DigiRAMP Community

Engage in a community. Be a part of the music



Table of content

About this document 3

Growth Hacking 4

Build network 4

Confirmation of Stakeholders 4

Engagement 5

# About this document

This document outlines how DigiRAMP can get attention and reach the market:

Not all channels proposed in this document may be implemented.

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# Growth Hacking

DigiRAMP is it’s own marketing tool, the goal is to create a viral effect by turning existing users in to ambassadors for DigiRAMP.

## Build network

Users are encouraged to connect and invite personal connections:

* When signing up, Connect with Facebook, Invite from; Linkedin, Yahoo, Google, Email
* Email is automatically send to users without connections
* Connections from Linkedin are shown
* Connections from Facebook are shown

## Confirmation of Stakeholders

When people with a role are mentioned on work or a master a confirmation email is send. All they need to do is to type a password and they have an account

* Artists
* Producers
* Publishers

# Engagement

Driving signed up users back to DigiRAMP and keep them as active users is equally important as generate new users; only active users count in an evaluation

Users are notified by email when:

* A comment is posted on their profile
* A comment is posted on a recording
* Another user wants to connect with them
* A new public opportunity is created
* The DigiRAMP news letter is send out
* They are mentioned on a work
* They are mentioned as a publisher
* They are mentioned on a master

# Partners

# Representatives

# Schools

# Bundle Deals