

Internet Intervention

SERFA 2010

45 minutes to cover...

- ATTRACT new fans
- MAINTAIN existing fans
- FUND new ideas
- all roads lead back to YOUR SITE which is YOUR BRAND



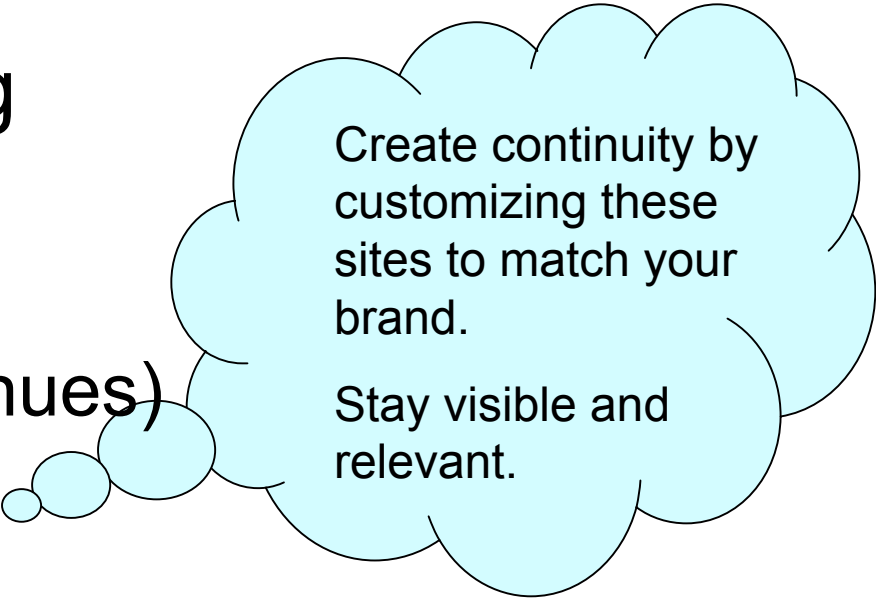
ATTRACT new fans

- Artist profile pages
 - ConcertsInYourHome.com
 - PureVolume
- Music Players
 - Pandora.com
 - Blip.fm
 - Last.fm
- Blogs (by other people) - Mog.com
- Create your own podcast/blog
- Ustream.com *or* Justin.tv- broadcasting performances



MAINTAIN your fans

- Social networking
 - Facebook
 - Twitter
 - MySpace (for venues)
- Email lists
 - MailChimp
 - FanBridge
 - iContact



Create continuity by customizing these sites to match your brand.

Stay visible and relevant.

Herding Cats

- ArtistData
- ReverbNation
- Tweetdeck
- Festivalnet



FUNDING...

- For new projects, CDs, videos, etc
- For tours (gas, lodging, etc)
- For equipment

- Sites to help
 - Feedthemuse.net
 - Kickstarter.com
 - Pledgemusic.com
 - Slicethepie.com



Your Website is Your Brand

- [Bandzoogle](#)
- [Squarespace](#)
- Hostbaby
- Hire a designer/builder
- Connect to all your networking sites
 - Of 46 showcasing artists, only 20 had links from the artist website to social sites

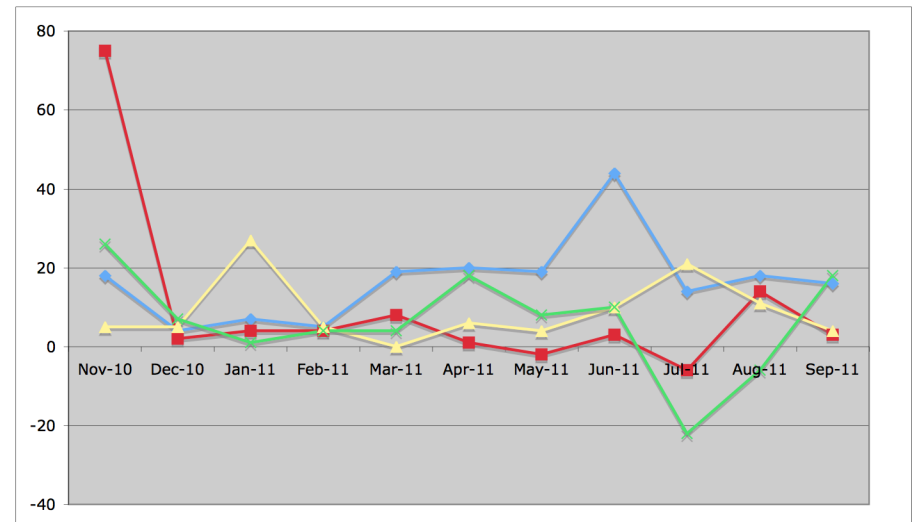
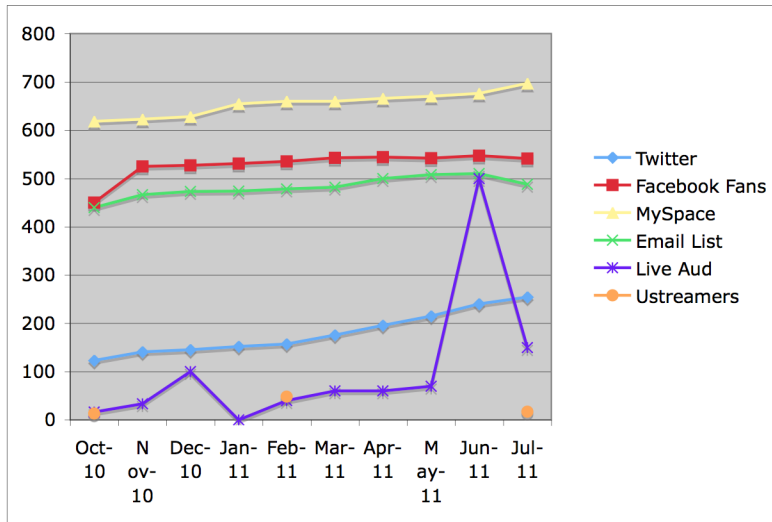
What's working?

Actual Count

	Twitter	Facebook Fans	MySpace	Email List	Live Aud	Ustreamers
October-10	123	450	618	440	16	13
November-10	141	525	623	466	33	
December-10	145	527	628	473	100	
January-11	152	531	655	474	0	
February-11	157	535	660	478	40	48
March-11	176	543	660	482	60	
April-11	196	544	666	500	60	
May-11	215	542	670	508	70	
June-11	240	547	676	510	500	
July-11	254	541	697	488	150	17
August-11	272	555	708	482	120	
September-11	288	558	712	500	50	

% Change over Previous Month

	Twitter	Facebook Fans	MySpace	Email List
November-10	18	75	5	26
December-10	4	2	5	7
January-11	7	4	27	1
February-11	5	4	5	4
March-11	19	8	0	4
April-11	20	1	6	18
May-11	19	-2	4	8
June-11	44	3	10	10
July-11	14	-6	21	-22
August-11	18	14	11	-6
September-11	16	3	4	18





Getting paid is nice.

- Soundexchange
 - Get paid for satellite and internet plays
- Square
 - Accept credit cards via your iPhone/iPad
 - (no more busted knuckles - yay!)
- Sell Music Online
 - Payloadz.com lets you sell downloadable content (music or PDFs of lyrics, sheet music, etc)
 - Tunecore.com



- Use a bookmark for sites you view daily
- Bookmark your 'stats' or 'insights' pages for quick viewing
- “Share on Facebook” for your browser toolbar makes it easy to post interesting items to your status
- Close when finished

