

# Music Industry Digital Marketing Strategy

## Case Study: Joe Ely

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This paper was presented at the [2020 International Summit](#) of the Music & Entertainment Industry Educators Association  
October 2-3, 2020

<https://doi.org/10.25101/20.28>

<https://www.youtube.com/watch?v=zBUrTZxVnb8>

### Abstract:

Justin Sinkovich presented the paper “Teaching Digital Marketing and Social Media Strategy for the Entertainment Industry” at the 2019 MEIEA Summit. The session provided an overview of best practices in digital marketing and how to implement these strategies into curriculum. 2020’s session is an applied companion piece to last year’s presentation. This year’s case study outlines a real digital and social media marketing campaign currently in progress with legendary Texas country artist Joe Ely, with the outline structurally mirroring 2019’s presentation.

This session addresses traditional and emerging content distribution and promotional strategies. The campaign includes setting objectives, goals, and how to measure the results through analytics and key performance indicators (KPI’s). Specific tactics in areas such as digital content distribution maximization, search engine optimization (SEO), email marketing, evergreen promotional content creation, and social media promotion planning, scheduling, and implementation will be outlined.

Keywords: digital marketing, music industry marketing, marketing strategy, Joe Ely



**Justin Sinkovich** has worked in digital marketing since 1999 when he co-founded the Webby-winning music discovery service Epitonic. He continued to focus on digital marketing professionally, particularly in the music industry. While serving as manager of digital distribution and promotion at Touch and Go Records for fifteen independent labels, Sinkovich began teaching e-commerce at Columbia College Chicago as an adjunct instructor. He started teaching full time at Columbia in 2009 and his principal focus has continued to be in this area. He currently teaches New Media Strategies at the graduate level and a practicum digital marketing agency class that travels to the South by Southwest Interactive Conference. Sinkovich also continues to consult and freelance in social media and digital strategy as well.



**MUSIC & ENTERTAINMENT INDUSTRY  
EDUCATORS ASSOCIATION**

**PROCEEDINGS  
OF THE  
2020 INTERNATIONAL  
SUMMIT**

**OF THE  
MUSIC & ENTERTAINMENT  
INDUSTRY EDUCATORS  
ASSOCIATION**

**– OCTOBER 2 & 3, 2020 –**

Music & Entertainment Industry Educators Association  
1900 Belmont Boulevard  
Nashville, TN 37212 U.S.A.

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