

CAPITALISING

ON YOUR FAN'S JOURNEY



How you can understand your fan, give them the most, & get the most out of

No matter where we live or what we do, we can all agree that music is a connection that transcends borders, languages, and cultures. We can enjoy a piece of jazz as much as a Carnatic rendition with the same fervor. A lot of this gusto is contributed by fans and music lovers who simply enjoy listening to music.

It is Clubr's endeavour to recognize and understand the value music brings, especially live music and its facets offer. As a platform, we realize that the first wave of social media has taught us invaluable lessons, and it is time we put them to good use.

This whitepaper looks at the fan journey specifically from a live band and music concert point of view. We will examine and understand the series of interactions, experiences, and emotions an individual goes through to emerge as a fan of a band, celebrity, or music maker.



Who is a fan & why should we care?

A fan is a person who is enthusiastic and supportive of a particular brand, team, or celebrity. Fans can include people who are interested in a particular product or service, as well as those who are passionate about a particular sport, music artist, actor, or other public figures. Fans can be of any age, gender, and background, and their level of interest and engagement can vary widely. Some fans may follow a brand, team, or celebrity closely and engage with them frequently,

while others may have a more casual interest. Fans can also be classified according to the level of their engagement, for example, Casual Fans, Enthusiast Fans, and Super Fans. Casual Fans are those who have a basic knowledge and interest in the brand, team or celebrity, Enthusiast Fans are those who are passionate and dedicated, they engage more frequently and follow the brand, team or celebrity closely, while Super Fans are those who go to extraordinary lengths to show their support, they might even collect merchandise, attend live events, or create fan-made content.



Overall, fans are a vital part of any brand, team, or celebrity's success, as their support and engagement can help drive sales, increased visibility, and build a dedicated community around the brand, team, or celebrity.

5 The Following Segments

More Engaged
with Music

Soloists 26%

A unique feature of live music is that it creates and builds identity more than any other form of social activity.

15% Plugged-Indies

A unique feature of live music is that it creates and builds identity more than any other form of social activity.

20% Super Fans

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Less
Social

More
Social

Dedicated Diehard Fans 18%

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22% Tag-Alongs

A unique feature of live music is that it creates and builds identity more than any other form of social activity.

Less Engaged
with Music

You should care because..

FOR THE FAN:

Music builds identity:

A study by live Nation shows that music lovers value music as a social marker more than geographical, political, racial, or other cultural beliefs. This translates to people valuing music more than anything else.

Live Music is a Contagiously Growing Experience

Streaming Music



Live Music Attendance

62%

Continues to Grow

**500
Million**

Global Ticket
Transactions
Per Year

FOR THE HOST: The fan economy:

Live music and concerts aren't just for the fans, It is magical for the marketer's coffers too. For the fans, high emotional intensity drive a lot of sales, brand loyalty, merchandise, and an appetite to try new experiences even when offered at a premium.

The central idea is to think of the fan as an investment and not just another customer. This is a strategy that has never failed to deliver.

Annual Spending on Music Artists

Big Box Fans

\$196

Aficionado Fans

\$422

Digital Music Fans

\$363

Background Music

\$41

Occasional Concert

\$121

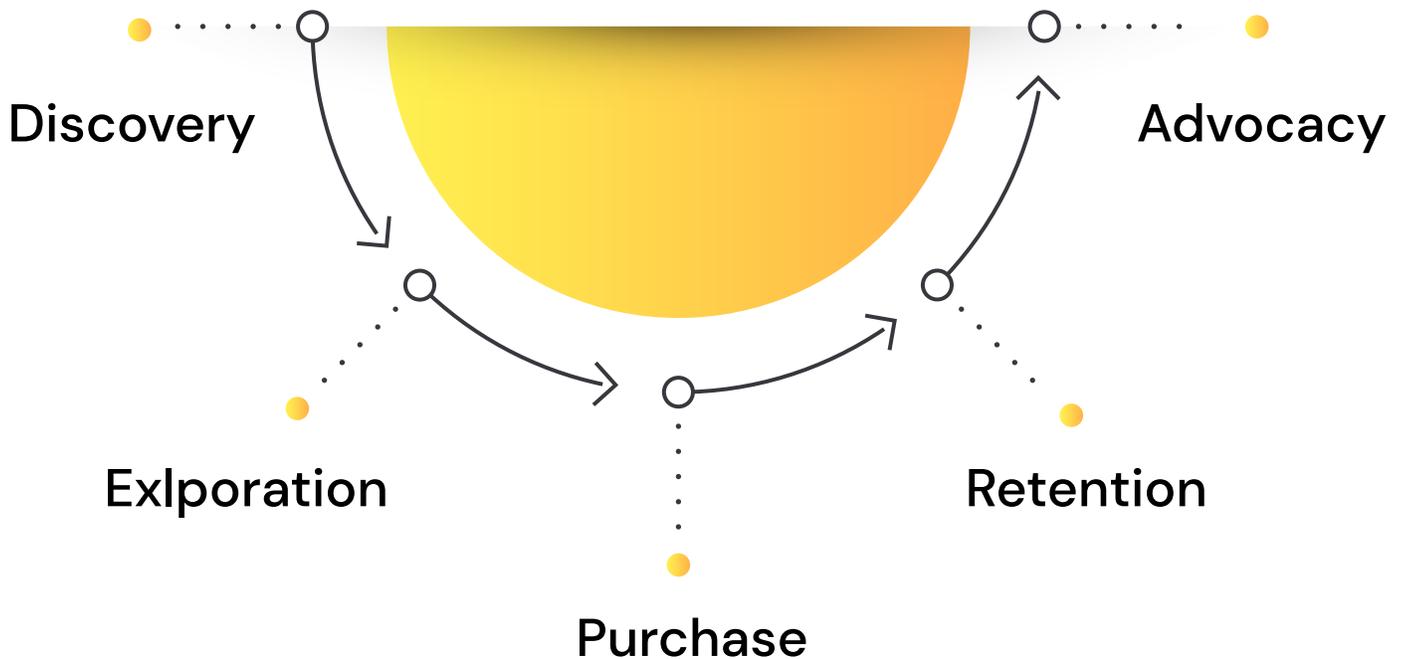
Ambivalent Music

\$83



What is the fan journey?

This brings us to the central question – what is a fan journey anyway?



A live music fan's journey typically involves discovering new music, attending live concerts and events, and connecting with other music fans. It may involve following a particular artist or band, seeking out live performances in various venues, and building a collection of concert memorabilia.

Some fans may also participate in online communities or fan clubs to stay connected with other fans and stay updated on new music and upcoming live performances. Overall, the journey of a live music fan is one of discovery, connection, and personal expression through their love of live music.

Broadly the fan journey can be grouped into the following phases:

Discovery:

This phase is where the individual discovers the band, team or celebrity.

Exploration:

In this phase the individual's interest is piqued, so they are in an exploratory state – they look at if what they see or hear interests them.

Engagement:

In this phase the fan interacts or engages with the band in some form, they are invested in terms of time and mind space now. They follow the band or artist on social media, keep a track of their new releases and tours.

Loyalty:

The fan is at a fully matured stage now. The involvement and engagement levels are high. They are officially a “fan” now. The fan does not think much before spending time and money on his favoured band, artist or celebrity.

Advocacy:

The fan is now at a phase where he tries to rope in other potential fans, or engages with a community of fan with an intention of maximizing value that comes through a shared love.

What do fans want?

73%

of participants stated that now, more than ever, they want to experience real life rather than digital life

71%

of fans agreed that moments that were the most memorable were live music experiences

How can the brand capitalise each stage of the fan journey?

Understanding how the fan evolves through their fan journey is one part of the story. The more interesting part for us, as marketers or professionals involved in the live music industry is to identify where in the journey we can offer better experiences to the fan, so as to maximize our value function.

It also means that the fan will feel valued and respond better that can translate into both tangible and non-tangible benefits for the host.

Anticipating fan needs and offering them in advance, or creating a feedback loop, where the fan is consulted as a stakeholder to offer betterment will ensure opportunities are created for bands.

The live event host-consumer journey typically goes through four phases, each of them offering touch points to meet needs, or offer "aha" experiences to the fan.

Discovery

Experience

Plan

Relive



Stage 1:

Discovery

Unlike in the broader fan journey, a live event discovery phase is twofold – the fan-artist discovery and the event discovery itself.

The fan-artist discovery happens on an individual level – the individual is on a quest to discover the artist on his own. Secondly, the event discovery is centered on questions like

- Will there be other artists?
- Will my favourite tracks be played?
- Where is the concert being held?
- How much will it cost me on the whole?
- Will I meet other fans?

Stage 2:

Plan

Similar to the discovery phase, the plan phase is two fold – concert planning and sales planning. The sales-purchase planning is where the fan interact with other co-fans and decide if the tickets are available, who is coming, how they are going, if the journey requires stay arrangements, if the location is good and so on. This is a plan the fan is constructing from their end. It even includes micro level planning like

what to wear for the show, whom they will meet at the show or how much time they should spend at a pre-concert meet-up.

Complimenting this is the host's end of the plan phase, where the host or organizer is planning for the concert. The decisions in this phase are typically centered around factors like ticket pricing, facilitating group purchases, seating arrangements and access.

Brand opportunities in the plan phase for the host are:

- Ticketing ease – peer-peer payment options, group purchases, food and beverage inclusion options
- Special discounts or early access options for seat choice
- Provide or provide information on transportation and venue accessibility.
- Set up dedicated webpage and forum for fans to interact and coordinate
- Provide guidance for stay, food or local sightseeing that can be combined with the concert

Stage 3:

Experience

The Experience stage can be further broken down into arrival, pre-show, show and exit.

In the experience stage, the fans are excited, arrive at the venue individually or in groups, experience

the venue first hand – use facilities like washrooms, parking and experience the brand presence. The fan has concerns like arriving on time, transport, meeting their friends with hassle, network and wi-fi connectivity, weather etc.

The brand opportunities in this stage are:

- Offer fast lane services for premium fans
- Offer activities that help fan relax, have fun and get into the mood
- Organise pre-concert party with snacks and drinks
- Collaborate with brands willing to offer free samples
- Offer value added services like charging points, water and wi-fi
- Provide field maps and details about the venue like seating and traffic updates

Stage 4:

Relive

This stage is where the venue and the fan revisit the concert through nostalgia or experiential reflective channels like discussing it with friends, posting on social media.

This can be either constructive or critical, making the relive stage crucial in the fan-host relationship journey.

The brand opportunities in this stage are:

- Offer proactive high quality content access of the show to the attendees photographs, videos, selfies, video snippets etc.,
- Organise a post-event party
- Help fan interaction and build a community, which will help in future events as well
- Enable artist interaction and facilitate fan-artist dialogue
- Offer exclusive access and discounts to high-engagement fans and influencers

Key Takeaways:

- The fan is an investment for the brand, host and artist. Therefore offering experiences to them at each touch point along the fan journey will reap rich results.
- The fan journey consists of discovery, exploratory, engagement and loyalty stages.
- Similarly the fan-host journey has stages, centered on the fan before, during and post event that largely dictates the event's success.





A little bit about us:

Clubr is India's first and only dedicated platform to discover nightlife, music and the likes. Our endeavour is to educate upcoming bands and artists, promote local talent, and guide them to the nuances of management.

If creating that wow piece is difficult, managing a jam session and a band more difficult, getting to know your fans, and connecting with them while striking a balance with creativity is even more challenging. Clubr helps you do this with the power of digital – get your dedicated links, ticketing solutions, guest management and much more.