

## Solutions for musicians using new technologies





 Anyone who "live" the web in person knows that **Web is evolving quickly** thanks to new technologies that offer different and very useful solutions, because functional. One of these is the **Periscope**, the new app initially only for **iOs** and now also available for **Android**.  
What Periscope offers to musicians? Nothing less than the world stage! How you can take advantage of it? We have to work on the platform Twitter, to which belongs the Periscope.

## Why Periscope is so important for Artists?

For those who are not informed, now not only with Facebook Instagram offers great solutions to business in general, but it does just as (if not more) Twitter with Periscope (see my article "Are You the TV"). Since Facebook has done so much to put us "face to face" and teach us to relate with each other, or to interact, with Periscope Twitter brings everything to a much higher level - allows anyone capable to "see" the others - to get in touch directly and personally manage the relationship with the people with whom chose to interact, because having the same interests and the ability to provide VALUE to the others. Without waiting for the algorithms to take away (or add) something that maybe you had not chosen! These are the two things to do if you want to do well online - for anyone!

## Why and how to use Periscope?

**Artists must have or create a good following on Twitter**, where reciprocity matters a lot, because you choose to follow those who have the similar interests interests you have and agree to be followed by those who have something in common with you. Here you understand that the logic of the "big numbers at all costs" does not pay! As in real life: you have to build, because nothing falls from the 'sky', but like ripe fruit, from that tree called "hard work."  
**The partnership between Google and Twitter brings a great disadvantage to Facebook**, which remains the colossus and not just "*the largest online chat rooms platform*", which meets the need of people to achieve intimacy, but poses several obstacles to the common people when using the Pages, which are excellent vehicle for medium and large companies, because of the data that Facebook has about all of us. **For small biz Facebook has become even more difficult especially after introducing the deletion of inactive fans from Pages.** Maybe some fans are inactive, but if 'targheting' fans in a proper way one could get to the friends of those inactive fans anyway - "paying to play"! So, when people will notice this fact, instead of doing the work of Sisyphus, will prefer a more natural approach provided by Twitter! *I am here to tell you for the time, so you'll save a lot of effort and money.*

## Google and YouTube with Twitter e Periscope

You have to bring your own music directly to the community, because we are talking about musicians, and inform people of the event that takes place online! Not like on Facebook, where anyone calls you to any event and wherever is - having nothing to do with your biz/interest - as comes from personal profile contacts. Facebook has taking rimedial action (recently) permitting to upload videos on their platform. They did it because of the domination of Google and its YouTube, which for a short time Facebook had almost "banned", making us end up out of Facebook to watch videos. Didn't last long, and **now Facebook offers its video platform**. Instagram instead, is

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offering 15 seconds of video, not live but "just after". **In my opinion it is not enough**, and **maybe Facebook will buy Meerkat**, an application went out on the same day of Periscope, but for the moment is mostly used for marketing. These "marriage" would be "natural", in my opinion, as Facebook with its video solution can not make comparisons with YouTube, because YT platform a "separate area" (of Google), as Periscope (of Twitter) - adding value this way! While Facebook incorporates like a "mother hen" everything under his "wings" - and control all from one spot. The difference now is quite penalizing for those who focuses only on Facebook.

**Artists need to go LIVE on Periscope!**

**Facebook is better for big biz** (this will explain in the next article), **Twitter for those who wants to become big in biz**! At this point, get busy on Twitter, which now has the exact same possibilities offered by Facebook for advertising, but has two speeds more for the fact that Twitter made the deal with Google for indexing immediately from stream of Twitter and the fact that we can do "**YOU (are) TV**", sending your Event DIRECT and end up on Google searches - in real time! And you don't need to worry as before for SEO - Search Engine Optimization!

**LIVE with Alessia Ramusino - Real Time Event!**

Exactly what I will do **interviewing young musician Alessia Ramusino**, from **BMA Music Label**, owned by **Giorgio Tani**, the manager of the famous Italian band RICCHI e POVERI, who is also giving space to talented artists. If **Ricchi e Poveri** are still touring the world, and fill the concert halls from East to West, it's because they have that "something" that Giorgio Tani can know better than anyone else! So to be part of his BMA Music means having on disposal the know-how that makes the difference!

**I'll interview Alessia Ramusino today at 5 pm Rome time on Periscope**. We will talk about her career and she will play and sing some songs and will also answer your questions. We will do the same later with the other artists of the group BMA Music. As we say - "Stay Tuned"!

**Download here >>** [PERISCOPE APP](https://www.periscope.tv/ "Periscope App")

**How-to: Connect with Valerija on Twitter, download Periscope (it's free) and present on Periscope at 17:00 today, Friday, 04.10.2015.**

**Account Twitter/ Periscope:** [@Valerija](https://twitter.com/Valerija "Valerija on Twitter")

**Collegati con Alessia su Facebook:** [ALESSIA RAMUSINO](https://www.facebook.com/pages/Alessia-Ramusino/230186240482586 "ALESSIA RAMUSINO")

**Sito web di Giorgio Tani:** [BMA Music](http://bmamusic.com/ "BMA Music")

**Sito di Valerija per artisti (italiano):** [TeslaLUX](http://teslalux.com/ "TeslaLUX")