

Marketing of the future or marketing of the past?

Music marketing on Facebook

AGENDA

- INTRODUCTION & RELEVANCE
- RESEARCH QUESTION
- METHOD
- RESULTS
- OUTLOOK

INTRODUCTION & RELEVANCE

- Social Networks
- Facebook
- Marketing in Social Networks



INTRODUCTION & RELEVANCE



SONY MUSIC



UNIVERSAL MUSIC



- Music Industry in Germany
- Artists in Social Networks



warner | music | group



RESEARCH QUESTION

- How can social media marketing on Facebook be used for the music industry?

METHOD

- Multi-methodological approach
 - Expert interviews
 - Online content analysis

METHOD

- Three experts from Major Labels:
 - Product Manager
 - Product Manager
 - Brand Manager

METHOD

- Content Analysis
 - Structure
 - Selection of Artists
 - Interactivity

METHOD

- Artists:

Annet Lousian (Sony)

Edita Abdieski (Sony)

Herbert Grönemeyer (EMI)

Clueso (Sony)

Surise Avenue (EMI)

BAP (EMI)

Guano Apes (Sony)

Fler (Maskulun)

METHOD

- Artists:

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RESULTS

- Interviews
 - Facebook as an interactive channel
 - Community building
 - Brand communication
 - Monitoring

RESULTS

Artist	Chart Position T ₀	Chart Position T ₁	Facebook Fans T ₀	Facebook Fans T ₁	
Herbert Grönemeyer	1	2	76.822	91.516	+19%
Clueso	6	15	263.478	309.039	+17%
Guano Apes	1	19	31.266	54.347	+74%

RESULTS

Artist	Contributions	Likes	Comments	Ads
Herbert Grönemeyer	12	8032	1382	8%
Clueso	28	29947	4206	7%
Guano Apes	24	9662	985	17%

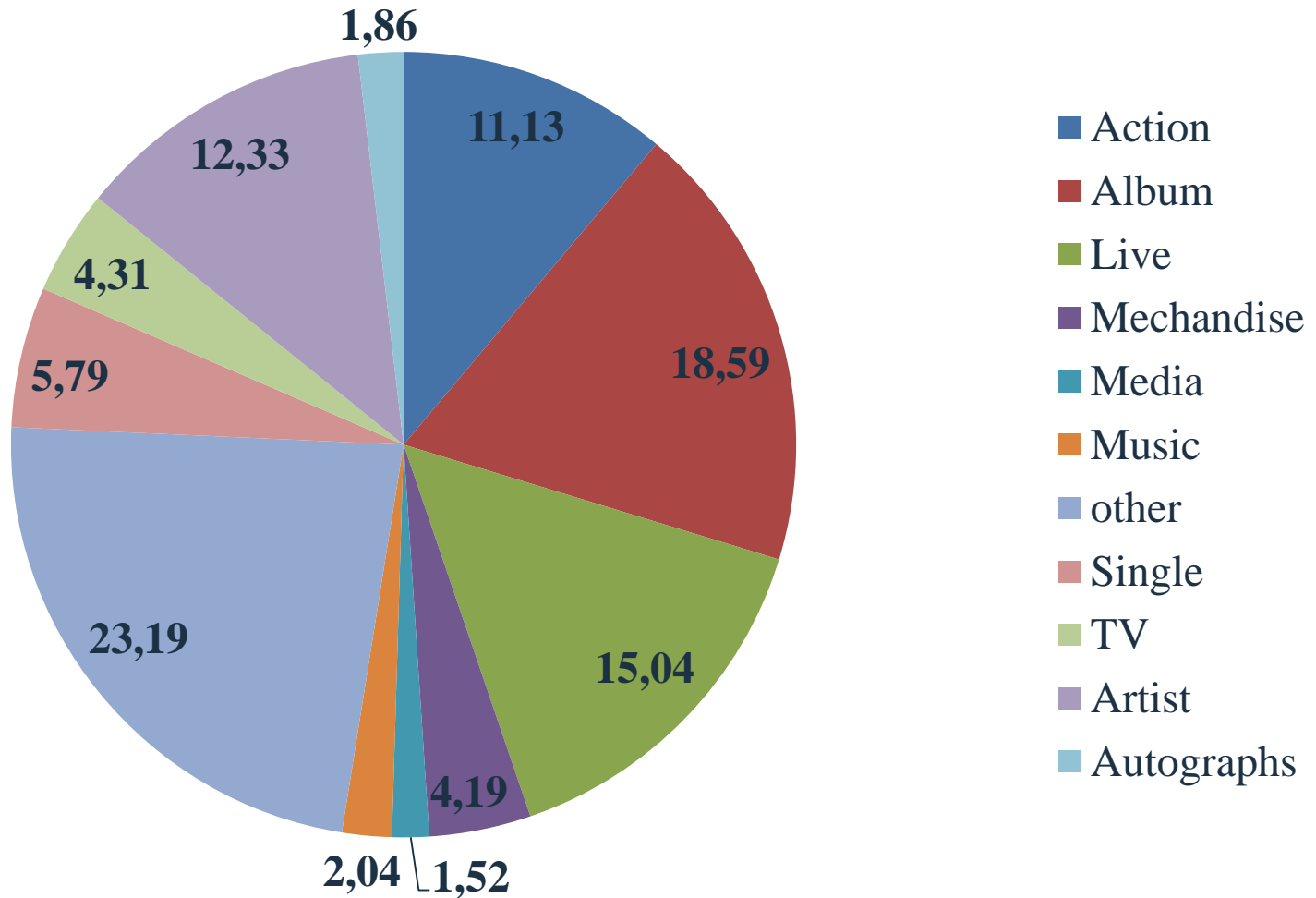
RESULTS



The screenshot shows a Facebook interface. At the top is the Facebook logo and a search bar. Below is the profile header for 'Guano Apes Profil'. The main post is from 'Guano Apes' and contains the following text: 'Wer es noch nicht mitbekommen hat: Das neue Album "Bel Air" ist seit letzter Woche Freitag überall erhältlich. Also jetzt die Gelegenheit nutzen und hier bei iTunes <http://tinyurl.com/4xyrpfq> oder hier bei Amazon <http://tinyurl.com/4x9pp8l> kaufen!'. Below the text is a link preview for 'Bel Air: Guano Apes: Amazon.de: Musik' with the URL 'www.amazon.de'. The post is dated '07. April um 10:23 · Teilen' and has '203 Personen gefällt das.'. There are three comments: 'Björn Gritsch' (07. April um 10:26 · 1 Person), 'Florian Blitzer Wisberg' (07. April um 10:27 · 1 Person), and 'Marcus Krümmel' (07. April um 10:31 · 1 Person). The comment from Wookiee Lee Bolt is highlighted with a red border and contains the text: 'Meines Erachtens etwas zu viel des Guten mit der Vermarktung. Die Info hab ich nun schon gefühlte 10 Mal erhalten über Facebook. Ergo= Dislike!'. The bottom of the screenshot shows a video player interface.

RESULTS

Content of Communication/Interaction



RESULTS

- Conclusion
 - Facebook is used and plays a big role
 - Artists use FB different
 - Good possibility to get in contact with fans
 - Problems: ads and passivity

OUTLOOK

- Get a detailed look into campaigns
- More Artists
- Longer time

Thank you very much!

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