

**MULTI
-TRACK**

URBAN
DEVELOPMENT

CMU

#IndustryTakeover

BUILDING A FANBASE

SOCIAL & MUSIC MEDIA

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RE:CAP

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HOW DO YOU MAKE MONEY FROM MUSIC?

INTELLECTUAL PROPERTY

LIVE PERFORMANCE

FAN RELATIONSHIP

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THE MUSIC INDUSTRY HELPS ARTISTS UNLOCK THEIR REVENUE STREAMS

THE MUSIC INDUSTRY

MANAGEMENT (+ lawyer and accountant)

MUSIC RIGHTS

Record Label

Music Publisher

Merchandiser

LIVE INDUSTRY

Booking Agent

Promoter

Ticket Agent

FAN BUSINESS

Direct To Fan

Brand Agency

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BUT ARTISTS NEED TO START BUILDING THEIR BUSINESS FIRST

BUILD FANBASE

gigging, social, media & marketing, content

UNDERSTAND FANBASE

social, analytics, interact, pre-orders

SELL

downloads, tickets, merch, subscription services, VIP

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SOCIAL: MEDIA

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WHERE SOCIAL FITS IN...

BUILD FANBASE

gigging, social, media & marketing, content

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WHERE SOCIAL FITS IN: AT THE OUTSET

BUILD FANBASE

gigging, social, media & marketing, content

GIGS &
LIVE

SOCIAL &
ONLINE

GETTING STARTED

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WHERE SOCIAL FITS IN: THE BIG LAUNCH CAMPAIGN

BUILD FANBASE

gigging, social, media & marketing, content

THE BIG LAUNCH ALBUM CAMPAIGN

GIGS &
LIVE

SOCIAL &
ONLINE

MUSIC
PRESS

RADIO
& TV

ADS &
OTHER

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WHERE SOCIAL FITS IN: POST-LAUNCH

BUILD FANBASE

gigging, social, media & marketing, content

GIGS &
LIVE

SOCIAL &
ONLINE

THE CONSTANT

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WHERE SOCIAL FITS IN: POST-LAUNCH

BUILD FANBASE

gigging, social, media & marketing, content

GIGS &
LIVE

SOCIAL &
ONLINE

THE CONSTANT

Is this to keep fans engaged for the next big album campaign?

Or is it about ensuring sustained listening on streaming platforms?

Or is servicing this core engaged fanbase your main business?

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WHICH SOCIAL MEDIA & DIGITAL CHANNELS?



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QUESTIONS & CONSIDERATIONS

- Which social media will you employ? Priorities and realities.
- What will your online brand be? Register your domains.
- Who manages social media activity - artist or rep?
- What are your objectives...
 1. Getting initial fanbase connected on social (from gigs).
 2. Using connected fanbase to grow overall reach.
 3. Using social channels as part of album/launch campaign.
 4. Driving users to website/ mailing list.
 5. Commercialising direct-to-fan relationship.
- How can you use the data?

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CONTENT

- Effective social media usage is all about good sustainable content.
- Create content that is sharable.
- Visual is more shareable - video and photography.
- Funny is more shareable.
- Think about subtle but clear calls to action.

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WEBSITE & FAN LIST

- Social media does not replace artist website and fan mailing list - though social tools can help with that activity:
 - Blogging technology can be used to build artist site.
 - Clearly link to social channels.
 - Pull in social content and YouTube/Soundcloud embeds.
 - Do you have website specific content?
 - Or link to playlists on streaming services?
 - Employ social and D2F tools (eg Music Glue, Bandcamp, ReverbNation, PledgeMusic) to add data-capture, interactive and commercial elements.
- Capture email addresses, and put effort into engaging regular email bulletin (use MailChimp or Constant Contact).

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MUSIC: MEDIA

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MUSIC MEDIA: THE MUSIC PRESS

PRINT MUSIC
MAGAZINES
& THEIR WEBSITES

NON-SPECIALIST
TITLES
NEWSPAPERS, LIFESTYLE MAGS

ONLINE-ONLY
MUSIC MAGAZINES

THE MUSIC
BLOGS

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MUSIC MEDIA: MUSIC RADIO

DAYTIME
AIRPLAY
AM / FM / DAB

SPECIALIST
SHOWS
AM / FM / DAB

ONLINE-ONLY
RADIO

STREAMING
SERVICE PLAYLISTS

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MUSIC MEDIA: MUSIC TELEVISION

MUSIC
CHANNELS

MUSIC
PROGRAMMES

MAGAZINE
PROGRAMMES

YOUTUBE
CHANNELS

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MUSIC MEDIA

- Music industry traditional splits media into two...
 - Those who will write about you: magazines, websites, blogs etc
 - Those who will play your music: radio, TV, clubs etc
- If you are working with a label, they often lead on this activity...
 - Press or PR team (or agencies) talk to magazines, websites, blogs etc
 - Promotions or plugging team (or agencies) talk to radio, TV, clubs etc
- But you can reach out to key media yourself.
- Best to be targeted and personal at the outset, no need to bombard every journalist, editor, DJ and head of music (or to pay someone to do it for you).

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THE MUSIC MEDIA HIERARCHY

- For new talent there is a hierarchy of media to approach.
- Begin with blogs, websites, magazines and specialist radio shows with a new talent remit or a new artist section.
- With the music press, you would usually target in this order:
 - New artist column
 - Reviews section
 - News section (online)
 - Features
- With music radio, look for support on specialist shows and online stations first, where the DJs choose what music to play.

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MUSIC PR IS CHANGING

- Who are our targets?
 - Playlists on the streaming platforms increasingly key.
 - YouTube channels owners can be influential.
- What's the message?
 - In the streaming domain the aim is repeat listening rather than initial sales.
 - Therefore should initial message be: “playlist me” rather than “buy/download”.
 - Plus artists have more to sell than just the record, how can you promote tickets and merch via social and music media?

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