that you're reading this means you have access to me. We are connected! You can even come to record a song or even send me a mix to master from across the world!

It's crazy when you think about it, and most people rarely utilize the Internet for their growth. Instead, they just spend countless hours watching Netflix and funny prank videos.

[Contact us](#) to know more about Jony Studios services and how we can help you create a hit song from across the world.

All the songwriters, music label execs, musicians, and business owners are on social media! You can reach out to them. One step you can take now to connect with others is to create a LinkedIn account for your music brand.

You can view mine [here](#) as an example. Through LinkedIn and other social media platforms, you can find playlist curators and a lot of people in the industry that can help you expedite your growth. The opportunities are endless.

In order to create meaningful connections when networking (either online or in-person) you must ADD VALUE first! No one owes you anything. If you just ask someone who doesn't know you to do something for you, you can expect no response or a block.

You want to learn more about them to see how you can make their life easier, without expecting anything in return. Do you have a skill they could benefit from? Do they have a problem you can fix?

Those are the type of questions you should be asking yourself.

When you serve others, the doors of opportunity unlock and abundance will come flowing into your life like never before. I'm writing this free article for you currently at a Starbucks at 9:39 PM after a full day of work because I'm passionate about helping you!

This energizes me and allows me to meet amazing people while doing what I love.

Start shifting your mindset from "What can I get" to "How can I serve" and just watch what happens. Everything will start clicking into place.

## **5. GROWTH HACK YOUR WAY TO FAME**

You can do all of the above and still have just your mom checking out your music haha. I'm exaggerating, but in order to fuel the fire, you need to harness the power of digital marketing!

You already know what I'm talking about.

You must have seen those ads everywhere on YouTube, Facebook, Instagram, and Google. In order to go viral, you need to find the people that can resonate with your brand. Once you have your target market (as mentioned above) you can use that information to target them wherever they are online.

There are a lot of great strategies I have used that have created an impact, but to tell you all about them here would be too much reading! Schedule a music growth training session with me here and I can tell you all about it. I look forward to meeting you.

## 6. DON'T CONCENTRATE ONLY ON THE ENDGAME



If you focus all of your energy on the endgame (the really big ones), it will immediately affect your overall success.

Focusing entirely on the big finish is like dreaming of winning the lottery. You start to lose focus on the finer details and get discouraged when the outcome is not like what you expected it to be.

An example of this type of thinking would be to dream of getting in Rolling Stone while ignoring the massive number of publications willing to sign you and help you succeed.

Remember: to get to your endgame/final goal, there are many steps you need to achieve first. Concentrate on them and success will follow you.

## **7. SEEK POPULARITY NOT MONEY**

Don't only concentrate on earning from your music. Focus more on gaining popularity on various platforms, generate a fan base and a following before you seek an income.

The more popular you are the more your fan base will keep increasing thus increasing your sales.

## **8. REWARD YOUR FANS**

Fans always love to be contacted by the band or the singer. Make it a habit to randomly reward your followers/fans. This will show how much you care about them and shows them how you go above and beyond for your followers, making them feel appreciated.

A good way to reward fans is by sending them a personal email, sending them free digital copies of your albums, setting up a meet and greets with a few lucky fans, etc.

Not only will this strategy generate a loyal fan base for you but will also help in creating a word-of-mouth advertising for your album/songs.

## **9. USE YOUR CONNECTIONS**





Always make sure to keep track of all your connections on a Microsoft Excel Document.

It should contain the names, roles (family, friend, blogger, fan, etc.) and email IDs of everyone you know and can connect with when a new album/song comes out. Try to keep them in touch with everything noteworthy that's happening in your professional life.

This will increase the number of people your song reaches out to since your connections will be able to share your news with their loved ones and followers as well. Always make sure you keep updating your list. Note down every new ally you connect with and add them on the list as well.

## **10. COLLABORATE**

The way to go viral is to find new fans. When you collaborate with other artists, it exposes your own songs to their fan base as well, thus increasing your followers drastically and immediately.

Make sure to have your social media account and website tagged and mentioned whenever you collaborate with someone. It is the best way to generate organic followers you don't have to pay for.

## **11. USE INSTAGRAM LIVE**

Instagram Live is an amazing tool you can use to engage with your followers and be extremely candid with them. Since the video is live, your followers can ask you questions immediately and can see the 'real you' without any filters or assumptions.

This is also a great tool used to advertise any new songs/albums, share exciting news and generate a buzz about any upcoming news.

According to research done by [LiveStream.com](https://www.livestream.com), 80% of followers would rather watch a live stream than read a blog or social media post.

## **12. MAKE AN INSTAGRAM COUNTDOWN**

Hype up your fans every time you have a song dropping to make them excited.

Prepare visual teasers for your fans and flood your story with these updates along with the countdown bar Instagram has.

You can start promoting your song as soon as a month in advance but it is recommended to do so 10-14 days before the release date. Big musicians in the

industry right now use this strategy to get their fans excited. They use close-up shots from their video, post descriptions and even post teasers from the song itself!

### 13. GET YOUR SONG ON A SPOTIFY PLAYLIST

Spotify has become a powerful tool for musicians and artists.

Not only will it expose your song to millions of people in one platform, but it can also help create a fan base for you. The way to do that is by getting your song on a Spotify playlist. And by Spotify playlist, I mean the playlists made by Spotify or by any major label.

There are a few ways to get your music noticed by some of these playlists:

- Create a [Spotify for Artists Account](#). Not only will this verify you instantly, but it will also provide you with analytics and notifications whenever your song is added to a playlist.
- Direct your fans to your [Spotify](#) account by sharing a link on your social media and website. This will generate traffic on your Spotify page thus increasing the number of plays.

This is important because Spotify uses data such as plays, durations, the number of people listening to your song, etc. to decide the songs that go into a playlist. It's important to be active on Spotify to get on a playlist.

- You can contact individuals who own playlists and request them to include your song on their playlist as well.

- You also have the option of submitting your song through your Spotify for Artists Account for consideration for the Spotify Playlists. There are only a few conditions before you submit your song:
  - The track must be unreleased
  - It has to be submitted 7 days prior to its release date
  - You can only submit one track
  - You need to submit specifications such as genre, mood, instrumentation and whether it's a cover or original.

#### 14. CREATE A PROFESSIONAL-LOOKING VIDEO



Create a professional-looking video to go along with your song. This will not only give your fans something to look at while listening to your music but in some cases can also provide them with more in-depth content for your song.

Making a professional-looking video is not that difficult. All you need to do is get the right background, get a professional microphone and video camera and lastly, make sure to record your audio first and then your video.

Also, do remember to make your video SEO friendly. Make sure to use a lot of keywords and phrases that will get your video on someone's search results. The way to do this is to create a good video heading that clearly states the song's name, album's name and singer's name and to use a lot of keywords in the description box.

## Conclusion

If you follow the tips in this guide correctly, you will make a lot of progress within your own creative / business journey. It will require passion and a "can do" attitude, but it is definitely achievable to go viral, and reach your individual goals.

We at JONY STUDIOS are here to help you through every step along the way!

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If you need further help creating your own music, music video, or marketing website. We offer [music production](#) and [video production](#) services that will help you elevate your sound and bring your song to life!

We look forward to being a part of your success.

[Contact us here](#) to get started.

All the best,

JONY M