

**URBAN**  
DEVELOPMENT

X

**CMU:DIY**

**RE:CAP**

CMUdiy.com

HOW DO YOU MAKE MONEY FROM MUSIC?

**INTELLECTUAL PROPERTY**

**LIVE PERFORMANCE**

**FAN RELATIONSHIP**

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

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

# SOCIAL: MEDIA

CMUdiy.com

WHERE SOCIAL FITS IN...

**BUILD FANBASE**

gigging, social, media & marketing, content

CMUdiy.com

## WHERE SOCIAL FITS IN: AT THE OUTSET

### BUILD FANBASE

gigging, social, media & marketing, content

GIGS &  
LIVE

SOCIAL &  
ONLINE

GETTING STARTED



## 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

## WHERE SOCIAL FITS IN: POST-LAUNCH

### BUILD FANBASE

gigging, social, media & marketing, content

GIGS &  
LIVE

SOCIAL &  
ONLINE

THE CONSTANT

## 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?

## WHAT IS SOCIAL MEDIA?

- Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.
- Social media uses internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many).
- It supports the democratisation of knowledge and information, transforming people from content consumers into content producers.
- *Says Wikipedia*

## WHAT IS SOCIAL MEDIA?

- Web and app-based tools that enable you to do one or more of the following with minimal cost or expertise:
  - Have an online presence - a “look at me” profile.
  - Publish content - words, pictures, audio, video.
  - Organise and communicate with networks of friends, fans and followers.

## SOCIAL MEDIA & DIGITAL TOOLS

Bandcamp

BandPage

Blogger

Facebook

Flickr

Google+

Instagram

MixCloud

Music Glue

MySpace

PledgeMusic

ReverbNation

Periscope

Pinterest

Show.co

Snapchat

Soundcloud

Spotify (etc)

Tumblr

Twitter (+Vine)

Vimeo

Wikipedia

WordPress

YouTube

## ESSENTIALS

Bandcamp

BandPage

Blogger

Facebook

Flickr

Google+

Instagram

MixCloud

Music Glue

MySpace

PledgeMusic

ReverbNation

Periscope

Pinterest

Show.co

Snapchat

Soundcloud

Spotify (etc)

Tumblr

Twitter (+Vine)

Vimeo

Wikipedia

WordPress

YouTube

## DISTRIBUTING YOUR CONTENT

Bandcamp

BandPage

Blogger

Facebook

Flickr

Google+

Instagram

MixCloud

Music Glue

MySpace

PledgeMusic

ReverbNation

Periscope

Pinterest

Show.co

Snapchat

Soundcloud

Spotify (etc)

Tumblr

Twitter (+Vine)

Vimeo

Wikipedia

WordPress

YouTube



## ALSO THINK ABOUT?

Bandcamp

BandPage

Blogger

Facebook

Flickr

Google+

Instagram

MixCloud

Music Glue

MySpace

PledgeMusic

ReverbNation

Periscope

Pinterest

Show.co

Snapchat

Soundcloud

Spotify (etc)

Tumblr

Twitter (+Vine)

Vimeo

Wikipedia

WordPress

YouTube

## BUILDING YOUR BUSINESS

Bandcamp

BandPage

Blogger

Facebook

Flickr

Google+

Instagram

MixCloud

Music Glue

MySpace

PledgeMusic

ReverbNation

Periscope

Pinterest

Show.co

Snapchat

Soundcloud

Spotify (etc)

Tumblr

Twitter (+Vine)

Vimeo

Wikipedia

WordPress

YouTube

## 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?

## 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.



[cmusignup.com](https://cmusignup.com)



[cmudiy.com](https://cmudiy.com)



[cmuinsights.com](https://cmuinsights.com)

[CMUdiy.com](https://CMUdiy.com)

**URBAN**  
DEVELOPMENT

X

**CMU:DIY**