



MOON  
JELLY



**Fangage**

Turn my fans into superfans & create a sustainable fan base

*A guide to fully utilizing your Fangage portal*



Now that you're the proud owner of a Fangage portal, it's time to turn your fans into superfans. In order to do this, you'll need to get to know your audience. This can be achieved through gathering fan data, which you can acquire via strong campaigns. What makes a strong campaign, how do you set one up yourself, and how do you get your fans to share their data? These questions will be answered in the following pages.

# SETTING UP A CAMPAIGN.





## STEP 1

### WHAT DO YOU KNOW ABOUT YOUR FANS ALREADY?

Before you can come up with strong campaigns for your Fangage portal, it is necessary to understand what you know about your audience already. When creating a campaign, you need to uncover where your audience is located, what age group they're in, and what gender they identify as. Furthermore, you should determine who your target group is. Last but not least, it is necessary to find out what it is your audience wants: what would they like to receive? Music, vlogs, merchandise, meet & greets, or tutorials?

With this information, you'll be able to focus on specific targets and thus reach the right fans easier.

Also try to have a clear goal in mind when starting to collect data.

You don't want to start randomly



## STEP 2

### WHAT CAN YOU OFFER YOUR AUDIENCE?

The most important thing to keep in mind when deciding what to offer your fans is to give them something personal and unique. Exclusive merch, previews of new music, vlogs made by you, or tutorials given by you... The possibilities are endless, as long as you're offering your fans something personal.

No matter what you're offering your fans, at least make sure it's exclusive. This means that it shouldn't be available for free on other platforms. For example, don't just offer your fans a Spotify playlist that's accessible to everyone.

Another important aspect of executing a strong campaign is keeping it constantly updated. Like we preach you should maintain a heartbeat on your socials, you should also maintain a consistent presence on your Fangage portal. Ideally, this would mean sharing new content weekly. This might prove to be hard, but at least try to be as consistent as possible.

This is necessary to keep your fans from getting bored; would you still go to the same store, knowing they won't have any new products on the shelves?



## STEP 3

### HOW TO USE YOUR OFFERING IN ORDER TO GET DATA?

After coming up with some good content to give to your fans, it's necessary to utilize it the best way possible in order to let your fans share their data with you. Here are four things you should keep in mind:

First of all, define your goals regarding the data: which data do you want to retrieve and why? It would be a shame if you collect data different from the data you will actually need.

Second, don't make your entire content supply exclusive to people who completed their profile for a 100%. Ensure there is also content which one can unlock when having a 25%, 50%, or 70% completed profile. This way your fans will realize that sharing their data is beneficial: the more data they share, the better the content they receive.

Third, utilize your social media platforms to advertise your Fangage portal. If no-one sees or hears about it, no-one will know it exists, and thus no-one will participate in it. For example, announce on your socials that your fans can drop a demo-track on your Fangage portal and that you'll give them feedback on Instagram live. This way many people will see the announcement but also the actual execution, giving them a clear idea of what you're offering them.

Last but not least, try to focus on one country (or target group) at a time, especially when you're on tour. This makes it easier to respond to specific needs and get more personal with the people in that group. Focusing on one target group at the time proves to be more successful in terms of participation.



## STEP 4

### REPEAT THE PROCESS

After finishing a campaign, you have access to much more data, which means you have more information on your fans and your campaigns. Which campaigns worked well, which campaigns didn't, and why? Keep a close eye on the results of your campaigns, and you'll be able to perfect your current campaigns and create even better ones in the future.



# WHAT TO AVOID





Offering non-exclusive content: you want your fans to feel special by giving them exclusive content. If you do offer something non-exclusive, at least make it a “free” item. If people have to give their phone number for something they can just access for free somewhere else, they feel betrayed by you and thus not come back to your Fangage portal.

Not using your social media channels to announce new campaigns:  
If people don't know about your campaigns, they won't participate in it.

Having a chaotic dashboard: make sure everyone is able to navigate through your portal without any problems. It would be a shame to lose potential superfans due to too many folders, tabs, and unclear captions.  
Care to learn more and see some strong examples?  
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