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Music Marketing: Press, Promotion, Distribution, and Retail [Mike King] on Amazon.com. *FREE* shipping on qualifying offers. (Berklee Press). Berklee expert speaks on how to market and distribute your songs and group. Sell more music! Learn the most effective marketing strategies available to musicians In marketing, promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. Read up on The Orchard's archive of announcements, acquisitions and other press releases. This article may be too long to read and navigate comfortably. Please consider splitting content into sub-articles, condensing it, or adding or removing subheadings.