

Social Entrepreneurship as an Element of the Inbound Marketing Model for Musicians

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Abstract

Building long sustainable relationships with both local and global communities through teaching, mentorships, and innovation continue to be integral for musicians to cultivate and grow a viable fan base and make a difference in local and global communities. As Chahine points out, “Social entrepreneurship is a form of social service and, like all forms of social service, is a path toward positive social change to improve the conditions, livelihoods, and standard of living of populations and ecosystems.” The goal of Inbound Marketing is to attract strangers or passive fans and funnel them through the four phases of the Inbound Marketing model: attract, convert, close, and delight, and eventually, make them promoters and fanatics. The attract phase, which is the first phase of the Inbound Marketing model is where social entrepreneurship plays an integral role in building relationships with communities in addition to blogs, social media, keywords, and pages. The conversion phase, which is the second phase, is where teaching, mentorships, and innovation become key to connect with new audiences and disseminate knowledge to communities that might not have access to education and resources, necessary to pursue creative careers, higher education, and personal growth. The close phase, which is the third phase, typically encompasses big data to calculate progress and impact through key performance indicators, metrics, and analytics. The promote phase, which is the fourth and final phase of the Inbound Marketing model, creates symmetry and continuity through social media, emails, workflows, and elements used in the first phase of the Inbound Marketing model. The utilization of the Inbound Marketing model makes social entrepreneurship in the arts, with a focus on building long sustainable relationships with both local and global communities, less complex and more manageable.

Keywords: social entrepreneurship, Inbound Marketing

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Hal Weary enjoys working and thinking across genres in music and disciplines in the arts, and has international experience as a pianist and composer. His most recent orchestral composition, *Beyond the Eastern Shore* encompasses a pluralistically lyrical, rhythmic, and harmonically approachable style that intersects Western art music, Jazz and Popular music, and non-Western musics. He has obtained a great deal of demonstrable success working in many different facets of the music industry—artistry, industry, technology, and pedagogy. Dr. Weary earned a Bachelor of Arts in Music from San José State University, a Master of Music from William Paterson University, and a Doctor of Musical Arts from Five Towns College. He is an Assistant Professor with a specialization in Music Industry at California State University, Dominguez Hills. He held previous faculty appointments at Wayne State University and Albright College, and was an Agent at the Harry Fox Agency in New York City.



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