

Voor dit onderzoek is het doel om te onderzoeken welke (media) producten belangrijk zijn voor een beginnende muzikant.

Aan het begin van dit onderzoek heb ik websites van verschillende artiest bekeken. Hieronder de lijst van alle artiest die ik heb opgezocht.

- <https://www.foofighters.com/> (Foo Fighters)
- <https://starsetonline.com/> (Starset)
- <http://jeremyloops.com/> (Jeremy Loops)
- <https://shop.armadamusic.com/collections/armin-van-buuren> (Armin van Buuren)
- <https://www.lukasgraham.com/> (Lukas Graham)

Wat opviel is dat alle sites een webshop hebben waar ze merch verkopen. De meest voorkomende merch waren T-shirts met cover art of andere art van de artiest, daarnaast werden op de meeste websites ook LP's verkocht, sommige boden ook CD's en MP3's aan.

Na deze sites onderzocht te hebben heb ik een artikel gevonden van Forbes over merchandise. Hieronder het artikel van Forbes:

(<https://www.forbes.com/sites/hughmcintyre/2017/04/17/the-new-role-merchandise-plays-when-creating-a-musicians-brand/>) Apr 17, 2017, 11:30am EST auteur: Hugh McIntyre

The New Role Merchandise Plays When Creating A Musician's Brand

For many years, musicians sold merchandise like t-shirts and posters simply as a way to make money. It might not have been the most important revenue stream back when CD sales were still growing, but cash is cash. When people stopped buying music and instead got what they wanted from piracy sites like Napster, and then via streaming giants like Spotify, Pandora and the like, merchandise sales took on a new importance. Artists of all sizes needed to bring in additional revenue wherever they could, and for those who hadn't yet made it to superstar status, selling branded items became very important.

Now, an artist's merchandise has yet again taken on new significance, but this time around, it's not only about the money. According to Mat Vlasic, the CEO of Bravado, a merchandising company that has handled all manner of merch solutions for artists like the Rolling Stones, Katy Perry, Drake, Lady Gaga and most recently, Prince, items with a logo or a name are about much more than just making a few extra bucks.

"It's about extending an artist's brand through a global program of different consumer products. It's important to learn from other industries where they have tapped ideas around merchandising being a prominent marketing vehicle and being able to help

build your brand,” Vlasic explained to me during a recent phone conversation. “It’s what Ralph Lauren or another fashion icon would do!”

When a fan is wearing a shirt, a hat or using anything with one of their favorite artist’s logos on it, that item is typically seen by many people. Simply slapping a logo on a plain black t-shirt is fine, but so much more can be done with the same kind of product. Whether an artist wants to convey the image of nonchalance or high art, it can be done with design, color choice, fabric selection and so on.

While it might not seem like more than just another article of clothing, wearing a piece or using a product with that rapper’s name or a band’s logo has always been a way for fans, sometimes millions of them, to connect with those musicians in a physical way. Music consumption used to be physical, as it involved going to a record store and eventually reading liner notes on a vinyl sleeve or on a CD booklet, but that has all changed in the past decade. Now the masses listen to their favorite tunes on streaming services, or perhaps on older MP3 players with singles purchased on iTunes. Merchandise has now become a way for artists to reach out and touch their most ardent fans, especially when they aren’t on tour.

The ability for fans to physically experience an artist’s brand is powerful, and forward-thinking musicians are thinking carefully whenever they create a new item, or even when it comes to launching a brick-and-mortar location, such as a pop-up shop. When asked what is responsible for the latest trend that sees superstars launching their own pop-up stores, Vlasic explained that it’s not just about the press or being able to sell more merch at higher prices, it’s about showing off the items in the way in which the artist may have originally conceived them.

“It creates an opportunity for the fan to step inside and experience the presentation the way that the artist would like you to consume their product,” the CEO suggested, adding that it’s not necessarily that artists are taking their merch to the next level with such one-off retail locations, but rather that those artists have “decided to present the product how it should be presented.”

A lot of time, thought, effort, energy and money now go into creating an artist’s range of merchandise, and it typically changes with every new era of their career. For some acts, that could mean new products roll out every few months or once a year. Those new products certainly do help pad paychecks, but now musicians and their teams are being forced to think more about what they want to sell, because merchandise has gone from a small revenue stream to one of the most important ways a superstar or even the upstart band around the corner interacts with their fans, raises awareness for their brand and helps carry a theme started with an album or a single through an entire era of a career.

Hieruit kan worden geconcludeerd dat merchandise veel meer is geworden dan alleen extra zakgeld. Het is een manier van dichterbij de artiest zijn en daarnaast is het hele goede reclame als iedereen mensen ziet rondlopen met de merch van bepaalde artiesten.

Daarnaast heb ik onderzocht hoe een artiest zijn online presence kan vergroten.

Voor dit onderzoek heb ik verschillende tips gevonden om je online presence te vergroten.

Hier volgen een paar tips van Hubspot 16 Effective Ways to Build Your Online Presence: (<https://blog.hubspot.com/marketing/online-presence>):

2. Master SEO.

With algorithms changing every day, search engine optimization (SEO) is one of the best tactics to build your online presence.

The first step to showing up online when people are searching is to master SEO.

SEO can be divided into two categories -- on-site SEO, and off-site SEO.

On-site SEO is all about the content. You'll want to use keyword research, include internal and external links, and create educational content that likely matches your target audiences' search queries.

With off-site SEO, you'll pay attention to the more technical side of things. For example, you'll want to make sure your site is set up correctly, has simple URL structuring, and loads quickly. Additionally, off-site SEO also includes building credibility with backlinks.

Lastly, if you want to show up on Google, create a Google My Business account, and use Google's keyword planner.

9. Produce content.

The more content you produce, the more opportunities you have to show up online. Having an online presence is all about showing up in search engines, on social media, and sites like YouTube.

To start producing content, strategize what places you want to show up online. Do you want to be on Facebook, Instagram, YouTube, Twitter, Pinterest, Etsy, Poshmark, Goodreads, or Amazon?

Prioritize the sites your customers are active on (based on customer research) and start brainstorming content that is best-suited for those mediums.

For example, with YouTube, you'll come up with video ideas -- whereas on Instagram, you'll come up with photo and caption ideas.

10. Personify your brand.

Building an online presence is a lot like building a brand. One tactic many companies use to build a brand is to personify their brand.

For example, The Skimm, a daily newsletter, personified their brand when they were founded in 2012. The founders created a persona called The Skimm Girl. This was the personification of their brand. They knew her likes, dislikes, age, job, financial situation, and sense of humor.

By personifying their brand, the company was able to appeal to their target demographic while staying true to their mission and values.

Having a clear brand helps users relate to your company and makes them want to engage with you, whether through a social media comment or by signing up for your email newsletter.

Deze tips ben ik overal tegen gekomen. Hieruit kan ik concluderen dat deze tips belangrijk zijn om je online presence te vergroten.

Daarnaast heb ik bij de volgende artiesten gekeken welke social media deze artiesten gebruiken

- <https://www.foofighters.com/> (Foo Fighters: Instagram/youtube)
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- <https://shop.armadamusic.com/collections/armin-van-buuren> (Armin van Buuren: Instagram/youtube)
- <https://www.lukasgraham.com/> (Lukas Graham: TikTok/youtube)

Wat me op is gevallen is dat de meeste artiesten Instagram en Youtube gebruiken.

Dus wat we kunnen concluderen is dat een beginnende artiest het beste een instagram en een youtube account kunnen gebruiken.