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March 2020

# Creative Marketing Playbook

→ Optimize your promotion on streaming platforms & social media over the lockdown period.

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# Agenda

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# Context

Music is an incredibly powerful force for good, uplifting the soul and the imagination. Creating art in these times is key. We at Believe want to make sure you, as artists, are supported and give you all the tips and tricks you need to connect with your fans.

More and more people are working from home around the world and we are already seeing traffic across all digital channels increase significantly; social networks, video platforms and streaming platforms.

Being social is very human. Folks at home still want to connect with their friends and family, but also to their favorite artists.

Now is a good time to maintain that contact with fans and bring your projects to life from home, all in the spirit of kindness.

# Objectives

- Shorten the distance and strengthen the connection between you and your fans.
- Maximize and grow your digital presence by posting more regularly and in a more diversified way.
- Use this time to try new things.



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# Streaming platforms

- Best practices for your new content
- Maximize visibility on your existing content
- Creative examples with streaming platforms

# Should I maintain my release plan ?

Analysis is being conducted on streaming trends during the confinement period. Some platforms communicated on the fact that they are still experiencing subscriber's growth and / or surge in usage.

At this stage, our advice is the following :

- Move forward with your release if you have an engaged digital audience and especially if you have the ability to communicate on and create content for social networks.
- Consider postponing your release if you are an artist mostly selling physical formats. Also consider releasing digital EPs or singles (if you have already committed to campaigns or marketing budgets).
- However, keep an eye on streaming trends. Keep in mind flexibility will be key in weeks to come, you need to be able to adapt your release strategy according to the evolution of the situation.



# Create new content Think outside the box

## Release "out of the box" audio content

Example : Justin Bieber released an acoustic version on one of his own tracks.

## Release a single created live in front of your fans

Why not create a song live on IGTV or YouTube Live Stream and release it as a single on streaming platforms? Look at Chris Martin's #TogetherAtHome session on Instagram.

## Collabs

Why not collaborate with other artists to create a song together using a collaborative live on IGTV or YouTube Live Stream and then release it on streaming platforms ?



Maximize visibility on your existing content

# Focus on “Mood” playlists which fit in with the Coronavirus situation

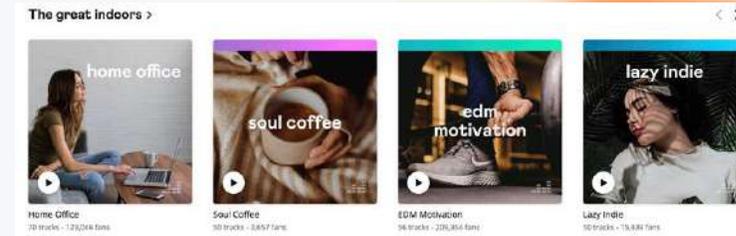
## Why ?

Your fans are most probably spending a lot of time at home right now, give them something to listen to!

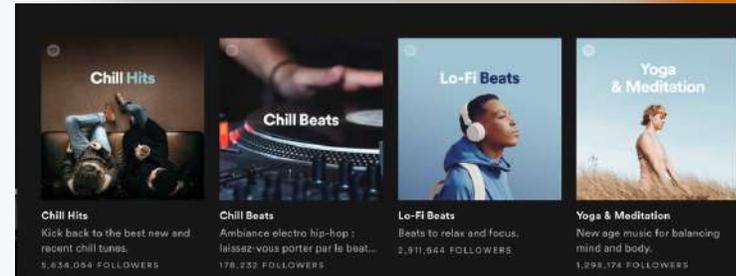
→ Platforms are focusing on Mood playlists with themes related to the current situation :  
**Optimism, Chill, Relax, Focus, Home Office, Feel Good,** etc

→ There is a resurgence of streams on catalogue tracks echoing the virus situation (example : *Temperature* by Sean Paul, *Hot N cold* by Katy Perry, *Don't Panic* by Coldplay, etc)

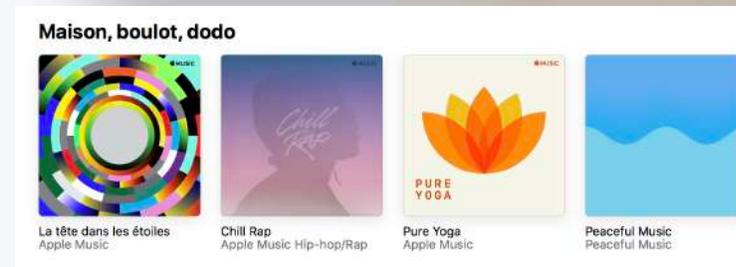
deezer



Spotify



Apple Music



Maximize visibility on your existing content

# Focus on “Mood” playlists which fit in with the Coronavirus situation

## How ?

Platforms are reinforcing their mood playlists' ecosystem. Make a track selection on your own catalogue that could be submitted to DSPs.

Make and share your own individual playlists to remind your fans that you are thinking of them in these difficult times. Example : "Mood in confinement" / "What I listen to at Home" / "In my Living Room". Ex: **Rita Wilson created her own "Playlist for Quarantunes"**



Maximize visibility on your existing content

# Dig into your archives

Not everyone can create new content, so dig into your personal/project archives to let fans know about it.

Examples:

Unreleased tracks, old single demos, childhood photos, music videos, doing before/after...

## Best case

[Day Wave](#)

Old demo of "Wasting time" on SoundCloud

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# Anghami #HomeSessions on their Instagram account

## Objective

Entertain people quarantined at home through live concerts streamed on Anghami's IG account

Each day, Anghami will have 2 artists going live on their Instagram account to sing for an hour for the **Sahra Ma3 Anghami Initiative**

Anghami will promote through :

- Facebook, Twitter, Instagram posts
- Push notifications to Anghami users
- In-app banner

The artists are asked to announce the date of their Home Session (tagging Anghami) through Instagram stories.



Streaming platform from the MENA region

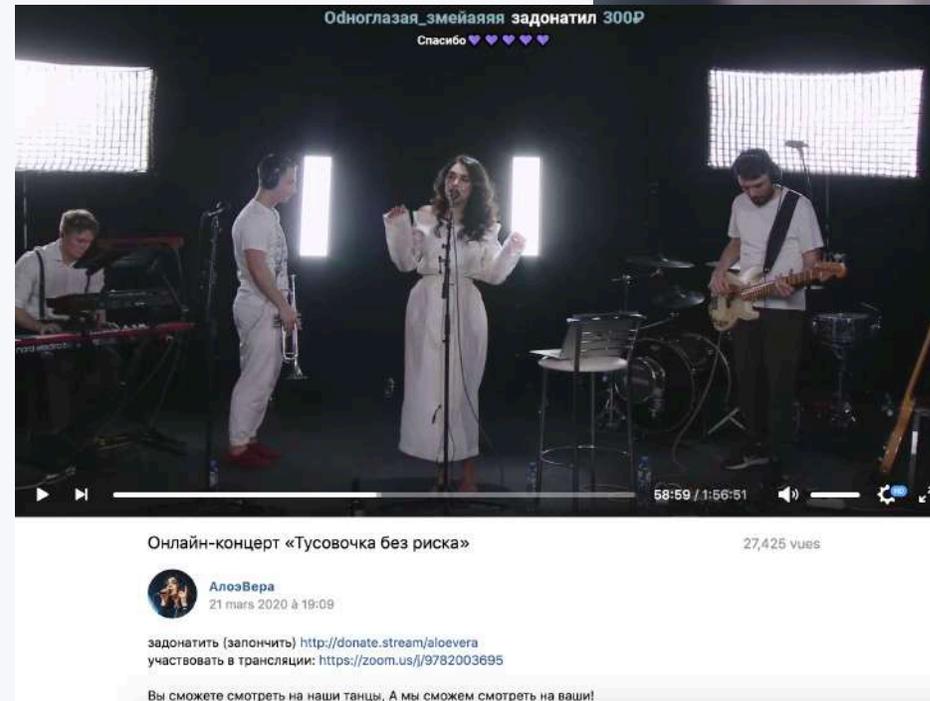


# VK live broadcasting of studio or home concerts

VK is organizing artist's live streaming concerts from home or a studio to entertain people quarantined at home. They are heavily supporting those live streams on-store. [Example here.](#)



Social Network & streaming platform from Russia



# VK #CleanHands flashmob

VK is publishing and supporting artist's videos of themselves washing their hands while singing to their songs. [Example here.](#)

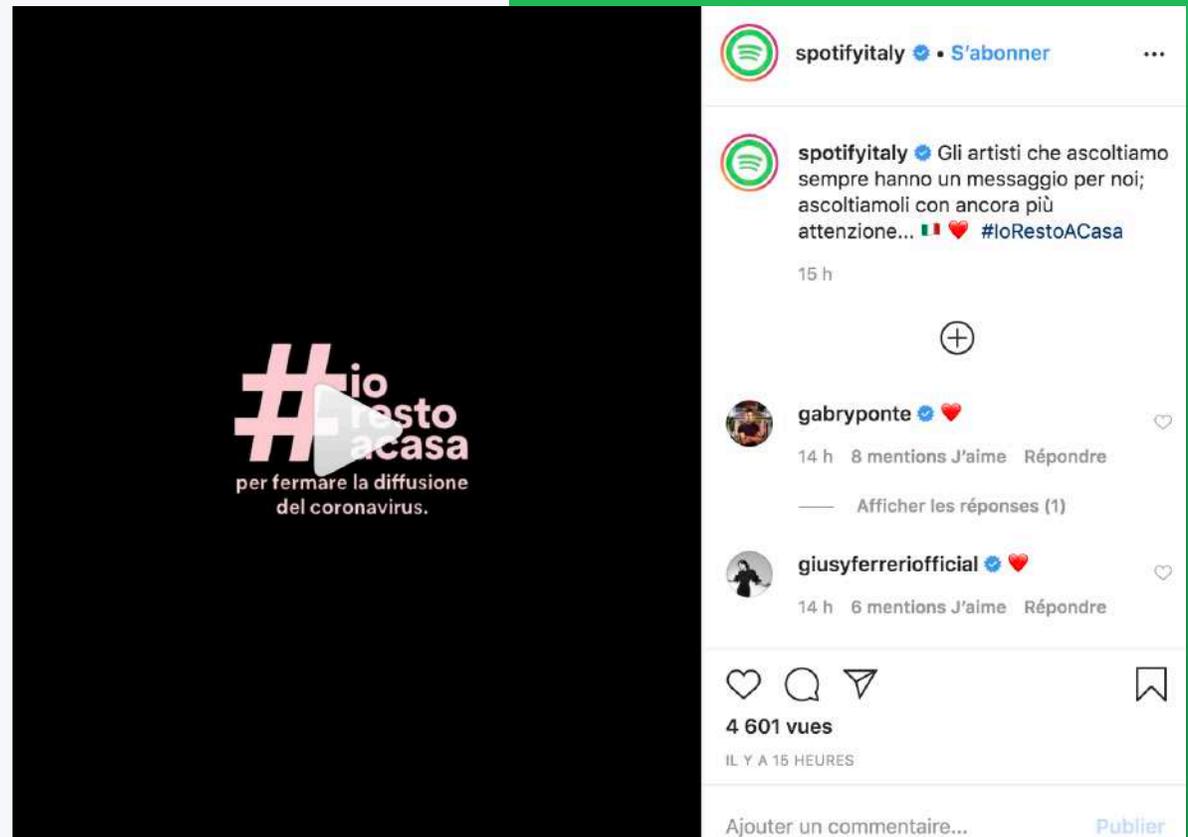


*Social Network & streaming  
platform from Russia*



# Spotify Italy #IStayAtHome campaign

In Italy, Spotify launched a campaign around the government issued hashtag "[#IoRestoACasa](#)". They asked Italians' favorite artists to create a short video inviting people to stay at home and released a compilation of those videos on their Instagram account.



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# Social media best practices

# Post more often !



3

posts max per week



10

tweets max per day



5-10

stories max per day

5-10

stories max per day



1

post max per day



2

posts per day

Do it on all platforms

# Participate in prevention

→ Show your support by communicating (in a serious or humorous manner) about good practices to be adopted during this period.

Examples: share prevention behaviors, hand-washing techniques as drawings, memes...



**Lomepal**  
View post →



**Jul**  
View post →



**Jeanne Added**  
View post →

Do it on all platforms

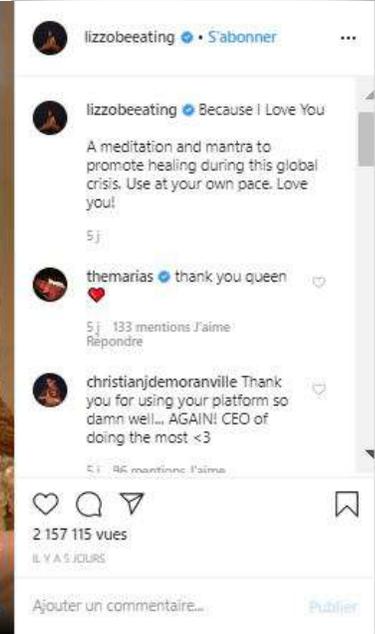
# Share your passion

→ Your fans love to know more about you, so don't hesitate to create closeness by talking about and sharing your passions (outside of music).

Examples: share your current favorite tracks, your 10 essential films, your video game records, your sports photos and videos, play video games online with fans, exercise with your fans...

**Demonstrate how to exercise at home**

[View post→](#)



Do it on all platforms

# Plan regular meetings

→ Maintain a strong relationship with your fans by creating regular 'meetings' with them.

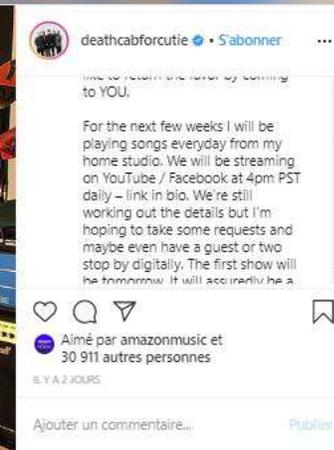
Examples: share a cover song every day, live Instagram every Sunday, use Instagram "countdown" stickers, Facebook events...

**Death Cab For Cutie will stream every day from their studio on YouTube and Facebook**

[View post→](#)



**Christine And The Queens created a daily meeting with her fans on IGTV every day at 6PM**  
[View post →](#)



Do it on YouTube, Facebook, Twitter, Twitch

# Go live !

→ As all concerts and events are cancelled, you can use live tools to create a strong bond and interact with your fans

Examples: create tracks live, start Q&A sessions, perform exclusive freestyles, covers, take requests from fans....



**John Legend decided to organize a live concert from his home on Instagram, on March 17<sup>th</sup>**

[View post →](#)



**Mac Rebillet will play some shows from his apartment calling it “Quarantine livestream tour”, will be streamed on YouTube, Facebook, Twitter and Twitch.**

[View post →](#)

Do it on TikTok, Instagram, Facebook, Twitter

# Participate in challenges

→ As everyone is confined at home, it is a perfect time to use social networks to be creative and challenge each other on music!

## [#SafeHands Challenge](#)

Launched by the World Health Organization on Facebook

## [#Iwillsurvivechallenge](#)

Launched by Gloria Gaynor on Tiktok for prevention.

Concept: Just like Gloria, wash your hands on her famous track "I will survive".

**Maria Carrey**  
[View post →](#)



**Gloria Gaynor**  
[View post →](#)



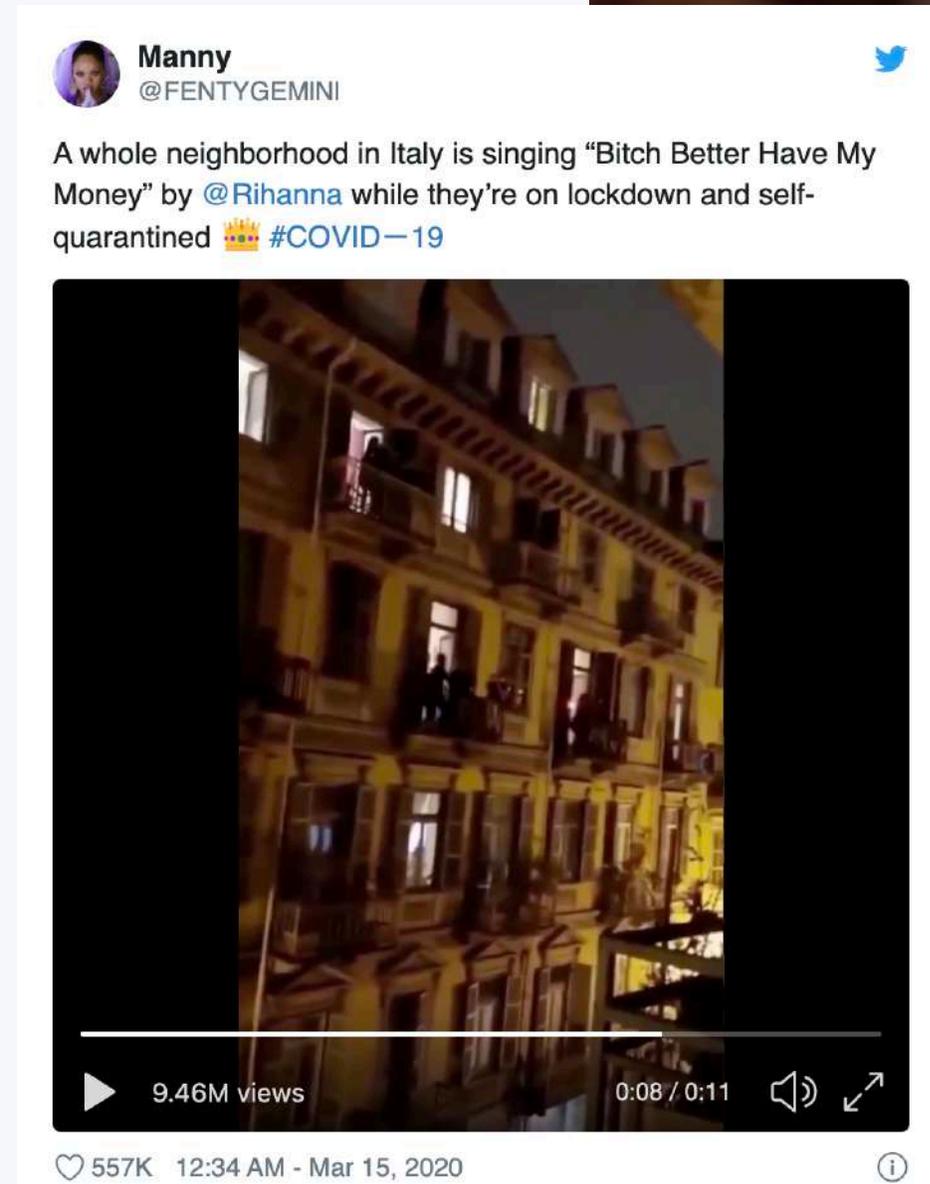
Do it on all Platforms

# Create your own challenge

During the lockdown, a lot of Italians have been seen [singing](#) or [playing music](#) from their balcony to boost their neighbours morale.

Concept: get inspired from it and create your own challenge, daring your fans to sing or play your song from their windows.

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**Manny**  
@FENTYGEMINI

A whole neighborhood in Italy is singing “Bitch Better Have My Money” by @Rihanna while they’re on lockdown and self-quarantined 👑 #COVID-19

9.46M views 0:08 / 0:11

557K 12:34 AM - Mar 15, 2020

The image shows a screenshot of a tweet from Manny (@FENTYGEMINI) on Twitter. The tweet text reads: "A whole neighborhood in Italy is singing 'Bitch Better Have My Money' by @Rihanna while they're on lockdown and self-quarantined 👑 #COVID-19". Below the text is a video player showing a night-time view of a multi-story building in Italy. Many balconies and windows are lit up, and people can be seen on the balconies, some appearing to be singing or playing music. The video player shows 9.46M views and a progress bar at 0:08 / 0:11. Below the video, there is a heart icon with 557K likes and a timestamp of 12:34 AM - Mar 15, 2020. The Twitter logo is visible in the top right corner of the tweet interface.

Do it on YouTube

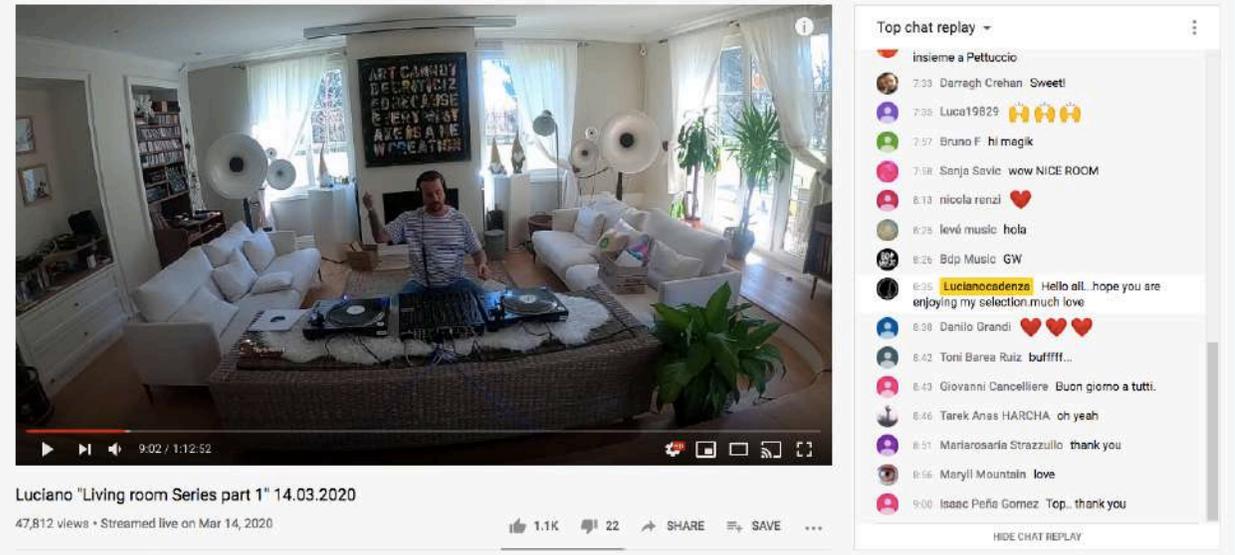
# Focus on YouTube

→ Create video content for the tracks that are not available on YouTube with a simple format: [Fixed visual with audio](#), [Lyrics Video](#), [GIF/3D creations](#)

→ Use all interactive YouTube features to keep the channel active and engage with your fans

- Live Stream
- YouTube Premiere
- Community Tab

Examples: [live home performance](#), [DJ set performance](#), [creating tracks on live](#), [Q&A](#), [acoustic home versions](#), [contests/challenges](#), exclusive freestyles, covers, taking requests from fans....



Charlie Puth 14 hours ago (edited)

Stay home, wash your hands, and watch [@Niall Horan](#) and [@thinkcommon](#) Live on Instagram tomorrow. Learn more about how you can take action to help slow the spread of coronavirus with our partners at [@World Health Organization \(WHO\)](#) and [@Global Citizen](#) <http://globalcitizen.org/coronavirus> #TogetherAtHome



Charlie Puth - #TogetherAtHome Concert Series

Charlie Puth 🎵 91K views • 14 hours ago

Learn more about how you can take action to help slow the spread of coronavirus with our partners at [@World Health Organization \(WHO\)](#) and [@Global Citizen](#)

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# Key Takeaways

*Believe exclusive ownership, without prejudice to third parties rights. Non commercial use.*

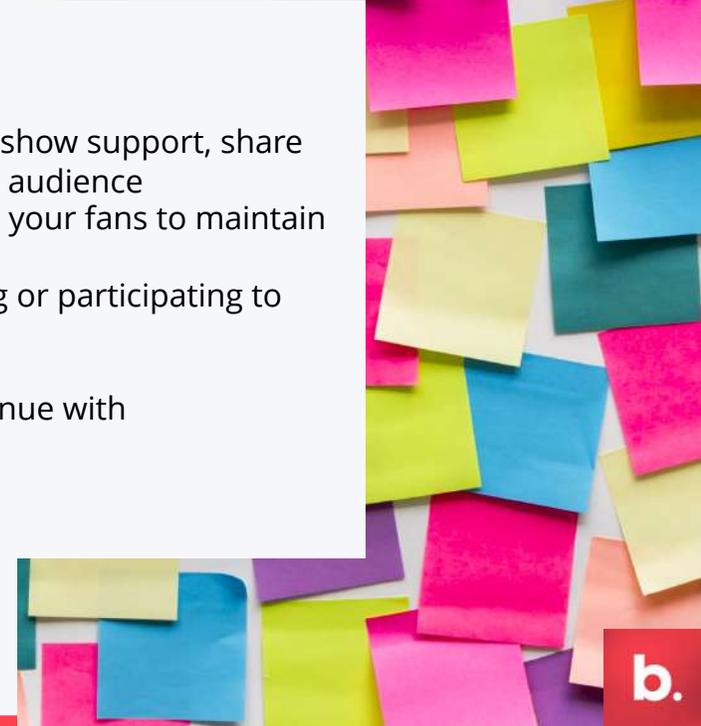
# What you should remember

## Streaming platforms

- Focus on Mood playlists echoing the current situation
- Maximize visibility on your existing content (use platforms features and update them regularly to keep your audience engaged, invite your fans to follow your artist page on platforms, dig into your archives)
- Keep on releasing new content if you can : think outside the box (acoustic versions, covers, digital collabs, etc) and keep on the look-out for creative ideas and platform opportunities.

## Social media

- Post more often on your socials to show support, share prevention tips and engage with your audience
- Set up recurrent live meetings with your fans to maintain proximity and interactions
- Lighten your fans mood by creating or participating to challenges that encourage creativity
- Boost your media investment
- Explore new ways to generate revenue with merchandising or partnerships



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## About us

Believe is a leading fully independent digital distributor and services provider for artists & labels worldwide. We provide dedicated resources & international campaign management, trade & digital marketing services, comprehensive video management & distribution, synchronization, neighboring rights and run in-house labels such as Nuclear Blast, Naïve, All Points. Believe is headquartered in Paris, France with more than 1,200 employees in 45 countries. Believe aims to best serve and develop artists at all stages of their careers with respect and expertise, fairness and transparency, in all local markets around the globe.

Join us! [contact.playbook@believedigital.com](mailto:contact.playbook@believedigital.com)

Stay safe and Free The Music!