# PLEDGEMUSIC

## Project Build- Best Practices

### Information

**Artist Profile:**
- The bio can be what you would use on a Facebook "about" section, your EPK, or your website information.
- You must select a **minimum of two** genres. These are used to help our recommendation engine promote your project to like-minded fans.

**Store Name:**
This is usually the name of your new album, EP, tour, or project.
- It can be as simple as "New Album" if you don't have a title yet.
- It is best to keep this as short as possible and **do not** include your artist name in the store name.

**Short Description:**
This is a brief tag-line that will appear under your Store Name, and above your video. This is also the text that customers will see when they hover over your store's image in various sections of our site.
- There is a character limit of 120
- Include a call-to-action such as "Pre-order my debut album now!"
- This could also be a short one-sentence explanation of your album, EP, tour, etc. such as "A year-long journey through music and poetry."

**Long Description:**
2-4 paragraph description from the artist/band about the project: the content of the release, the purpose behind involving the fans this way, and how fans can get involved. Try to avoid crowdfunding language such as "donate" or "help" and focus instead on how you are including fans in the process of creating this new release, and how they will be involved in a unique creative experience. If you would like to refer to the items in your PledgeMusic store, it is best to refer to these as "exclusives." You want to hit these main points:
• Why the project is being done
• Why PledgeMusic
• Explain updates and what kind of behind the scenes access fans will have
• How the fan can get behind the scenes access by pre-ordering any exclusive item
• that the digital download is included with all exclusive offers.
• Encourage the sharing of the project to make it really big

• End with a thanks for helping make it happen

**URL:**
This should follow the format of: /projects/**artist-name**
By using hyphens and your artist name, web search engines will be able to find your project faster when fans search for you.

If this is your second or third project with us, try: /projects/**artist-name-album-name**

**Goal Amount:**
The most important thing to consider in selecting an achievable goal amount is your reach on social media and email. These will be the core of your pledger audience, with the average conversion from fan to pledger being 3% from email and 1.5% from social - and an average spend of $55/fan.

If you need to go with a higher goal amount than our suggestion engine provides, consider whether there might be higher priced items ($1000 house concerts or $5000 producer credits) that friends and family might be able to step in with.

Your campaign manager will assess your goal along with your fan outreach numbers and help suggest a realistic target if you are unsure.

**Release & Fulfillment Date:**
This should be your most accurate guess for release date if you're not certain. Once your campaign is live and funded if you need to change these dates, you can ask your campaign manager to update.

Your fulfillment date is the date that **appears on pledger receipts** for when they can expect to receive their items. Usually this is about a month after release date to give you a healthy window of time.

Bear in mind, that if you will be **offering vinyl** in your campaign – manufacturing times can vary and may take up to 6 months from the time you've sent in your masters.

# Images
• For the **Banner Image**, make sure it is recognizable in the top 50% of the image
• For the **Feature Image**, this will serve as your video still as well as the image that represents you campaign around the site. It should be different from the Banner Image and not include text.
• The square **Profile Image** may be very small, and should not be too detailed

**General Best Practices:**
• Images should be easily recognizable at a glance as the artist
• Use colorful images
• Remove text from the images

## Video

**Intro Video** (average length of 2 mins is most effective): Covering the same points as the project description text, but in a creative and fun engaging way. It doesn't need to be super produced (made on an iPhone or laptop is fine!), just needs strong messaging about the project, the new release, fan involvement, charity (if you choose), etc. Pledgers watch the intro video before anything else when arriving at the project page, and social media posts will automatically play your video. (Facebook loves short videos, so keep this in mind)

| Words to use | Words NOT to use |
|---|---|
| pledge, pledger, exclusives, pre-order, bundles | donate, charity, incentive, perks, rewards, backer, tiers |

Here are some important guidelines and video tips.

## Store Builder

10-15 exclusives comprised of both merchandise and experiences. You should try and offer a wide range of items at both high and low price points to give fans a lot of different ways to get involved. If you have photos or artwork for items,  you'll want to add those as well, otherwise you can use the generic images here:
A well-balanced store includes elements of:
  • Music (digital, physical, signed*, unsigned)
  • Merchandise (t-shirts, hats, posters...)
  • Memorabilia (handwritten lyrics*, name in liner notes*, setlists, plaques...)
  • Experiences (online/in-person, VIP [can align with tour dates], Skype lessons...)
  • Bundles
  *Check out the video tutorial at the top of the Project Store page, for instructions on creating bundles. This will need to be done for any exclusive where you're offering more than one item (ie. T-shirt + CD)*
*Best-selling items

**Product Mix Suggestions:**
**SINGLE ITEMS**
$10/€10/£8 - Album Digital Download
$15/€14/£12 - Album  CD (or for an additional $5 include an 'added value' item like an accordion postcard. $20 CD + Postcards) etc.
$25/€20/£18 - Album Signed CD (same here, $30 signed CD + Postcards. $1 to manufacture = $4 pure profit!) More vendor recommendations: here
$25/€22/£20 - T-Shirt
$30/€25/£20 - Album Vinyl
$30/€25/£20 - Poster
$40/€30/£25 - Signed Vinyl

$60/€50/£40 - Disposable camera full of unique photos (fan develops) - limited quantity
$/€/£75-100 - Signed Drumhead
$100/€50/£40 (dependant on quantity) - Handwritten lyric sheet (limited quantity)
$/€/£100- Music Lesson/ Skype Call (60 minutes)
$100/€80/£60 - Custom Voicemail/Message (MP3/4)
$150/€100/£75 - Signed Vinyl Test Pressing (limited quantity)
$/€/£250+- Meet & Greet/VIP Tickets
$/€/£300 + - Clothing item used in a video/on tour?
$/€/£500+ - Studio Hang/Listening Party
$/€/£800+ - Signed Guitar used on tour or in concert
$/€/£1000+ - Acoustic House Concert
$/€/£1500+ - Custom Song
$/€/£2000+ - Electric House Concert

**BUNDLES**
$125/135/€60/£45 - Name in Liner Notes + Signed Album CD/Vinyl (or only make available in a SUPER bundle of many items: $200+)
$45/€40/£35 - Signed Album CD + T-shirt
$60/€50/£40 - Signed Album Vinyl + T-shirt
$95-100 - Signed Album Vinyl + Signed CD + T-shirt + Badge + Buttons (Badge & Buttons not offered stand alone)
$/€/£195-200 - Signed Vinyl + Signed CD + Name in Liner Notes + T-shirt + Badge + Buttons (Badge & Buttons not offered stand alone)
$/€/£195-200 - Signed Vinyl + Signed CD + Name in Liner Notes + T-shirt + Badge + Buttons (Badge & Buttons not offered stand alone)

**To Build a Bundle:**
For items that include more than 1 physical good (like T-Shirt, CD, 8x10 package) these will need to first be set up as individual items, and then "bundled."
- If you don't want to have one or more of the items for sale on it's own, simply click "show more option" and then toggle the "hide from store" option so it says "yes" - then the item can be include in a bundle but won't display on it's own.
- To then create the bundle, click Add Bundle, and select the items that you want included. It will automatically calculate the price based on the exclusives that are selected.
- We recommend adjusting the price by $5 to give fans a bit of a discount for choosing the bundle option. You can do this by clicking on the price in the blue text and entering the desired cost.

# Submit

Once you submit, your assigned dedicated Campaign Manager will review your project. They will offer feedback for improvement to your store to make it the best it can be, review your target, and content of the store.

# While You're Waiting…

**Additional Tools:**
Did you know that NoiseTrade (fan base building platform) and Set.fm (live performance recording and sale platform) are part of the PledgeMusic family of artist-

empowerment tools?  We encourage you to start using both of them now to build your fanbase and generate revenue while preparing yourself for a PledgeMusic campaign:

**NoiseTrade Music** helps artists meaningfully connect with new fans through the exchange of existing free recordings for email addresses & postal codes. Your email newsletter + your new NoiseTrade fans will be one of the most effective communication tools for announcing your PledgeMusic campaign. Usually, effective email campaigns account for the majority of a PledgeMusic project's revenue. Sign up for NoiseTrade and get started [here](here).

**Set.fm** makes it easy to capture, share, and sell high quality audio recordings of your live performances in real-time. It enables artists to amplify their social reach and turn on incremental revenue streams. The Set.fm Studio app records live audio and uploads it for sale, as it's being performed. Audience members can socially share a portion of what they're listening to in real time and purchase a copy of the performance before they even leave the venue! You get paid for sales and receive extended fan email and postcode data to develop your mailing list. Sign up and get started with Set.fm [here](here).