

# How do I express myself as an artist in the digital world?

A guide to setting up your artist profile online



**“You make music,  
and you’re aware  
of the fact that you  
need to be seen on  
social media. Let’s  
build a solid plan.”**

### **PHASE 1: VERTICAL PHASE**

For the next 3 months, you’re only posting things that give ‘depth’ to your profile, using your owned media channels. Why-who-what You will be posting things that give your future followers an inside look in your life. Split your posts up into these 3 categories:

<b>In-depth question:</b>	<b>Amount:</b>
Who are you?	60% of your posts
Why are you here?	20% of your posts
What are you actually selling?	20% of your posts



## Basic Emotions

The best posts always trigger one of the three following emotions:

EMOTION:	REACTION:
LAUGH	EVERYTHING BETWEEN A BIG ROFL AND JUST A SMALL GIGGLE
CRY	EVERYTHING BETWEEN A BIG RIVER OF TEARS AND A SUBTLE SIGH
EXCITE	SHOCK, SURPRISE, INSPIRE, PROVOKE: ANYTHING BUT NOTHING!

So, if you ever again post a boring, uninspired selfie from your studio, remember: what emotion do I want to trigger in the mind of my followers?

## Turn followers into fans

When you notice people engaging with your content, liking- and commenting on your photos, you're slowly turning them into a fan. The first few fans are the most important: they are the ones who will tell their friends about you, who in turn will tell their other friends. You're organically growing now, keep it up!

So if you ever want to post another selfie of yourself in the studio, think to yourself: what emotion do I want to evoke in my followers and does this picture do that?

## Re-cap:

After every three months, evaluate your results on social media. What have you been doing right and where is room for improvement? Don't shy away from asking your friends and family for their opinion on your profile. Analyze your posts by checking which posts received the most likes and comments, and think carefully about why these posts in particular did so well.



## Phase 2: Vertical Phase

### Growth I Earned media

We don't necessarily want our success to be dependent on the opinions of other people. However, the opinions of other people can actually help your brand and your career along. When people like your social media presence they might add your tracks to their playlists, write articles about you, or visit your shows. This phenomenon is what we call earned media. You've earned media attention by analyzing and perfecting your own media channel.

### Pull vs Push Marketing:

The phrase 'buy my new track on itunes!' is a form of imperative language. You urge the reader to perform a particular task, in this case buying your music. Click here, buy now, listen here. These are all examples of push-marketing. Push-marketing is an old-school way of marketing that is not necessarily very friendly, but it has been proven to be effective. What's even more effective than push-marketing is its opposite: pull-marketing. Pull-marketing is a form of marketing where you don't urge your target group to do something, but your target group gives you free promotion without them even knowing. 'I can't wait to hear your next track!', or 'When is the album coming??' are all forms of pull-marketing, which is exactly the kind of marketing you want your followers to provide. You don't have to push anything to them. Keep engaging with your followers and they will provide you with positive promotion, which will cause your online following to grow.



## Translation Phase

When you've given depth to your social media profiles and are gaining traction, you're on the right way. This process never stops, so keep up the work! The more followers you get, the more opportunities you'll get regarding creating music, social media campaigns, creating stories and to generally boost your career. You have a bigger chance of labels and booking agencies noticing you and wanting to work with you, if you provide them with a good opportunity.

If you get to the point of signing record deals, keep the following things in mind:

1. Never sign the first proposal. The first proposal is the wishful thinking proposal: a kick-off for the negotiations.
2. How many percent do they want?
3. What lengths will they go to in order to get that percentage?
4. How long will I be attached to this contract?
5. What are the consequences if I want to get out of this deal?



**Don't be afraid to ask for help. Don't ask your parents or your friends however, approach someone with experience in the music industry. You wouldn't ask a friend without a degree in law to be your lawyer, so don't the same in this case.**

