

Spin Cycle Inc. MEMMO:

Modern Event Marketing Manual

PART 1: THE CORE STRATEGY

Chapter 1: The Hub & Spoke Model - A Blueprint for a Powerful Music Brand

Introduction: From Scattered Noise to a Focused Strategy

Imagine trying to get a message across in a crowded room by shouting from different corners. Some people might hear fragments, but the message is lost in the noise. This is what an online presence without a strategy feels like—scattered, inconsistent, and ineffective.

The **Hub & Spoke** model is the strategic solution that transforms this chaos into a powerful, integrated ecosystem. It provides a blueprint for connecting all your digital efforts, ensuring every piece works together to build a strong, cohesive music brand.

The Core Philosophy: Owned vs. Rented Land

The power of the Hub & Spoke model lies in a simple but critical distinction: the difference between the digital assets you **own** and those you merely **rent**.

- **The Hub (Your Website):** This is the only digital property you truly own. It is the central source of truth, the one place where you have complete control over the content, user experience, and, most importantly, your audience data.
- **The Spokes (Social Platforms):** These are all the other platforms where you build a presence, such as Instagram, TikTok, SoundCloud, and Facebook. Think of these as "rented land." You can build an audience there, but you are always subject to the platform's rules, algorithm changes, and limitations. Their primary role is to funnel interest and traffic back to your Hub.

Building Your Digital Home Base: The Hub

Your Hub cannot be a static digital business card; it must be a dynamic, integrated experience. A strong Hub is built on five critical elements:

1. **A Flexible Foundation (CMS):** Use a flexible Content Management System (CMS) like WordPress for deep customization and integration.
2. **Essential Pages:** Structure your site with key pages like Home, Events, Roster, and Music/Mixes.
3. **Critical Integrations:** Embed music players from SoundCloud or Mixcloud and ticketing widgets from Eventbrite or Resident Advisor to create a seamless experience.
4. **The Most Valuable Asset (Email Capture):** Use pop-ups and forms with clear

incentives (e.g., an exclusive mix) to build your email list—an audience you truly own.

5. **Essential Tracking (The Brains):** Install tracking pixels from Meta, TikTok, and Google Analytics. These codes are the brains of your marketing, allowing you to measure traffic and run highly effective retargeting ad campaigns.

Chapter 2: The Sound - Platforms for Music & Discovery

This first group of platforms is all about your music. Their primary role is to get your sound heard by the right people, whether they're potential fans, A&R scouts, or other DJs.

1. SoundCloud: The Demo Tape

- **What's its job?** The digital demo tape and discovery hub. Perfect for sharing mixes, edits, and original tracks with a core audience of superfans and industry insiders.
- **What to Post:** Weekly DJ mixes, exclusive edits/bootlegs, radio show archives, and original track premieres.
- **How Often:** 1-2 times per month for major uploads like mixes; more frequently for track premieres.
- **Pro-Tip:** Use the "secret link" feature to send unreleased tracks to promoters and labels before they go public. It shows professionalism and exclusivity.

2. Spotify: The Professional Portfolio

- **What's its job?** The official, polished home for your original music. Playlist placement is the modern equivalent of radio play.
- **What to Post:** Only high-quality, officially released original tracks, EPs, and albums. You can also create public playlists to showcase your taste.
- **How Often:** Aligned with your official release schedule.
- **Pro-Tip:** Use "Spotify for Artists" to pitch your upcoming tracks directly to Spotify's editorial team at least 2-3 weeks before the release date for a chance to land on major playlists.

3. Mixcloud: The Official Archive

- **What's its job?** The licensed, worry-free home for your long-form DJ mixes and live sets. No copyright takedowns.
- **What to Post:** Full-length DJ sets from live shows, official podcast series, and extensive mix archives.
- **How Often:** Monthly or bi-monthly.
- **Pro-Tip:** Use the "Chapters" feature to break up long mixes. This lets listeners skip to specific tracks, improving the user experience.

4. Beatport: The Pro Shop

- **What's its job?** Establishes your credibility as a producer within the DJ community. Charting here is a significant industry signal.
- **What to Post:** Original tracks and remixes, specifically within dance music genres.
- **How Often:** Aligned with your official release schedule.

- **Pro-Tip:** Run a "Beatport campaign" for new releases. Encourage your followers and fellow DJs to buy the track in the first week to help it climb the genre charts, which drastically increases visibility.

5. YouTube: The Visualizer & Archive

- **What's its job?** The world's second-largest search engine. It's your visual archive for everything from after-movies to full DJ sets.
- **What to Post:** High-quality after-movies from events, full video recordings of DJ sets, music videos, and behind-the-scenes content.
- **How Often:** Once per major event or release.
- **Pro-Tip:** Create compelling, custom thumbnails for your videos. A great thumbnail can increase your click-through rate by over 50%. Use bold text and high-contrast images.

6. Bandcamp: The Direct-to-Fan Store

- **What's its job?** Your digital merch table. It offers the best revenue split for selling music and merchandise directly to your most dedicated fans.
- **What to Post:** Digital tracks/albums, exclusive sample packs, merchandise (t-shirts, hats), and even limited-run vinyl.
- **How Often:** For every new release or merch drop.
- **Pro-Tip:** Participate in "Bandcamp Fridays" (the first Friday of every month) when Bandcamp waives their revenue share, meaning you get nearly 100% of the money. Promote this heavily to your audience.

Chapter 3: The Buzz – Platforms for Event Promotion & Hype

This group of platforms is your toolkit for building energy, creating FOMO (Fear Of Missing Out), and driving ticket sales.

1. Instagram: The Visual Storyteller

- **What's its job?** To craft your brand's aesthetic and vibe. It's a powerful tool for visual hype and direct ticket sales.
- **What to Post:**
 - **Reels:** High-energy event recaps, DJ clips, behind-the-scenes moments. (Post 3-5 times a week).
 - **Stories:** Day-to-day updates, interactive polls/Q&As, ticket links using the official sticker. (Post daily).
 - **Feed Posts:** High-quality photos, official event flyers, carousels with lineup details. (Post 2-3 times a week).
- **Pro-Tip:** Use the "Close Friends" feature to share exclusive content or early ticket links with your most engaged followers. This builds a feeling of an inner circle.

2. TikTok: The Hype Machine

- **What's its job?** Unparalleled organic reach for building an energetic community through authentic, raw video content.

- **What to Post:** Raw, high-energy clips from the dance floor, funny moments with your team, trending audio clips remixed for your niche, track ID requests.
- **How Often:** 5-7 times per week. Consistency is key.
- **Pro-Tip:** Don't overproduce. TikTok's algorithm rewards authenticity. A clip filmed on a phone with good energy will often outperform a polished, professional video.

3. Facebook: The Event Page Powerhouse

- **What's its job?** The operational hub for your events and the most powerful platform for running targeted ads.
- **What to Post:** Official Facebook Events with all details (date, time, location, ticket link), important announcements, and photo albums after the event.
- **How Often:** Create an event page as soon as the event is confirmed. Post updates 2-3 times in the final week.
- **Pro-Tip:** Use the "Invite" feature, but also encourage your core fans to personally invite their friends. A personal invitation is far more effective than a generic one. Also, use your ad budget on retargeting people who have engaged with your page or past events.

4. Resident Advisor (RA): The Industry Standard

- **What's its job?** Establishes your credibility within the global electronic music scene. Essential for house, techno, and underground events.
- **What to Post:** List all official events, publish your artist/promoter profile, and list ticket allocations.
- **How Often:** For every single public event.
- **Pro-Tip:** After an event, encourage attendees to leave a review on the RA event page. Positive reviews build social proof and make future events more attractive to new fans.

Chapter 4: The Tribe - Platforms for Community Building

These platforms are less about broadcasting and more about conversation. Their job is to turn passive followers into a dedicated, active community.

1. Mailing List (Email): The Most Valuable Asset

- **What's its job?** This is your owned audience. It's the single most effective channel for driving ticket sales, free from the whims of social media algorithms.
- **What to Post:** Exclusive pre-sale ticket links, weekly newsletters with event updates, links to new mixes, and personal notes from the team.
- **How Often:** Once a week or once every two weeks.
- **Pro-Tip:** Offer a compelling incentive for signing up. A free, exclusive DJ mix or a discount code for the next event works much better than a generic "Join our newsletter."

2. Discord: The Digital Green Room

- **What's its job?** Your exclusive, algorithm-free clubhouse for superfans. A place for direct, real-time conversation and community building.
- **What to Post:** Set up channels for general chat, event hype, music production tips, and

ID requests. Host exclusive AMAs (Ask Me Anything) with DJs.

- **How Often:** Foster conversation daily. The goal is for the community to start talking to each other, not just you.
- **Pro-Tip:** Give your Discord members unique perks, like the ability to vote on the opening DJ for the next event or access to a private channel with exclusive content.

3. Twitter / X: The Industry Water Cooler

- **What's its job?** Real-time conversation with fans, artists, and industry peers. Great for sharing quick thoughts and joining broader conversations.
- **What to Post:** Quick event updates, live commentary during industry events, sharing articles, engaging in conversations with other artists, asking questions.
- **How Often:** 3-5 times per day. It's a high-volume platform.
- **Pro-Tip:** Use Twitter Lists to organize the feeds of artists, labels, and venues you want to follow. This helps you cut through the noise and focus on important industry conversations.

PART 2: THE PLAYBOOKS

Chapter 5: The Event Launch Cycle Playbook

This playbook serves as the definitive internal guide for our event marketing team. Its purpose is to standardize the event promotion process, creating a structured, phased approach that ensures every campaign is executed with consistency and high impact.

- **Phase 1: The Tease (4-8 Weeks Out)**
 - **Objective:** Build intrigue and secure "Save the Date" commitments by capturing a core email list for exclusive pre-sale access.
 - **Key Actions:**
 - Deploy a high-energy, 15-30 second vertical video (Reel/TikTok) that reveals the headliner.
 - Post a series of cryptic visuals on Instagram & TikTok.
 - Create a dedicated, hidden landing page on your website with a single call-to-action: an email sign-up form for "first access to tickets."
- **Phase 2: The Announcement (3-4 Weeks Out)**
 - **Objective:** Drive initial ticket sales and secure the first tier of attendees.
 - **Key Actions:**
 - Create a comprehensive Facebook Event page and list the event on Resident Advisor (RA).
 - Publish a polished, multi-slide carousel post on Instagram with the official flyer and full lineup.
 - Send the official announcement email to the "first access" list with an exclusive pre-sale code.
 - Update the main website to prominently feature the event.
- **Phase 3: The Build-Up (2 Weeks Out)**

- **Objective:** Create FOMO (Fear Of Missing Out) and push ticket sales toward capacity.
- **Key Actions:**
 - Dedicate daily social posts to each DJ on the lineup ("Artist Spotlights").
 - Run targeted and retargeting ads on Meta (Facebook/Instagram).
 - Post ticket count warnings ("Tier 1 tickets are 90% sold out!").
 - Engage the community with interactive polls and behind-the-scenes content.
- **Phase 4: Live Experience (Event Week & Day)**
 - **Objective:** Enhance the attendee experience while capturing high-quality content for future marketing.
 - **Key Actions:**
 - Post official set times and last-minute reminders.
 - Have a dedicated professional photographer/videographer on-site.
 - Display a unique event hashtag to encourage User-Generated Content (UGC).
 - Post live Stories and Reels from the event.
- **Phase 5: The Afterglow & Retention (48 Hours Post-Event)**
 - **Objective:** Retain attendees and convert them into repeat customers.
 - **Key Actions:**
 - Post a "Thank You" with a carousel of highlight photos and videos.
 - Upload the headliner's set to SoundCloud/Mixcloud.
 - Send a recap email to ticket buyers, thanking them and including a link to the full photo album and a teaser for the **next** event.

Chapter 6: The 12-Month Strategic Plan

This roadmap details the chronological implementation of the Hub & Spoke model over 12 months.

- **Quarter 1 (Months 1-3): Foundational Infrastructure**
 - **Focus:** Build the essential "Core Infrastructure."
 - **Actions:**
 - Build the website (The Hub) with all essential pages, integrations, and tracking pixels.
 - Establish the mailing list and a clear value proposition for sign-ups.
 - Audit and optimize all Tier 1 social media profiles.
 - **KPIs:** Website traffic, Email list size, Total social followers.
- **Quarter 2 (Months 4-6): Growth Campaigns**
 - **Focus:** Move from setup to active execution.
 - **Actions:**
 - Implement a consistent content schedule (daily, weekly, monthly posts).
 - Launch initial paid advertising campaigns on Meta for event conversions.
 - Integrate Tier 2 platforms like Beatport and Bandsintown.
 - **KPIs:** Average engagement rate, Cost per Ticket Sold, Ticket Sales by channel.
- **Quarter 3 (Months 7-9): Optimization & Community Deepening**

- **Focus:** Analyze data to refine strategies and deepen fan relationships.
- **Actions:**
 - A/B test email subject lines and ad copy.
 - Fully activate the Discord server with regular AMAs and listening parties.
 - Engage on niche platforms like Reddit and use Bandcamp for direct-to-fan sales.
- **KPIs:** Improved email open/click-through rates, Discord active members.
- **Quarter 4 (Months 10-12): Scaling Through Partnerships**
 - **Focus:** Multiply reach and authenticity.
 - **Actions:**
 - Initiate partnerships with micro-influencers and local brands.
 - Experiment with select low-priority platforms (e.g., Dice, WhatsApp).
 - Conduct a full annual performance review to inform the next year's strategy.
 - **KPIs:** Reach from partnership campaigns, Conversions from influencer codes, Year-over-year growth.

PART 3: TRAINING & RESOURCES

Chapter 7: Glossary of Key Terms

- **A/B Testing:** "A method of comparing two versions of a marketing asset (e.g., an email subject line, an ad creative) against each other to determine which one performs better."
- **Bandcamp:** "A direct-to-fan online record store and merchandise platform, known for offering artists the highest revenue share, especially on "Bandcamp Fridays.""
- **Beatport:** "The leading online music store for DJs, specializing in electronic music genres. Charting on Beatport is a key indicator of a track's success within the DJ community."
- **Content Atomization:** "The strategy of taking a single, large piece of content (a "macro" piece, like a one-hour DJ set) and breaking it down into many smaller, distinct pieces ("micro" pieces, like 15-second video clips) to be distributed across different platforms."
- **Conversion Metrics:** "Data points that measure the effectiveness of a campaign in getting users to take a desired action, such as Cost per Ticket Sold, Click-Through Rate (CTR), and Return on Ad Spend (ROAS)."
- **Discord:** "A community-focused chat platform that functions as a "Digital Green Room" or exclusive clubhouse for superfans, allowing for direct, algorithm-free communication."
- **Event Launch Cycle:** "A structured, five-phase marketing plan for promoting an event: The Tease, The Announcement, The Build-Up, Live Experience, and Afterglow & Retention."
- **Facebook Events:** "A feature within Facebook that serves as the operational hub for organizing event information, inviting attendees, and is a primary target for paid advertising campaigns."
- **Hub & Spoke Model:** "The core digital strategy where the website acts as the central "Hub" (owned land) and all other platforms are "Spokes" (rented land) that funnel traffic back to it."
- **Instagram Reels:** "Short, vertical video clips on Instagram, ideal for high-energy event

recaps and reaching new audiences through the platform's discovery algorithm."

- **Instagram Stories:** "Temporary posts (24 hours) on Instagram used for day-to-day updates, behind-the-scenes content, and interactive features like polls and Q&As. The "link sticker" is a primary tool for driving ticket sales."
- **Mailing List (Email):** "Considered the "most valuable asset" in digital marketing because it is an "Owned Audience," meaning the company controls the list directly, free from platform algorithms, and it consistently drives the highest conversion rate for sales."
- **Mixcloud:** "A licensed audio streaming platform designed for long-form content like DJ mixes and radio shows, which protects users from the copyright takedowns common on other platforms."
- **Owned Audience:** "Refers to the email mailing list, considered the most valuable asset because the company controls the list directly, free from platform algorithms."
- **Repurposing Content:** "The strategy of taking a single piece of content (e.g., a DJ set) and breaking it down into smaller "atoms" for different platforms."
- **Resident Advisor (RA):** "An online music magazine and community platform that is the "Industry Standard" for discovering electronic music, artists, and events, and is essential for establishing credibility."
- **Retargeting:** "An advertising strategy that involves showing targeted ads to users who have previously visited the website but did not complete a purchase or action."
- **SoundCloud:** "A music platform functioning as a "Demo Tape" for DJs to share mixes, edits, and original productions, and a key discovery tool for A&R and superfans."
- **Spotify:** "A crucial music streaming platform for DJs who produce original music, where playlist placement is considered the modern equivalent of radio play for reaching new audiences."
- **The Spokes:** "In the Hub & Spoke model, these are all external platforms (e.g., Instagram, TikTok, SoundCloud) that are used for outreach and discovery to direct traffic back to the website Hub."
- **TikTok:** "A social media platform that acts as a "Hype Machine," offering unparalleled organic reach for building a young, energetic community through authentic, raw video content."
- **Tracking Pixels:** "Codes from platforms like Meta, TikTok, and Google installed on a website to track user behavior, measure ad effectiveness, and enable retargeting."
- **UTM Standards:** "A system of adding unique parameters to URLs to track the specific source of traffic and conversions, allowing for precise measurement of which platforms and campaigns are driving ticket sales."
- **YouTube:** "A video platform that serves as a "Visualizer" and "Long-form Archive" for content like after-movies, live studio sessions, and full DJ sets. It is the world's second-largest search engine."