

Marketing Strategies and Success Factors for Independent Artists in the Digital Music Industry

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ABSTRACT

The rise of digital platforms has reshaped the music industry, providing independent artists with unprecedented opportunities while introducing new challenges in audience reach and financial sustainability. This study examines the impact of key marketing factors—artist branding, effective promotion, strategic distribution, and music quality—on independent artist success (IAS). Using structural equation modeling (SEM) and path analysis, the research validates the direct and indirect effects of these variables on IAS. Findings indicate that effective promotion and strategic distribution significantly enhance artist visibility, while artist branding plays a crucial mediating role, amplifying the influence of music quality and promotional strategies. The study underscores the necessity for independent musicians to integrate data-driven marketing strategies, optimize distribution channels, and strengthen audience engagement to sustain long-term success. These insights offer theoretical and practical implications for artists, industry professionals, and researchers seeking to understand the evolving dynamics of independent music careers in the digital era.

Keywords: audience engagement; branding; independent music; marketing strategy; streaming platforms