

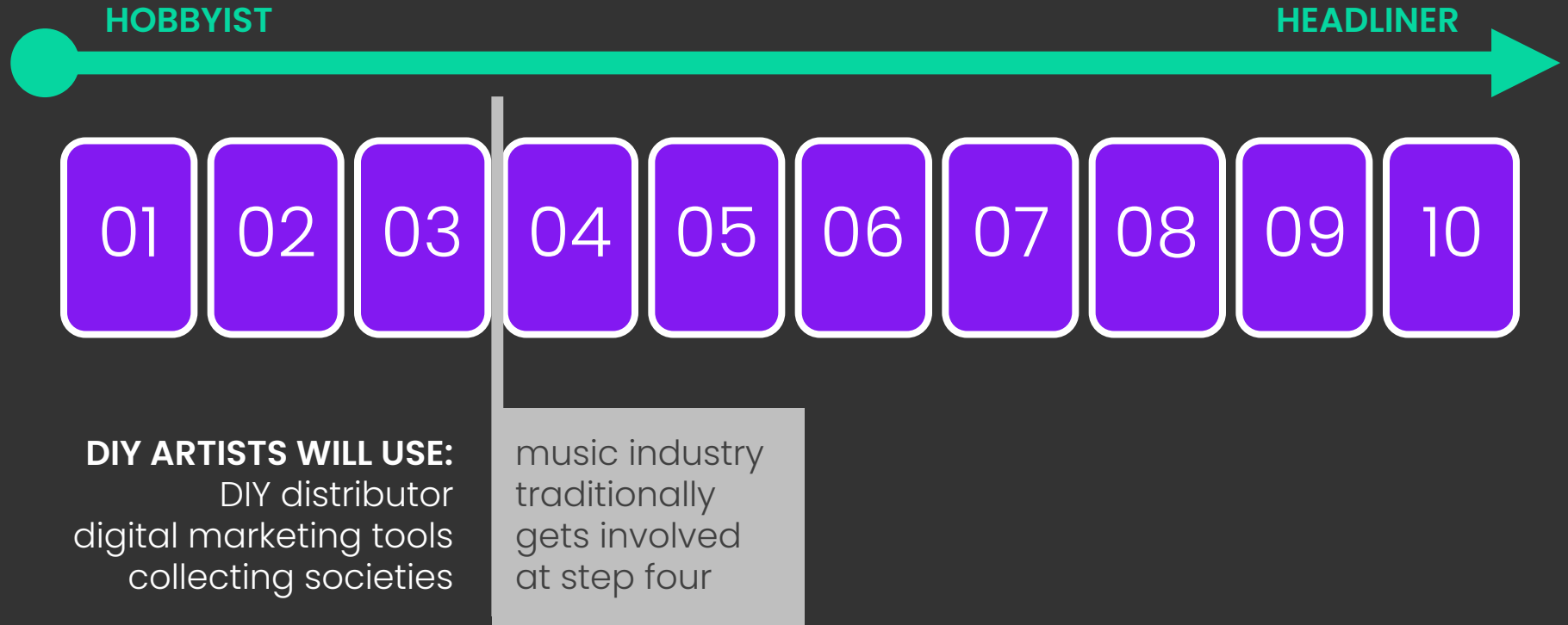


CompleteMusicUpdate.com

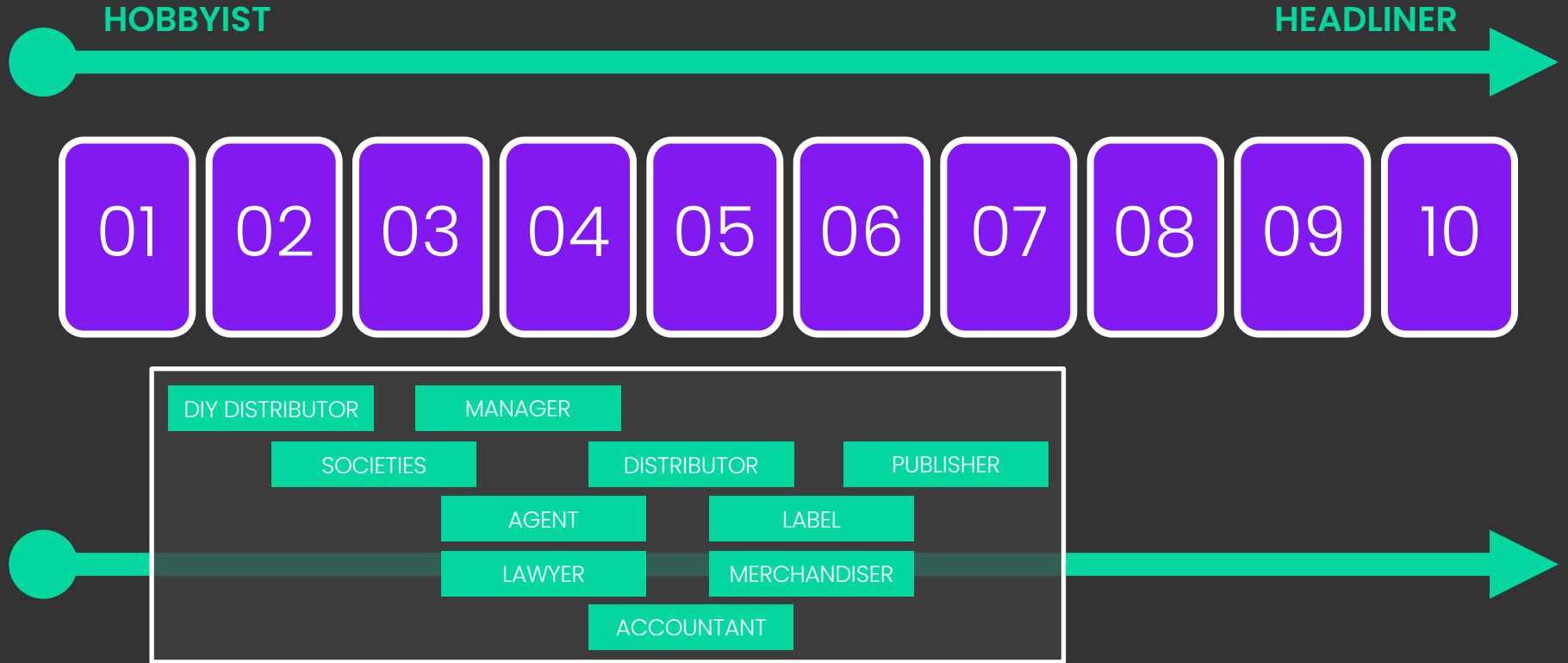
CMU GUIDE: BUILDING A FANBASE

**#01: DIY phase artists
need to start the fanbase
building process themselves**

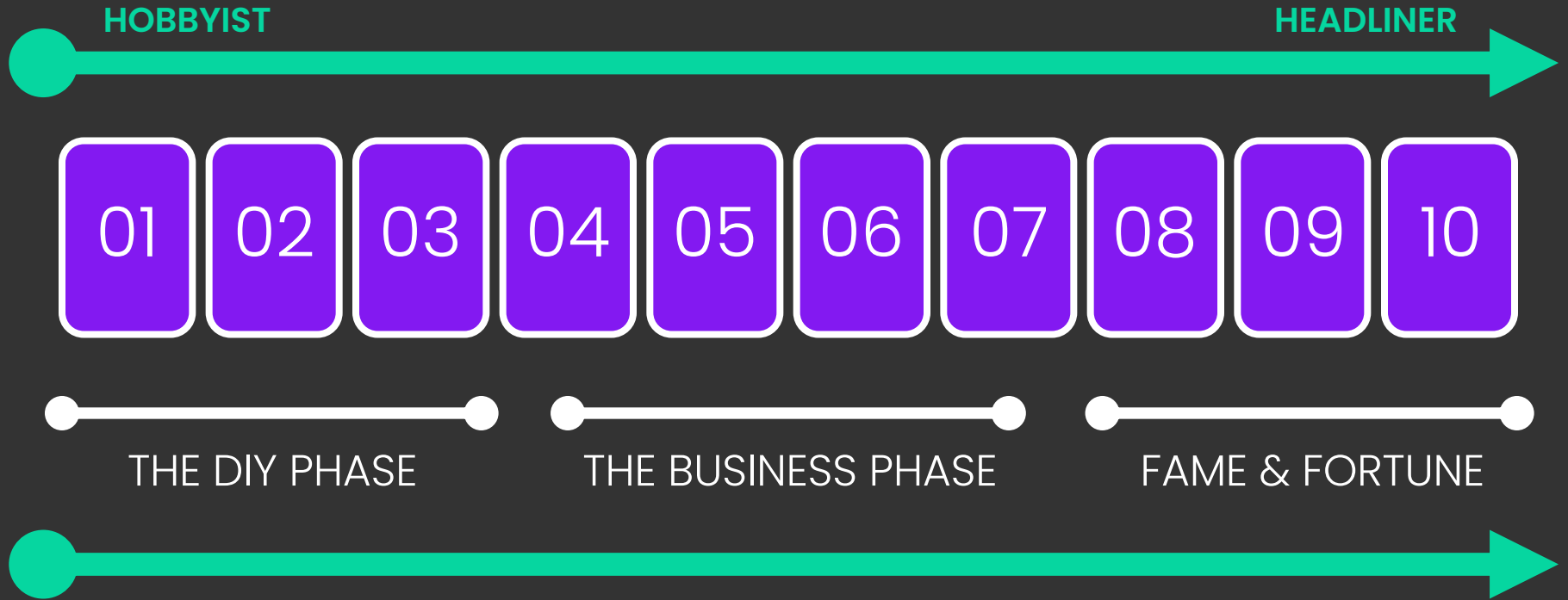
MUSIC CAREER PHASES



MUSIC CAREER PHASES



MUSIC CAREER PHASES



**#02: at the DIY phase
fanbase building will centre
on live and digital activity
– collaboration is also key**

DIY PHASE FANBASE BUILDING



DIY PHASE FANBASE BUILDING: LIVE ACTIVITY



Open mic nights

Regular club + gig nights

Guest spots + support slots

New band stages + showcases

DIY PHASE FANBASE BUILDING: SOCIAL ACTIVITY



Instagram

TikTok

Twitter / X

Facebook



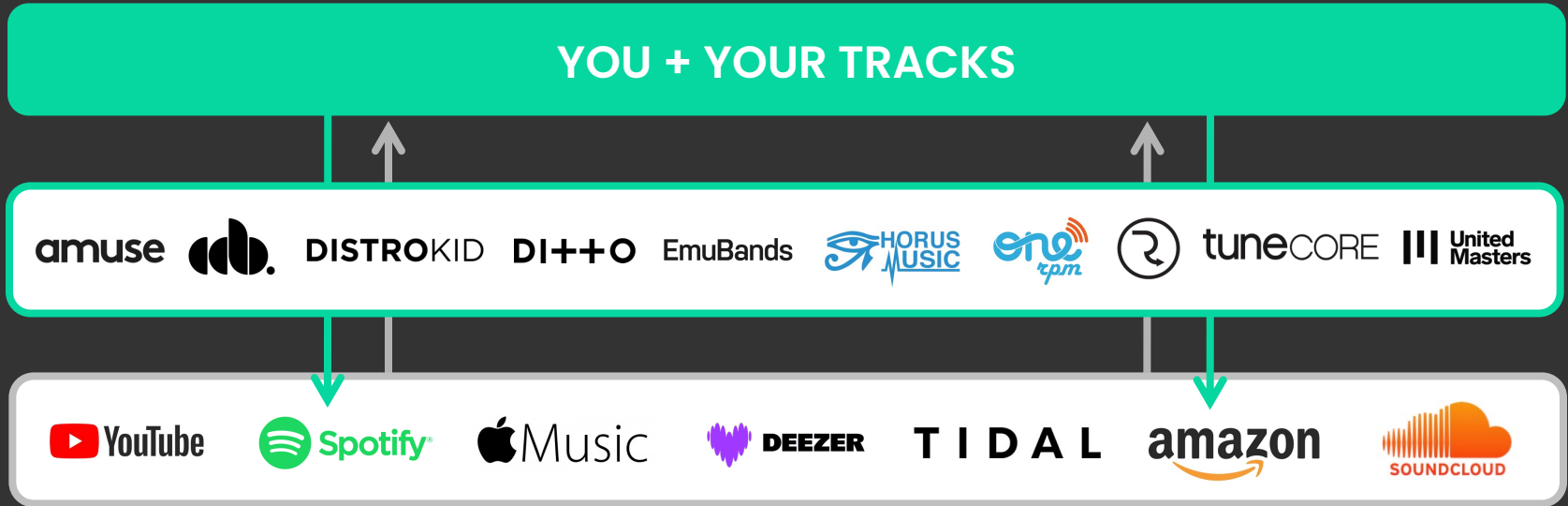
Content

Ad spend

Interactions

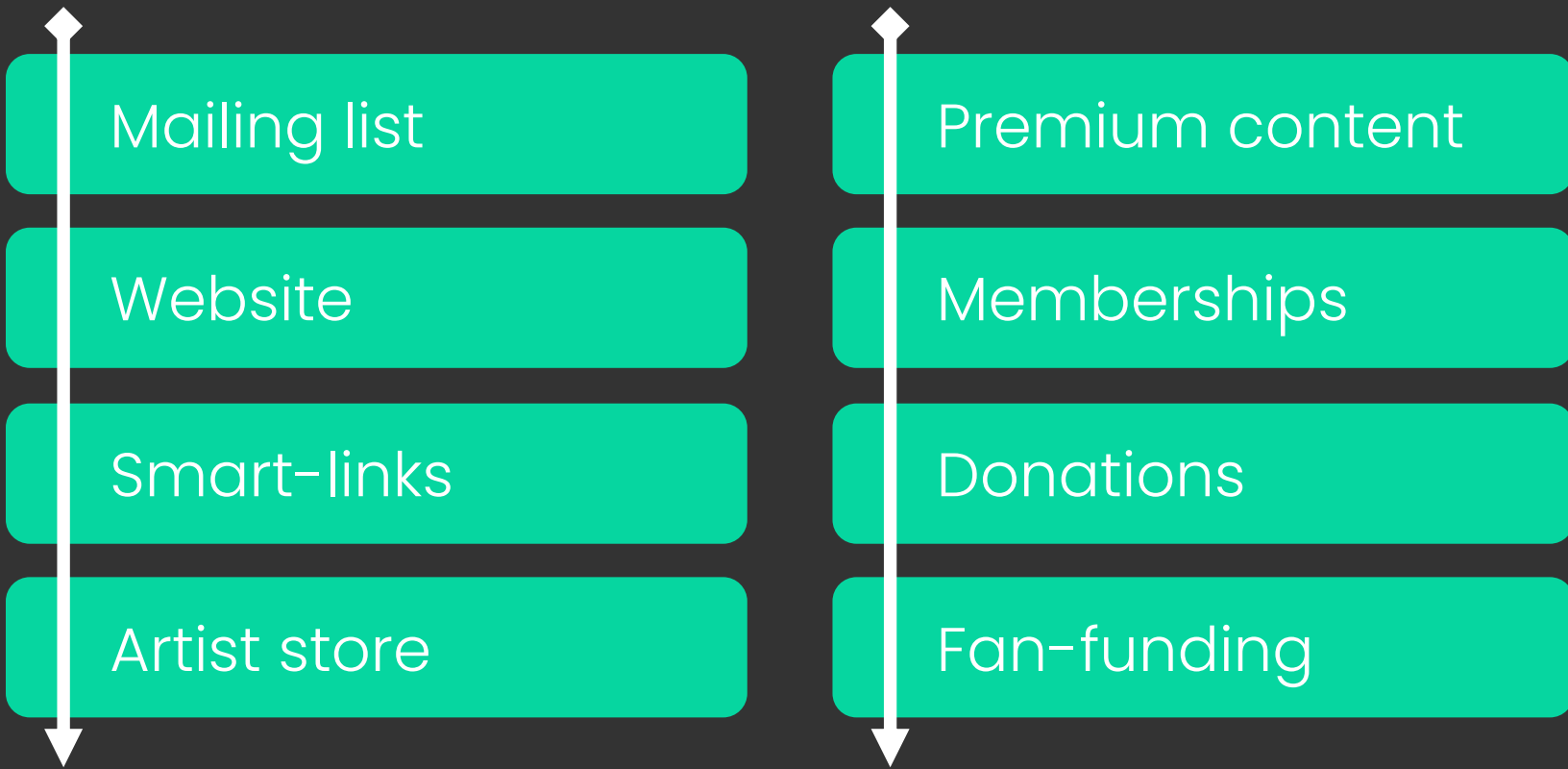
Livestreams

DIY PHASE FANBASE BUILDING: STREAMING ACTIVITY



- Pick a DIY distributor to deliver your music to the services – and make the most of any data and marketing tools.

DIY PHASE FANBASE BUILDING: D2F ACTIVITY



Mailing list

Website

Smart-links

Artist store

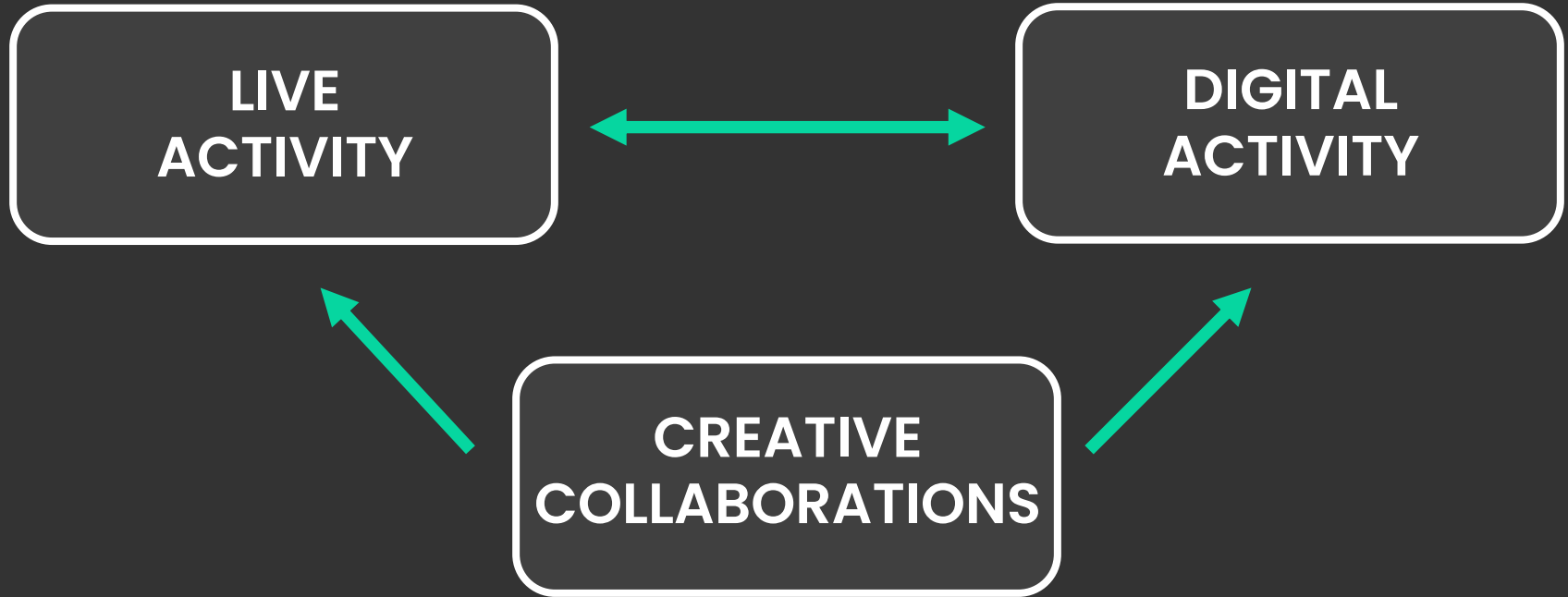
Premium content

Memberships

Donations

Fan-funding

DIY PHASE FANBASE BUILDING



**#03: every so often you
seek to escalate fanbase
growth with a bigger campaign
usually around a new release**

THE MUSIC MARKETING TOOLKIT



Live activity

Social + D2F

Social content

Ad spend



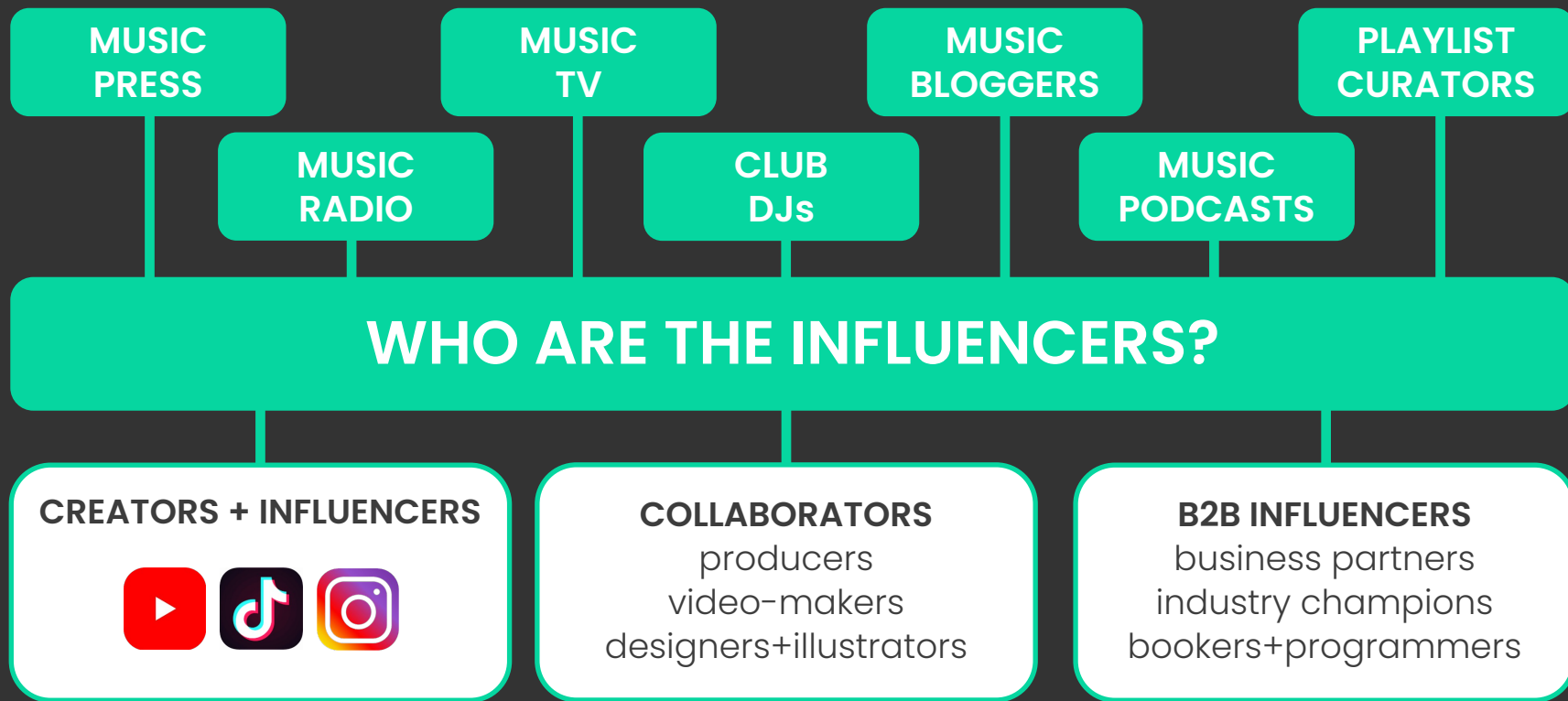
Music media

Playlists

Online influencers

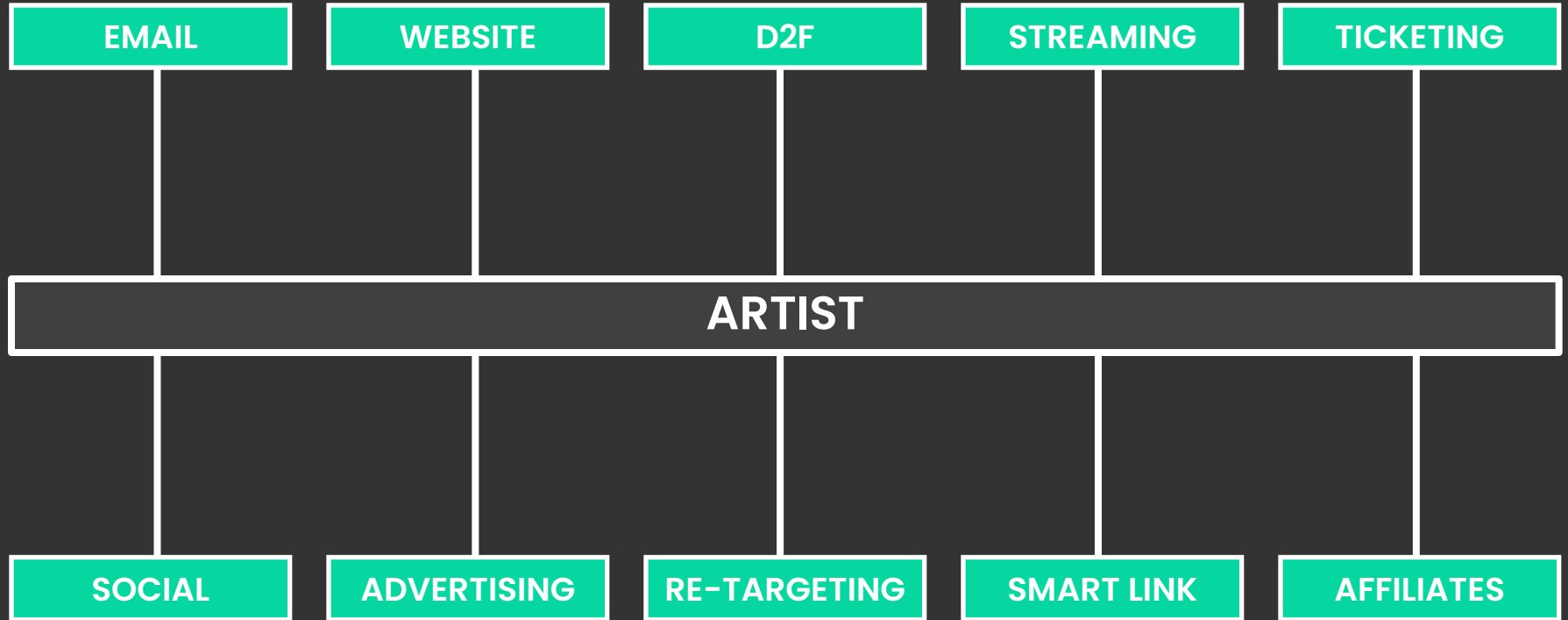
Industry support

INFLUENCING THE INFLUENCERS

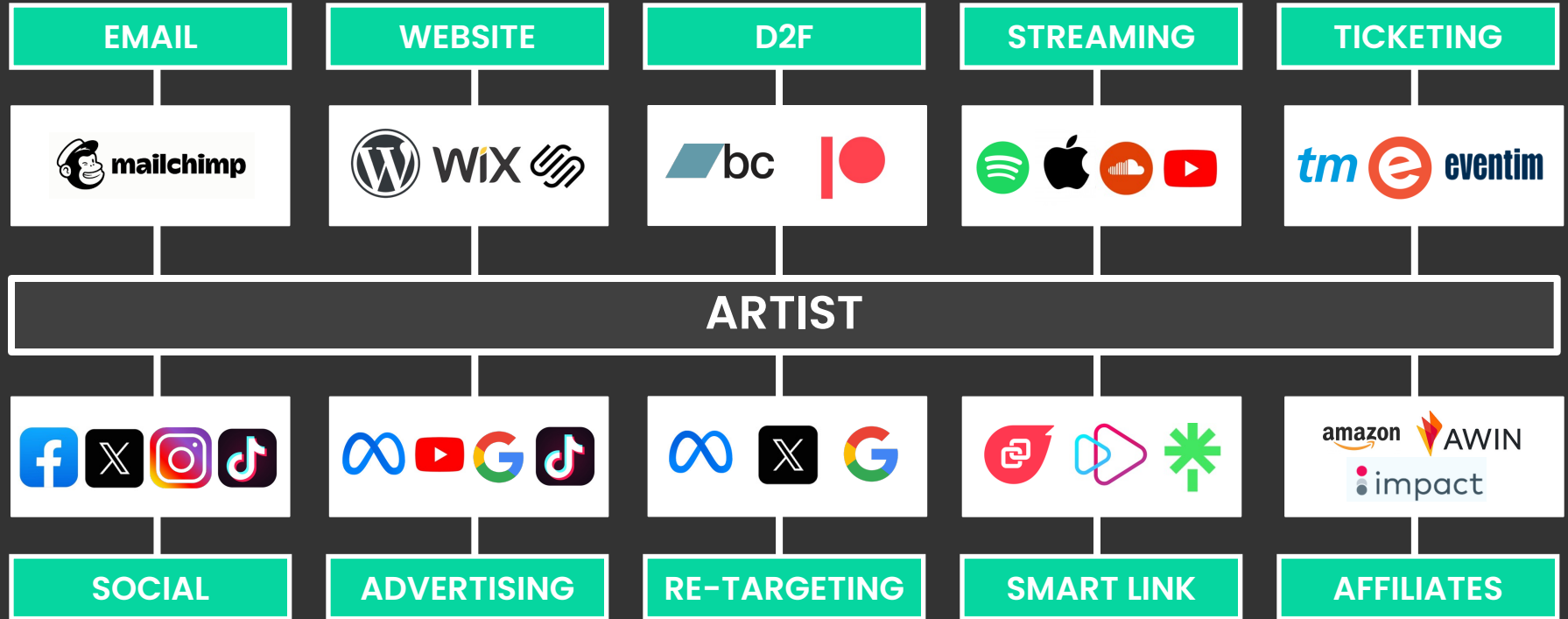


**#04: digital marketing is
all about trial and error –
so use your data!**

SOURCES OF FAN DATA



SOURCES OF FAN DATA



WHAT CAN WE DO WITH THE DATA?

PROFILE
THE FANBASE

TEST CAMPAIGN
EFFECTIVENESS

TARGET
MESSAGING

PROFILE
THE FAN

GETTING THE MOST FROM FAN DATA



Digital marketing involves trial + error

Ask your data questions

Be honest when you get bad news

Also use your data to target messaging

USING FAN DATA TO GAIN INSIGHT



Post a video to Instagram with ad spend

Directing people to smart-link

Smart-link directs to streaming services

Plus D2F limited edition package

USING FAN DATA TO GAIN INSIGHT



What engagement did the video get?

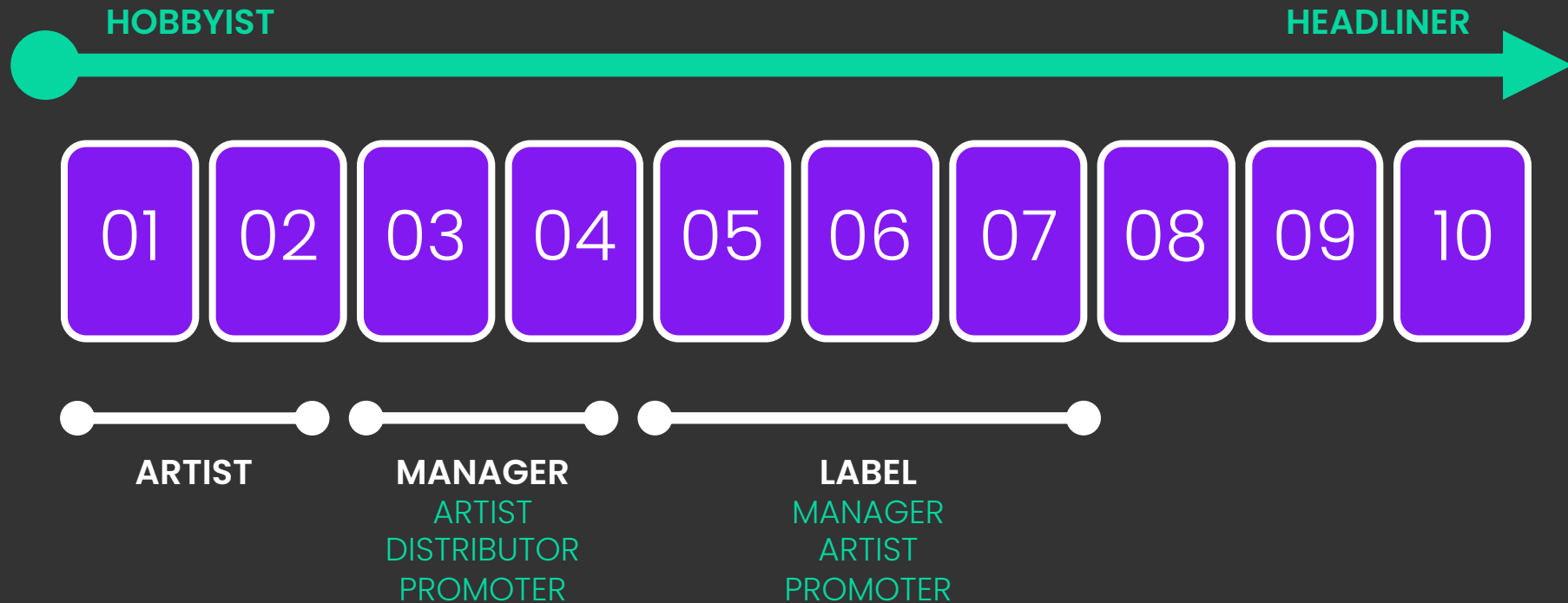
Did people click on the smart-link?

Did you see an uplift in streams?

Did anyone buy the D2F package?

**#05: as an artist reaches
stage four different
business partners will
get involved in marketing**

MUSIC CAREER PHASES: WHO LEADS ON MARKETING?



LABEL-LED MARKETING: THE LABEL'S ROLE



Leads on campaign strategy + delivery

Provides marketing budget

Allows many more tools to be employed

Has network of influencers + supporters

LABEL-LED MARKETING: SOCIAL ACTIVITY



Enables artist to ramp up social activity

Label leads on content creation

Provides social advertising budget

Brings social advertising expertise

LABEL-LED MARKETING: INFLUENCING THE INFLUENCERS



Pitching to music media

Pitching to playlisters

Identifying influencer partnerships

Providing budget to pay influencers

LABEL-LED MARKETING: ADVERTISING



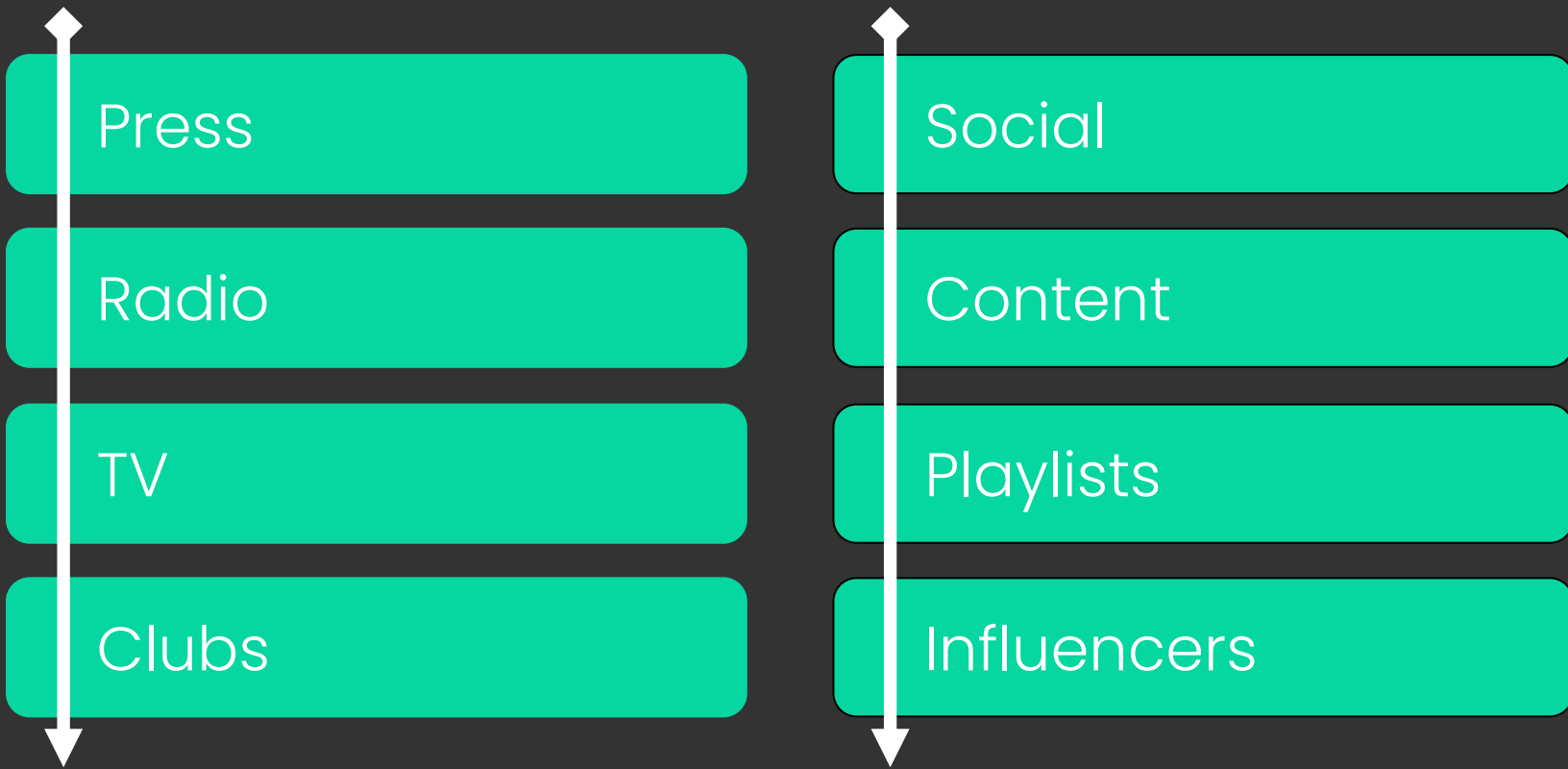
Allows wider social advertising

Streaming service advertising + promo

Advertising with traditional media

Outdoor advertising + activity

MUSIC MARKETING AGENCIES



The diagram illustrates two columns of music marketing agencies. The left column contains 'Press', 'Radio', 'TV', and 'Clubs'. The right column contains 'Social', 'Content', 'Playlists', and 'Influencers'. Each column is flanked by a vertical double-headed arrow, indicating a spectrum or range of options. The agencies are listed in rounded rectangular boxes with a light blue gradient.

Press

Radio

TV

Clubs

Social

Content

Playlists

Influencers