

**The present and the future of marketing  
independent music in Egypt and breaking  
an artist in the mean region**

[Student Name]

[Student ID]

[Date of Submission]

### **Abstract – 250 words**

In this world, where technological development of digitisation of process are pacing day by day, individual artists are said to be finding less challenges in starting a career within music and market it. With the emergence of social media, digital marketing has been revolutionised along with transformations in facilitating distribution of music across various online platforms. Resulting to this, a major challenge independent artists are experiencing is linked with undertaking dual role of creating music as well as market it.

Firstly, the paper has explored the different opportunities for self-promotion for independent artists as an effect of living in a technologically and digitally advanced world. Secondly, the paper has also examined what breaking an artist in Egypt means with respect to strategies and challenges lie on the path.

The aim of this research was to [aim]. To achieve this aim, the researcher has adopted the methodology of using mixed methods wherein surveys as well as structured interviews were conducted to formulate results.