

**GIVE US  
A CLUE**



# PROMOTION BUILDING YOUR AUDIENCE

LAUNCHPAD  
INSIGHT SESSIONS  
TUESDAY 12th JULY 2022



# FUTURE SESSIONS

26 JULY – FINDING FUNDING

9 AUG – GETTING OUT THERE +  
PLAYING LIVE

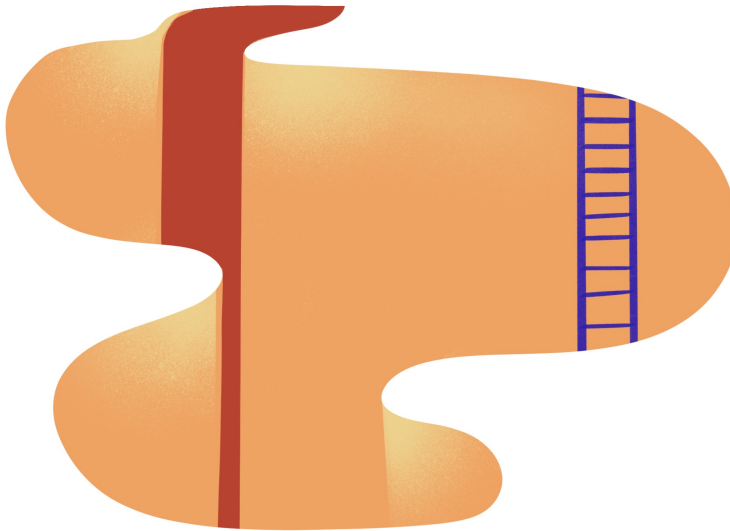
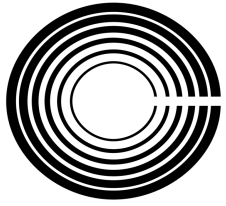
RECORDING ALL SESSIONS

Q+A AT THE END

LAUNCHPAD

INSIGHT SESSIONS

TUESDAY 12th JULY 2022



**WE'LL WORK ON 3  
AUDIENCE TYPES**

**'REAL' / OFFLINE**

**ONLINE**

**PRESS / INFLUENCERS**

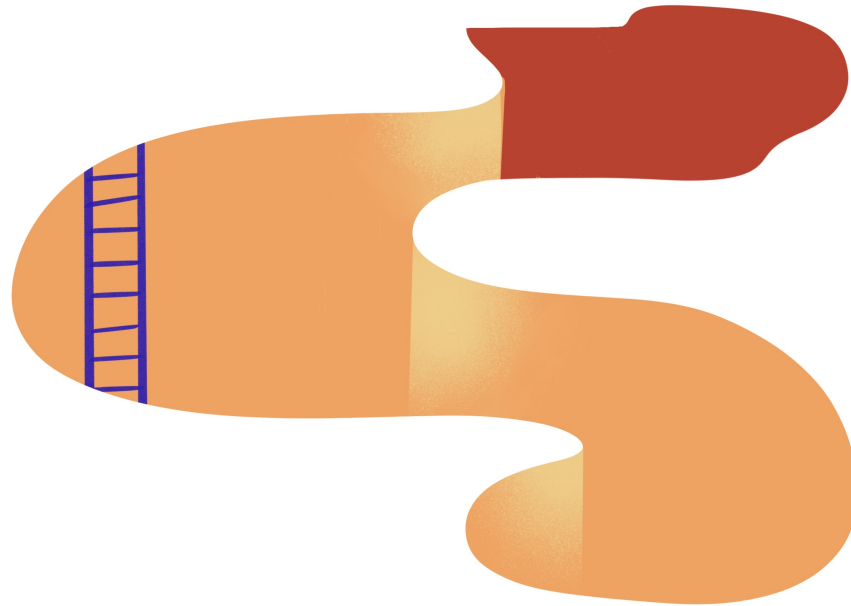
**AUDIENCE  
IDENTIFICATION**

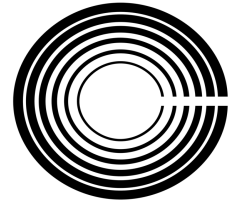
**WHO ARE THEY?**

**WHO DO YOU APPEAL TO?**

**WHO ENJOYS IT?**

**NOT FAMILY + FRIENDS**

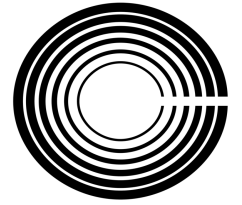




## ***AUDIENCE IDENTIFICATION TASK***

***WHAT INFO CAN YOU USE TO  
CREATE A PROFILE OF YOUR  
AUDIENCE?***

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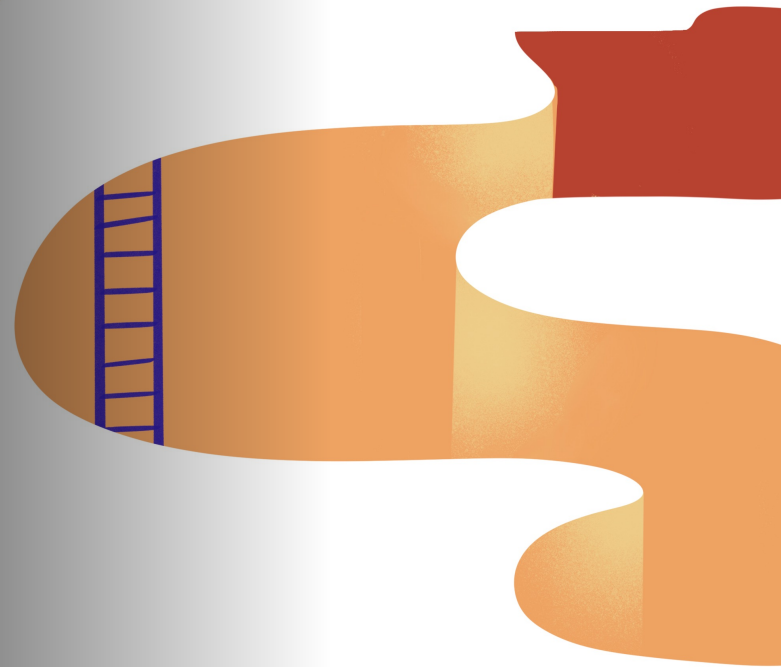
# ***AUDIENCE BASICS***

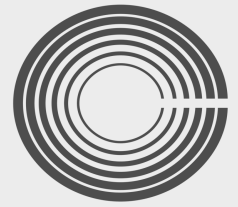
AGE

GENDER

LOCATION

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# ***AUDIENCE IDENTIFICATION***

ALONGSIDE BASICS, MORE DETAILED INFORMATION INCLUDES;

## ***INTERESTS (THINK OUTSIDE OF MUSIC TOO)***

WHAT OTHER MUSIC/ARTISTS DO THEY LIKE?

WHAT DO THEY WEAR?

DO THEY HAVE TATTOOS/PIERCINGS?

DO THEY GO OUT? IF SO, WHAT TO/WHERE?

GIGS/CLUB NIGHTS/HOUSE PARTIES?

WHAT DO THEY READ?

BLOGS/MAGAZINES/BOOKS? WHICH ONES?

WHAT FILMS DO THEY LIKE?

ARE THEY INTO SPORT?

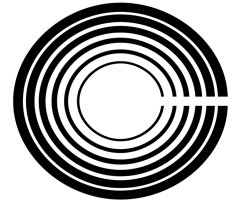
## ***HOW TO DO THIS?***

LOOK AT YOUR CURRENT AUDIENCE.

LOOK AT THE AUDIENCE OF ARTISTS YOU SHARE SIMILARITIES WITH.

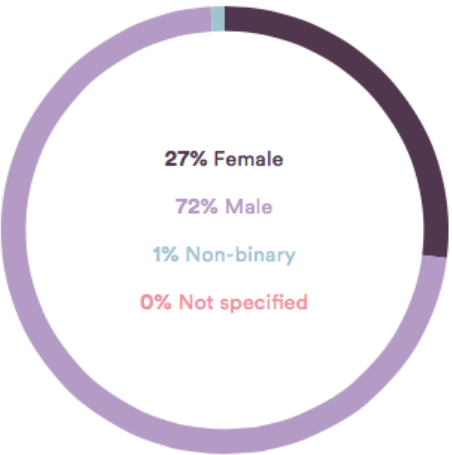
GIGS / BARS / NIGHTS / SHOPS

## ***WHERE CAN YOU FIND THIS INFO?***



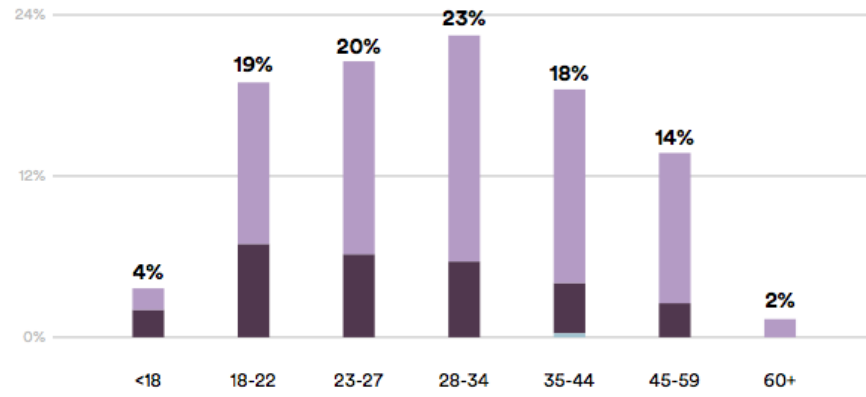
# Their gender

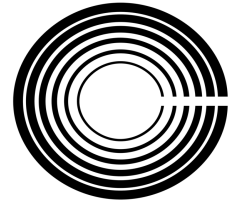
LISTENERS • LAST 28 DAYS



# Their age

LISTENERS • LAST 28 DAYS





## Other artists they listen to



Sisteray



SHEAFS



Dead Pretties



October Drift



Baby Strange



Team Picture



The Old Pink House



Bad Nerves

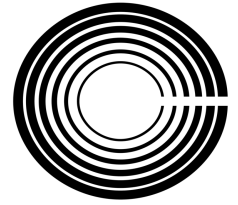


Dylan Cartlidge



Hey Charlie

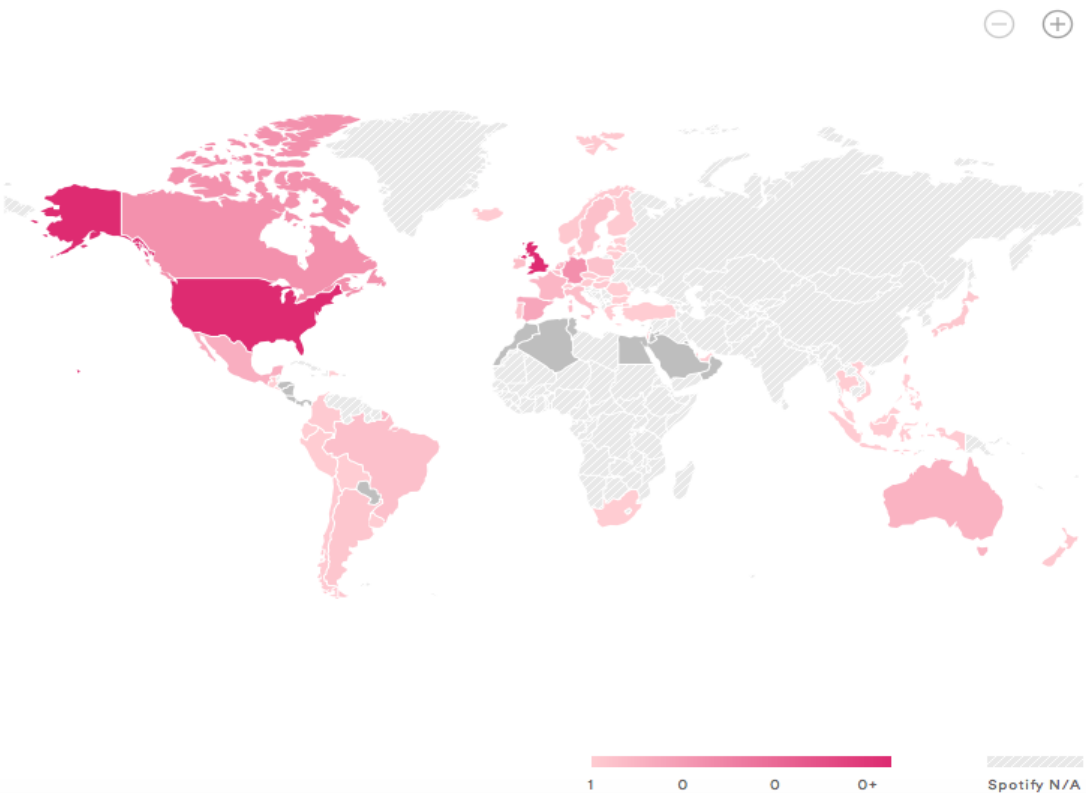


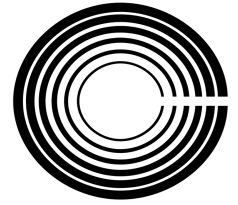


# Where they listen

LISTENERS • LAST 28 DAYS

#	COUNTRY	LISTENERS
1	United Kingdom	2.2k
2	United States	489
3	Germany	189
4	Canada	184
5	Spain	120
6	Mexico	95
7	Australia	81
8	Netherlands	73
9	France	70
10	Italy	52
11	Ireland	51
12	Sweden	45

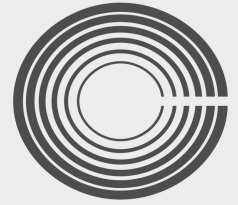




***AUDIENCE IDENTIFICATION TASK***

***HOW CAN YOU SELL YOURSELF +  
COMMUNICATE WHAT YOU'RE  
DOING TO YOUR AUDIENCE?***

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## **AUDIENCE SEGMENTS**

**1) CONVERTS - PEOPLE WHO ENJOY + ENGAGE WITH YOUR MUSIC**

**2) TARGETS - PEOPLE WHOSE AUDIENCE YOU WANT TO REACH**

### **CONSIDER;**

**BIO**

**STYLE**

**DECIDE ON YOUR VOICE**

**HOW WILL YOU ADDRESS FANS?**

**ENGAGE FANS AT SHOWS (MERCH STAND, MAILING LIST, FREEBIES)**

**ENGAGE WITH PRESS**

**HOW WILL YOU STAND OUT?**

**LIVE SHOW GOOD ENOUGH?**

- **PRACTICE THE WHOLE LIVE SHOW**

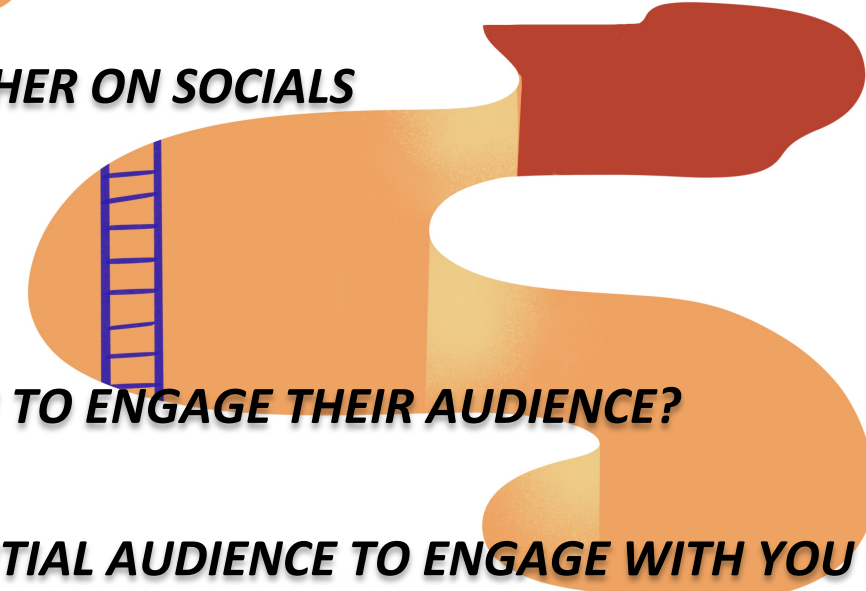
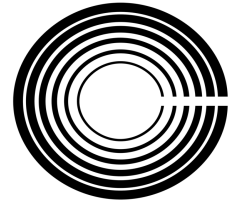
- **HOW WILL YOU WALK ON?**

- **WHAT WILL YOU DO BETWEEN SONGS?**

**HOW WILL YOU WRITE ON SOCIALS? BE CONSISTENT**

**WHAT APPROACH WILL YOU TAKE TO SOCIAL MEDIA?**

**EPK**



**FFO:  
WORK OUT WHO YOU ARE SIMILAR TO  
USE AS IDENTIFIERS FOR PEOPLE TO RELATE TO (FLYERS, POSTERS)**

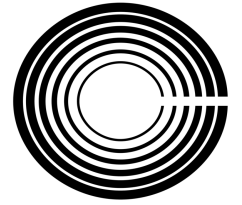
**HOW CAN THEY HEAR YOUR MUSIC?  
QR CODES / SPOTIFY SCANNER**

**NETWORK**

**COLLABORATE  
FEATURES, GIGS, SHARE LOVE FOR EACH OTHER ON SOCIALS  
(CROSS-POST, INVITE TO LIKE)**

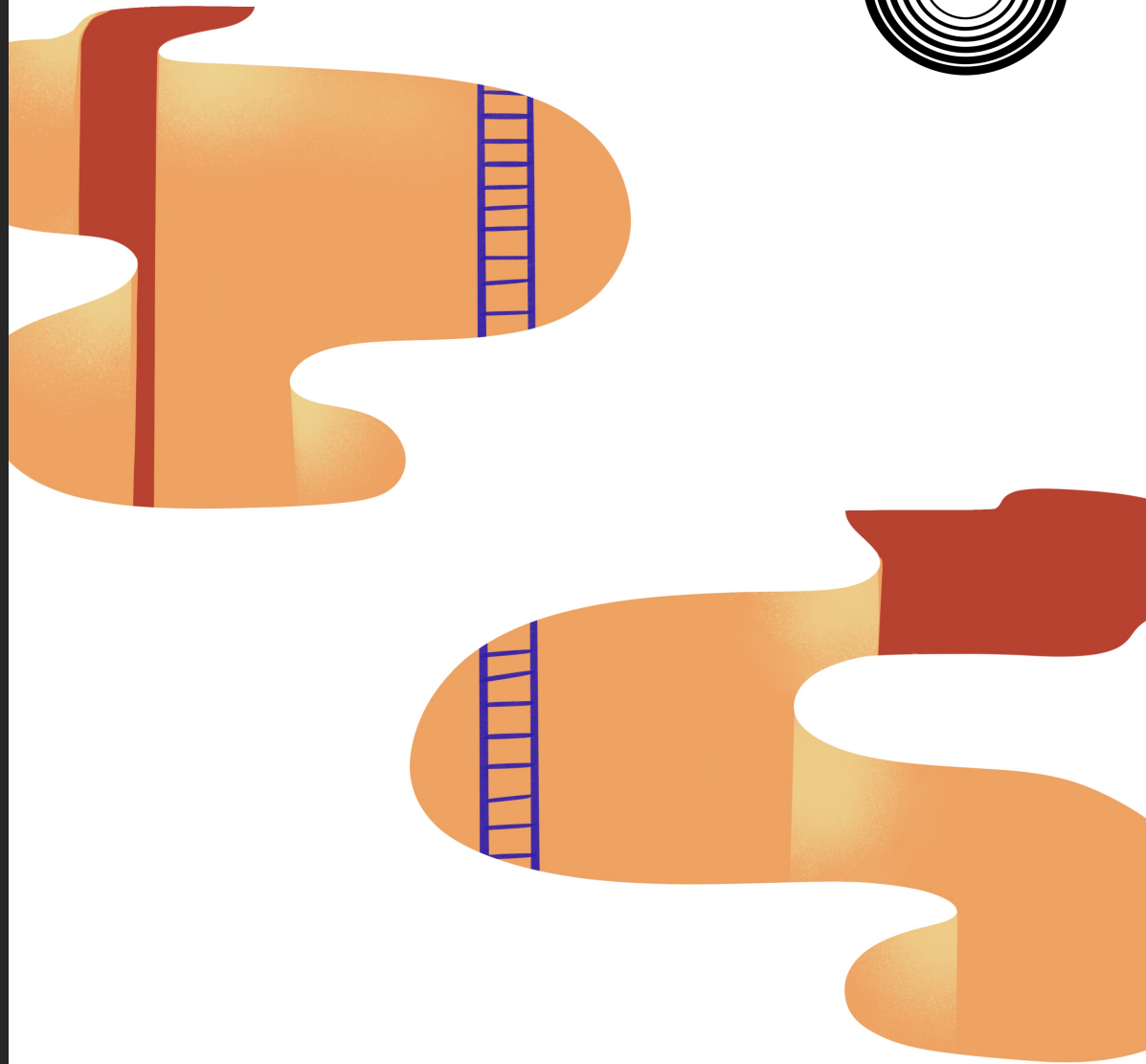
**COMMITTED FANS  
A 'STREET' TEAM OR FAN CLUB?  
WHAT CAN YOU GIVE TO PEOPLE FOR THEM TO ENGAGE THEIR AUDIENCE?**

**MAKE IT EASY ON YOUR AUDIENCE + POTENTIAL AUDIENCE TO ENGAGE WITH YOU**

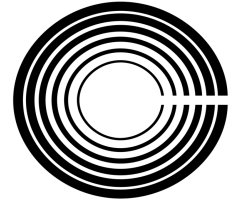


**AUDIENCE  
IDENTIFICATION TASK**

**WHO ARE YOUR  
FAVOURITE ARTISTS  
ON SOCIAL MEDIA +  
WHY?**



# **SOCIALS**



**UNDERSTAND EACH + HOW IT WORKS**

**EXIST ON EACH, EVEN IF NOT ACTIVELY USING THEM ALL**

## **SET UP**

USERNAME

WHEN PEOPLE FIRST VISIT YOU WHAT WILL THEY SEE?

ABOUT / BIO SECTION WITH RELEVANT LINKS

PINNED POSTS

LINKTREE

## **CONTENT**

WHAT DO YOU HAVE TO SAY? WHAT DO YOU WANT TO SAY?

USER GENERATED CONTENT

VIDEO CLIPS

## **NON-PAGE CONTENT**

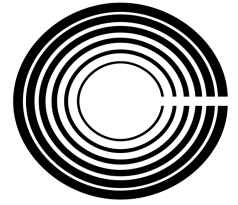
DO YOU SHARE YOUR POSTS THROUGH YOUR PERSONAL PROFILE?

FAN PAGE/GROUP FOR FANS E.G. THE STABLE

POST IN GROUP PAGES

CREATE AN EVENT FOR RELEASES?

# SOCIALS



## **PLAN**

GET READY FOR RELEVANT EVENTS:

#TSHIRTDAY, #WOMENSHISTORYMONTH #DONUTDAY #KISSAGINGERDAY.

WHAT IS YOUR LOVE/INTEREST/PASSION & WHEN IS IT'S DAY?

## **TWITTER**

***DON'T UNDERSTAND IT? 2 OPTIONS;***

DO SOME READING, IT'S VERY SIMPLE & EXTREMELY EFFECTIVE

DON'T USE IT – BUT DO HAVE A PROFILE AS A SIGN POST

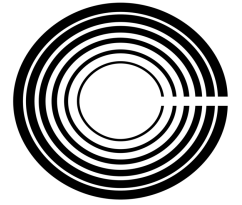
## **TIKTOK**

INDUSTRY IS LOOKING AT TIKTOK CURRENTLY

IS IT RIGHT FOR YOU?

HOW DO ARTISTS YOU ADMIRE APPROACH IT?

AUTHENTICITY IS KEY



## ***SOCIALS***

***OTHER OPTIONS***

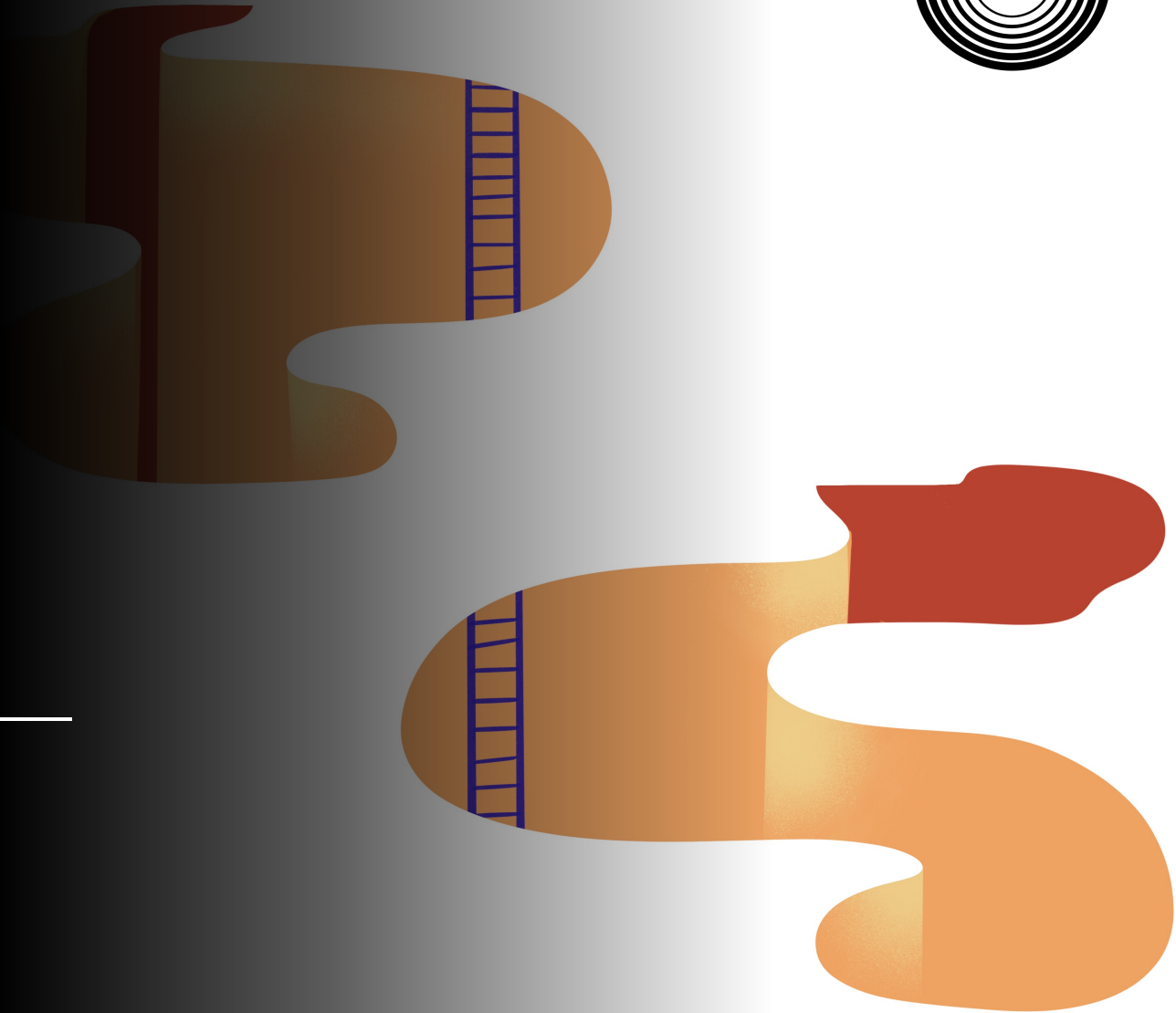
***MAILCHIMP***

***SNAPCHAT***

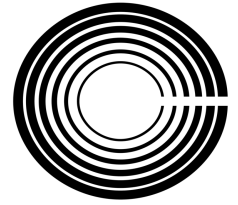
***BLOG***

***WHATSAPP***

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# ***SOCIALS – STAYING ACTIVE***

***MAKE IT EASY ON YOURSELF***

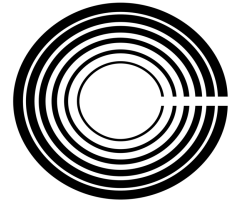
***A SIMPLE DOCUMENT YOU CAN KEEP TRACK OF EVERYTHING ON WILL BE REALLY USEFUL.***

***WHAT DO YOU HAVE COMING UP?***

***CREATE CONTENT FOLDERS***

***SCHEDULING – HOOTSUITE / TWEETDECK***

# SOCIALS – STAYING ACTIVE



CPWM SOCIAL SCHEDULE



File Edit View Insert Format Data Tools Add-ons Help Last edit was on January 14



Share



75% \$ % .0 .00 123 Calibri 12 B I A

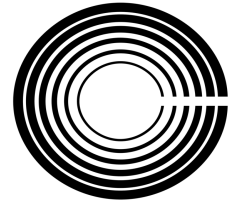
CPWM

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
1			TUES	WED	THURS	FRI	SAT	SUN	MON	TUES	WED	THURS	FRI	SAT	SUN	MON	TUE	WED
2		SOCIAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
3		FB	SPOTIFY PLAYLIST							SPOTIFY PLAYLIST						CPWM013 ANN	Talkboy Video	CPWM
4		TWITTER	SPOTIFY PLAYLIST		SPOTIFY PLAYLIST					SPOTIFY PLAYLIST		SPOTIFY PLAYLIST				CPWM013 ANN	Talkboy Video	CPWM
5																		
6		INSTA	SPOTIFY PLAYLIST							SPOTIFY PLAYLIST						CPWM013 ANN	Talkboy Video	CPWM
7			SPOTIFY PLAYLIST															
8		INSTA STORY																
9																		
10		MAILING LIST																
11		GIGS																WHAT MUSICIANS WANT EVENT
12																		
13		TO DO																
14																		
15																		
16		DEADLINE/KEYDATE																
17		FB Like #'s	1127										1155	^28				
18		FB following #'s	1132										1161	^29				
19		TWITTER #'s	1654										1713	^59				
20		INSTA #'s	765										819	^54				
21		PLAYLIST FOLLOWERS	219										210	v9				
22		SOUNDCLOUD	147										152	^5				
23		PATREON AMOUNT	82										87	^5				
24		T&A FB											1275					
25		T&A TWITTER											304					
26		T&A INSTA											742					
27		T&A SPOTIFY FOLLOWERS											337					
28		JEBIOTTO FB											476					
29		JEBIOTTO TWITTER											485					
30		JEBIOTTO INSTA											N/A					
31		DNH FB	2365										2396	^31				
32		DNH TWITTER	423										442	^19				
33		DNH INSTA	816										864	^48				

+ AUGUST SEPT OCT NOV DEC JAN 19 PSSWRDS

Explore

# SOCIALS – STAYING ACTIVE



WHAT'S COMING UP?

SET UP RULES

GIG = POST 1 MONTH/2 WEEKS/1 WEEK/DAY BEFORE/DAY OF

SINGLE = AS ABOVE + REGULARLY AFTER

ANNIVERSARIES

BIRTHDAYS

BLOG

OFF TOPIC = IDLES DAILY HAIKU

"**Haiku**" is a traditional form of Japanese poetry. **Haiku** poems consist of 3 lines. The first and last lines of a **Haiku** have 5 syllables and the middle line has 7 syllables. The lines rarely rhyme.



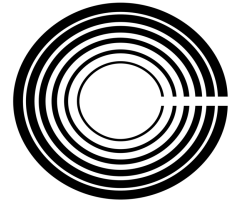
**IDLES** @idlesband · 14h

IDLES @kexp Haiku

The ethos you have  
Enables the deserving  
To be heard. Thank you



# ***SOCIALS – STAYING ACTIVE***



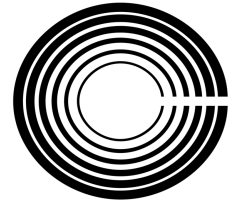
***DO YOU NEED TO?***

THE ARTIST BUBBLE & PRESSURE OF BEING 'ON' ALL THE TIME

DO PEOPLE THINK ABOUT YOU AS MUCH AS YOU THINK OF YOU?

MAKE IT YOUR PERSONAL PROFILE?

IF YOU'RE ON ALL THE TIME, HOW WILL YOU GET YOUR MAIN MESSAGE ACROSS?



**PRESS + INFLUENCERS**

**WHO ARE THEY?**

**WHERE CAN YOU FIND THEM? TWITTER**

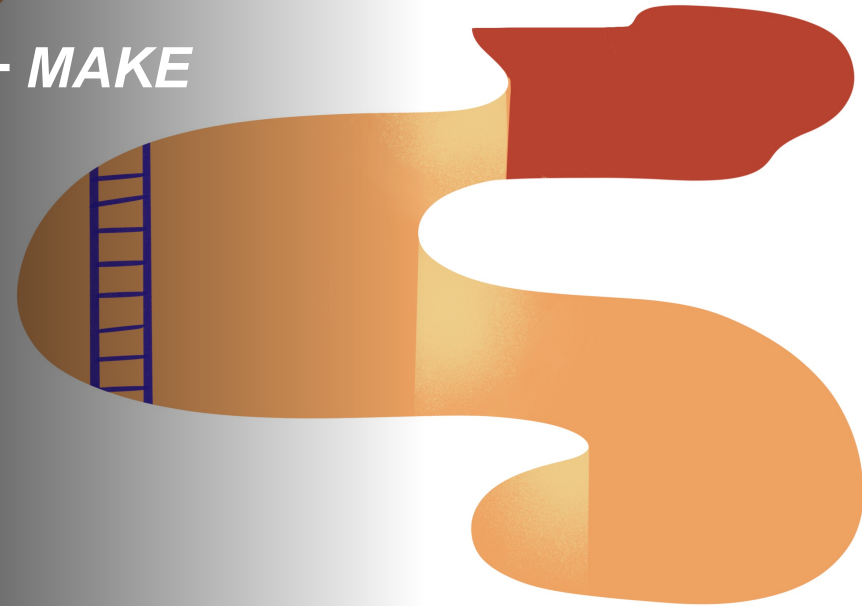
**READ BLOGS/ARTICLES?**

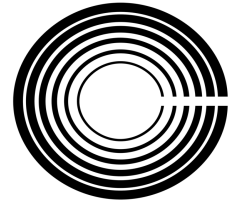
**IDENTIFIED FFO > WHO IS WRITING ABOUT THEM?**

**CREATE DATABASE OF WRITERS + MAKE CONNECTIONS**

**NETWORKING + CONFERENCES**

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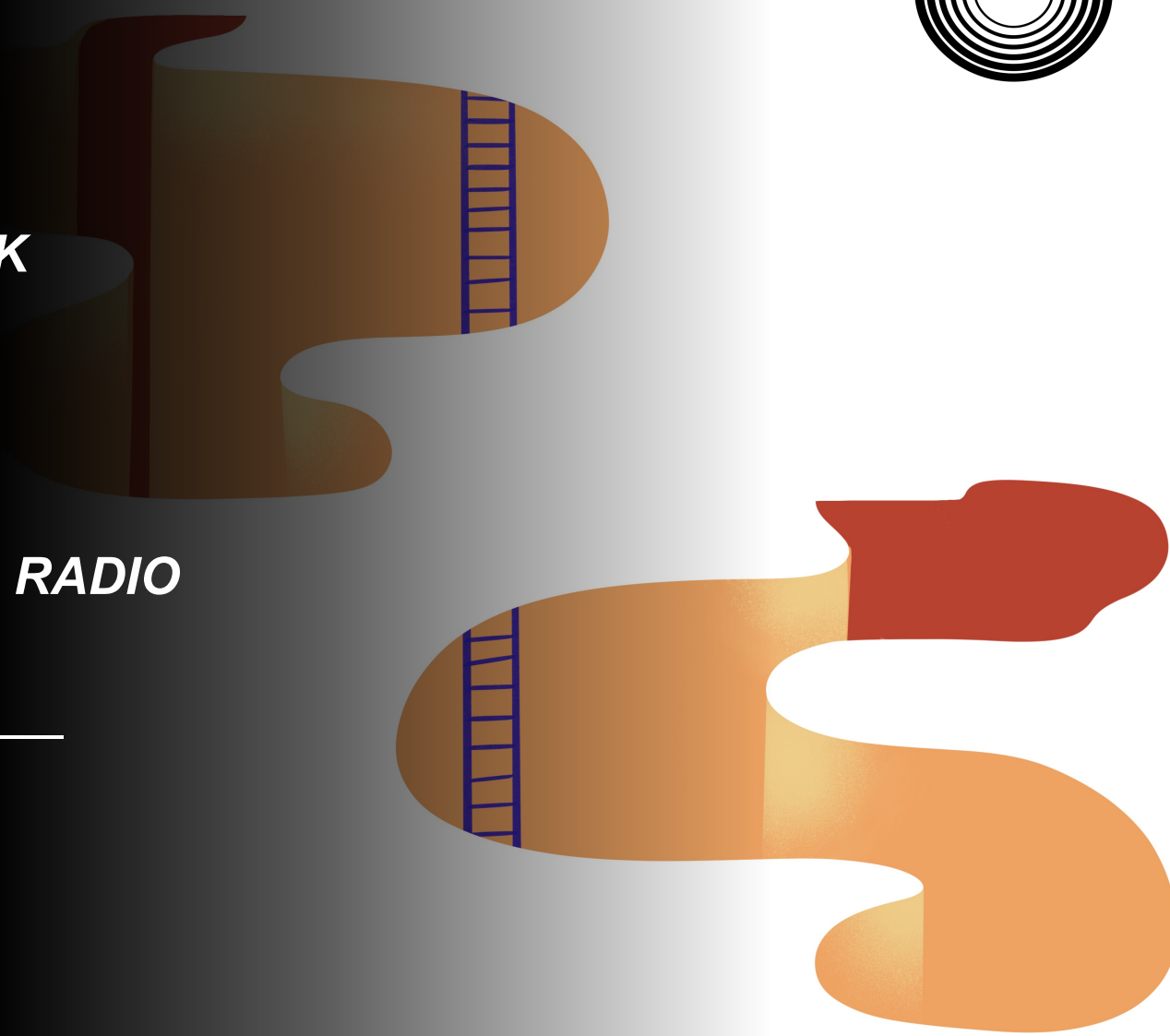


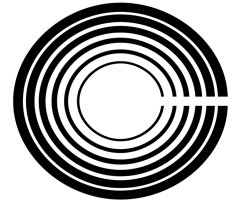


## ***PRACTICAL TOOLS***

### ***PRESS PACK vs EPK RADIO***

- BBC INTRO***
  - AMAZING RADIO***
  - FRESHNET***
  - STUDENT / LOCAL RADIO***
- ### ***SUBMITHUB***
- 





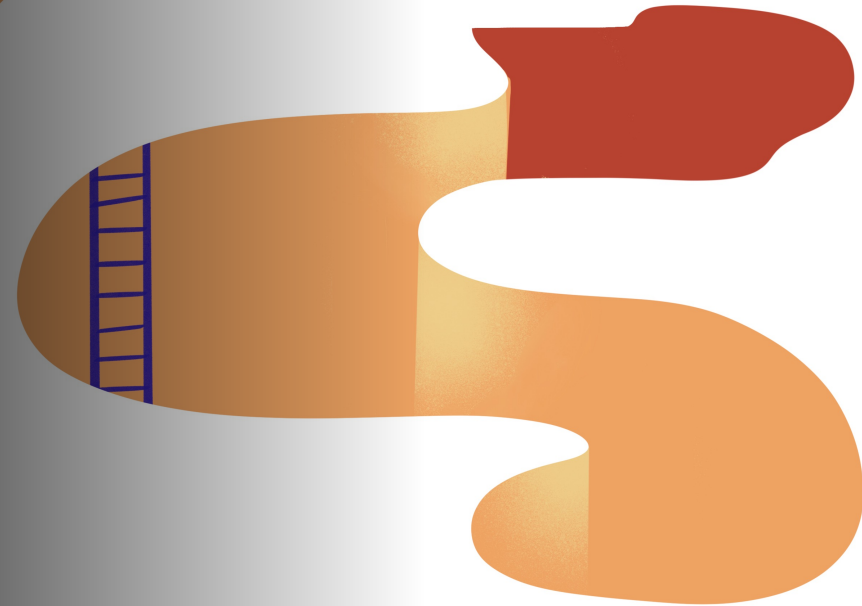
## ***PAID ADVERTISING***

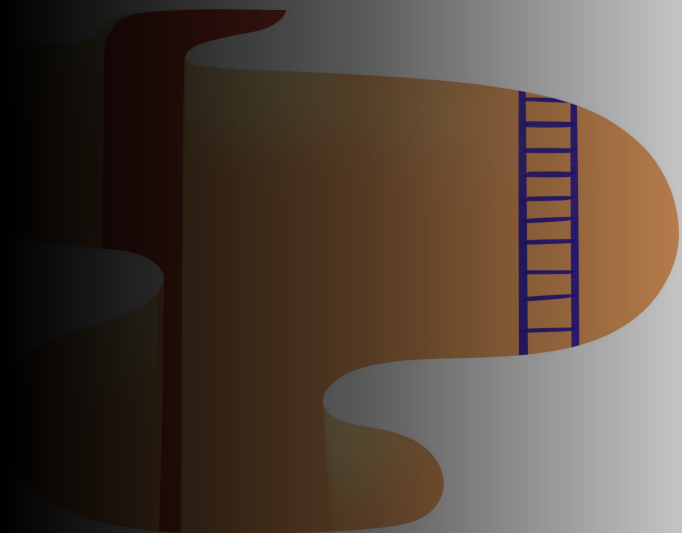
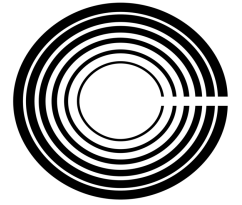
### ***DIGITAL***

- BUDGET TO PROMOTE RELEASE***
- FACEBOOK ADS***
- YOUTUBE ADS***
- GOOGLE TRAINING + CERTIFICATES***

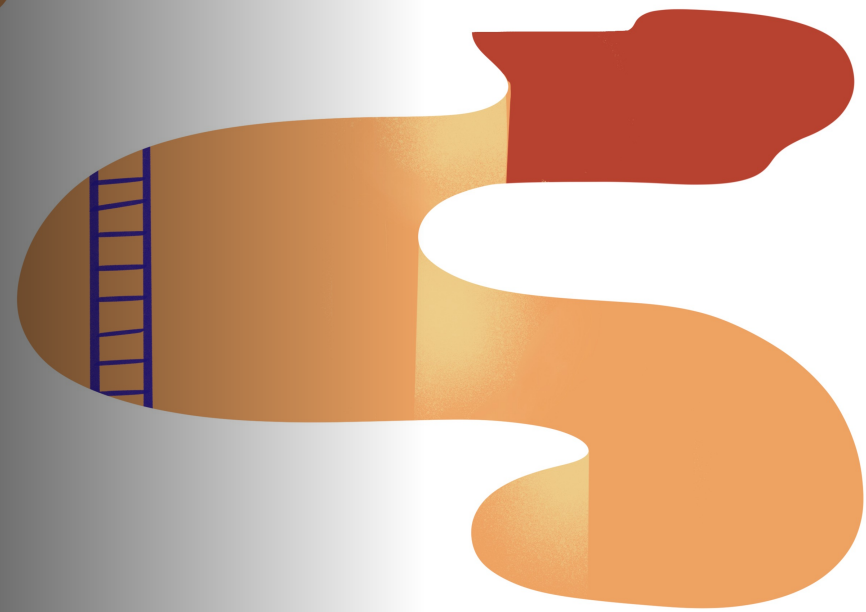
### ***PHYSICAL***

- POSTERS***
  - FLYERS***
  - STICKERS***
  - STUNTS***
  - MERCH***
- 

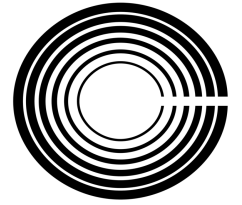




# ***QUESTIONS***







***THANK  
YOU***

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