

# ReverbNation: An Overview

By David Simpkins

## ReverbNation Facts:

- Founded in 2006 by four tech nerds with no musical backgrounds.
- Headquartered in Durham NC, satellite offices in NYC and LA.
- Currently being used by nearly 2,000,000 artists around the world, not including managers, venues, and record labels that use ReverbNation services as well.

## Pros:

- ReverbNation's *free* service allows a 500-name email list, unlimited song uploads (with sales, plays, and downloads stats), video uploads, a profile page, a Facebook app, artist rankings, listener and viewer stats.
- Venues can set up their own pages and use that to find bands and/or promote themselves.
- For a *fee*, ReverbNation provides a cross-section of tools that include mailing list management; web site integrations; social media integrations and push streams; "fan" funnel and management; gig management; a song player for web sites; digital distribution to iTunes and other sales channels; charity add-ons from song sales; and a storefront with plug-ins for major social networks and web sites, plus licensing opportunities for t-shirts and other merch.

## Cons:

- Musicians can easily get lost in the myriad of options, upgrades, tools, etc. on ReverbNation and miss out on time that could be spent focusing on music and dedicated tools for making connections to gigs and fans.
- Having a bunch of other musicians "like" your profile can be a nice ego boost, but you need fans who are not doing the same work as you are. (The "I'm #1 on ReverbNation" really means "I was able to get enough other bands to like my ReverbNation page that I'm now listed as #1 there.") An audience (potential fans) does not, of its own volition, come to ReverbNation. You have to go to it.
- All the services – free and fee – are available elsewhere, and can be easier and cheaper to use. ReverbNation tries to be everything to everybody.

## My ReverbNation experience:

- I joined ReverbNation free via Facebook. I saw a link to it on the Facebook ReverbNation page and just followed the clicks. You can join for free as a fan, a musician, or an artist. I joined as all three.
- As a *fan*, I can view a list of all the upcoming shows by ReverbNation artists in my area. I can browse for my favorite artists or ReverbNation's suggested artists. I can rate the songs I hear and share them with others. I can listen to ReverbRadio for free.
- As a *musician*, I set up a profile page, on which I put a large photo, a bio, an mp3 of one of my songs, a list of my influences, my musical skills, the genres my music fits into. This page is limited and I don't fool with it much.
- As an *artist*, I can present my songs, lyrics, photos, videos, press releases, gigs, etc.
- I can upload mp3s of my songs as well as link to videos that I've uploaded on YouTube. I can change the order of my song and video lists at any time.
- I can list my gigs and get them forwarded to Facebook. Each gig listing comes with a map that shows the location of the venue.
- I can include lyrics and liner notes with each of my songs.
- I can stay connected with one-click social updates and email.
- I can access a list of the songs I've most recently listened to on ReverbNation, my own and songs by other musicians.

- I can find gig opportunities and see where other local artists are playing.
- I can get and correspond with new fans.
- I can see stats that let me know how many people have viewed each of my individual videos and how many people have heard (shared, downloaded) each of my posted songs. These real-time stats provide a view of how my music is spreading, who is listening, and which fans are actually passing it on to their friends and posting it on their pages. There is also a comprehensive chart that shows the by-day totals of song listens and page views.
- *The Artist Page is the page I use the most.*
- For a fee, I can sell ringtones, digital downloads, and complete CDs via iTunes, Spotify, Amazon, Google, or I can sell direct from ReverbNation (which will also allow me to have t-shirts and other merch made up – *through* ReverbNation – and sold – *by* ReverbNation – on demand). I can set up my own electronic press kit (EPK). I can create my own web site or add a song player to my existing site. I can create custom widgets for cellphones, my web site, or social platforms. I can boost the number of plays of my songs and videos and boost the views to my profile page.

## Comments

- ReverbNation has helped me to get my "friends" on Facebook to listen to my posted music and to view my posted videos. It has also helped me to publicize my gigs on Facebook. However, if I want people to go to my ReverbNation page, I have to guide them there myself by "sharing" my posted songs and videos myself on Facebook. I've found that people will NOT go there on their own. They will, however, check out some of my other offerings after listening or viewing one of my posted items. ReverbNation itself is easy to use; it will also show you if you need to complete a section or add something to your page. As with anything else, if used to its fullest advantage, it helps more than it hurts. I have not paid for any of its services, however, as my research has revealed that there is little to gain from its expanded offerings. As time goes on, I can see availing myself of all the free services. I would have to be on a higher level as a performer to be willing to pay them for additional promotion.

## Sources and further reading:

- *To see my ReverbNation profile, go here and join as a fan:* <https://www.reverbnation.com>
- <http://musicmunch.com/2013/09/reverbnation-review-its-powerful-stuff/>
- <http://www.siterapture.com/sitemain.aspx?SiteID=815>
- [http://download.cnet.com/ReverbNation/3640-2141\\_4-10768103-1.html](http://download.cnet.com/ReverbNation/3640-2141_4-10768103-1.html)
- <http://muz4now.com/2013/review-reverbnation/>
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