



## Your New Direct-To-Fan Marketing Plan

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This document outlines the details of our work together - my goal is to help you establish systematic actions that you can work on alongside your music, to build momentum in your fan base. This self-sufficient musical entrepreneur approach will mean that you don't ever have to rely on anyone else to promote your offerings.

A by-product of this kind of marketing is that you build a ground swell of interest and buzz that leads to bigger and better opportunities and puts you on the radar of key players in the music industry.

The first step will help you to develop key techniques you need to sustain the direct-to-fan model, and to guide you through the process of setting up a workable system for promoting and selling your packages in the most time effective way possible. We'll work through and refine the plan until you reach the tipping point of website traffic, email opt-ins and sales.

The whole concept can basically be boiled down into four areas:

**The fan-catcher page** - simply a highly optimized website where you direct all your marketing efforts.

**Traffic** - anything we do online to bring fans back to the fan-catcher.

**The email list** - A semi automatic follow up system used to make a deep connection with the fans, and which ultimately promotes the paid offering.

**The subscription site** - A monthly paid fanclub with the content delivered by email.

## **Section 1: Starting points**

1. The music is always the most important focus. Making constant progress with the product makes everything else we do much easier.
2. Everything you do to promote your music from radio interviews, to blogging to playing live should have one goal. Building your mailing list.
3. Once you have a decent sized list you can start to leverage those fans for income, better gig opportunities and connections with key influencers in the marketplace.
4. Digital products are package to be sold on a monthly subscription basis making it possible to create a sustainable income sooner.

## **Section 2: Short-Term Marketing Goals**

- Set up fan-catcher page and work to optimize the conversion rate from visitor to email.
- Establish key social media properties.
- Drive 100 new targeted fans to the fan-catcher every day.
- Set up an easy-to-follow daily system of promotion.

## **Section 3: Long-Term Marketing Goals**

- Set up subscription-based fan club.
- Implement a reseller program to incentivize others to promote the fan club for you.
- Outsource marketing tasks to put music promotion on autopilot.
- Leverage mailing list to create an online buzz and increase subscriber base even further.
- Test and track every part of the sales funnel to optimize performance.

## **Section 4: Products**

Fan subscriptions: A paid monthly service in which fans can choose their own level of financial commitment and receive access to different levels of content.

Single track download: Low cost lead-in product for the monthly membership.

Affiliate products: Commission can also be made by promoting highly related offers.

Live events: A great opportunity to build the brand and the list.

Other merch: T-shirts, caps, artwork etc.

## **Section 5: Strategies and Action Plans**

### **Phase 1 - Kicking Off**

- Decide on free offer to entice fans to join the mailing list.
- Set up blog as a hub to direct all online marketing efforts back to.
- Sign up for [Aweber](#) to collect fan email addresses.
- Add email opt-in to the sidebar of the blog and also as a pop-over.
- Split test the free offer to optimize conversion rate.
- Set up social media properties including Twitter, Facebook and YouTube. Each member will have a Twitter profile for greater impact.
- Make a start in connecting with key influencers in the marketplace so that they will be more receptive to supporting the music down the line.
- Create a Bio to introduce your group. Include this on the blog and in the first message that automatically goes out through [Aweber](#) when new fans sign up for the free offer.

### **Phase 2 - Initial Traffic Generation**

**The idea of this first stage of traffic generation is to develop a time effective, regular set of promotional activities to consistently bring in traffic to the email list.**

**Not all fan acquisition strategies suit every musician or every market, which is why there are a number of options for you to test.**

- Use your existing network to kick-start subscription including email contacts, facebook page and any other networks that you're already part of.
- Start a program of consistent leverage blogging including opinion posts, music news and reviews, google optimized articles, resource lists, behind the scenes interviews.
- Use "Twitter Flush" to attract followers who have shown an interest in similar music.

- Track popular songs and post viral re-mixes to YouTube.
- Email fans about new content posted to the blog.
- Repurpose blog content to use on other high traffic sites.
- Google music alerts method - add valuable comments on the most popular blogs and Facebook pages in the marketplace with a link back to you own website.
- Get on the radar of influencers in the marketplace: Twitter re-tweets; Facebook tagging; blog commenting; interviews; opinion posts; top sites list; genuine compliments.

### **Phase 3 - Monetization**

**Now that you have traffic coming to the website and people joining the lists on a regular basis, it's time to start looking at ways to capitalize on the relationship you've been building up.**

**A paid private membership site is a way to cut out all the middle men and gatekeepers who usually plague the DIY musician.**

- Create an online store to bring paying customers into the sales funnel with a low priced front end offering.
- Decide what is to be included on each tier of the paid fanclub.
- Set up 3 lists in [Aweber](#) to deliver content to each set of fans.
- Encourage paid members to upgrade to higher levels of membership.
- Identify and promote affiliate products that are highly targeted to the fan base.
- Start to incorporate money-making links into free content emails.

### **Phase 4 - Optimization and Advanced Tactics**

- Split test and optimize each stage of the sales funnel.
- Organize gigs as a source of income and new email sign ups.
- Contact key players in the market and offer them a commission in return for promoting the fan club.
- Hire a virtual assistant to put all marketing on autopilot.
- Reinvest income into paid advertising and media buys.
- Connect with other musicians to do fan swaps.
- Set up a regular podcast as another way to connect with key players.
- Traditional press and PR.
- Online and offline radio promotion.