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DIY Social Media

Marketing-

a tutorial for Newcomers

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Abstract The thesis focused on different social media platforms, such as Facebook, Twitter, YouTube, Pinterest, Tumblr, Instagram as well as other newer platforms and on how to use them properly concerning music promotion/marketing by new artists. The author examined the aspect of how appropriate the different tools were and which of the platforms were useful and necessary in the field. Moreover, tips and a collection of mistakes were included as part of the thesis in order to help newcomers to achieve the best possible result with the tools. The research part examined three bands, one of which came from Canada and the others from Finland and Germany respectively, by comparing them to each other with regard to their social media appearance as well as to their similarities and possible differences related to their countries. All bands had approximately the same fan-base on Facebook, which made them easy to compare. The author focused additionally on how often posts were created by band members and how the audience responded to those in an interval of four weeks. Moreover, a survey was conducted over the course of two months in order to discover a newcomer's perspective on social media usage. The goal was to create a toolbox of different social media tools that can be used by newcomers and to provide instruction of how to use them. While answering the research question "Is it possible to use the DIY (do-it-yourself) method as a musician and gain followers through social media without the help of a label?" The author's answer to the question was positive throughout the course of writing this paper, as well as based on the results of the conducted survey. It takes a great deal of passion and focus to succeed as a DIY artist in this fast-pace world. Nevertheless, it is possible as long as the artists stay true to themselves and keep the most important people (the fans) in mind.

Keywords Social Media, Finland, Germany, Canada, Facebook, Twitter, Tumblr, Pinterest, Instagram, fans

Miscellaneous

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1 Introduction and Objectives

The aim of this paper was to study social media tools for musicians, to market new music as well as new artists to the public by using different tools. The paper attempted to gain a deeper understanding of the tools from a newcomer's perspective. Furthermore, it also focused on two research parts. First, the author chose three artists from three different countries because of having lived in each of the countries: Canada (Walk off the Earth), Finland (The Rasmus) and Germany (Casper). Another aim was to examine what was different and what was the same in those countries by conducting a detailed comparison of these three artists as well as including a SWOT analysis of their social media coverage. Secondly, the author chose to include another research part in the form of a survey in order to give this paper a deeper perspective and, hence, a possibility for real newcomer artists to receive feedback on the topic of social media.

As is commonly known, social media marketing is a crucial part in the modern society, especially in the music business. The World Wide Web, particularly the social media world, is changing quickly, and it is necessary for newcomers to keep up with that. In order "..to be successful, you don't only need to have the songs but a good social media presence as well." (Saeed 2015). As stated in this quote, a well-managed media presence will help artists with being noticed and gaining significant results in becoming bigger.

All those above mentioned ideas and reasons are why the author chose to write about the topic of social media for newcomers. Keeping up with social media and developing an online presence is the best way to attract the attention of fans and the business. Based on the following quote: "What major record labels do not want you to know! The major label system is dead; the time for musical independence is here!" (CDbaby 2014), it could be maintained that it is not necessarily 'a need' to have a label because bands or artists can also start or even forever be DIY artists who are handling the marketing all by themselves.

The goal of this thesis was to give newcomers a basic tutorial on how to use different social media platforms and thus gain more fans and followers. The goal was also to find an answer to the research question:

Is it, indeed, possible to use the Do-it-yourself method (later referred to as DIY) as a musician and gain followers through social media without the help of a label? According to Crossfield (2013) "Future is direct-to device", which indicates that fast and short news are the key now. Moreover, the best way to give that news to the public is through social media.

2 Research Cases and structure of the paper

a) Comparing social media coverage from Canada, Finland and Germany in the cases of Walk off the Earth, The Rasmus and Casper

The author chose, as already mentioned in the introduction, three different artists representing three different cultures as well as three different music types. The author studied and compared the artists in terms of their social media reach and how they handled different tools. At the same time the author also decided to include a SWOT analysis for every artist's social media penetration in order to compare him or her in a better way, as well as to give an overview in the form of a chart to see the direct differences. Of course, here it is important to mention that those artists are just examples and cannot be seen as representing the only way in which musicians from those countries are handling their social media presence.

b) A survey about social media from newcomer musicians

A survey was chosen to be included in this paper in order to give newcomer artists the possibility to participate in this paper, as well as to give feedback on their use of social media.
More details about the survey are given in the further chapters. The survey lasted for two months and was distributed by the author through different social media, as well as emailed through the contacts gained from the internship at Music Pool Berlin. The survey helped the author to form a better insight on how starting as well as upcoming newcomers were handling social media, especially as DIY artists, because this was how this paper came to this topic. Particularly the artists gained through the email contacts of Music Pool Berlin were

mainly DIY musicians, which helped to form a nice spectrum of all kinds of different musicians and artists.

c) Structure of the paper

First the paper introduces the topic of social media itself, followed by an introduction of all social media tools. Information and tips about the tools are presented, thus helping to gain success with them. Secondly, the paper is focused on the chosen artists and countries and gives a research insight into the topic as well as makes it visible through charts and SWOTs. This is followed by the survey discussion and evaluation in order to finalize the paper with a conclusion of the research question and to show if the goal can be reached.

3 Social Media

Social Media by definition is meant to be content that is shared easily with everyone and that is available at all times. As is widely known that music, including concerts, listening and other music related topics, is a part of society as well as media, making "social media" for everyone. People in general feel connected to a unique and compelling performer on stage as well as online. Nevertheless a well managed social media presence is still hard to maintain for the simple reason that it is still new and there is no gold recipe for it yet, which is stated by this quote clearly... "The lack of a significant social media presence is very telling and represents the lack of a meaningful fan base." (clgmusicmedia 2014) Therefore starting a social media plan is all about knowing where to go. Hence, having a role model in this part of a career can help a new artist as much as idolizing people on stage because "The truth is that a great product alone doesn't sell itself—the marketing of a product is the cornerstone of generating sales". (clgmusicmedia 2014) Capturing a fan's attention on stage and online is the best way to follow through nowadays. Wendorf, Ollendorf and Brodauf (2011, 15.) describe this phenomenon in this quote in a very precise way "Offering readers, contacts, fans and followers the possibility to be part of what you want to say...it is not a monolog, but rather a special dialog."

In a recent article from Next Big Sound, it is stated that it is in fact "all about branding..", but, firstly, it is important to have fans in order to brand the artists as a product. All those facts combined are reasons why social media platforms are becoming bigger and bigger by the day, and gaining fans with the help of social media is important. From all those issues arises the question of the necessity for bands and artists to stay connected or to even share matters of their private life with fans and followers. Ten years ago people did not know about their favorite band's daily routines, so where is this sudden urge to know everything coming from? Perhaps it is simply because people are curious. Krebs (2012, 77.) explained it in this way "In general there is no a talk about endangering the "mystic" of an artist through social media. The mystic makes the stories around an artist interesting. Which nowadays can be fast and easily shared and spread through social media…" This indicates that, in fact, the rise of social media actually helps an artist more than endangers his/her career.

Nowadays when people listen to newly discovered music, no matter if it is on the radio, Spotify or even at a concert, the first habit they have nowadays is to search for the artists online. They try to tag them in their Instagram pictures or videos and to stay and feel connected to them. A few bands even ask to be tagged with a special hashtag of their own in fan pictures or Twitter updates taken during a concert.

In this world of digitalization it is necessary to stay on top of the social media game. Social media have not just change the world, as people connect with each other, but they have also changed how fans see and feel a link to an artist. The need to stay connected and be featured becomes bigger and bigger, which is also why attracting and keeping fans is more current than ever especially for new artists because the digitalization of the world has made it is easier than ever to download music or art on the Internet. However, also standing out becomes therefore that much more difficult. This is why the author chose to write about the topic on how to attract those necessary fans and followers and keep them happy through and with the help of social media tools. As artists it is necessary to "be there or be square" in order to "make it", which applies especially to bands that are starting independently.

3.1 The Big Three: An introduction:

Starting off with a social media marketing or campaign naturally starts out with places which are generally also used privately, therefore those include
Facebook, Twitter and YouTube. In the following paragraph those, as later referred, 'big three' are introduced in the form of who created/founded them as well as how old the tools are.

3.1.1 Facebook

Facebook founded in 2004 by Mark Zuckerberg and his Harvard college roommates. It is one of the biggest social media platforms that there are at the moment. It was first made public only for Harvard students so that they could to stay connected to each other. However, it quickly became a major empire around the world. Now it is one of the most popular social media
networking sites according to ebizmba.com (2014). Its features include groups, pages, birthday announcements, event announcements and even playing games with friends. This makes it obvious why it is also the most widely-used social media tool for bands and artists. It is easy to create a good page for a band/artists, and it is possible to connect the page to every other social media platform available. People share their content, whether it is pictures, videos or just simple status updates. Facebook is used both as a business as well as a private tool, which makes it especially handy for bands and artists to use for the reason of music also being business and pleasure.

3.1.2 Twitter

Twitter is the second most popular social networking site according to ebizmba.com (2014). It is a microblogging website founded in 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass. Twitter is also a page, which is used for business and pleasure. The starting point of Twitter, as Walker (2010, 194.) remembered it, was as follows: " I remember when they got a twitter account through my management,

they said: the new things gonna be that thing called twitter, we reserved the name 'butch walker' for you. I said I'm not gonna use it cause that's a stupid name. Now I'm on it all the time, all day, I cancelled three shows just to be on twitter." Even with a "stupid name" like that, Twitter, nevertheless, has become quite a success in the past 9 years, perhaps for the reason that the attention span of our society is becoming shorter and people want to have information short and on point, and Twitter is perfect for that.

3.1.3 YouTube

YouTube is a video sharing tool, and it might not necessarily be considered a social networking site, but in the last few years it has become one of the biggest services on the internet. The page was founded in 2005 by Steve Chen, Chad Hurley and Jawed Karim. As Facebook and Twitter, YouTube is also used as a corporate and a private tool. Everyone is able to upload videos as often as they want. The social aspect comes in when people can interact with each other by commenting under the videos as well as by subscribing to different channels. YouTube nowadays is the second largest search engine website in the world.

3.2 Other social media

This paragraph addresses other not so commonly known social media tools used by newcomer artists and introduces their main objectives. Those social
media platforms are, as well as the big three, a major part of the social media marketing for music and therefore they play a significant role in this thesis.

3.2.1 Instagram

Instagram is an application for posting pictures and short videos. It was launched in 2010 and it became quickly a major part of society. People generally like sharing pictures, and now they do it on

Instagram. By putting a "filter" over the picture even the blurriest ones can make a big impact. Here famous and non-famous people can be followed, and it is possible to comment and "heart" someone's picture.

3.2.2 Tumblr

Tumblr is a blogging page where people share their passions about certain topics. The website is another microblogging platform that connects fans to fans. Founded in 2007 it quickly became a major platform, first in the United States and later on worldwide. People share pictures, videos, quotes or other material with each other and can repost posts. Especially "24/7 Fans"(super fans) find a great deal in this website because people find connections to other fans and share their interests. Nevertheless, it can also be a great tool for musicians to share new matters of the artists' life or possibly even their own fan life with other people.

3.2.3 Pinterest

Pinterest was launched in 2010 with the intention that people would share another passion, a passion for doing. On Pinterest people collect ideas for projects and interests as well as share what they did. The process is the following: a person creates a profile and can add so called "boards" on different topics and add different bookmarks, so called "pins", to this board concerning this topic. Even though it is commonly used for DIY projects, bands can obtain a great deal out of sharing content with fans.

3.2.4 Soundcloud

Soundcloud was founded in 2007 by Alexander Ljung and Eric Wahlforss based in Berlin, and it is a website for sharing and spreading music. People can promote and upload music, which has been created by them. It is quite a unique opportunity to show people new content without having to have a video or picture attached,

which makes it easy for people to just experience the music and nothing else. Soundcloud has, according to exandedramblings.com (2014), "250 million monthly users" which makes it the "YouTube of audio". (Mac, 2013)

3.2.5 Last.fm

Last.fm is a website where people can show what kind of music they like and how often they listen to it. The website, founded in 2002 by Felix Miller, Martin Sticksel and Richard Jones, is not just for showing what kind of music people like and listen to, but at the same time for discovering new music through the website and the application. Basically, it is based on the fact that people listen to music on their computers or devices, and the last.fm application will "scrobble" (a word invented by the founders) music to one's profile and show it to the other users. Last.fm then generates the profile according to people's listening habits and shows their listened musical history. (Alby, 2008)

If an artist is played through the application, the website automatically finds that artist or creates a new profile for the artist if it is not yet available on the page.

Fans/people or even the artist himself can then edit the pages accordingly and put a biography, pictures, concert dates and other related topics on the page. Especially for fans this is quite a unique feature to use, because they can be involved in the process. Moreover, people can post on the "walls" to share what they think about their music, thus making it again a social media platform.

3.2.6 Songkick and Bandsintown

Songkick as well as Bandsintown, they are both concert-based websites/applications where bands and artists can share their new upcoming tour and concert dates, as well as connect themselves to Facebook, Twitter and so on. Fans can use both the website and the applications to track their favorite bands and thus receive an immediate notification when a new concert is posted. People can connect their iTunes and Last.fm applications with it in order to add all the music

they listen to in the Songkick or Bandsintown website or application. Bands and artists can keep their fans up to date, and fans can show their friends which concerts they will attend next. In this way bands and fans have yet another common ground.

3.2.7 Vine

Vine is another application used in the social media field. This application, released in January 2013 by Dom Hofmann, Rus Yusupov and Colin Kroll, is a short video software where people upload a six-second video which continuously loops. Vine videos can also be shared to other social media pages such as Facebook and Twitter. The unique part about the application is that people can edit and "create stop motion effects" within the application. (Hamburger 2013) Users can hashtag their videos as well as share them in specific folders.

3.2.8 Spotify

Spotify is one of the biggest music streaming services at the moment with 60 million users world-wide currently and 1 billion playlists (The Spotify Team 2015). Spotify was launched in 2008, first in Sweden by the founders Daniel EK and Martin Lorentzon. Over the years Spotify has included several tools in their applications, for example, users can make their own playlists, include their Last.fm profile, listen to a radio streaming as well as include other social media portals like Facebook and Twitter. The company is constantly developing new features for their users as well as for bands and artists, which are explained in the further chapters.

3.2.9 Google+

Google+ is Google's own social networking page. Launched in June 2011 it was meant to be the main competitor of Facebook. It slowly became one of the biggest social networks in the world. By 2013 " Google counted 540 million active users"(McGee 2013), which makes it, even though a little slow at the start, quite a successful outcome for

the intended cause. Especially major companies make use of the website for the simple reason that having a Google+ account also gives better search engine results, which is also a good reason for having an account for a band or an artist. From a fan's perspective, the possibility to form "Circles", basically groups where people can share similar interests, makes it a good tool as well.

4 Social Media compact

This chapter focuses on tools that bands can use to maintain all their social media profiles at once, which reduces the time to have to post on every social media platform individually. This is especially helpful for bands that start their "business", because they will most probably not have an extra person who takes care of the social media pages.

4.1 Bandpage

Bandpage is an online tool for combining all the major social media platforms that a band or an artist can use. The tool was founded in September 2009 and it is one of the leading tools of this nature. Bandpage is a website where bands and artists can update specific information about themselves, such as biographical data, tour dates, photos, videos. They can also share this news with all their fans on Facebook, Twitter, Instagram, Youtube and all the other social media pages that the artists are using. Bandpage was created to help new and also established artists to maintain their social media profiles as well as to engage more fans with the help of this tool. The tool as such cannot just post updates for artists, but at the same time it can be integrated in Facebook profiles. Newcomers, big artist as well as labels are using the "easy to use tools"(Bandpage 2014) to gain more followers and "friends" on the social media.

4.2. FanRx

FanRx is another tool that can be used in the same way as Bandpage. Bands or artists create a profile and with the tool share updates about their current status. The creators can then generate the right post for the

right target group on all social media pages. Founded two years later than Bandpage in 2011, it still became quickly one of the leading companies when it comes to combining social media in one place.

4.3 Reverbnation

Reverbnation is yet another example of combining social media overload in one place. It functions in the same way as the already mentioned tools Bandpage and FanRx. It is also an easy-to-use resource that major labels and artists as well as newcomers can use to promote and spread their content to the world. Reverbnation, as such, is one of the oldest and, therefore, most well known social-media-combining tools that there are. Founded in North Carolina in 2006 it was a "newcomer" itself when it started. Therefore it is the most liked and widely used worldwide.

Comparing all three applications/tools on Facebook, the most liked, as already mentioned before, is Reverbnation with likes of over a million, which is far ahead of the other two. Bandpage comes only with 340 000 likes, and really far behind is FanRx with about 49900 likes. (Effective 29.4.14) Naturally, those are just three known and used tools in Europe right now, but all of them were established mainly in the US. Nevertheless, there are other portals like those, and they are used more or less always depending on the artists.

5 Improvements of a social media presence

This chapter focuses on all above mentioned social media pages individually and gives introductions, tips as well as shows mistakes that could be avoided so as to gain more followers. Fritzsche (2010) explained the major social media tool, Facebook, in the following way: "That's the most important thing on Facebook. Everything we do online, is followed by one goal, to be paid in the hardest currency there is in our time: Attentiveness." Just as much as this quote says, it emphasizes standing out and attentiveness more than ever. This is why keeping social media mistakes on a low point is important and helps a

newcomer artist to stay on track. This is also why knowing which mistakes can be avoided is an important factor of this paper.

5.1 Social Media Mistakes on Facebook and Twitter and how to avoid them.

In order to build a meaningful relationship with fans and followers, the social media profiles must be well organized and taken care of. Web presence is an especially important part of being a full time musician, and it takes quite a great deal of time to take care of different tools that are used. For all these reasons it is easier for a starting musician to have a limited number of profiles so that they can take care of them by themselves. Since newcomers do not have someone handling all the social media portals for them and taking care of those profiles, it is necessary to take care of minimum of profiles themselves.
Facebook and Twitter pages are in general quite an easy way to connect to fans and followers and they are also simple tools to use. However, some mistakes in how to take care of them are made. Therefore the following mistakes are shown in order to help avoid them already at the beginning.

5.1.1 Mistake #1 Profile apearance

Starting simply by not having a strategy of how a profile is supposed to look is a mistake that can be avoided. This begins by failing to name the page in the right way. When people are trying to find a certain band/artist on Facebook and Twitter, they need to be able to find the artists through the search engine, and if there is no name they will not find the page. Furthermore, if new fans find the profile, the first glance they receive is a picture. Pictures are important, they should show fans how the band/artist wants to look, and therefore they can decide if they even want to click the "like" or "follow" button. Being a full-time musician is about having the whole package, which not always easy and does not just include the music, but images, tour dates, online and stage presence at the same time. The profile should stand out from other bands/artists. There is just so much information and music on the

Internet that it becomes more and more important to be special and unique.

5.1.2 Mistake #2 No Profile Info

Profile information is as important for Twitter as it is for Facebook pages, but even more for Facebook pages because there is more space. The profile must be filled out properly, which means biography, description, band interests, founding year, genre, members, hometown etc., but most importantly contact information must be filled in. If there is no possibility to be in contact with a band, it might be a lost chance for the band. Labels and managers will most likely not write in a Facebook inbox, so it is necessary to have contact details as well as the links to other social media platforms and websites.

5.1.3 Mistake #3 No Value

It is naturally necessary to promote new music, tours and other plans to the fans, but it should not be overdone. Newcomers often make the mistake of writing and posting the same activities over and over again. The same content will annoy people and will possibly even make them dislike a page, therefore the content needs to change and posts should vary from time to time. Bands/artists have to consider what type of fans they have and what kind of posts and updates the fans would like to see from their favorite bands and artists.

5.1.4 Mistake #4 Wrong Timing

"Timing is everything." Everyone knows this saying, and it is true every single time, timing is everything when it comes to posting on social media.
Of course, some people will see each created post, but with some tools the right timing can engage as many people as possible. Facebook, for example, has the easy analysis tool called "Insights", where every administrator can see the age, the origin, the languages and time online as well as post reaches and others from the supporters. Twitter has different free tools, such as Tweriod or FollowerWonk for finding out

the right time to post. Including, or better using, tools like this will help gain more followers and fans as well engage them more and make them more connected.

5.1.5 Mistake #5 Post timing

The issue of timing goes back to the topic of people's short attention spans. In a world full of content and "in your face" marketing with colors, music and other means, individuals are delighted by a regular time schedule. Before even starting a page, artists should try to create a time schedule for when to post what. This, of course, will and can vary from time to time. Nevertheless, artists should not give up the part of taking care of their profiles alone. This does not mean having to post every single hour, but some kind of a rhythm that will help in order for people to feel that something is happening on a page. It is not only the fact that people will lose interest in the artist/s, but they will also feel left out and they will possibly disconnect from the profile if nothing is happening for a long time. This means that thinking about fans and followers is always important.

5.1.6 Mistake #6 it is not a private page.

Fans are not the only people who are checking bands'/artists' profiles because also possible new fans will find the page. The page is therefore the first matter that comes into sight while deciding, if they even want to become a "fan". If the profile contains, for example, private conversations, which totally exclude fans and followers or if they are not related to music people feel left out. A band's profile is a business card for its music. Even though it can be just a hobby, it is still a business as well and as that it should be always kept in mind. Fans/followers like it when it is well done, when they can connect with their favorite artists. An artist or a band is responsible for taking their fans into consideration when doing anything, since those are the most important people in a musician's life.

5.1.7 Mistake #7 No connection to Fans

Another mistake that musicians tend to make while starting their social media portals is not connecting to fans. Again fans are important, without them the music is for no one, and all the effort is useless. It is necessary to connect to the fans in one way or another. A good start would be to like what they write, to answer questions when they have some because fans need to feel connected to the musicians/artists so as to create a relationship with them. It is necessary to let them know that they are appreciated.

5.1.8 Mistake #8 Link Twitter and Facebook

Musicians experiences a lack of time as well as people in general experiences this issue. Nevertheless it is not advisable, even though it saves time, to connect Facebook and Twitter, which means to automatically post everything you create on Facebook to Twitter and every Tweet will automatically land on Facebook. Both tools are different and both are created for different reasons, therefore every artist or band should keep that in mind and make the effort and learning how to use the different tools and using them how they are supposed to be. The same or too much information will make users leave and it just becomes boring to follow.

Those are just a few mistakes people make when starting out, of course there are more but those are the most important therefore the ones that can be fixed before even making them.

To keep in mind the mistakes, therefore making them, is here a list of the eight most common mistakes to avoid. (Santi 2011)

1. Profile look
2. No Profile information
3. No Value
4. Wrong posting timing
5. Post timing
6. No private page
7. No connection to Fans
8. Connecting Facebook and Twitter

5.2 Twitter marketing tools for musicians

Twitter in general is a difficult tool for starting musicians, because here an artist needs an audience and something to say. Nevertheless once started and adapted to the Twitter world, here are a few other tools that are helpful for a musician to promote and market the music in a special way.

5.2.1 Tweet For A Track

Tweet for track is a simple platform for starting musicians to promote a new song. With the help of this website a musician can create a buzz around a track, by simply adding the song onto the website and asking people to Tweet or share it around. Fans or followers that do share the track, will get an email than with the direct download of the song, it takes just a little bit of time and helps the artists with the help of fans to spread the music to friends and followers.

5.2.2 Twt.fm

Yet another tool to share music on Twitter is Twt.fm. It is as simple as Tweet for a track, but fans do not have to spread the music around for it to listen to the song. On this website people can as well find other music they might be interested in too.

Whilst people make mistakes on their new Facebook and Twitter pages, YouTube is even more challenging at first, but with the right knowledge everything is possible to maintain. Therefore having the right impact on upcoming fans and followers or in YouTube terms subscribers is important. For that reason the next chapters are helping a starting YouTube user how to become a YouTube pro and with that how to gain new fans and followers.

5.3 Getting started on YouTube

YouTube is becoming are bigger part in people lives daily, therefore being also a crucial part in maintaining the best possible connection for

musicians and fans. Especially starting DIY artists can use the free tools YouTube has to offer in the best way, to get a cheap way to connect through videos and updates to the followers. The next part will show how a solid YouTube profile is set up to start off right as well as give a few starting tips to help maintaining an artist YouTube page. (Houghteling 2013)

5.3.1 Name giving:

Choosing a name is hard, once a name is found it is best advised to stick to it, in order for people to find it. It should be written in the same way the band or artist wants it to be written. A later change would confuse people and mix-up the process of gaining as well as keeping fans.

5.3.2 Profile Look

The profile look is an important part in creating the profile, the right picture and layout has to be chosen. The profile page has to have a connection to other already created pages, meaning it either should be the same picture or color scheme to get a general package of professionalism. Hence if the picture or color scheme is changed in any of the profiles it should also be adapted in any other profiles as well.

5.3.3 Main Page

The main page is the first part a fan is seeing when searching an artist of their choosing. Therefore it has to give great impact right away, the right settings for the right music have to be chosen, to make it look professional and feel welcome to subscribe. Nowadays the main pages is also including a short video to introduce the channel, an artist should definitely make use of that feature and say a short "hello" to future fans.

5.3.4 Information is important

It is always important to fill in all the necessary information there are to know about the specific band or artist, the "about us" section

should never be missed out. A new fan or subscriber wants to know every little detail they can find out, plus the more is filled out on the page the easier it gets for fans to find the band and artist, therefore reaching more fans. The channel should be tagged with different words and phrases that are connected to band and/or artists again to help a fan discover the artist.

5.3.5 Updates

YouTube is becoming more and more interactive for musicians and their fans, thus making it easier to stay in touch with each other. YouTube updates can help not just the band/artist to put out new information; it can also help fans to stay connected. Those free tools should be used in any possible way, but never be overfilled with useless information. Less is definitely more here.

Once the profile is created the more difficult part of YouTube starts consequently the author will give a deeper knowledge of tips to help upcoming DIY artist to solved those issues the same simple way.

In the end YouTube is as much a promotional tool as all the other above and following portals. Therefore making the profile look good and using every possible outcome for the purpose of selling music, to audience is as important as using it to connect to the audience. The effect a well made and well used YouTube profile can have, can be seen on artists like Tyler Ward or Boyce Avenue, who got noticed just through a simple video.

Further tips on optimizing a YouTube profile:
1. Links to buy

In order to make the most out of the features YouTube has to offer artists should include links to the videos they post, preferably on top of the description part, to let the fans and audience know where to buy the seen video or album; from Amazon to iTunes or wherever the music is sold. The reason for putting it on top of the description is that the first lines will be seen first when they click the video, which makes the step to buying much faster.

2. 15 seconds of fame

"Don't bore us. Get to the chorus." is a well said quote by not just Roxette, but by many others as well and in this fast past world this could not be better said. For that reason the audience must be convinced as fast as possible, always kept in mind that people do not know the band or artist very well and get easily bored, to get into the music/artist. The best way to describe a perfect YouTube video: it is a pop song that it sticks in ones head. As Dirty Vegas describe it perfectly in their lyrics to 21st century: " Every one is famous in the 21st century" because everyone gets those 15 seconds of fame. The content should be thought well through and interesting factors should be put in the beginning of every video. People should feel so entertained that they are willing to spend those 3-4 minutes of their precious time on the video and be excited about what they see/saw.

3. Tag the video with keywords

Every video should have keywords to make it easier for the audiences and fans to find the video they are looking for. Keywords for the videos should be thought through and artist should keep the audience in mind, when finding the right ones when putting videos on YouTube. Those keywords could reach from location to colors to genre to anything that comes to mind in relation to the posted music/video.

4. Titles are important

The videos should have a title-name people, because will not search nor will find an unknown or untitled video, if it is not necessarily the name of the video. The title does not necessarily need to be only the name of the song, it could also include the band name, dates where the video was shot, places or else.

5. Comments answering

Answering to comments on the videos posted is an important part of getting and keeping a connection to fans. An artist will experiences

good and bad responses to anything that is uploaded, nevertheless making the effort to answer and appreciate each and everyone's post, regardless of good or bad will make a major impact on people. Connection can also happen when the artist ask questions, therefore including the audience in the process of a next video or something similar.

A few other tips that could be used on YouTube channels are the following:

a) Playlists:

Playlists on YouTube can be a really helpful promotional tool as well. Playlists are an assembly of videos of the same kind, which do not necessarily need to be from the band or artist, but could also include different videos by different artists, which shows the support to other artists.

b) Playlists should follow a game plan and subject line.

The advantage of following the same subject will help the artists to attain more audience, for the simple reason that the same genre or subject will be suggested to the searching audience. It also can help when other and similar bands are included in the playlists that match the artist genre.

c) Artist video organization.

Playlist have also the effect that similar videos by the same artists are compact in one thought through playlist and making it easier for audiences to find the same type of videos in one place. Which would mean that videos are arranged in the following way: interviews in one playlist, music videos in another and more, to help audience find the right playlist they are looking for. Naming the playlists right is therefore also a key factor here, in order to help people understand which is which.

d) Integration of Playlists in other social media.

Integrating playlists gives fans the possibility to watch specific playlists arrangements in one giant video without stopping, therefore making it faster and nicer for the audience to watch the videos at once. Here especially social media profiles or portals like Facebook or Tumblr are really useful to be used in sharing this content, because both of them make it easy for people to share videos on their websites.

e) YouTube Annotations

The annotations can help engage with the audiences as well as "make" them do something. With the help of annotations is it possible to put comments, links and/or notes into the posted videos and with that create the opportunity to let people know about future tours, where to buy music and many more interesting facts about the artists life. Once a video is uploaded the creator is able to add certain comments, links or notes into the videos, wherever felt necessary, with the help of the "Video Manager". In this part the creator finds the "edit" button and under this the possibility of "annotations" and can choose from there between: speech bubbles, references, title, spotlight and label. The creator is now free to choose as many or as little of these annotations as they want to make the video more of a promotional tool. Nevertheless it should be kept in mind that too much of something is never good and makes the videos look messy and unprofessional as well as creates a spamming vibe that the creators surely does not intent. Therefore the person who includes those annotations should use common sense and use the tools wisely. (CD-Baby 2014)

This list can help in choosing what kind of information could be inserted in the videos:

- Where to buy the music?
- Links for featured videos either from the artists itself or
- Similar artists
- Add a message
- Including song-lyrics

- · Including discounts when the videos are watched until the end.
- · Asking audiences to like, share and subscribe

Of course those tips are just a starting point, the deeper the artists or promotional manager goes into the process the better the end result gets. The best way is to try it out, to see how the audience reacts to certain videos and make them better. As well as ask them for feedback, perhaps at the end of the video or in the comment section, might help as well. Real fans are eager to help and are happy if the artist is taking notes from them, making them again feel special and included, therefore creating a lasting relationship. At the same time YouTube always gives hints and the famous help button is not far off: https://support.google.com/youtube/answer/4523183?rd=1

The emphasis always has to be on the audience, of course it all starts with the music, but without audiences there is no success. Thinking about them helps create better content because it is not important to go viral it is important to create a connection to fans and make them fall in love with the music, therefore one issue is never to forget: ... "That YouTube Is a Unique Format That Requires Unique Content " (Houghteling 2013)

6 Other Social Media tools

Once the big three are "mastered" the next step is to include and see what other social media platforms are a possibility for newcomer's to use. Some of this tools are used some are not, nevertheless it is good to know what tools can be used for musicians and why. Therefore the author included those portals here and will give a few advices on how and why to use them as a musician, "bigger" musicians use those tools, but also "smaller" bands and artists start making use of them.

6.1 Instagram

Instagram is a fairly easy to use photo and short video tool, it can as all the other above mentioned social media tools help the artist gain

more followers and sell music to the fans. In order to get the best out of Instagram the following tips can help especially new users to succeed.

6.1.1 Gaining Followers

Firstly it is necessary to get followers on the Instagram profile; here it is advisable to start by following other people. In order to find people with similar interest or similar bands a user types in the name, genre or subject that is searched for and can then follow the found users. As an example a user is searching for pictures or videos with the hashtag #rock, will just write in the search part #rock and everyone who posted a picture or video with the #rock will appear, chronologically ordered in last taken/tagged. Now the user can look through the pictures or videos and "heart" and/or comment the post as well as follow the user. Of course if the artist follows other artists a few people might check out the profile follow them too, nevertheless it will take a while to gain a decent amount of followers, but strength lies knowingly in calmness. If the artists has already gained a solid fan-base on other social media tools, like Facebook, Twitter and YouTube or others, letting people know that the artists has now also an Instagram page will help gaining followers as well.
Once the artist gained some followers a few strategies can be applied to keep the profile interesting, just as all the other social media profiles as well.

6.1.2 Syncing to other social media profiles/ websites

Spreading the pictures posted on the Instagram account to the Facebook's band page or on Twitter can help reaching more fans therefore gaining more followers, which again lets people take part in the bands life and helps build stronger relationships. At the same time sharing it on the band's website and blogs is a nice way to keep people updated, who are not willing to be on every social media portal.

6.1.3 Keeping it new

It is necessary to mix up the posted pictures, which means not to post always the same: selfies, but also includes the band process of for example a new album, studio session or anything in that sense. For the simple reason that fans are interested in what is going on in the studio on video-photo- shoots and their favorite bands daily life.

6.1.4 Series

Keeping the followers up to date is one matter using the photo-tool to show them a process about one upcoming topic is even better. For example how the process of the new studio album is going or how the band is writing new songs, or just how they plan a tour, will keep people entertained and at the same time it functions as a good marketing tool.

6.1.5 HASHTAGS

Hashtags or simple categories are the most important part on Instagram, for the simple reason that people will not find pictures, unless they are tagged the right way. Especially here the right spelling is really important, for people to find it.

6.1.6 Context

A caption is a necessary way to tell people what is happening in the picture, everyone has a different perspective, for that reason telling people what they 'should' see in a picture might help to tell the right story intended. Plus it is always interesting for fans when a band writes, " Awesome show in ...you guys were amazing.." and feel again a integration, never to forget here are the #hashtags of course.

6.1.7 Human

Using a tool like Instagram or any other apps that will arise in the next years are supposed to be fun for the user as well as the followers. Therefore keeping it light and easy is always a good tip. Instagram does not have to follow such precise rules like for example Facebook

needs to. There is no need to post a picture every hour or even every day, as long as something is happing once in a while people are pleased.

6.1.8 Help from Fans

As always including fans is important, encouraging them to post pictures of themselves at the concert or with the bands/artists CD and not to forget the #hashtags can make them feel included. If the artist in the end even likes those tagged pictures it makes it even better and fans feel appreciated. Especially when the goal is to reach a target group of 13 to 18 years old Instagram is a really important tool as a resent Gründerszene article noted that "Facebook is boring" for 13-18 year olds and they mostly spend their free-time using Instagram instead. Since they are using their smartphones every second they make a big use of apps like Instagram, some even have "diaries on Instagram". Keeping this target group in mind is really necessary because they are the future, and music is a big part of their daily life. (Robley 2012)

6.2 Pinterest

Pinterest as already mentioned is a tool that helps create boards with different subjects and "pin" pictures, videos or else and like on Twitter or Facebook other people can see the posts and repost them into their own boards. However can a musician make use of an online tool of that kind especially when Smith (2015) said: "Pinterest as of 07/10/13 has about 70 million users of those 80% are women." Nevertheless even though or Pinterest is not that famous in Europe yet it is still one of the fastest growing sites at the moment and it helps people to connect with each other without talking. As the indieambassador.com said it in a nicely: "digital stalking has gone artsy".
Musicians can make use of this website especially with videos, as well as of the fact that every board is public right the second it is created, if not wanted otherwise. It can be shared on other social media websites, such as Twitter, Facebook that can strengthen the bands/artist's branding if a decent follower base is made. Artists/bands have the ability to connect with different industries such as fashion and

photography, which also can help build a better connection to fans, and get the attention from yet a different target group. Every post will stay in the boards, unless the admin deletes them and nothing will get lost like on a timeline such as on Facebook, which is an important factor to know.

The most important matter is to let the fans get to know the artist/band better, because they will not just post band related affairs, but as well matters they are personally interested. The possibilities are endless, bands/artists or even labels can post, tour posters, music sheets, album covers, videos and other happenings. Another good feature on Pinterest is that people can follow just one specific board and do not have to see everything another person is posting. As well as others can posts to the boards, which helps create a two part sharing process therefore again gaining a better connection to fans.

After getting to know what Pinterest does here are a few hints how to get started on the page:

Creating a Pinterest profile should be fun, like any other social media tools, people have to enjoy keeping it updated. There is no need to create every profile there is just to leave it behind. (Parson 2012)

- Letting people into parts of the private life is good, but too much is never good, boards like "music I like", "films I enjoy", "inspiring artists" are nice and people generally are interested in that from an artist.
- Using the search part to help find people who share the same interest and connect through the following button with them can help gain more followers. As well as sharing the content with already more established social media sites like Facebook, Twitter and others.
- Keeping the biography part updates with website URL and social media URLs.
- Using the Pinterest app to update pictures or videos on the go.

Issues to be improved:

- Unfortunately only videos can be shared as of now; there is no other way to share music on Pinterest, yet.

- There is no possibility to pin pictures videos or else from Facebook and Twitter.
- Only HTML codes will be pinned, therefore making it difficult to post texts.
- Pinning from other websites can be difficult because of the wrong thumbnail picture (ad pictures), which can make it a hassle because it is not always what the band or artist wants the pin to represent.
- Pinterest is not for everyone.

Pinterest as a page can be a really fun and an easy tool to use, but it always depends on what music or artist/band is shared, for the reason that for now Pinterest has a total of around 80% female user base and it might not be the best tool for example a metal band. Therefore it always has to appeal to the target group the band/artist is trying to reach.

6.3 Tumblr

Tumblr as already mentioned is a blogging website for the younger generation. Especially if a musician/ band is eager to reach a younger or teenage age target group this portal is pretty unique and easy to use. A few major artists are using Tumblr to keep up with their fans like: Taylor Swift, Hayley Williams (Paramore), Snoop Dog as well as Tegan and Sarah are just a few on the list, that make use of this tool. Tumblr even started an own http://music.tumblr.com/ blog to help find all matters music related. Another positive factor for using Tumblr is it does not just helps to connect to fans it lets the page admin also post: text, photo, quote, link, chat, audio and video files with their followers. Which makes it the best and easiest blogging website there is and making it possible for artists to share not just pictures or text, but as well music they listen to and other topics.

A few factors to consider when using Tumblr:

6.3.1 Account

Choosing the right name for the account as well as matching already used social media profiles with it, in the way that every profile has to have some kind of connection, is important. Moreover including an "about us" button for fans to check out what kind of artist it is might be a helpful factor to consider. As well as including links to websites, other social media profiles and track samples through Soudcloud or other tools.

6.3.2 Getting Fans

As always getting fans on social media pages is the most important issue. Linking other successfully used social media sites might be helpful to get a starting point of Tumblr as well as sharing with the fans that the band/artist already has that the band is using a new tool. As a new Tumblr blogger it is a good start to follow other similar artists or people who are interested in the music the artist is making. Including the ASK/submit button helps people to get to know the band better and ask them personal questions as well as encouraging the fans or followers to ask questions will help connect to them. Equally the band itself can make use of this tool by sending comments to fans of similar artists and possibly helping them to find the new music that could be interesting as well. Here albeit has to be kept in mind, that it could be annoying to people and viewed as spam, which is the opposite of what actually is intended, so asking people to check out the band might not always be the best way to get fans.

6.3.3 Limit

Unfortunately Tumblr has a few limits at the moment, which can be annoying when it comes to promoting, but once they are known it is easier to follow them and get used to them.

Maximum Follow Limit: 5,000 People

Maximum Daily Follow Limit: 200 People

Maximum Daily Like Limit: 1,000 Posts

Maximum Hourly Ask/Submit Limit: 10

Once starting a profile on Tumblr it is never wrong or even an asset to answer every single question a person is sending the band or artist. The bigger the band gets the harder it will be to answer every private message, but when starting profiles like this, some work has to be done, and this is one of that. It not just helps fans build confidence in the band it also makes them feel special again, and without fans a bands/artists live would be really difficult.

6.3.4 Posts/ reblogging

Keeping the page up to date is necessary, it is good to keep the page running, this of course does not mean posting 20 times a day, but ones or twice might be a good start. Once a band gets bigger it does not need to be every single day, but when starting of this will help people who are following the page connect to the band more and get more interested. Plus Tumblr has the function of "queuing" posts, which means the band or page admin does not have to be online 24/7, but rather "queue" a few posts for the following days.

6.3.5 Original Posts

Posting original content can be tricky, for the reason that including URLs is necessary to be done, in order to get the right post. Just for the simple reason that it will lead the people to the original post and the band can see when the post is viewed in the website insights if that is were the original post is from. (Roberts 2012)

In general Tumblr is another social media page/profile that might not fit to everyone, for the simple reason that it just does not belong in the marketing or promotional concept the band or artist is intending. Nevertheless for some upcoming bands/artists it might be a good tool to connect to possible fans, maybe even a better tool than some others. Starting slow is necessary to be kept in mind, because Tumblr can be really time consuming, once a person gets on it.

6.4 Soundcloud

Soundcloud is an online sharing tool for music and podcasts and is a unique tool for new and upcoming artists as well as already established ones.

First a band/artists can easily share their music on the page and as a social media page it can also be used to connect to the fans. Everyone can listen to tracks even without being signed onto Soundcloud and at the same time Souncloud can be easily included in any website or other social media page. If the track is embedded on a social media site, people do not even have to leave the website, but rather can stay and listen to the song right there.

Never to forget is to take care of the profile: Making sure the profile is up to date, the necessary information are filled in such as: website, genre, biography and social media links. For the simple reason that if people discover band/artist on Soundcloud and there is no information found, but than the track name it is not much help for them and they lose easily interest.

Nevertheless Soundcloud as well has a few other matters to be considered:

6.4.1 Making use of all the possible tags and metadata

Using tools that are provided from Soundcloud can help a band/artist be more listened to than without it. Choosing the right tags helps people find music easily and therefore giving them the possibility to share it and listen to it.

6.4.2 Artwork is important

A cool sign or a unique picture can help make people see what the music is about even with having a video. If a page gives the possibility to make the art look good, it can never be wrong to use it, plus it gives the band/artist another important credential.

6.4.3 Connection to other pages

Linking the posts onto other social media websites can help reach more fans. The possibility to even post it more than one time on already

established social media accounts can be helpful, for the reason of always being different people online.

6.4.4 Using the possibilities

Uploading a track on Soundcloud is pretty easy, which makes it possible to also upload samples or share rough and not yet finished tracks. Which gives fans something from the band/artists and shows them the process of an upcoming album or EP.

6.4.5 Participation

Participating is important, as much as the one artist wants feedback as much as another wants it, too. Helping each other out is helping one out, which also means reposting other bands or fans content, supporting other artists that are similar might help in the future. (Resnikoff 2013)

6.5 Vine

Even though Vine is a fairly new tool, most of the major artists are using it frequently from bands like Bastille, Foo Fighters, Brendon Urie (Panic! At the Disco), to solo artists like Taylor Swift and many more. This 6-second-video-app is nevertheless used more by unknown people than famous ones, including newcomer musicians such as Kenzie Nimmo, a girl who is posting covers of famous songs. Recently she posted a video by Echosmith- Cool Kids as a cover, which made it to over 6 million loops in just three days. Just by simply dressing up differently and making a unique 6-second video, she and her husband are on the upcoming vine list right now. Vine is mostly used to post fun videos like Nimmo's where she is dressed once in a nerdy outfit and in the next second she switches into a beautiful "cool kid" just before she is going back to the nerd. Nevertheless other short clips can be posted on the app. (Lynch 2013)

Here are a view tips on how to use Vine in the best way:

6.5.1 Teaser Videos

Posting teaser videos are almost normal on YouTube now, but why not make it into a 6-second teaser. Teasers can reach from tour teasers, to backstage teasers, to video teasers or even song teasers, always depending on what is important for the band right now.

6.5.2 Live Vine's

Which fan does not like a live video, even if it is just 6 seconds long, seeing it make them feel part while watching it at home or on their smartphones. This again makes them feel like the artist is thinking about them.

6.5.3 Including Fans

Asking fans to help you get bigger and connecting to them by "revining" their vine's onto the bands page is really helpful. This will not just help the band but also the fans, they just have to be reminded to tag the band and all the necessary information, in order for the band to find it, as well as possible giving them a price for the best video.

6.5.4 6 seconds instead of 4 minutes

Using a Vine video as a music video might be enough for fans to listen and buy the whole track, without having a 4-minute video to be shot. Vine once again is one of the tools, which might not be for everyone. Nevertheless in cases like Kenzie Nimmo's it can lead to something big, because: A lot can happen in 6 seconds

6.6 Spotify

Spotify or other music streaming services are nowadays almost a must have, for the simple reason that people get tired of searching or even buying music online. People want all music in one place and what

better way to use a streaming site like Spotify for it. The disadvantage for newcomers is of course that their music might not be heard by that many people, because they are not known yet, but it does not mean a newcomer will never be played. If the band or artist itself is promoting their music on other social media profiles, it can make a big difference. Spotify is trying to become more social and engage other social media accounts within the Spotify profile pages. People can now add their favorite music or concerts apps to their profile and make Spotify a place for all music related content. Spotify users can follow their favorite band and get recommendations on that type of music, as well as concert and other updates from that specific band.

Here are a few useful tips for newcomer artists:

6.6.1 An artist profile must be made

Which includes a verification, pictures and like in any other profile a few details about the artist itself. The verification process will take a few weeks.

6.6.2 Profile Information

Unfortunately it is really hard to put up a real profile with detailed information and a biography of a band on Spotify. In order to do that the band has to send all the information to the responsible company called AllMusic, which keeps all the necessary information and music on one page. For a small band, which is starting out this is not a necessary step, later on when the band is celebrating some success this might be a step to consider.

6.6.3 Sharing

Once the verification process is done, people can follow the artist's profile. Therefore a good next step would be to let newsletter subscribers know they are able to do that. As well as making use of already established social media pages and informing fans about the news. (sunshinepromotion 2014)

Those are just the basic matters that are necessary to know about Spotify, the tool itself created a website just for artists to let them know how to handle their Spotify account, which is called http://www.spotifyartists.com/guides/
To sum up the use of Spotify: it might not be the first matter that comes up, when a band has a few songs recorded and wants to let the world know that. Nevertheless it is one of the follow up steps along the way of becoming more known and getting more people to listen to the music.

6.7 Last.fm

Last.fm is a user made profile, therefore making it hard to keep track of. Once a listener has listened to a song and used either the last.fm app or the web-player app the song as well as the artists is noted down on the Last.fm profile of the user. To keep in mind here is though, when the name is written wrong or the song, so it will be on the website as well. If Last.fm knows the songs and it is just slightly wrong it will correct it. A band or an artist itself can keep track and check Last.fm for a profile of themselves, which might exist already and make it look professional. In the sense of putting a proper picture in the profile as well a biography, a few songs and videos and some tour dates. Later on when the band is more known, fans will keep track of that and add new concerts, photos etc. but in the beginning a band or artists can start it on their own. Once this is done, the Last.fm profile just has to be looked at sometimes, because it is more of a fan page, bands or artists usually do not engage with fans over this portal. Of course as an artist there is the possibility to create a profile before someone even played a song, which is naturally better. For the simple reason that if someone plays a song, it will automatically be added to that profile, if the titles are right. The band can ad therefore beforehand include tags, videos and or pictures before the website even created the profile. The plus here is when new fans check the profile out, it looks already professional and therefore gives people the chance to follow and look through other creations the artist has done, which makes it easier assessable for fans.

In conclusion Last.fm just needs some time in the beginning, but will be later on just in the background. Yet it is always good to be all professional looking wherever it is possible.

6.8 Songkick/ Bandsintown

The advantage of those two concert apps is, that with just this one app the artist can add all the upcoming shows in every country or place, which is easier than writing every single concert on every single profile single-handed. Followers of the band or artist can see updates on every social media profile as well as get notification as emails or on their phone apps.

Advantages for artists:
- Free to sign up
- One click availability
- Reaching new and old fans
- Easy to use
- Ticket value can be added

In conclusion, both apps have a good value for artists to use it and it is yet another tool that combines many online profiles together in one app that put all future concerts in one place. Of course both it might be not advisable to used both apps, even though most artist do so, for the simple reason that it will be pretty confusing not just for the artists but as well for fans. The decision on which is the right one lies in the artist hand, because both apps are fairly similar even in the usage rate: Bandsintown as well as Songkick did reach both over 10 million subscribers or followers. (Ulloa 2014)

6.9 Google+

Having a Google+ account will help especially newcomers in the way of being feature more in the search engine of Google. Properly tagged and established accounts can increase being part of this "newer"

community. This is just one reason why having an account could be of help, here are a few more:

6.9.1 Band pages

Band pages are essentially the same as a Facebook page, it is possible to create a personalized URL with the band or artist's name as well as include necessary details of the artists. Of course a Google+ account must be created first, after that a band page can be made, as said before in many other paragraphs content is key, filling in biography and putting up pictures as well as including links is important. Unfortunately there is yet to be a part where people can directly upload music, nevertheless a YouTube account can be connected to the band pages.

6.9.2 Circles

Circles are the main unique difference Google created to be parted from other social networking sites. Circles are fundamentally lists, which can be followed and un-followed as simply as on Twitter. The advantages are that everyone can create different Circles for different people or assets. Perhaps those Circles could be a good starting point to create: locations, related musicians, fans, blogs to follow, music industry and others.

6.9.3 Hangout

Hangouts are principally a video conference call opportunity just like on Skype. Which can make it easily possible to host a live concert through, as well as have a video chat with fans, therefore making it another great way to connect to fans.

6.9.4 Photos

Through the android or iPhone app it is easy to upload pictures taken directly to the profile that is created on Google+. Of course here one has to be careful which pictures are uploaded to the page for the reason of

not everything photographed must be out in the world or better on a World Wide open profile.

6.9.5 +1

The +1 is a simple "like-button" known from Facebook, one can +1 a page and it will be shown on set page as a support, just like on a Facebook page. As well as by clicking +1 supporting the page will also increase in a higher rank in the Google search engine for the pages or website. The page owner nevertheless cannot influence this; in the same way they cannot do it on Facebook, because people are just able to do that. Obviously sentences like "Please follow my page on Google+" on other social media profiles might help reach a higher +1 ranking as well. (Hyatt 2011)

Every day people create new social media tools, two of those very new tools the author chose to introduce for the purpose of possibly being helpful tools for musicians.

6.10 Vessel

Vessel is a new video website/app company released to the public in March 2015, from the company founders Jason Kilar and Richard Tom. Video creators especially artists are here able to release their music videos to Vessel users before anywhere else. Which gives the users of this website/app the possibility to see favorite artists videos at least 72 hours before anyone one else is able to, without commercial breaks like on YouTube. Especially for fans it is a pretty unique opportunity to see a video before it is released anywhere else as well as gives them again the feeling of having something special from their favorite artist and have yet another connection. Unfortunately at the moment a fee of 2,99$ is attached to this website/app, but the creators for now give the possibility to download it through the Apple App Store, or visit Vessel.com and get the app for free for a year. (Vessel Blog, March 2015)

6.11 Periscope

Periscope is a new live broadcasting tool that was released in spring 2015 by founders Kayvon Beykpour and Joe Bernstein. The company was created in 2014 with the idea to see what is happening in the world at any moment live. As the company itself describes the app this way "A picture may be worth a thousand words, but live video can take you someplace and show you around." (Periscope 2015) Especially musicians can make a great use out of this app, in the way of broadcasting a short time a live video from a concert to the world to see, or just show people how the way from the airport to the hotel is going or anything of that sort. With this tool fans can be part of an artists life right the second anything happens, any fan will appreciate that a lot. While watching the broadcast people can comment on the happenings as well as share hearts with the artist by clicking the screen and a hearts appear with a "color coded to you" (Periscope 2015) Periscope just recently got bought by Twitter, which gave them a much bigger target reach. Unfortunately with the live broadcasting, copyright infringement problems can arise, for now there is no real restriction against it, so it is still in a grey area. Nevertheless it can be a unique and helpful new tool for artists, to show fans what is happening in an artists life by a simple click, which again brings the artist and the fans a little closer together and creates yet another deeper connection and all this live.

7 Combining social media into one

In this paragraph the author discusses the usefulness of combining all the above-mentioned social media tools into one application.
Over the course of a few years several people developed the idea to combine social media profiles into one application, to make it easier for newcomer and self-made DIY professionals to handle different profiles with one click. Generally all of the now mentioned and explained tools are similar, nevertheless because they are all different companies and tools it does make sense to explain them all alone.

7.1 Bandpage

Bandpage is one of the first and most known tools to combine social media tools into one. It is a simple added to and included within a Facebook profile app, which makes it easy to create and set up a profile fast, some artists even use it as a main website. In the profile the possibilities are endless, from photos, concert dates, biography to videos everything that is included in other social media profiles can here be edited and shared with one simple click to all the other social media profile. Another big feature on Bandpage is, that artists have the possibility to include stores to buy their music, tickets as well as merchandise from. Which gives artists the possibility to share it all at once to all other profiles, without having to edit it on every profile singly. Positive on the app, it is not just free and easy to use, but people from Bruce Springsteen to Frank Ocean to bands like Maroon 5 use it to promote their music and keeping it all in one simple app. (Bandpage 2014)

7.2 FanRx

FansRx as well can also be easily launched on Facebook and generate a connection to the Fans already established on that profile. In general however it is not much different from Bandpage, therefore it is just a matter of preference what to choose. Musicians such as: Train, Red Hot Chili Peppers as well as Linkin Park and many more use this tool to keep it all together in a simple app. (FanRx 2014)

7.3 Reverbnation

Reverbnation is also one of the bigger models to handle the social media profiles in one page, but commonly used more by smaller bands and artists. The big plus and difference to Bandpage and FanRx is, that Reverbnation is supporting smaller artists in a better way like for example promoting them on their website as featured new artists. The website even generates upcoming gigs of new artists that are close to a fan's hometown to help spread the music included on their website. Consequently it is not just a big plus for artists to use Reverbnation, but

at the same time for fans of music in general too. With the help of tips and featured concerts on the website fans can get into new music and artists that are coming up and around them, which is a big plus especially for DIY musicians. Nevertheless the app itself helps artists the same way like the just discussed Bandpage and FanRx, but it objectively seems to be more supportive to upcoming artist and helps them in this way to get more known in the music industry and to possible new fans. (Reverbnation 2014)

To sum up this paragraph it is again everyone's own decision to make use of this and use those tools and profiles as an artist. Despite that, it takes a big part of having to deal with every single profile alone away from the person, who takes care of online promotion. For that reason alone, it might be a good way to be up to date and get the brand out there as well as saves time for other subjects, such as recording and making music. Not to forget it connects the artists to their fans in a faster and simpler way.

8 Band-introduction

In this segment the author is introducing each of the three bands chosen to be observed during the process of writing this paper, as well include as why they are chosen to be part of it. Now that all social media portals are all understood and tips are given, the best possible way to understand the process of a social media campaigning is to see it on examples. For that reason the author picked three different artists from three different countries, because of living in all countries. Each band represents a different music type, but they all have an approximate Facebook fan-base, which was a major criterion for the author to choose set bands. For the reason of having the bands/artists compared to each other, they had to have a similarity to each other. With the examples of those three bands and the comparison it is possible for newcomer's to see what is possible with the help of social media to gain followers and broaden the range of the music.

8.1 Walk off the Earth

Walk off the Earth is a Canadian band from Burlington, Ontario, which was founded in 2006 by:

Marshould - Guitar/Harmonica/Trumpet/Bass/Vocals +

Gianni Luminati - Bass/Drums/Guitar/Ukulele/Vocals +

Taylor - Keys, Vocals

Joel Cassady - Drums/Percussion/Samples

Sarah Blackwood - Ukulele / Guitar / Vocals / Percussion +

The bands describes themselve as a "multi-talented five-piece musical phenomena" with a current Facebook fan-base of 858,521 likes (as off May 2014). It took them quite a lot of time to get noticed in the music world, but their in 2012 "5-people-playing-one-guitar" cover of Gotye's "Somebody that I used to know" blew up in rapid pace into a viral-video. Since then they took the world by storm with different covers and own songs. (Facebook Band page 2014)

The author chose this band first for the purpose of researching their social media profiles, because this band is frequently posting new videos and update their YouTube, Facebook, Twitter, Instagram and Tumblr accounts to keep their fans always up to date. They are a media saavy band; perhaps because they got famous through social media, which makes them a good example on how to make use of the new social media marketing. Therefore this became also a big part of the decision to focus on that topic, since nowadays it is possible to become big on your own with the help of the online world.

8.2 CASPER

CASPER is a German Rapper, named as Benjamin Griffey (31), with a current Facebook fan-base of 902,525 likes (May 2014). He is actively making music since 2003, first together with other German rappers and released his first solo mix tape in 2006. The songs he writes are mostly deep meaning songs, with German lyrics with a rough voice of his own. Especially in Germany he is well known artist nowadays, because he has "something to say" and people especially the younger target group are trusting in his opinion, through his songs. In 2011 he became pretty quickly a big part of the German music industry and his in 2011 released "XOXO" Album was number 1 for 41 Weeks in

Germany. He recently finished his "Hinterland" Tour and during the tour and still now he is a frequent social media user as well, which makes him another good candidate for this study. (Facebook Band page 2014)

This artist was chosen by the author for the reason of having big impact in the German music industry as said before as well as a pretty big popularity on social media such as: Facebook, Twitter, YouTube and Instagram. Compared to Walk off the Earth not as active, but not to forget he is alone, therefore being harder to keep up with everything. Since Germany is a country with not that many bands or artists famous outside of the country it was hard to choose the right artist especially for this topic.

8.3 The Rasmus

The Rasmus is a worldwide known Finnish band founded in 1994 in Helsinki with a current Facebook fan base of 926,302 likes. (May 2014) Originally the band members included:

Lauri Ylönen (lead singer/songwriter)

Eero Heinonen (bass)

Pauli Rantasalmi (guitar) and Janne Heiskanen (drums). In 1998 Janne Heiskanen quit the band and Aki Hakala followed him on playing the drums till now. They became famous before the social media era became a part of an artist life, but still they managed to stay on top of their game till now. The

Album "Dead Letters" in 2003 was a critical factor that made them famous worldwide. The band is one of Finland's most fruitful bands with more than 3.5 Million sold albums worldwide. One of the most successful songs in their career was " In the shadows" a song from the 2003 "Dead Letters" Album. In 2012 they released their latest self-titled album "The Rasmus". Compared to Walk off the Earth and Casper, The Rasmus are not the most frequent social media user, but this might be due to the fact that Finns are a different type of people when it comes to socializing. (Facebook Band page 2014)

This band was chosen for the simple fact that there are not those many Finnish bands, which make it to a world level, therefore gaining not to many social media fans. Nevertheless they are a good example, when it comes to "older" bands, which are already a long time on the market and adapted to the process of becoming more available through social media to their fans step by step over the course of years, therefore they have a belonging right in this study as well.

9 SWOT analysis

In order to establish differences when it comes to social media marketing in European countries in specific Finland and Germany to Canada, the author decided to evaluate each band or artists in the case study with a SWOT analysis. In this specific case the evaluation will only include the social media activity of the artists. Typically a SWOT analysis is meant to help a marketer or a company to create a better outcome for an artist, a band or in general the company itself.

A SWOT analysis consists of strength, weaknesses, opportunities and threats and will give a detailed list on these factors, which can help build a better strategy to go further in ones career. SWOT analyses for major artist like the following three can be difficult, for the simple reason that they will have an extensive marketing plan all planed out and mainly because all three bands and artist are signed by major record companies. Nevertheless there is always room for improvements and especially for newcomers a SWOT analysis can be a helpful tool to evaluate where they are standing in the marketing process, compared to other artists. This is why a SWOT analysis is made to show newcomer's how the process of such an analysis is done. Each SWOT analysis is found in the chart section of this paper. (Roberts 2013)
All SWOT analyses are researched on the 20.09.2014.

In conclusion all artists are updating occasionally, some even frequently their social media pages. As well as they also try to include their fans in decisions or letting them know what is going on in their lives. Nevertheless as already said all three artists have a major record label

behind them, which help them over the course of their artist life and creates a marketing strategy behind and with them. Therefore it is not the same as to compare them to artist, who are just starting a career and maintaining their social media profiles and their career all by themselves, without the help of experts. Regardless, they all started out without a major record deal and made their first steps alone and found a way into the business of making money with their passion. For that reason they all, can be seen as people to look up to, especially when it comes to their activity on social media. Although one can see that there is a cultural difference in how open and talkative Walk off the Earth and CASPER are, compared to a quieter and not that social media savvy The Rasmus. Which shows already one difference between those three countries, nevertheless or maybe just because of that, they made it this far. It is not to forget they are the "longest" famous in this group, therefore they have a different perspective when it comes to the social media need in their career. This is also due to the fact that their target group is not the that much the teeny using social media type anymore, but rather a heavy rock liking group, who might not be that much into the sharing ones favorite picture online matter. Through the help of the SWOT social media analyses of the three artists, it is possible to see where the artist do well and where the opportunity is to make improvements, in order to spread the music in and to the right places to brand the artists and gain fans and followers.

9.1 Different chart

As discovered before it is obvious that there are different posting types to be published on social media, the range goes from traditional status updates, pictures to videos and others.
In the next paragraph the author explains every post that is possible and compare the musicians the author picked on what might be a useful post or a not that useful post post. Of course it has to be kept in mind that because the bands and artist chosen have already a big fan base, every post will get feedback from the fans. The author will here include Facebook, Twitter, Instagram and YouTube as the 4 majorly used social media profiles.

The differences chart is to be found in the appendix of this paper.

As visible in the chart Casper, as well as Walk off the Earth are pretty active social media users, whereas The Rasmus are not that frequent social media users. Which does not mean that all other Finnish artist would be the same. This might also be due to the fact that they are well known world wide known already and do not feel the need to be always "here" as other artists might have to be, to be visible to the public, or they just are not really a fan of the social media usage.

In the chart it is also shown that normal status updates are not that much used anymore, which might be caused due to the fact that the world is on fast pace and people just do not want to spend time reading, but rather like seeing pictures or watching videos. The differences between the way the three artists use their social media is, that Casper for example seems to be really into posting pictures, whereas Walk off the Earth is more the video posting type, which might be because that is what they first did and also got famous with, and The Rasmus on the other hand is more of a looking back type and keep posting pictures or videos from a while back.

Nowadays the saying "Say it quick, say it well "as Weatherhead (2014) described it precisely, is the motto of this modern generation, which keeps social media experts on the tip of their toes, since everything is changing rather fast. People's attention span changed over the past 10 years from 12 minutes to 5 minutes, which is not just changing how social media and the modern Internet is working, but also affects the promotion of arts. 20 years ago, people bought albums and all they did right when they got home was listening to it and reading the booklet and nothing else. Nowadays people have music playing in the background while they are at work, do their tax papers or read a book. Which makes it more and more difficult for musician to keep people interested in their artistic work. For all those different reasons it is indeed easier and nicer for people to have short news or pictures to look at, to get a break from all the hard work, but it also makes the work for promotional agents or a starting musician much harder. Musicians now are not just convincing with their music alone anymore, but also with appearance much more than 20 years ago and this is also reflecting on how social media profiles are used.

Social media experts also need to take into consideration that people keep using more and more a smartphones to keep up with the world and use apps like Instagram and Twitter because there everything is quick. Which is why Facebook becomes less and less popular with people under 18 as the Next Big Sound char clearly states. ill4 What can be clearly seen, because this age group does not even exist on the chart, even though it is possible to have a Facebook account from 13 years onwards, this younger age group does not feel the need to be there anymore. Being used to constantly having the opportunity to be online, people got numb to all of it, therefore marketers as well as artists need to step up their game every time. Therefore naturally leading back to the need of keeping updates short and readable on the go.

9.2 Differences between the countries

It is really hard to say on the basis of the comparison of the three artists if those are the benchmark of every band or artist from those countries. Nevertheless they are all big names in their countries, which should make them role models to consider and look up to.
In general it is shown by the examples of the Canadian band Walk off the Earth who are using way more tools then the German artist Casper, for the simple reason that their fan's are using more different tools. Therefore the fan spread on different social media portals is way bigger, because a country like Canada is also way bigger and more social media profile possibilities are available to people, which means a relatively new tool to Europeans like Tumblr have to be taken into consideration. Whereas in Germany and also Finland Tumblr is not as big, but a tool like Soundcloud is used by many more artists. In general the North America market is usually faster in adapting to new tools than Europe, even in the survey the author conducted that is to be shown, that most people think that North America are using more tools in order to reach their target group. This does of course not mean that more is necessarily always the better way, but in countries like Canada and the US, people are using different tools for private use, which means in order to reach fans everywhere, bands need to adapt to new tools as well.

However all three artists use the most common tools, some of them more some of them less, but all try and be present for their fans, which is in the fast pace world now pretty important. When it comes to social media, everything is still relatively new, of course people know now how to use their Facebook page and slowly getting used to Twitter, but there is no 10 year plan a band or an artist can adapt to this fast world, yet. Which is why everyone is still simply trying to get the feeling of the new and old social media.

10 Survey

The survey is detecting as much as the paper, if it is possible to gain more fans simply by engaging with them through social media. During a 2 months period the survey was online on a free platform called kwiksurveys. It did not take long to figure out how long the questionnaire was supposed to be and neither did the content development. All questions revolved around the topic of social media usage for musicians. Since the author is working for a company where many musicians are participating in workshops and coaching's every week, it was an easy decision to include set artists and company into the survey as well as into the paper. Hence the survey was shared through social media portals like Facebook, including groups, pages and Twitter by the author herself as well as through friends. As well as at the same time the author made use of the contacts gained through working for Music Pool Berlin and asked the musicians via email for help answering this survey.

10.1 Survey evaluation

The author collected in total 20 answers to the survey, which is by far not as much as was expected, but nevertheless it was sufficient to prove a point. Of course it was obviously a hard target audience to reach, which made it difficult to get higher numbers.
The 20 responses the author got are included the following countries:
1 from USA
1 from Canada
1 from Mexico

1 from Switzerland

11 from Germany

5 from Finland

Wherefrom 75% came from Facebook and 20% from mobile Facebook and the left over through the website of kwiksurveys. Even though most of the survey answers came from Germany and Finland, two also came from North America, which is all in all considered a good outcome as well, therefore including all countries that are part of the thesis. Which can be seen in the chart ill5 in the chart section of this paper, as well as in the appendixes of this paper as the whole survey will be featured there.

10.2 Questions

The first question to be answered was if they do the social media for their music, 90% answered it with yes they do. The question of what DIY online social media marketing means to them answered 50% they do it themselves, 40% answered that they do a lot themselves, but with the help of others, whereas 10% answered they let others do the work and help occasionally.

In order to figure out in which category they fit, meaning if more than one person is able to do work on social media, a question of solo artist or in a band was necessary. 40% who answered this survey are in a band, whereas 60% are solo artists. The fact that 60% of 100% are solo artist, also would indicate that solo artists in general do more for their career, for the simple reason they have to do more themselves in order to stay connected and keep up with making music as well. As previously mentioned the target audience a musician wants to reach is important, especially in order to conduct a social media plan that works in the best way. Therefore the author asked what the main target group would be age-wise, 75% answered with from 13-30 years whereas 25% answered over 30 years old. Bands or solo artists with a target groups under 30 years might need to consider including more social media platforms to reach set group. Whereas others with a target group over 30 years have to figure out where their target group is heading.

Now that the target audience is known, the author needed to know where the artists are featured on social media profiles, which let to this result:

100% Facebook

90% Soundcloud

85% YouTube

40% Twitter

30% Bandpage

30% Spotify

25% Reverbnation

25% Instagram

20% Last.fm

10% Bands in Town / Songkick

5% Tumblr

Whereas Vine, FanRx, Pinterest where included in the answers but did not get any feedback.

Obviously all artists are using Facebook in some way for their band/artist profile, for the reason that Facebook is still the most commonly used social media platform over the age of 20 as also shown in the Next Big Sound chart (ill4). Unexpected is Soundcloud 2nd most used social media profile where YouTube is close in third, which is obviously due to the fact that it is easier to upload content to Soundcloud before creating an entertaining video on YouTube, which needs much more effort. Twitter as one of the big names out there is still number four, because in order to do maintain a proper Twitter account some content has to be developed, of course people are interested in their favorite artist's day-to-day life, but a strategy what is important to say needs to be developed carefully. As said before not everything must or should even be shared, which makes it hard to filter the necessary and informative matters that are needed to keep the profile running. It also seems that Bandpage is a bit more in the lead when it comes to different "all-together" profiles before Reverbnation. 30% are using Spotify for their music to be heard; here it might have been interesting as well as how many followers they gained on this social media app.

25% are using Instagram, which also takes a lot of effort to run. 20% are using a Last.fm profile, which would indicate they also keep it updated,

which is as told before fairly easy to do, once it is set right. Still 10% are using the concert apps Songkick or Bandsintown. Only 5% are focusing on Tumblr, which needs a special target group therefore making it also pretty hard to maintain.

Next the author asked if the participants think social media is a "positive tool for you as an/or artist/band to help you gain more followers?" which answered 90% with yes and 10% with no.

The author also wanted a clear statement if the participants did their profile handling themselves which answered 95% with yes and only 5% with no. Which shows that the survey participants are taking care of their profiles themselves and therefore are the right people to participate in answering this survey. The question on how many times they make use of social media varied a lot.

In previous chapters the author talked about the advantages and disadvantages of connecting several profiles with each other, for this reason there was no denying of asking this question in the survey as well.

The answers were pretty surprising: 55% are making use of connecting several profiles with each other, whereas 45% say no they do not. As said before connecting different profiles with each other, is not always the right way to do it. Nevertheless it is understandable for artists, who do everything by themselves, to make use of that possibility.

The next question shows that the author got a valid variety of artist in the roster of participants and answers. From people who only have up to 50 people liking their Facebook profile to quite successful and more known artist who made it to Facebook likings of over 10000, which gives quite a good perspective on the survey, even though the overall answering rate was not that immense.

The next question went into detail of how they engage with their target audiences on Facebook, this is also better to be shown in a diagram. ill7

94% give answers to feedback they get through comments

72% are answering private messages

55% answer questions

11% ask for feedback

 5% ask for help.

Especially asking for feedback and help is low, which should be way higher, for the reason that asking for help can connect artists much

more to the audience, as well as help them improve their music and status. It helps not only the artist to see what people respond to the most but also makes the audience feel included and more likely to buy the single or look at the video one more time a little closer. Even the biggest stars are still asking for feedback.

As previously focused on, Twitter became a big part of the society as well, especially in the media industry, because the follow, retweet and favoring is important. This way stars can quickly update news they want to share with their followers. For that reason questions about Twitter were also part of the survey the author conducted.

First the author wanted to know how many followers the participants had. In which 58,3% answered with 50-100 followers, 8,3% answered with 101-200 people following their Twitter feed, 25% answered they made it to 201-500 followers, whereas 8.3% answered that over 500 followers want to know what happens on their feed. This gave also a great perspective on how different the levels of the artists answering this survey about social media usage was.

Important for Twitter is also how many times Tweets are sent out to the world, therefore the next question gave insight on how many time the participants tweeted. Both "a few times a week" as well as "once a week" got an answering rate of 7,7%, which is obviously not much. Nevertheless it is as mentioned before hard to keep up with Twitter when starting out, for the reason that content must be provided and it is hard to provide the right content at the beginning and get people interested in the profile. It takes time and it is far more important for a starting musician to keep up profiles like: Facebook, YouTube and probably Soundcloud, because here people can listen to the music as well as see pictures and get information about the artist. Whereas on Twitter it is just a simple short 140 character news artists can share, but this always depends on the artist.

15,4% answered that they use Twitter " a few times a month", most (69,2%) of the participants answered they rarely use Twitter.

As said before YouTube might be a better way of showing people what an artist does, especially when starting out. That is why detailed questions about YouTube were most certainly needed.

Again the author asked how many subscribers the artist had on their YouTube channel:

72.2% answered they having fewer than 100 subscribers

22,2% answered with having fewer than 1000 subscribers

5,6% answered with having over 1000 subscribers

The author found it important to include a question on how people interact with the subscribers on YouTube.

50% answer private messages of their subscribers and others

50% also respond to feedback they get for videos or their channel

66,7% of the participants, are answering questions they get.

0% of the participants ask for feedbacks on YouTube, as well as 0% ask for help.

The next questions was about the variety artists answering this survey are using named social media tools. As can be seen in the chart ill6, Facebook is the most used social media profile; YouTube comes in second, Twitter and Tumblr close behind that and just following that is Soundcloud. Other social media tools such as Pinterest, Last.fm, Spotify as well as the other mentioned are also used just not as much as the first once, which again is pretty obvious due to the fact of taking care of every profile is hard to do on ones own.

Since this paper is focused on the differences of North American and the European approach of handling social media for artists, the author was interested what the target group musicians themselves are thinking of this topic. As seen in the chart ill8 55% think that there is a difference between the two continents approach, 25% were not sure if it is the case, whereas 20% were sure that there is no difference in doing social media in the different continents.

The last question was: "What differences there might be if they were or are differences to the approach?" This is also best shown in a chart ill9, this questions focuses mainly on how different North America might be to European structures.

41,8% said they use more social media, the same amount also said they are fast with new tools.

17.65% said they have just different tools, which might mean they are faster in adapting to new tools, or just in general are having tools earlier on.

Which might also indicate the 11.76% answering rate to they have more tools. Some people even thought they use too many social media tools, which is pretty interesting as well.

All in all this survey gave some details on how artist themselves, reaching from newcomer's to fairly known artists, in their country and perhaps around the world and what are the insight in an artists life on social media is. Even though the answering rate was pretty low, all questions were mostly answered by every participant, which makes it a fairly successful outcome for a survey of this kind. Without the help and contacts the author gained through the current working situation at Music Pool Berlin the survey could not have taken place and would have had to be dropped out of the paper, for having a too low answering rate. This way the survey could be implemented and with that gaining more depths into the social media usage tutorial for newcomers.

11 Conclusion

In a rapid developing world that is social media and digitalization, it is definitely difficult to stay up to date, when in comes to developing a strategy especially for newcomer artist making their way to the top. Nevertheless in conclusion it is indeed possible and needed to develop a social media presence that is helping musicians to gain more followers, possible even getting the attention from a label if that is what is wanted. Which would answer the question of the possibility to use the DIY method as a musician and gain followers through social media without the help of a label: with yes, with hard work, everything is possible.

Moreover a few matters as mentioned before are needed to maintain a good social media presence. Which are the following:

First defining a goal is important to set where the artist is going. Secondly a good preparation can make a lot of difference. Trusting oneself is important, as much as trusting that it is possible to make it as

a DIY artist. As well as it has been said several times in this paper, it is really important to include the fans and audience in the process of social media marketing and promotion.

To make this more statistically visible here is a rule to keep in mind: "70 percent of your content should build your brand 20 percent of content should be shared from and for other artists 10 percent of content should be self-promotion" (Friedman 2014) Following this 70/20/10 rule can help an artist "build a stronger brand", consequently building also a stronger relationship with current and future fans. As Krebs (2012,66.) said it wisely: "A network of fans and supporters is a social and economic resource, as well as inspirational source", which is a very true statement in todays field of marketing.

The 70% of building one's brand is of course related to gaining fans, building a strong bond through social media and therefore engaging people in trusting the artists and later buying products that are made. The 20% are meant to build relationships also to other artists, for the reason if other already established artists are featuring newcomer's in posts, tweets or even music will help broaden the follower range massively. Consequently also building contacts and cooperations with others in this way as well as gaining connections to those fans, too. The left over 10% now can and will all be focused on selling products, the music or merchandise, to the well established fan based covered with the other 90% beforehand, making it thus to hopefully a successful artist.

All the above mentioned tips and mistakes are to help a newcomer artist to develop a strategy and to go from there. This paper is not a cohesive social media marketing plan and therefore is not giving a step by step tool guide, but rather an overview on how to use and what to make out of different tools singely. Nevertheless as an artist said in a resourced book of this paper "Is it a fight to stick out and get attention from people. There is just to much available for people to listen to." (Herzberg 2012, 111.)

It will take time to establish a strategy, but with the giving starting points a stronger bond with other artists, fans or even the possibility to gain super fans, might be what can be looked at in the future. As long as the artist is adapting to a continuously changing marketing field as

well as keep developing a thought through process of a social media presence, to stay connected to fans and followers, because in the end they are all that matter.

Charts

Strength	Weaknesses
· Facebook likes (946 900) · Twitter 155K · Subscribers YouTube 149.018 · frequent postings · using profiles for its own purpose · mainly maintained by the artist	• quite many different social media tools • quite extensive posting • rarely new YouTube videos
Opportunities	**Threats**
• a big sponsor featuring the artist on their social media • a company featuring the artist on social media, because of the name the artist already has	• similar artist gaining more fans • major social media company not relevant anymore (Facebook) • major record company could drop the artist • major record company could be done

ill1 Casper SWOT

Illustration 1: Artist SWOT analysis of social media Casper

Opportunities	Threats
• Facebook likes 1,464,189 • Twitter 130K • Subscribers YouTube 1,857,346 • strong Video posting YT • frequent postings on social media • using every profile for its own purpose no linking • engaging with fans • mainly maintaining social media themselves	• sometimes to few postings compared to e.g. Casper • to few Twitter posts • even more different social media profiles
Opportunities	Threats
• a big sponsor featuring the artist on their social media • a company featuring the band on social media, because of the name the band already has	• similar artist gaining more fans • major social media company not relevant anymore (YouTube) • major record company could drop the artist • major record company could be done

ill2 Walk off the earth SWOT

Illustration 2: Artist SWOT analysis of social media Walk off the Earth

Strength	Weaknesses
• Facebook likes 966,292 • Twitter 40,7K • Subscribers YouTube 19,659 • worldwide knows band • frequent Facebook posts • > good updates, posts • mainly maintaining social media themselves	• sometimes to few postings on other social media than Facebook • very few YouTube Videos • very few posts on Twitter • not very engaging with fans
Opportunities	Threats
• a big sponsor featuring the artist on their social media • a company featuring the band on social media, because of the name the band already has	• major social media company not relevant anymore (Facebook) • major record company could drop the artist • major record company could be done

ill3 The Rasmus SWOT

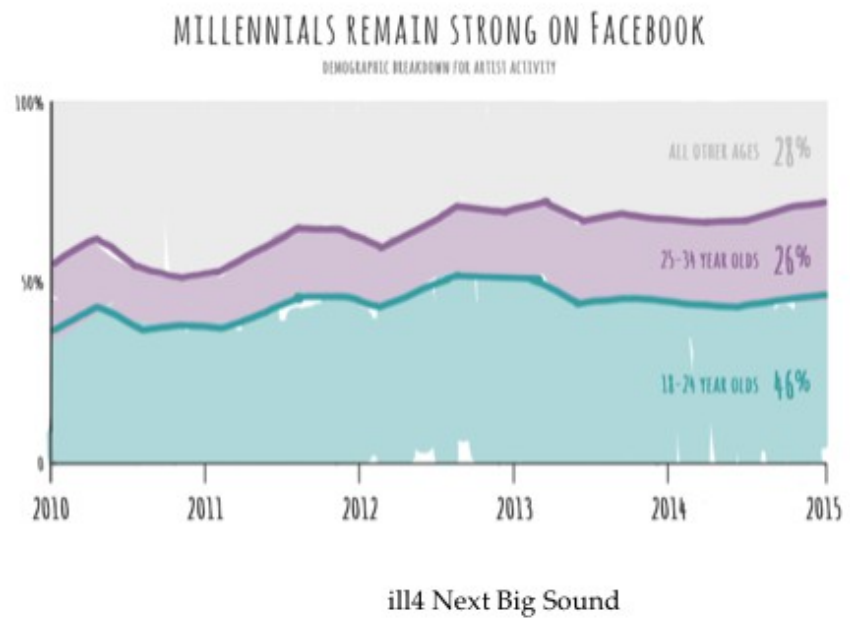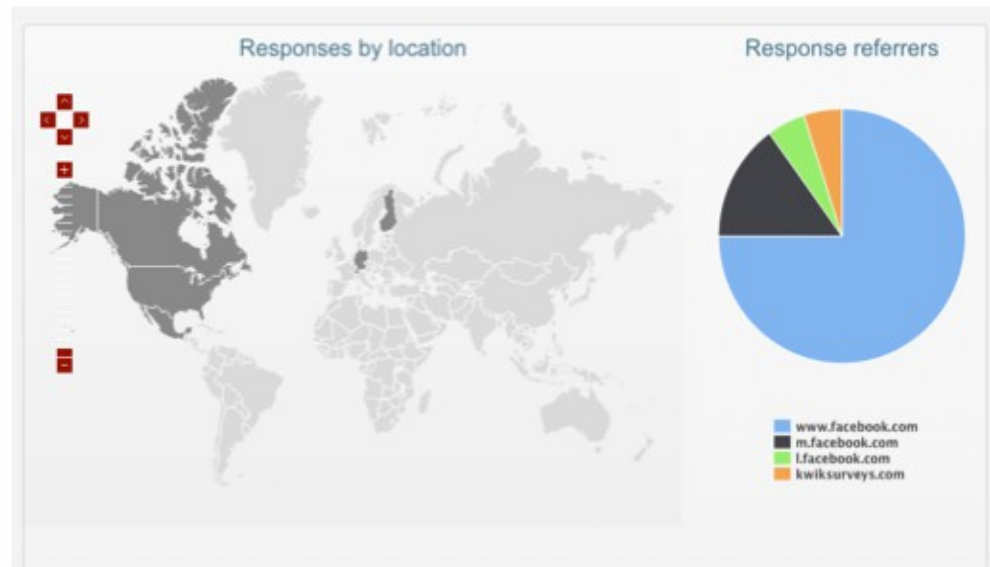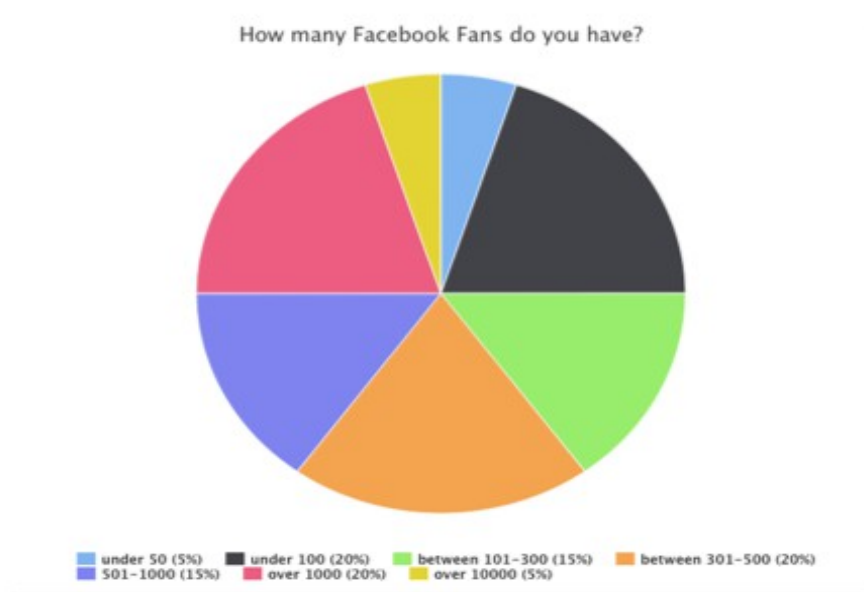**Illustration 3: Artist SWOT analysis of social media The Rasmus**

Illustration 4: Next Big Sound Millennials on Facebook (Next Big Sound 2014)

ill5 Survey answer response country wise

Illustration 5: Responses by location (Kwik Survey)

How many Facebook Fans do you have?

under 50 (5%)   under 100 (20%)   between 101–300 (15%)   between 301–500 (20%)
501–1000 (15%)   over 1000 (20%)   over 10000 (5%)

ill6 Facebook Fans survey question

Illustration 6: Survey participants overview on Facebook statistics (Kwik Survey)
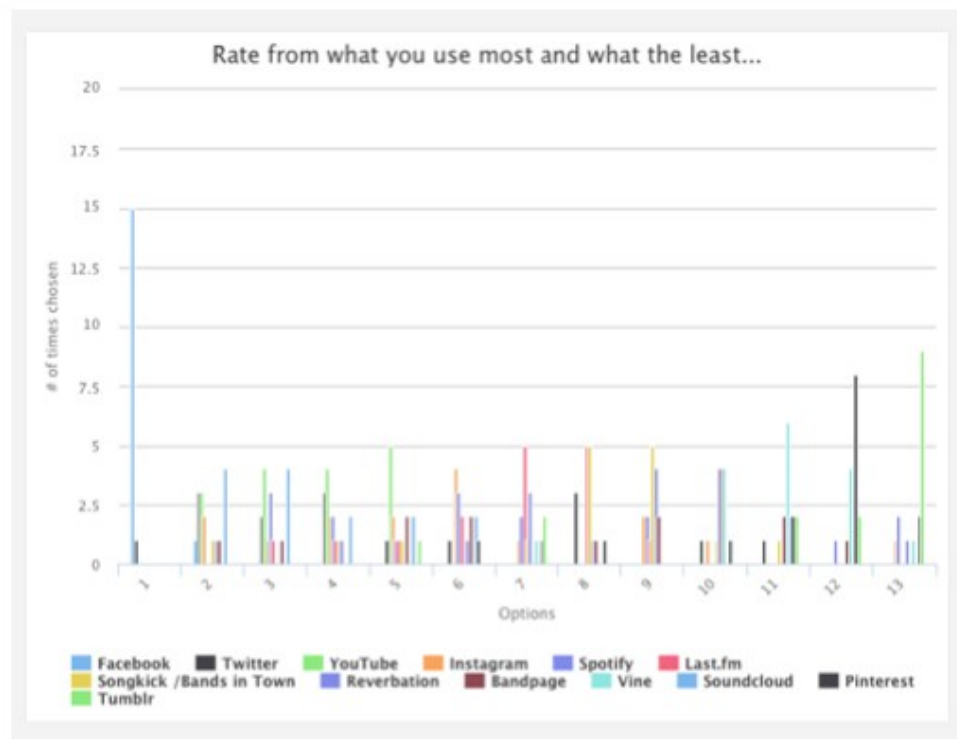
ill7 ratings social media usage

Illustration 7: Survey participants ratings of social media tools (Kwik Survey)

Would you think that Europe and North America have a different approach when it comes to social media for musicians?
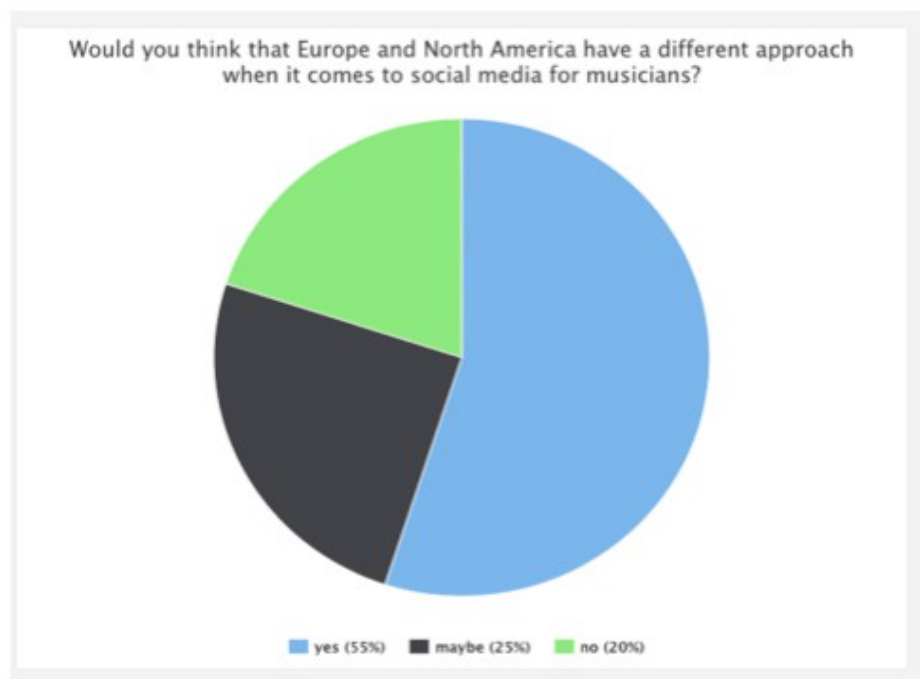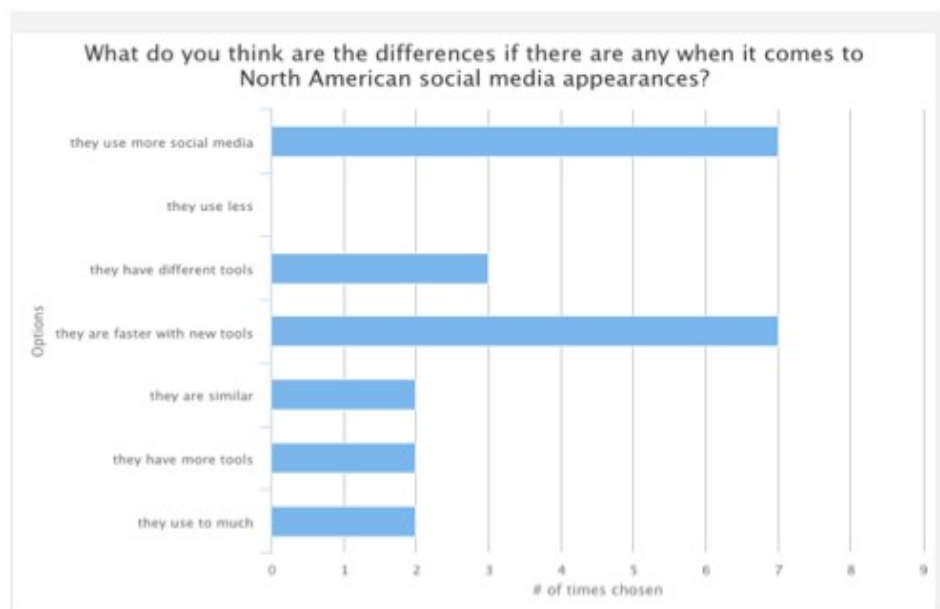
yes (55%) maybe (25%) no (20%)

ill8 different approach Europe and North America

Illustration 8: Survey participants overview of different approaches in Europe and America (Kwik Survey)

ill9 differences Europe and North America Survey questions

Illustration 9: Survey participants responses of differences in Europe to North America(Kwik Survey)

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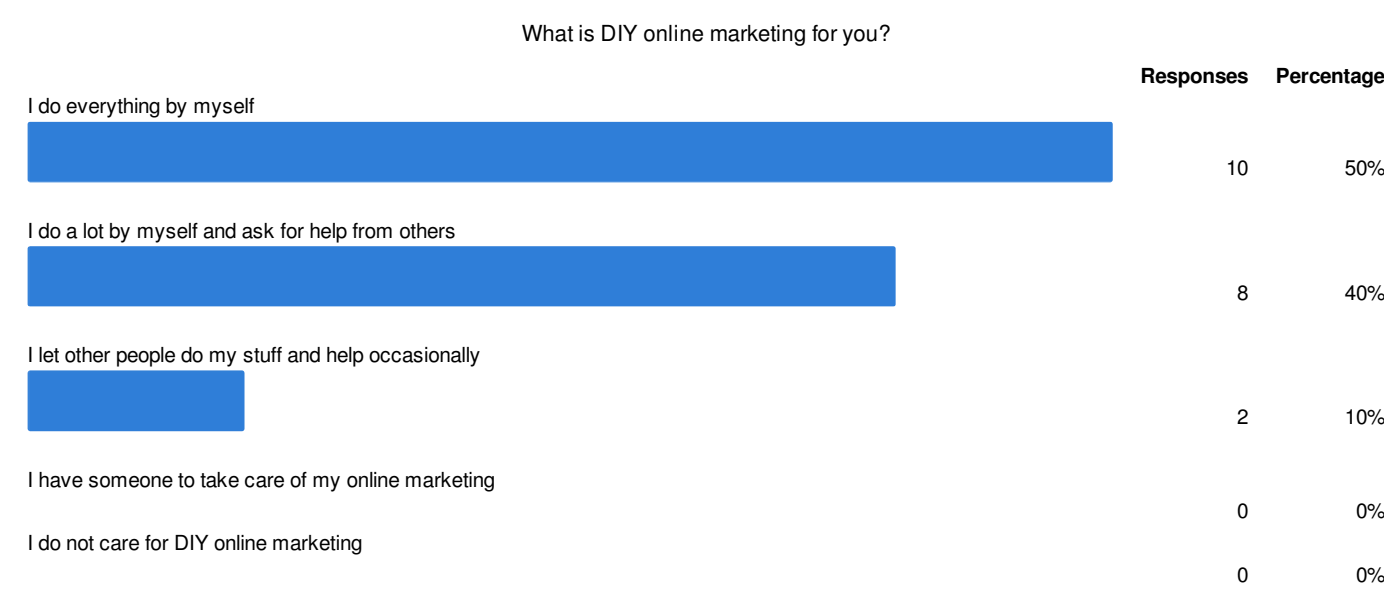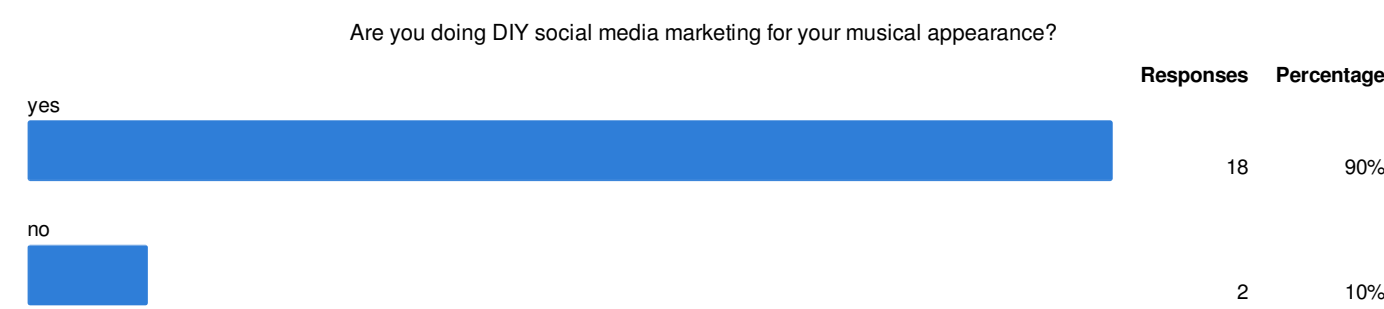internetnutzung-teenager

Appendixes

Appendix 1 Different chart (pdf)
Appendix 2 Kwik Survey Social Media (pdf)

	Casper Germany	Walk off the Earth Canada	The Rasmus Finland					Instagram	270K
Facebook	952,764	1,495,985	974,475						
Picture post									
when	09.10.2014	09.10.2014	20.09.2014						
reaction likes	11,529	9779	4883						
reaction comments	124	170	137						
shares	43	38	143						
Status									
when	23.08.2014	13.07.2014	03.08.2014						
reaction likes	4511	2562	1835						
reaction comments	245	95	109						
shares	30	21	50						
Videos: what kind?	behind the scenes	musikvideo	musikvideo						
when	13.09.2014	09.10.2014	17.09.2014						
reaction likes	2926	4099	4244						
reaction comments	142	110	102						
shares	71	209	217						
Instagram	270K	49,8K							
Name	xocasperxo	walk off the earth							
picture post	10.10.2014	10.10.2014							
reaction likes	3450	1216							
comments	77+	7+							
videos	no								
when		03.10.2014							
reaction likes		1943							
reaction comments		40+							
shares									
Twitter									
picture post	from instagram		no						
when	10.10.2014	10.10.2014							
reaction likes	163	33							
retweets	32	9							
status									
when	07.10.2014	10.10.2014	20.12.2013						
reaction favorites	559	27	138						
retweets	103	5	126						
YouTube									
Musikvideo	04.02.2014	26.08.2014	01.12.2011						
reaction favorites	7454	4534	3094						
reaction comments	412	424							
views	1007616	339376							
other videos	dvd trailer 17.02.2012	new album sampler 2.12.2011	11.12.2012 greetings						
reaction favorites	634	3615	281						
reaction comments	89	591	69						
views	55134	717345	20211						

Social Media Usage for musicians

Are you doing DIY social media marketing for your musical appearance?

	Responses	Percentage
yes	18	90%
no	2	10%

What is DIY online marketing for you?

	Responses	Percentage
I do everything by myself	10	50%
I do a lot by myself and ask for help from others	8	40%
I let other people do my stuff and help occasionally	2	10%
I have someone to take care of my online marketing	0	0%
I do not care for DIY online marketing	0	0%

Are you in a band or a solo artist?

40% — Band (8)
60% — Solo Artist (12)

Y-axis: # of times chosen
X-axis: Options

Series 1
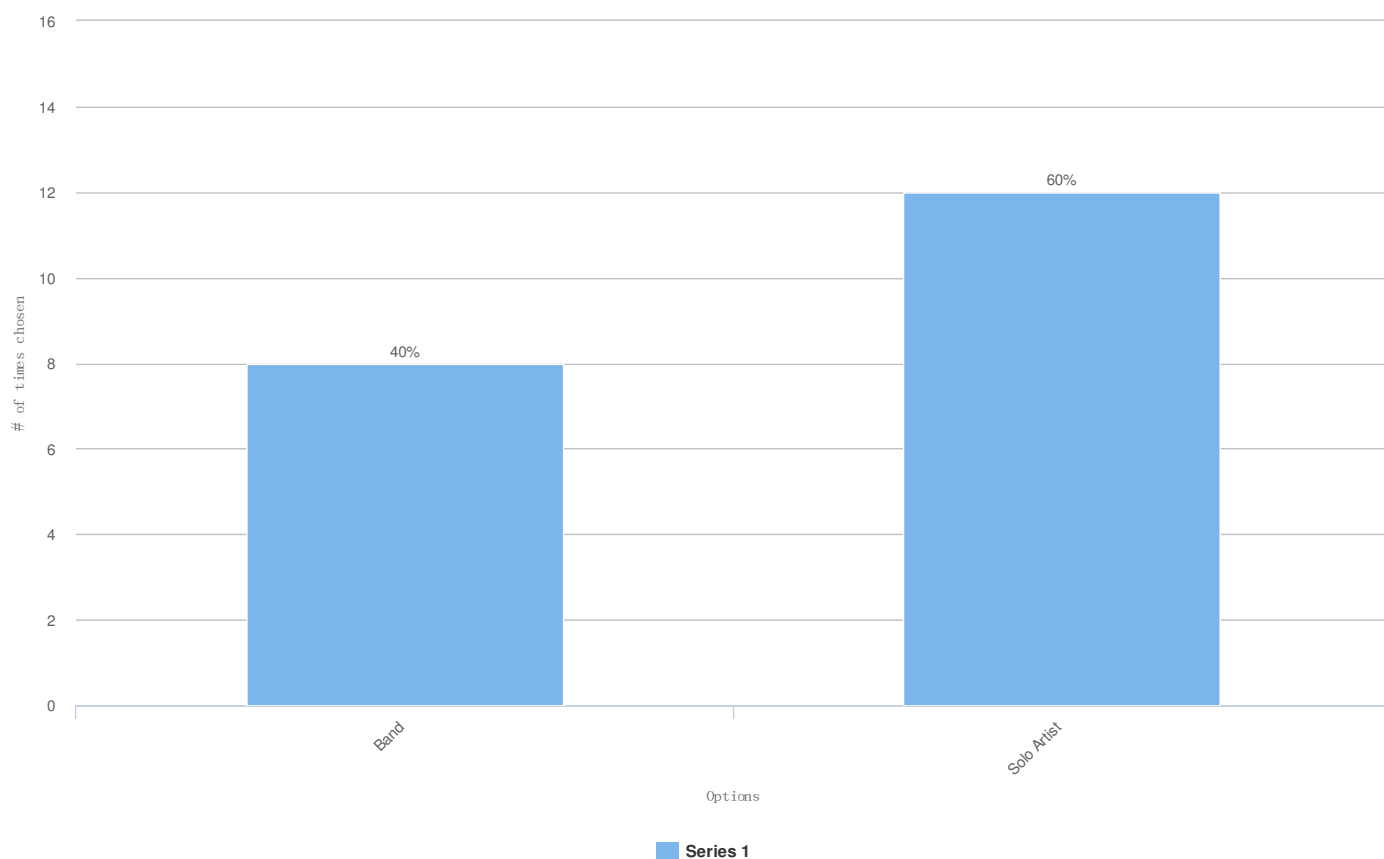
In which country is your Band or you as a solo artist based?

	Responses	Percentage
Germany	12	60%
Finland	6	30%
Canada	1	5%
Eastern European country	0	0%
Western European country	0	0%
North America	1	5%
South America	0	0%
others	0	0%

What is your main target audience age group?

Options	# of times chosen
under 13 years	
from 13-30 years	75% (15)
over 30 years	20% (4)
from 30-50 years	5% (1)

Series 1
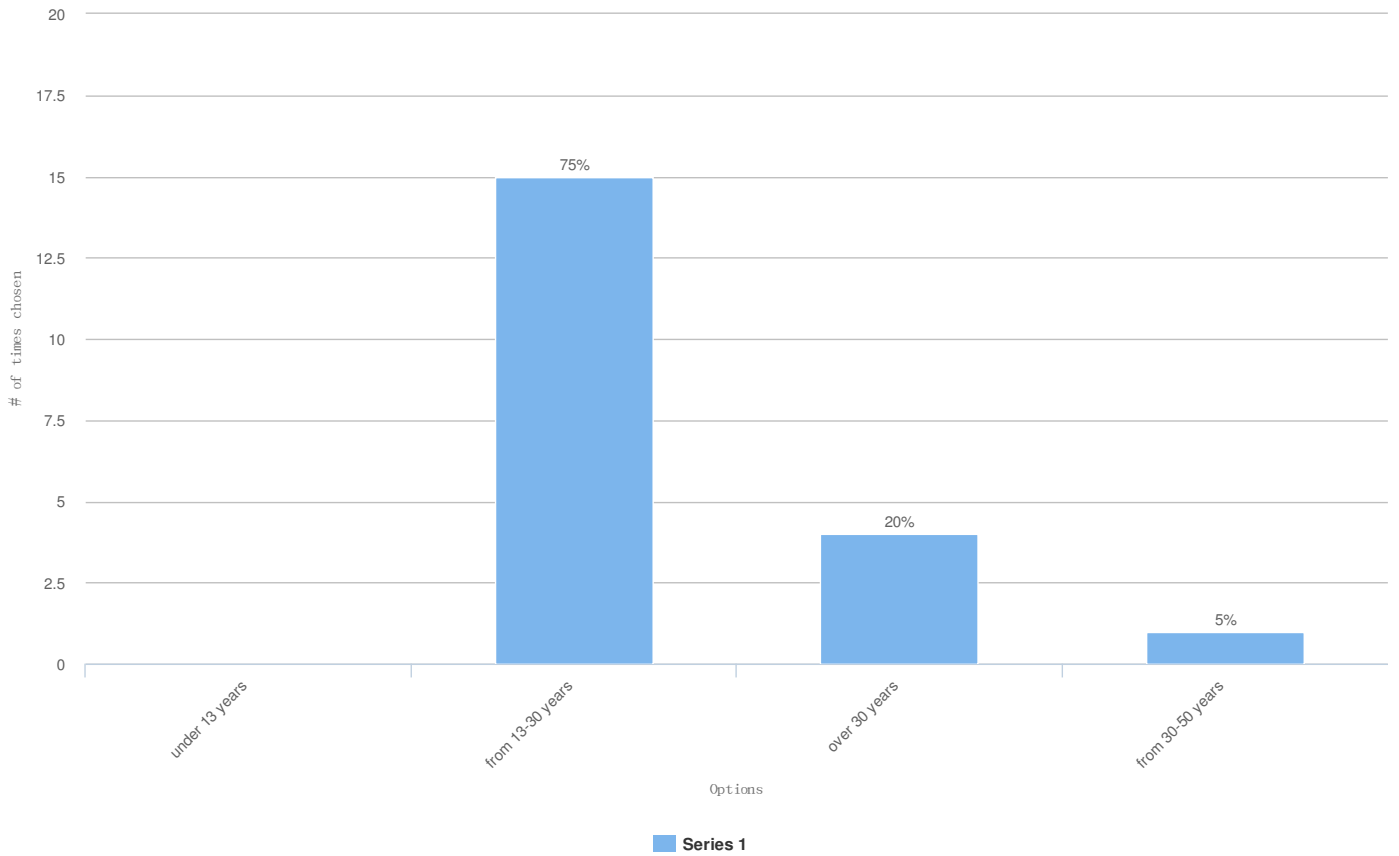
Which social media tools are you using for your musical online appearance?

	Responses	Percentage
Facebook	20	100%
Twitter	8	40%
YouTube	17	85%
Instagram	5	25%
Tumblr	1	5%
Pinterest	0	0%
Bandpage	6	30%
FanRx	0	0%
Reverbnation	5	25%
Bands in Town / Songkick	2	10%
Soundcloud	18	90%
Vine	0	0%
Spotify	6	30%
Last.fm	4	20%
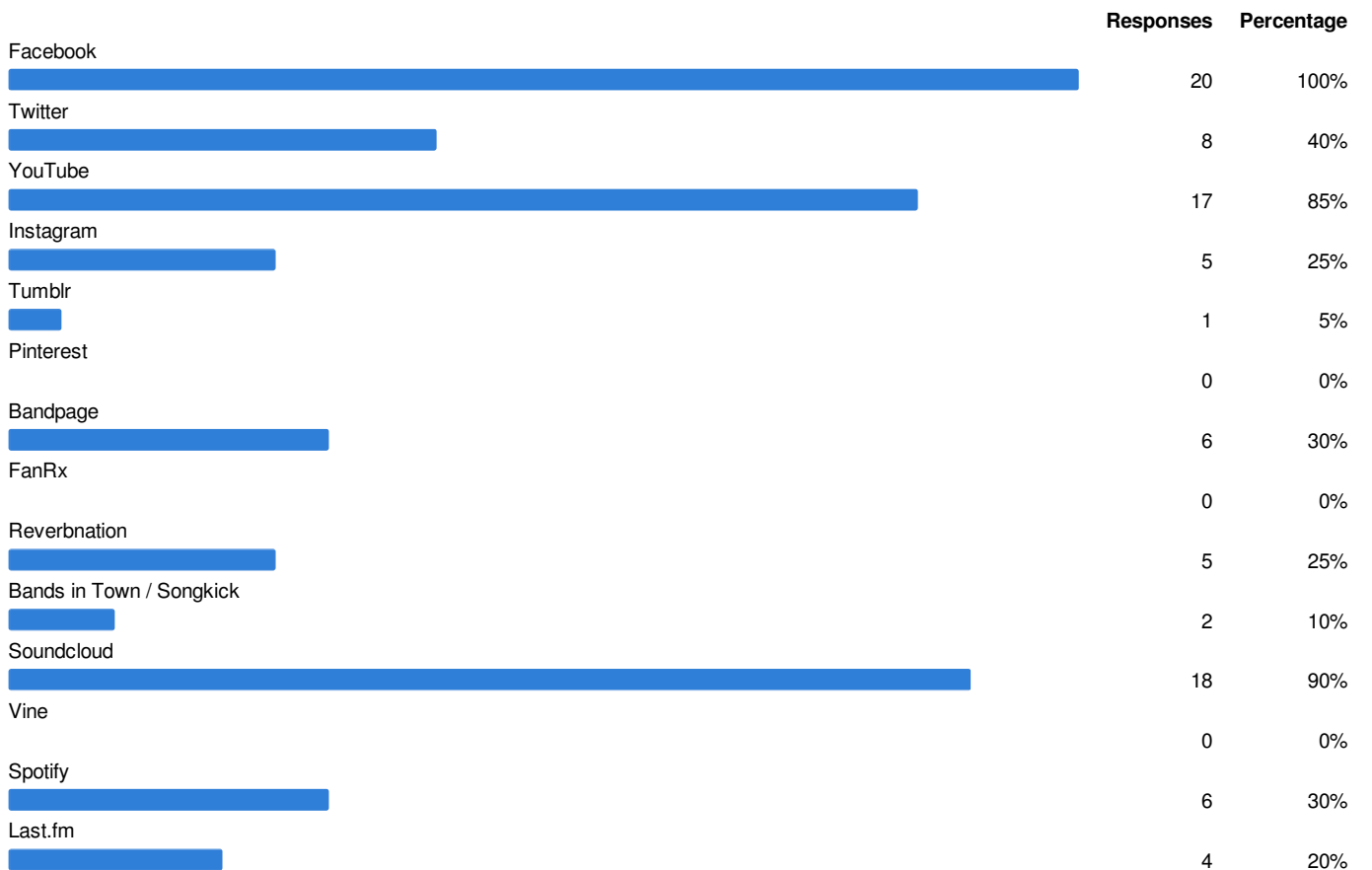
Do you think social media is a positiv tool for you as an/or artist/band to help you gain more followers?

25

22.5

20

17.5

15

12.5

10

7.5

5

2.5

0

# of times chosen
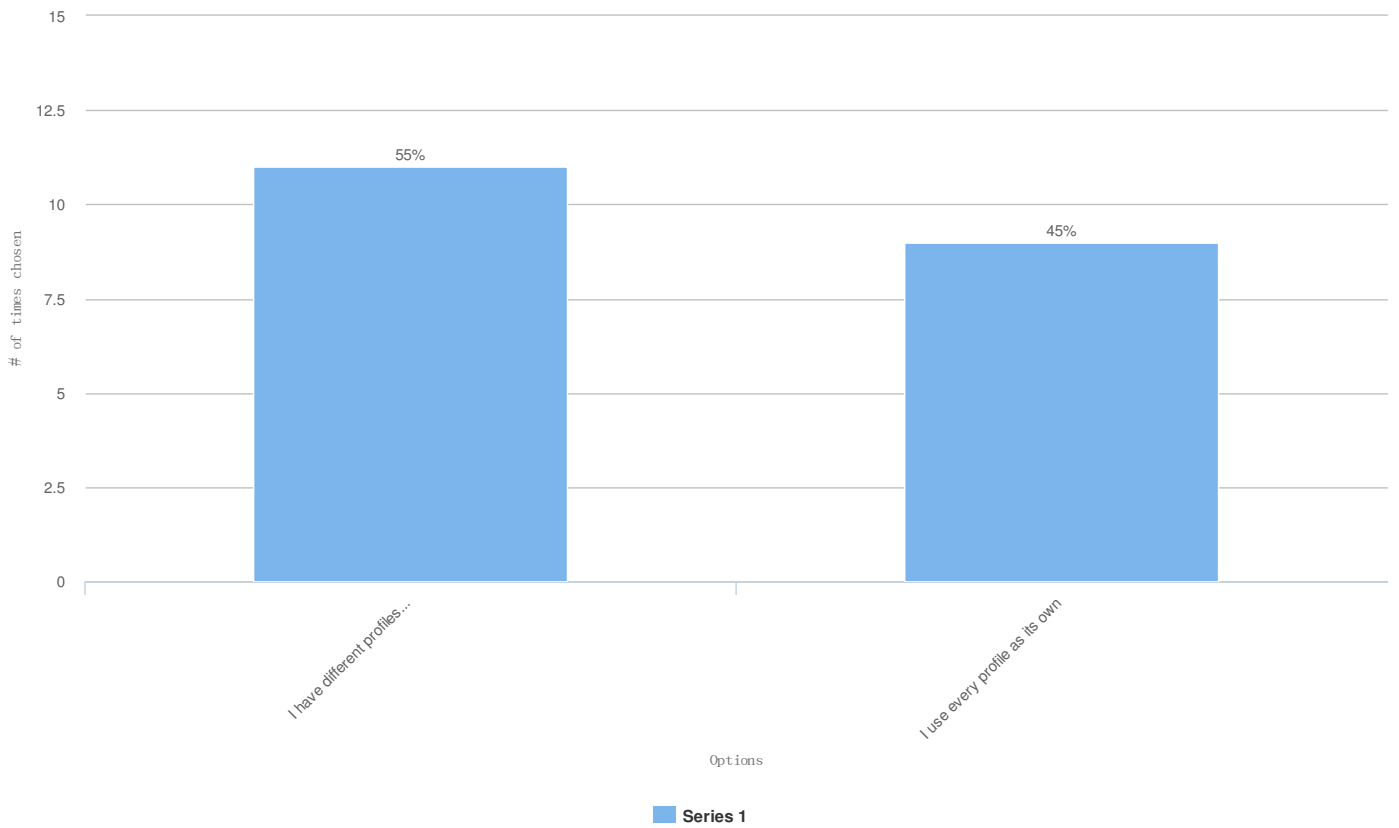
90%

10%

yes   maybe   no

Options

■ Series 1
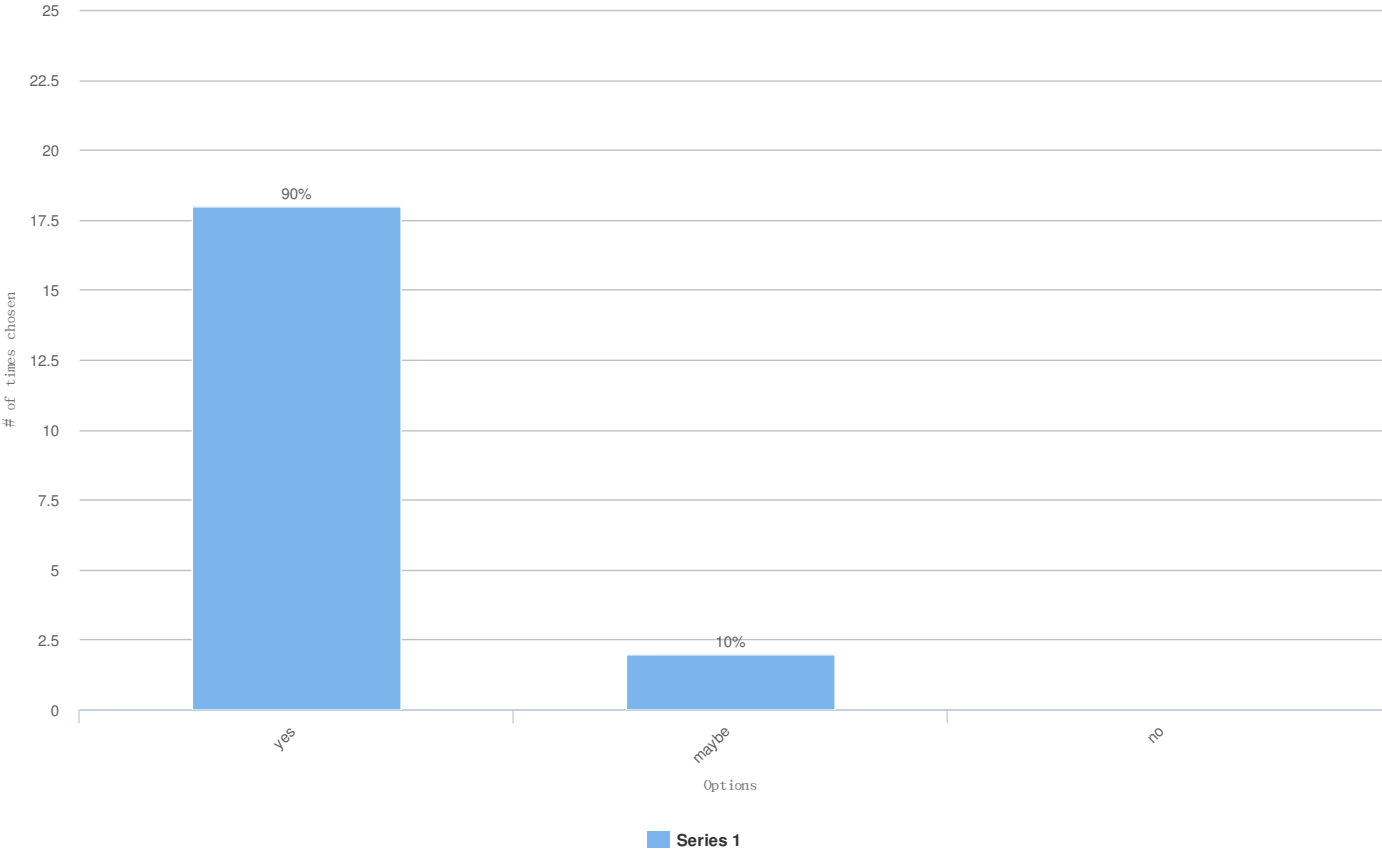
Are you responsible for your social media presence or do you have an external party taking care of it?

	Responses	Percentage
yes I do it myself	19	95%
no I have an external party taking care of it	1	5%

How many hours a month do spend on social media enganging with fans and promoting your music?

Bar chart. Y-axis: # of times chosen (0–7). X-axis: Options.
- under 5 hours: 5 (25%)
- under 10 hours: 4 (20%)
- under 20 hours: 5 (25%)
- under 30 hours: 5 (25%)
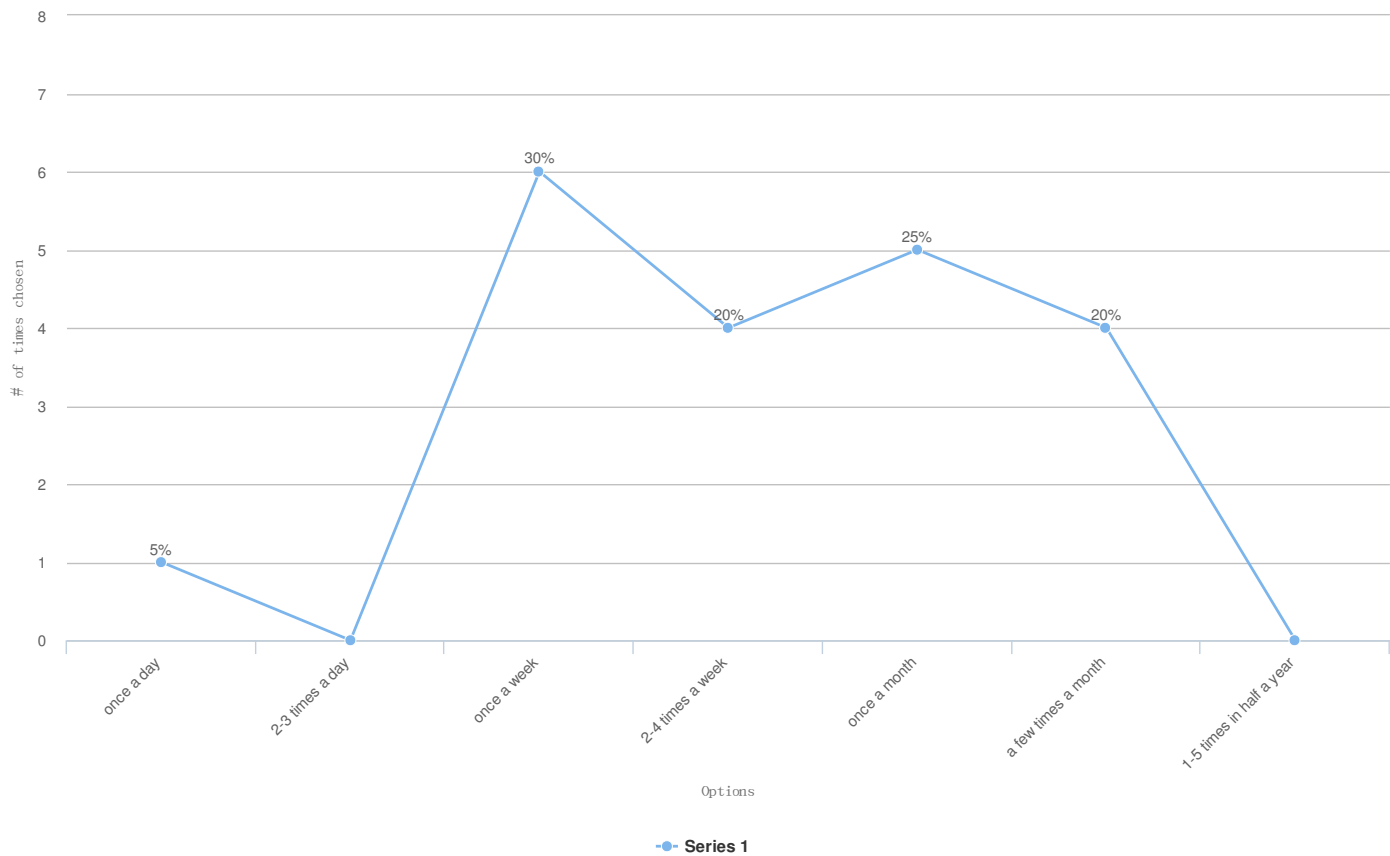- over 30 hours: 1 (5%)

Series 1
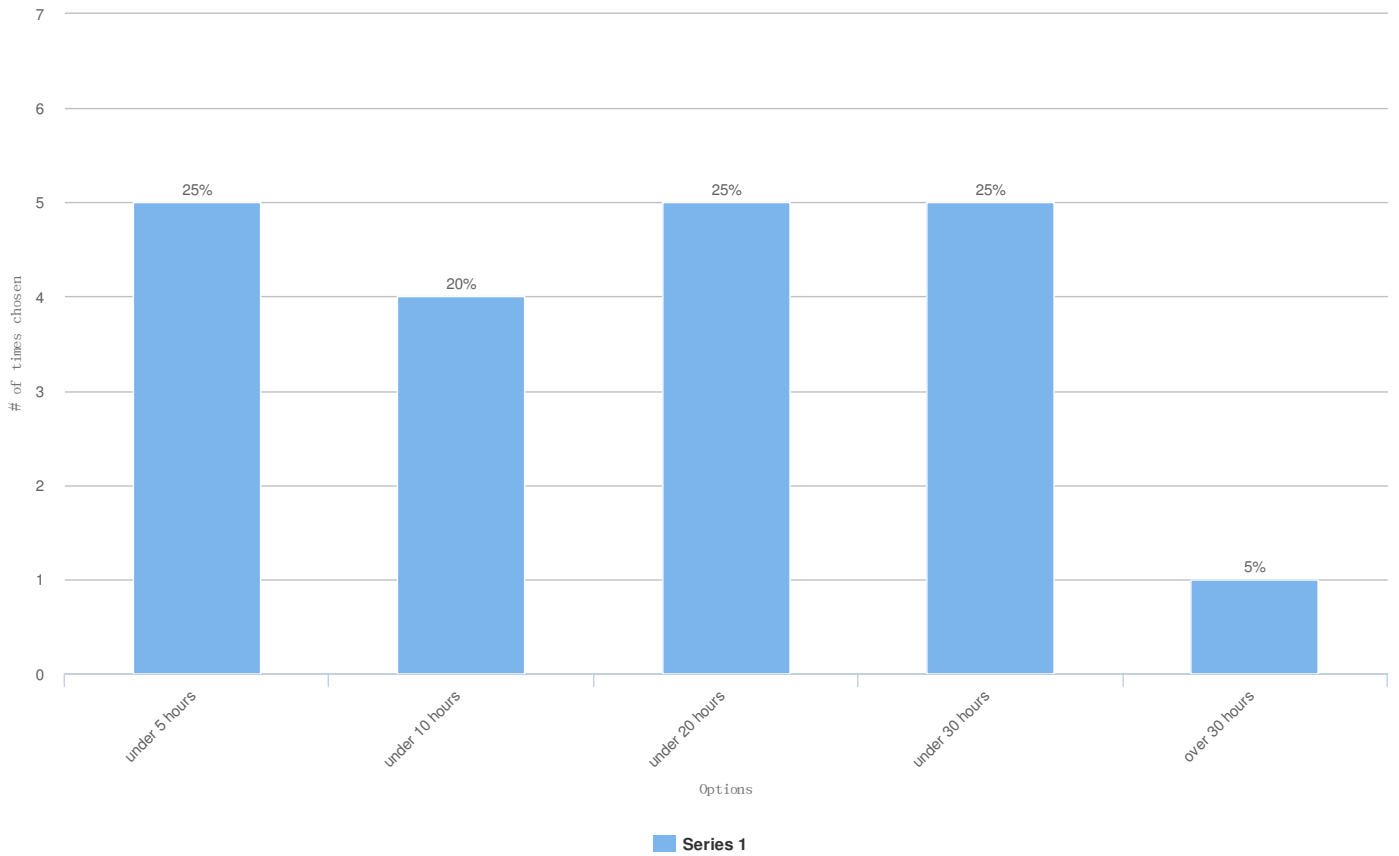
What is your opinion on linking social media pages like Facebook and Twitter, Facebook and Instagram or others together? (same posts on different profiles)
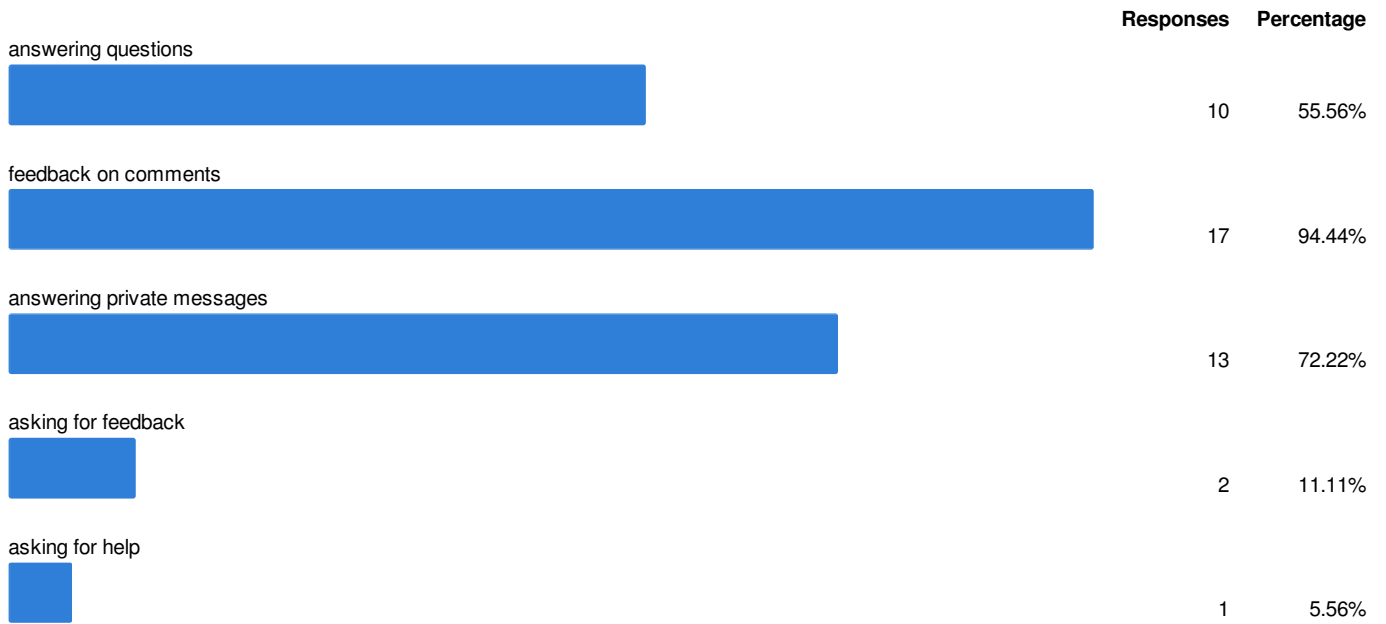

Bar chart. Y-axis: # of times chosen (0–15). X-axis: Options.
- I have different profiles...: 11 (55%)
- I use every profile as its own: 9 (45%)

Series 1

How many Facebook Fans do you have?

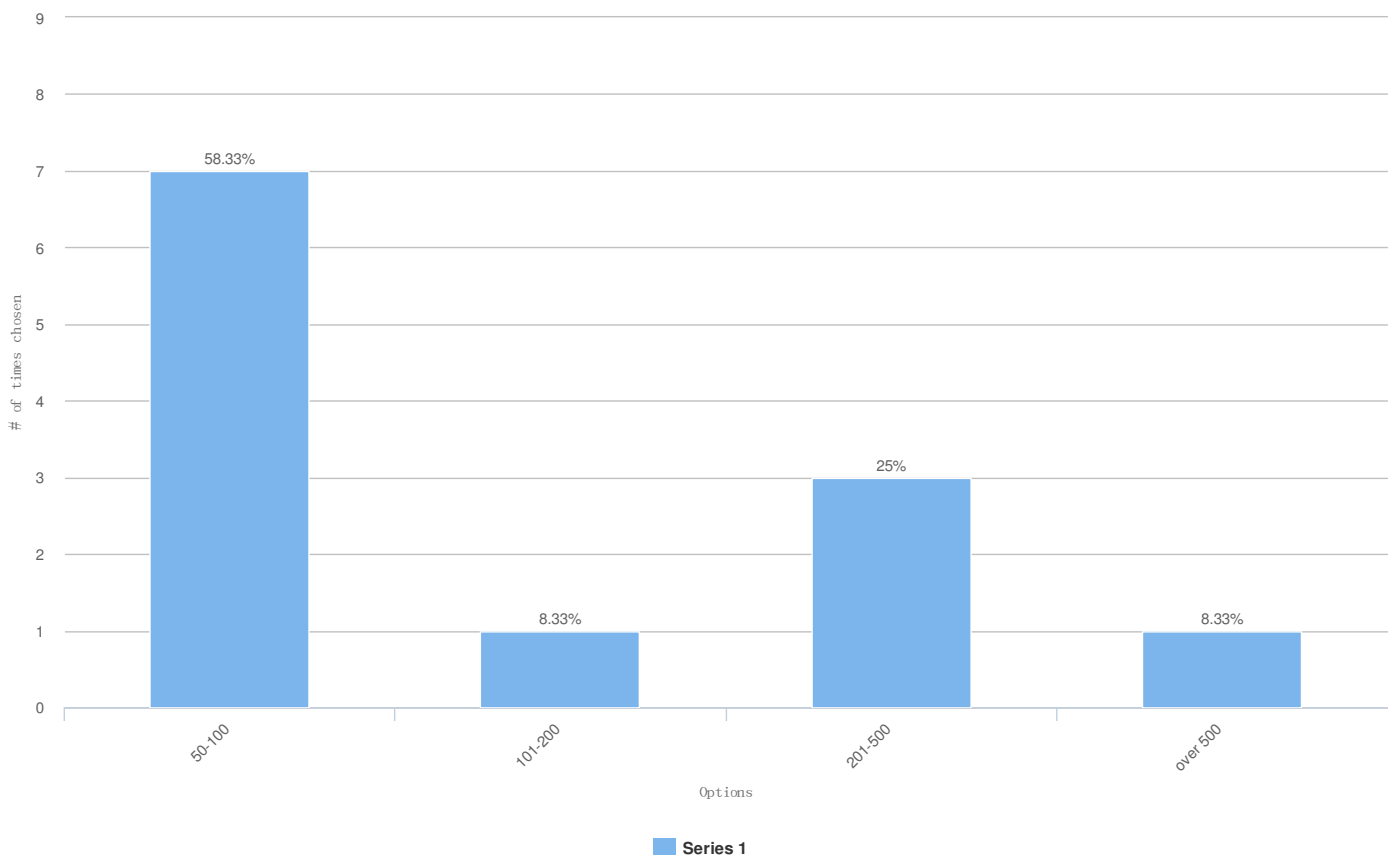|	Responses	Percentage
under 50	1	5%
under 100	4	20%
between 101-300	3	15%
between 301-500	4	20%
501-1000	3	15%
over 1000	4	20%
over 10000	1	5%
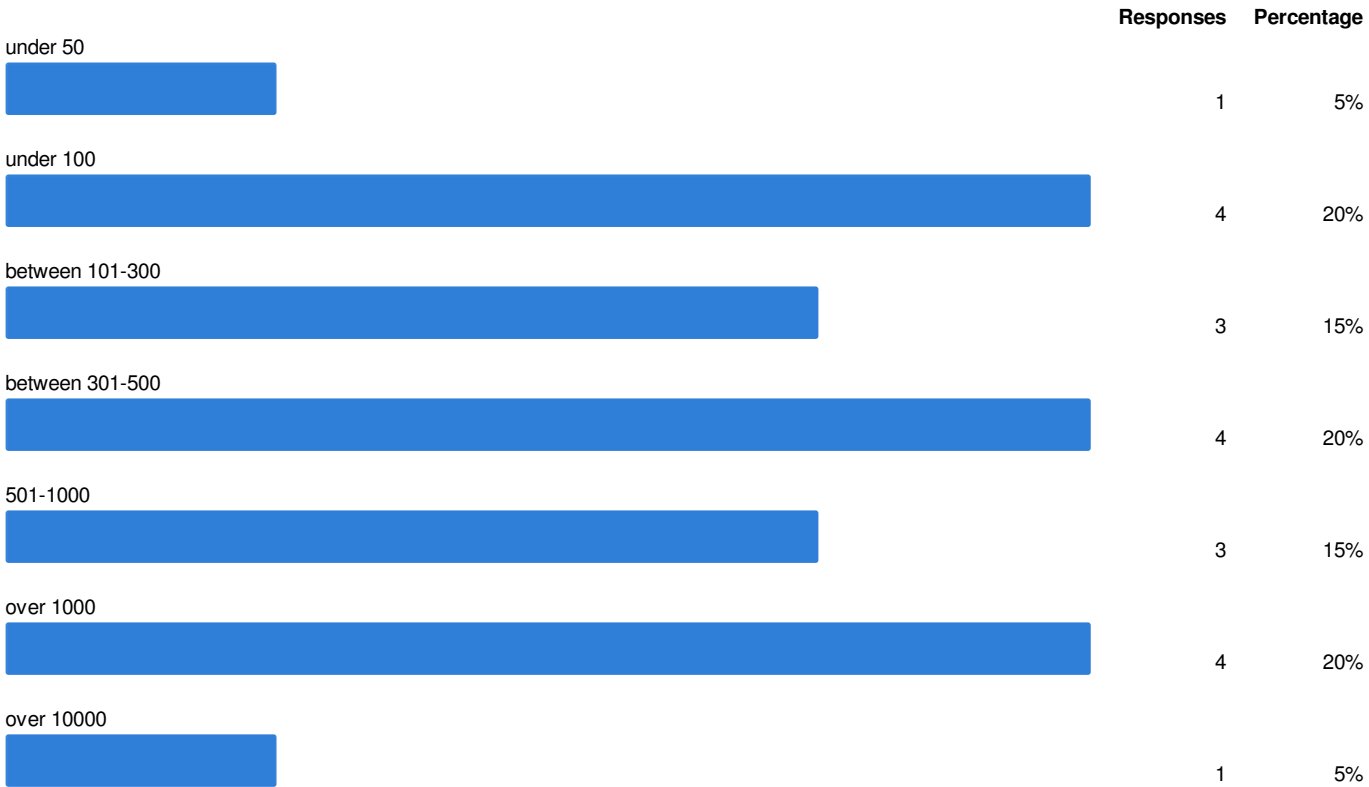
How often do you post content on your Facebook page? pick the closest

Series 1

How do you engage with your fans on Facebook?

	Responses	Percentage
answering questions	10	55.56%
feedback on comments	17	94.44%
answering private messages	13	72.22%
asking for feedback	2	11.11%
asking for help	1	5.56%

How many Twitter Followers do you have?

- 50-100: 58.33%
- 101-200: 8.33%
- 201-500: 25%
- over 500: 8.33%

# of times chosen

Options

■ Series 1

How often do you post Twitter updates on your band/artist profile?

- 69.23%
- 15.38%
- 7.69%
- 7.69%

Y-axis: # of times chosen

X-axis (Options): a few times a day, once a day, a few times a week, once a week, a few times a month, I rarely use Twitter

Legend: Series 1
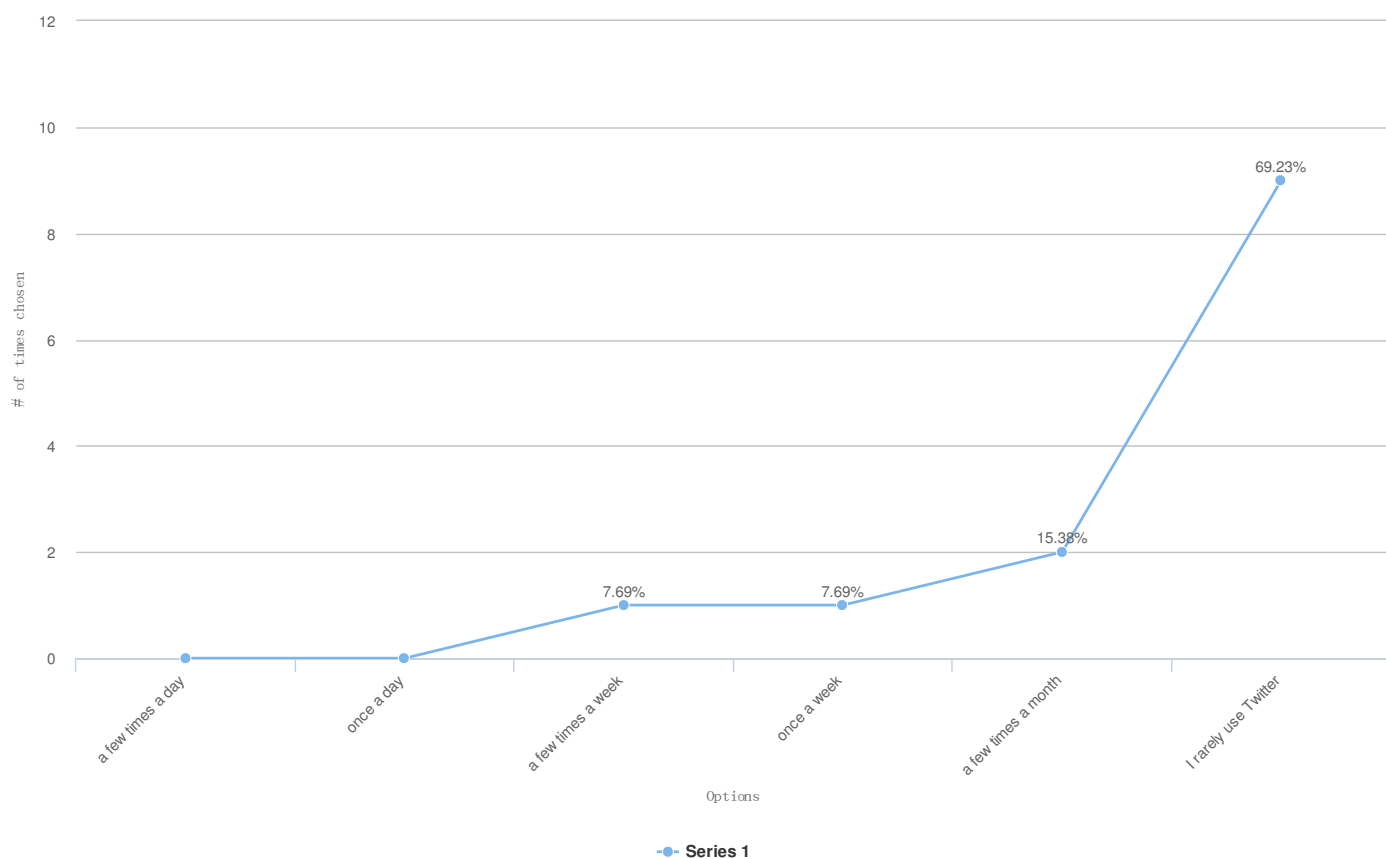
How many subscribers do you have on YouTube?

	Responses	Percentage
under 100	13	72.22%
under 1000	4	22.22%
over 1000	1	5.56%
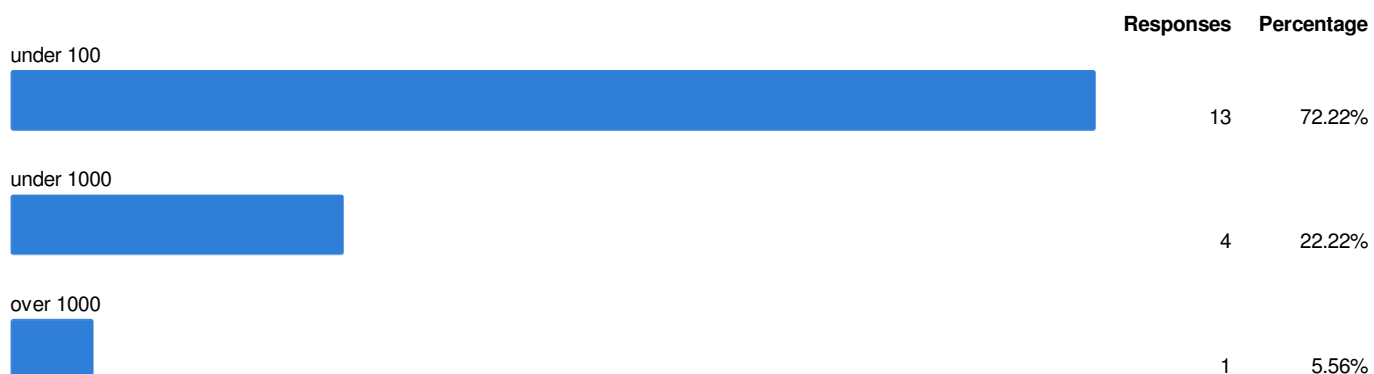
How do you engage with your fans/subscribers on YouTube?

	Responses	Percentage
answering questions	8	66.67%
asking for feedback	0	0%
responding to feedback	6	50%
asking for help	0	0%
answering private messages	6	50%

Rate from what you use most and what the least...
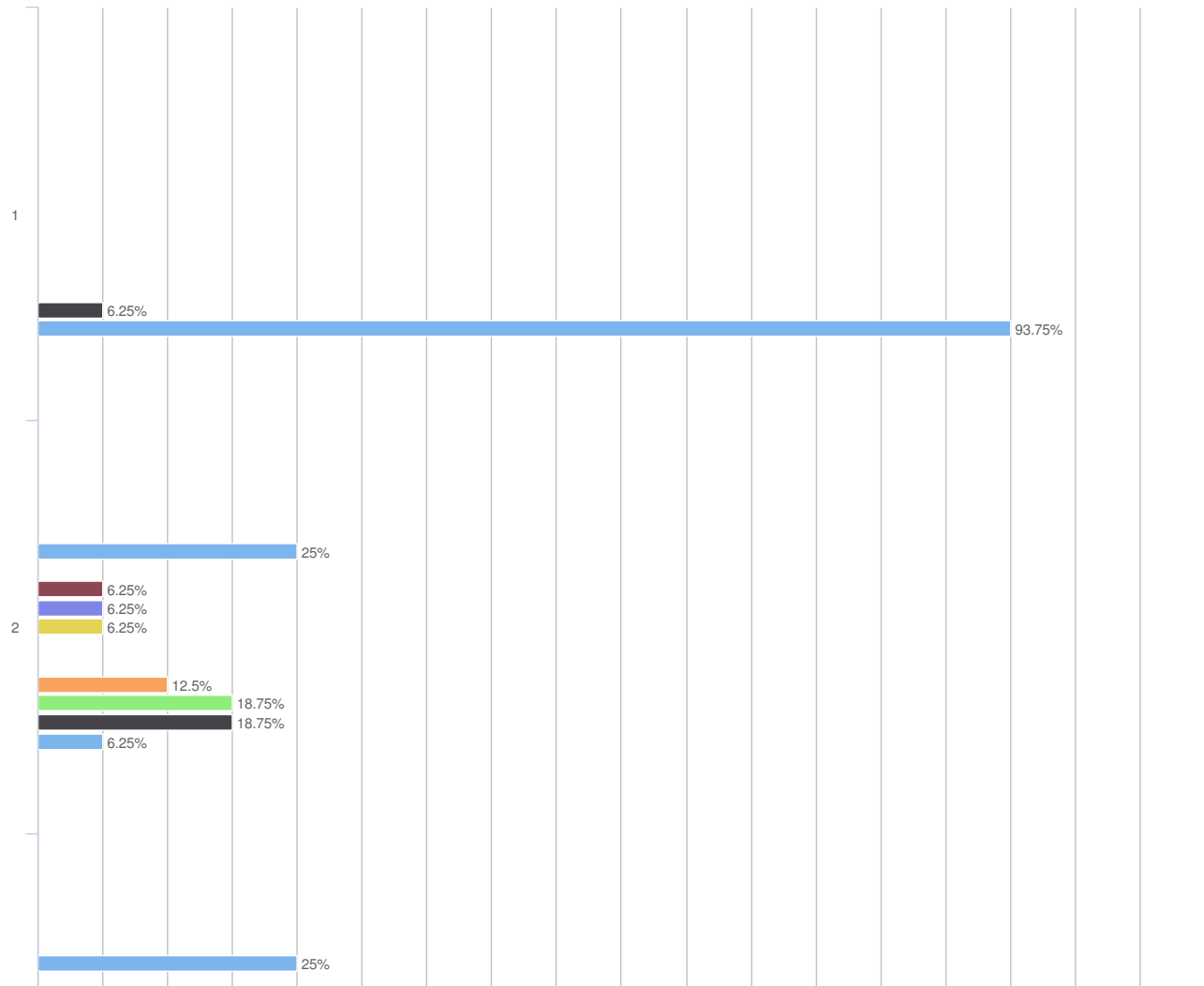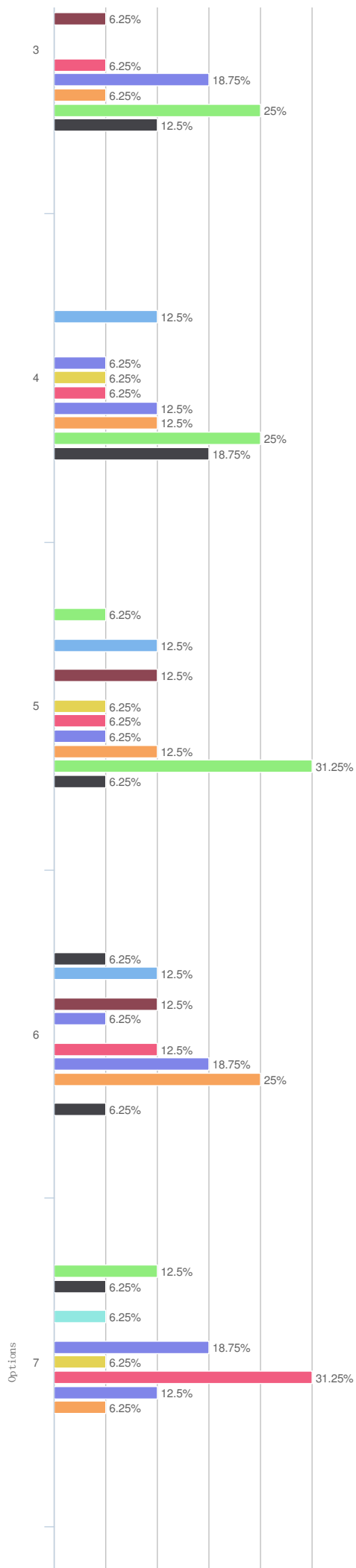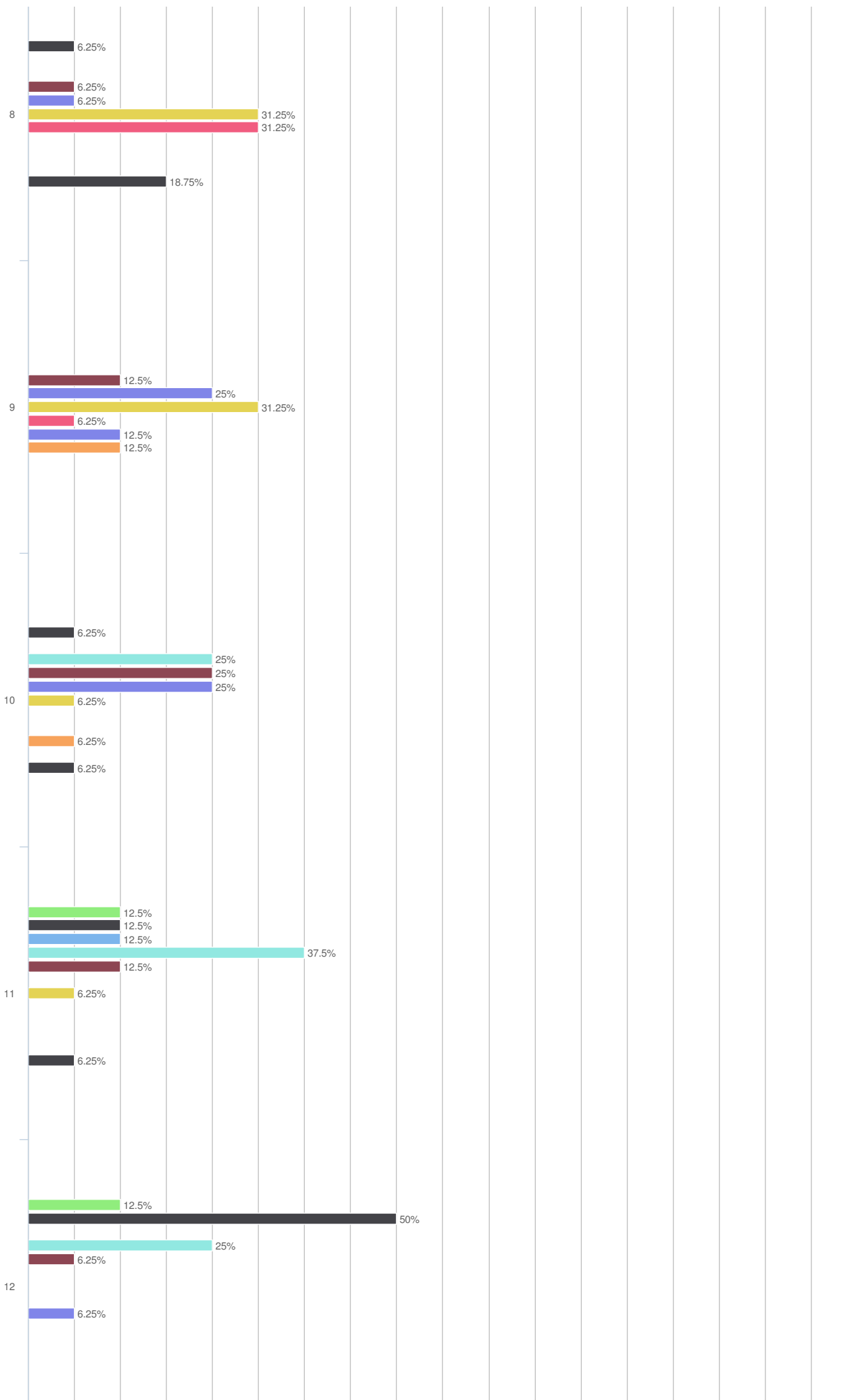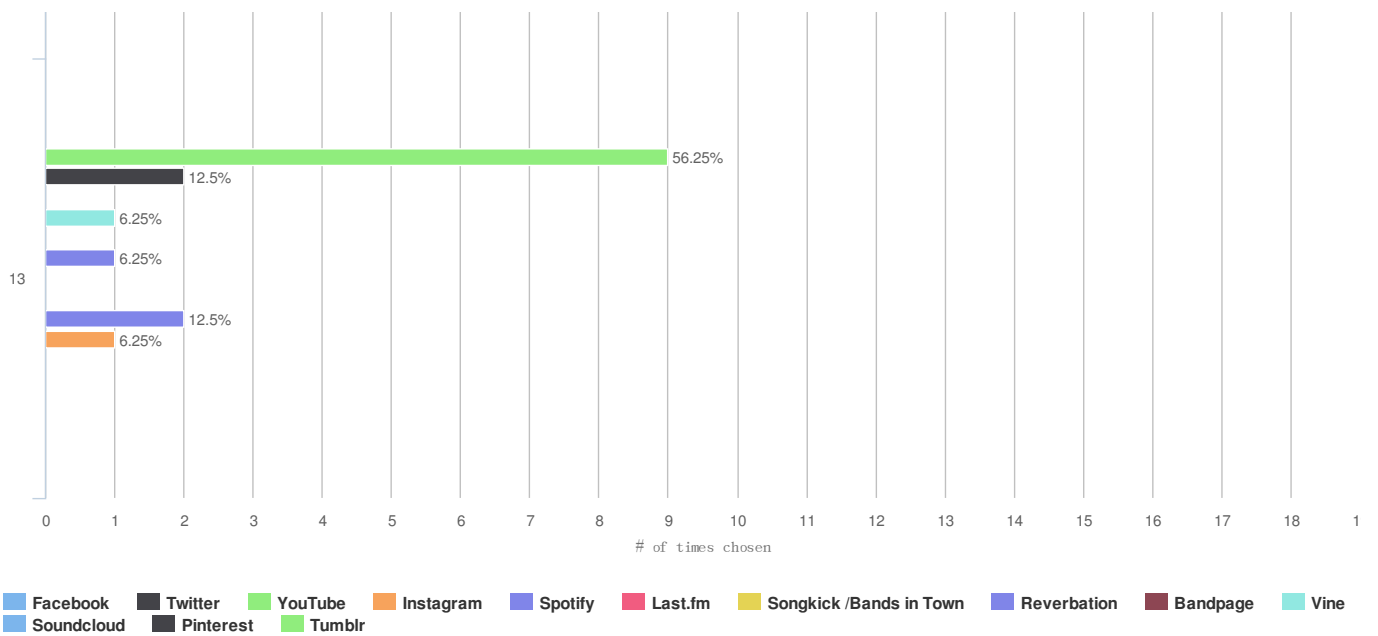
1

6.25%

93.75%

25%

2

6.25%
6.25%
6.25%
12.5%
18.75%
18.75%
6.25%

25%

8
- 6.25%
- 6.25%
- 6.25%
- 31.25%
- 31.25%
- 18.75%

9
- 12.5%
- 25%
- 31.25%
- 6.25%
- 12.5%
- 12.5%

10
- 6.25%
- 25%
- 25%
- 25%
- 6.25%
- 6.25%
- 6.25%

11
- 12.5%
- 12.5%
- 12.5%
- 37.5%
- 12.5%
- 6.25%
- 6.25%

12
- 12.5%
- 50%
- 25%
- 6.25%
- 6.25%

56.25%
12.5%
6.25%
6.25%
12.5%
6.25%

13

# of times chosen

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 1

■ Facebook ■ Twitter ■ YouTube ■ Instagram ■ Spotify ■ Last.fm ■ Songkick /Bands in Town ■ Reverbation ■ Bandpage ■ Vine
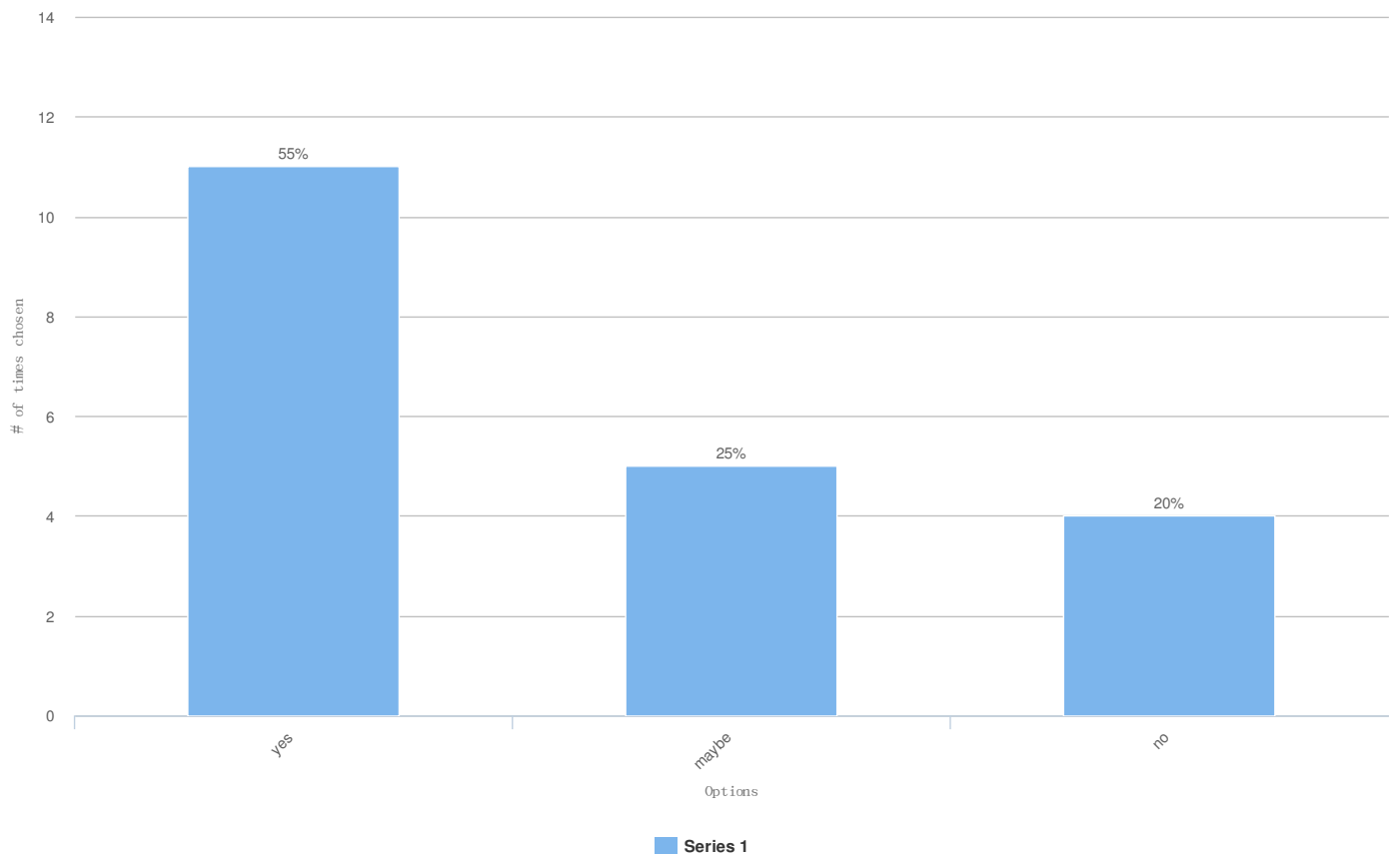■ Soundcloud ■ Pinterest ■ Tumblr

Would you think that Europe and North America have a different approach when it comes to social media for musicians?

55%

25%

20%

yes   maybe   no

Options

# of times chosen

■ Series 1

What do you think are the differences if there are any when it comes to North American social media appearances?

	Responses	Percentage
they use more social media	7	41.18%
they use less	0	0%
they have different tools	3	17.65%
they are faster with new tools	7	41.18%
they are similar	2	11.76%
they have more tools	2	11.76%
they use to much	2	11.76%