

MUSICBIZ17 Power of Fan Engagement Panel: Artist Tip Sheet

1. Find Your Fans

Data is King! Look to these sites for data about your existing and potential fans:

- Consumption: nextbigsound.com, <https://amp.pandora.com/>, insights from Spotify, youtube & facebook, check out CDBaby's new trending tool
- Crowdfunding: Pledgemusic.com, patreon.com, kickstarter.com
- Who likes your music: <http://www.audiokite.com/>
- Turnkey research service: <http://bit.ly/findyourfans>
- Online: <http://30minutefanfinder.com/>

2. Engage Your Fans

Online:

- Email list is a must, use an email service provider like mailchimp.com or fanbridge.com
- Content, Content, Content! Post, Post, Post! Try live streaming tools: FB Live, Twitter Live
- Try StationHead: <https://itunes.apple.com/app/apple-store/id1076117681?mt=8> Code: MUSICBIZ

Live show:

- Before: bandsintown, songkick
- During: <http://learn.indiehitmaker.com/index.php/makeitcountlive-1/>
- After: <http://bit.ly/dropkickmusic>, superphone, buzznog (fan engagement app), Hive

3. Sell More Merch

- Track and analyze - what sells styles, sizes, quantities (merchcat.com does this)
- Set pricing at 2-6x the cost (ex. if you bought it for \$5, sell it for \$10-\$30)
 - Pay attention to fan spending habits, and adjust accordingly
- Choose designs and styles that your fans will want to wear
- Start off buying Merch in small quantities
 - See what fans respond to and what the demand is, and go from there
 - www.catspecialties.com out of LA has low minimums and good price points
- Make sure the presentation of your Merch at the Merch table is neat and attractive.
- Announce that you have items for sale at the end of the show
- Try to have someone at the Merch table at all times so as not to lose a potential sale
- Listen to feedback from fans - they are your number one customer

4. Artist Development Musts

- Report all your sales to Soundscan & BuzzAngle: indiehitmaker.com (Get on the Billboard charts)
- Understanding the new music industry, read this book: <http://bit.ly/1MLXK9Z>
- Artist development help: <http://bit.ly/1LsJZMT>
- Always read your user agreements, contracts and fine print or hire a lawyer or use this site: <http://rockandrolllibrarian.com/>