

## ***A Special Report...***

# **“Why You Need To Engage Your Fans Over Time... And How To Do it”**

This Special Report is going to explain the “underlying” reasons why you need to constantly be engaging your fans and also what you need to do to successfully keep their interest so that you can build a relationship and ultimately sell your music, concert tickets, merchandise etc.

Im also giving you a sample ‘Engagement Plan’ at the end so that you will have all your engagement activities planned out for the next 6-12 months.

## **Here’s The Bottom Line...**

Unless you’ve been living under a rock recently, you will know that things have *drastically* changed in our business.

### **The New World:**

- Music is readily available and easily accessible to the world.
- An entire generation has grown up believing that music is FREE.
- Social networking and email has connected us all together - More then ever, we are able to gather and share with “tribes” of like minded people.  
We share music, videos, opinions, photos, experiences etc..
- The traditional model of blasting people with ‘Gate Keeper’ chosen content is rapidly decreasing as people flee from platforms like TV and spend ever increasing amounts of time “choosing” what they consume online.
- In a world of practically infinite content and distraction, the battle for getting and keeping attention is on.



## So What Has It Got To Do With You?

Well, if you're reading this, you are probably looking for ways to make your music more successful - get deals, get gigs and shows, sell your music, get sync licenses for your music etc...

Although it may be possible to do this via the "Pop Idol" method, I have never done anything like that, so cant really advise on it...

BUT what I have done for myself and others is to build a following first, and then somehow all the above seem to flow naturally...

In a sense, things have always been like this - without a following nothing really happens. But the major differences in the New World, as Im calling it, are:

1. The capability of technology has increased
2. People's attention spans have DECREASED!

So fundamentally, in order to build the following you need for your music, you will need to get control of these two - Technology and Attention.

## Why Engagement?

By engagement, we are talking about fostering an emotional involvement in your audience. And the reason that you want to connect with your audience on an emotional level is to keep their attention, pure and simple.

In this attention deficit world we live in, if you dont keep their attention, they will forget about you.

The more involved with you and your music they become, the more they attentive they will be. So when you come to put on a show or sell some music, they will be more likely to see your message and take action.



## Key Equations:



There is a very smart guy called Michael Masnick who runs a great blog called [Techdirt](#).

He is known for coming up with this great equation:

**Connect with Fans (CwF) and give them a Reason to Buy (RtB) = The Business Model (\$\$\$)**

**CwF+RtB=\$\$\$**

He uses many examples to illustrate his point from Nine Inch Nails to Radiohead. But what about an act that doesn't have an established fan-base yet?

Well, I'm going to modify the equation slightly for those of you in that situation:

**Connect with Potential Fans (CwPF) and give them Reason to Follow You (RtFY) = The Business Model (\$\$\$)**

Here your challenge is to engage and connect with people who don't yet know you, and then once you have their attention, you can then move to Michael Masnick's equation...

## Segmentation And Designing Content:

It's not enough just to talk about your audience as one group of people.

Your audience will often be made up of different groups or tribes of people. There will be different demographic groups, and also different types of fan. Some will be what I call the "Frontline" type fan - those at the forefront, and others will be way further down the line - those who got into you because they heard you on the radio or saw you on TV.

When designing engagement content, we have to bear all of these people in mind.

It's a little beyond the scope of this report, but here's an example:

In some recent consulting work I did for two UK acts, can't reveal their names but both are releasing new albums soon, and their managers wanted help with putting together engagement content to promote awareness...



Here's how we looked at it.

Group 1: Established and very successful

Group 2: "Legendary" act, very influential on contemporary music.

For both, we designed content for 3 different groups of people:

1. Those who are already fans
2. Those who are aware of the act, but need to be enticed to investigate further
3. Those who know nothing about the act.

So you can see how we now begin to start thinking more psychologically about what content to put out there for the different groups of people.

Each of these groups will respond to certain things more than others.

eg for the legend/influential act, for their very hardcore fans, we designed a video walk through of the band's record collection, as this group of people are avid record collectors and are very knowledgeable about music - old twelve inches etc...

Is this starting to make sense?

To give you an idea of how important this is, in December 2009, I surveyed a whole bunch of people that do digital marketing for record companies and acts. Without fail, they were all talking about engagement plans

## **The 6-12 Month Engagement Plan:**

Finally, I'd like to leave you with some ideas of things you can use to put into your engagement plan.

When I was talking to the marketing people, there is a general consensus that the intensity of releasing content increases around key events like releasing a record, announcing a tour etc..

Many report that around a major event they will release content weekly and sometimes even more frequently.

When nothing is happening, perhaps that will put out engagement content bimonthly or monthly.

On the next page, I'm going to give you a few lists of things that you can use to inspire some content to put out to who ever you want to engage. Once you have some ideas, you can begin to insert it into a timeline like the one below:



I hope you found this report valuable and will use it to help your music career.

Hagop



About Me:

I started out my career playing to no one in London, UK for 2 years. After a painful struggle, I went on to find success, with my band Symposium, selling records and touring the world and opening for my idols - bands like Metallica, Foo Fighters, Red Hot Chili Peppers etc.. An incredible live act, Symposium was hailed as "The Best Live Band In Britain" by Melody Maker magazine.

I then went on to start helping others with the knowledge I had accumulated - advising labels, independent artists and becoming a manager - most notably to the band Hot Chip who went on to become extremely successful.

These days, I spend my time running [GetYourStage.com](http://GetYourStage.com) where I help everyone from artists who are starting out to very successful artists, labels, management companies and promoters...even a Eurovision participant..!

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