

# *Dancing With Myself:*

**Emerging pop artists on  
the European stage**



# *Summary :*



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# Editorial:

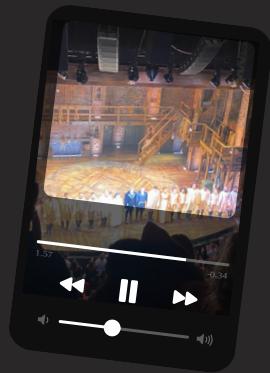


For 23 years, I have been passionate about one thing: Art.



This passion has manifested itself in many ways, whether through the practice of theater, literature, cinema, visual arts and music.

Such passion cannot be exercised silently. I express this passion to everyone around me that my nickname has become Theatre Kid (an expression defining a person who openly displays their passion for the Arts, especially theatre and musicals).



Hamilton in 2023 in London



Wicked in 2025 in London

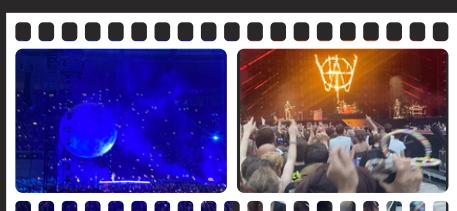
But it was music that really anchored me. My earliest memory of music is getting my first CD, Michael Jackson's Thriller.

My passion grew within me, and as soon as I started high school, I began teaching myself instruments, starting with the guitar. Then I joined my high school's music club, and my desire to learn more grew. I learned bass, ukulele, and piano.

With such a great passion, I want to CONVERSE about it as much as possible. From high school, I tried to communicate about it, so I signed up for the school newspaper, and I took care of the music section. At that age, I didn't have a clear idea of what I wanted to become, but one thing is certain: my future career would be in promoting and communicating about the Arts, but more specifically about music. I want to highlight the artists of tomorrow, pay tribute to those of yesterday... and above all, make culture accessible to all.



So I've done my degree in Information and Communication at the Sorbonne Nouvelle. During my degree, I practised improvisational theatre and attended as many concerts as possible. During my undergraduate years, I drew inspiration from the Parisian scene to learn what the world of culture will have to offer tomorrow and what should be highlighted.



The Weeknd in 2023 in Paris

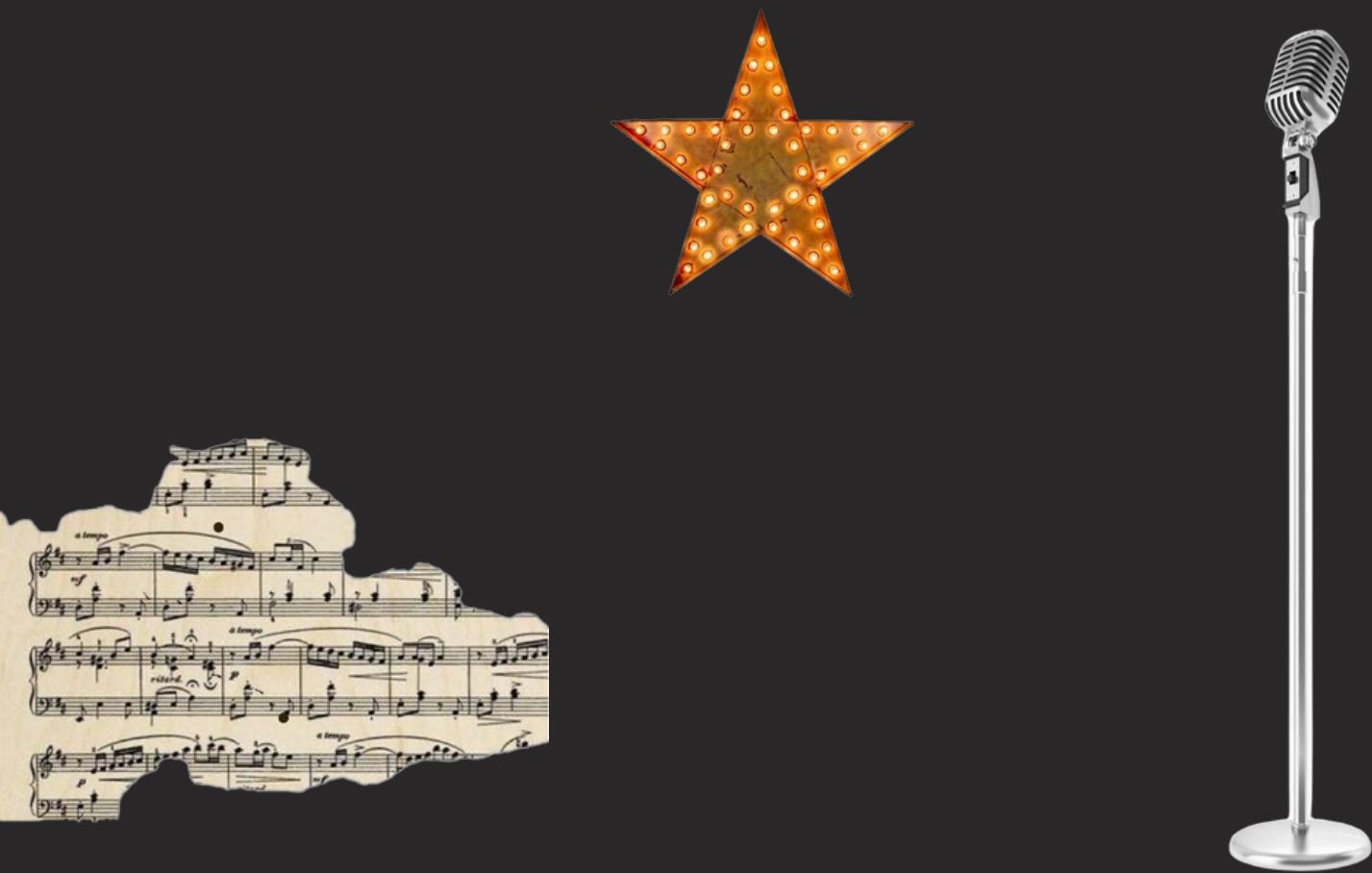
Muse in 2024 in Paris

With my degree in hand, I took the plunge and completed my master's degree on a work-study basis. Today, I'm a communications assistant for the IT department at Arkema. It's still a long way from the work of a cultural communicator, but it's now allowing me to gain skills in the world of communications, especially working with an international focus.



In this memoir, I will focus on my great passion, music, but more specifically on a small part of the music industry that is, for me, the most important: independent and emerging artists on the European pop scene who are making their mark on social media, particularly TikTok.

By bringing my expertise as a communicator, art enthusiast and artist myself, I offer to analyze the industry in order to gain popularity on social networks.



# Introduction :



Pop, Rock, Afro-Trap and more, 2025 is a musical melting pot in perpetual change. Genres are mixing and assembling, being an artist today on the European scene is no longer a musical challenge because there are no more limits. It has become easier to create music. Technological innovations allow future musicians and singers to create without leaving their homes, without even calling on other professionals in the sector to implement their idea. The overconsumption of content also marks a turning point in the way music should be listened to in the 21st century.

Streaming platforms like Spotify, Apple Music, and the resurgence of vinyl sales, as well as the emergence of social media, have made it easier to share music. To embrace the various trends, emerging and independent artists must be on the lookout and develop comprehensive communication strategies to thrive in a constantly evolving environment.



Before becoming an arsenal for musical creation, social media was a hindrance to music promotion. Indeed, today, these social media platforms encourage musical creation to get noticed. It's easy to access a rich catalog of music simply by scrolling. A Lithuanian can access Portuguese music just by going on social media. One of the social media platforms responsible for this effect is TikTok. In 2022, TikTok had 1.4 billion active users worldwide and saw a 24% increase in usage among 15-24 year-olds in France during the lockdown.



Formerly known as Musical.ly, the Chinese app was able to drive artistic creation, particularly music, during Covid-19 and the international lockdown in 2020. While the world was on hold, TikTok was able to propel artists such as Megan Thee Stallion, Lil Nas X, and others. Before TikTok, these artists were unknown to the public and now perform all over the world. But these artists are among a lucky few who were able to take advantage of their buzz to go from independent to signed to a major record label.

Today, competition is fierce; the entire musical landscape is in competition and the race to be the first to be noticed. Having social media, but especially TikTok, is vital for our emerging and independent artists in Europe. To stay on track with your art, you must first interact with your audience, convince them, and create content in rehearsal. So the question arises: How can you stand out on TikTok as an emerging and independent artist on the European Pop scene?

**To the tune of Dancing With Myself by Billy Idol and Generation X, we'll review music promotion. To address the challenges of TikTok, I'll recommend an effective communication strategy to ensure you're on top of your game on TikTok. To get a clearer idea of whether your strategy has been effective for you, we'll analyze the effectiveness of your results on TikTok, as well as the TikTok ecosystem. To better understand your strategy, you'll need to determine whether you need to completely change your strategy or refine it to align it with your audience's expectations on the platform.**



*On the floors of  
Tokyo / Or down  
in London town to  
go, go*



Before getting into the heart of the matter, it is necessary to understand how music has diversified over the years and how, in view of such diversification, the promotion of music has changed to adapt to technological advancements.

### a) History of music

Due to its ancientness, it remains quite difficult to pinpoint the exact date and place when music first appeared in our daily lives. Historians theorise that in prehistory, people were already using rhythm to make themselves understood and that in ancient Greece, the first 7-note system appeared. In Europe, it was in the Middle Ages, more precisely in the 12th century, that people began to write down music, notably with the appearance of religious chants - Gregorian -. During the Renaissance, opera, baroque music and then classical music emerged in European civilisation, with more harmonious musical texts, giving way to concertos, quartets... and leaving single-voice singing to religious chants.

It was only in the early 1920s that musical genres as we know them appeared with the emergence of Jazz in New Orleans, United States, among African-American communities. The creation of Jazz would be a turning point for music, as this movement, born from the slave trade, would become a pioneer in modern music. Thus creating "sub-genres" such as "Swing," "Bebop," and "Blues." In the same country, before the world experienced another World War, blues and country mixed to create another: Rock'n'roll! With a faster rhythm, notably aided by new electric guitars and powerful drums.



Thanks to radio for jazz and record sales for rock 'n' roll, these genres were able to spread throughout the world and reach Europe, as far away as the English maritime city of Liverpool. Four boys from Liverpool were inspired by American sounds to create their music. In the early 1960s, the Beatles were formed, and once again, a major milestone in music was created. Pioneers in all musical genres, it is impossible today for an artist not to be influenced by the Beatles. Nicknamed "The Fab Four," they are at the origin of the creation of pop music as we know it.



In addition to being the creators of one of the most prolific genres, they also opened up to Rock'n'roll music, thus making known the effervescence of the genre on the European continent. Thanks to the biggest band in the world, the public was able to discover a whole new palette of sounds, Metal, R'n'B, electro and many others... in such a short time. Since the 80s, Pop music has taken a large place in the global music industry and currently dominates it, in terms of sales and listening on music platforms.

## b) Promotion of music

The 1920s were a decisive decade in music promotion, as music experienced multi-promotion: through cinema and radio. Thanks to these two channels, music could be propelled directly into middle-class homes. At the beginning of their use, cinema and radio were not really "promotional" but rather "informational" by offering programs dedicated to music to broadcast or rebroadcast. The golden age of radio came after the war during the 1950s, where it established itself as a promotional means for music with programs now animated and punctuating daily life around the world. Thus, at the beginning of the 1950s, if music was broadcast on a radio program, commercial success followed behind.

This system continues and continues even today, radio is the medium that ensures commercial success. Radio remains the promotional tool that also allows for great visibility, for the artist allows for better remuneration. For example, in France in 2018, remuneration (per passage) varied from €4 to €22 depending on the radio station on which the song was played and the time of broadcast. This fairly high remuneration, especially if the artist is a songwriter and performer, also encourages the continuation of commercial songs to extend the duration of the single and then later the album.

At the same time as radio, a new means of musical promotion emerged within European society: television. But it wasn't until the creation of the MTV channel by the Americans that television truly became a promotional tool within the music scene. The channel appeared on August 1, 1981, in the United States and made its appearance in Europe in 1987 and in France in 1988. This channel, thanks to an artist, Michael Jackson, revolutionized the world of music videos in the industry. Thus, an artist would have a promotional cycle for selling singles/albums through the following pattern: radio broadcast followed by a promotional video. This pattern allowed for long-term promotion. Having their music played on the radio and then on TV was a marker of success. Until the 2010s, when an artist (often under contract with a record company) wanted to promote their music on these channels, they aimed for longevity to ensure that the single would get people talking and that the album could survive on its own. But this trend changes when social networks appear.



Indeed, around 2013, as soon as the first viral social network "Facebook" appeared, it became a real promotional platform between the artist and their fans. Instead of remaining spectators, fans were thus in contact with the artist by being able to like, repost and comment. This mass effect and interactions would very quickly be copied on the other social networks that would arrive in the following years. Instagram consequently became the most suitable medium for promoting a single/music video/album. Thanks to the system of likes and re-sharing in stories and the comments space, artists could quickly analyse whether the craze around their music would be significant. This system would thus be ultra-present in the musical world and would begin to overshadow radio and television. Artists would favour all forms of communication on social networks to bring links to YouTube... cross-media became necessary when promoting music.



But this trend changed when TikTok became a part of everyday life in Europe, especially during lockdown. This social network changed the way music promotion should be done. Indeed, artists here no longer seek long-term promotion, but rather impactful ones. Since 2020, a new era has been taking hold in music promotion, with 10 seconds of music being isolated in order to make it trend, whether for a few days or a few weeks.

**If the trend in music promotion is reversing, it's because there's also a change in music sales. Indeed, until the early 2000s, sales were made physically (cassettes, vinyl, CDs), but now that streaming has become a part of everyday listening in Europe and around the world thanks to Spotify, Apple Music, and Deezer, we're no longer looking for a significant number of physical album sales, but a high number of streams.**



|   |  |                      |          |      |
|---|--|----------------------|----------|------|
| 1 |  | Starburster          | 76025390 | 3:41 |
| 2 |  | Favourite            | 52731358 | 4:16 |
| 3 |  | I Love You           | 72166902 | 5:05 |
| 4 |  | Bug                  | 40874716 | 3:02 |
| 5 |  | Jackie Down The Line | 54363618 | 4:01 |

Indeed, streaming has its advantages over album sales because it allows you to reach a larger target audience than just fans: the curious and those who don't like it. Moreover, unlike physical music, a streaming link is easily shareable, whether on various social networks or by message. Streaming also allows you to be the new word of mouth. There are still very few artists who manage to combine physical sales and high streams, like Taylor Swift who obtained the most streams in a single day for an album in 2024 with *The Tortured Poets Department* (300 million). This album also sold more than 2,474,000 copies worldwide. Unless you are an international star, who can count on your fans, it is necessary to be present on streaming platforms.





*When there's no  
one else in sight /  
In the crowded  
lonely night*



The world has adapted to technological changes in our daily lives, with cell phones, smartwatches, and the latest televisions. Artists have had to adapt to ensure their music keeps pace with technology. Between social media trends and deleting all those photos on Instagram, any content is useful for getting noticed and thus "breaking through," especially on the pop scene. Between major European artists and newcomers to the music scene, it's almost impossible today to miss out on a musical promotion. But how can a short-lived artist stand out in a sea of information, whether musical or not?

### a) Dealing with your fanbase

Trends are a necessary step for social media promotion. However, a trend is fleeting, and the success behind it can be too. A simple solution lies hidden when you want to promote your music on TikTok: a fanbase. But what is a fanbase? It's a group of fans specific to a culture, or subculture. When we think of an artist, the name of their fanbase also follows. For example, for Taylor Swift, her fans are called the Swifties, Justin Bieber: the Beliebers. It might seem illegitimate and pretentious when you're starting out in the music industry. But that's a mistake; having a name for your fans and all the people who will follow you in your adventures is unifying. Fans will feel invested in your music and, above all, understood. Additionally, a fanbase name remains very universal, which allows you to have a larger target than your country of origin.

To support my point in this memoir, I wanted to interview emerging artists and for this Charlie Bennett, an independent bedroom-pop (sub-genre of pop music) artist from Birmingham, with 224.5k on TikTok and 84.4k on Instagram, shared his experience with me to support my thinking: "There is nothing more important than a fanbase, fans are people you can count on directly when you want to get a message across, whether it's new music or even a teaser."



Social media is quite generous when it comes to sharing information. TikTok alone offers the ability to repost a video to all your followers, create a collage of the video, send a video privately, or even reply to a comment with a video. Another question remains: how do you turn TikTok users into fans and not just spectators?

You need to name them directly. Naming everyone who's going to follow you will differentiate you from all the other artists trying to break through as well. Every person who sees your video should feel special and included in everything you say afterward, which will make them want to stay on your video and then go to your account. The name allows you to be reassuring to people who already follow you and appealing to those who don't.

Bringing strangers together on your page is easier said than done, but remember that even one person won over can do the work for you. Indeed, when a fan becomes a fan, this desire to share what you do on social networks will be automatic. There is nothing more special as a feeling as a fan than seeing your "little" independent artist explode on the platform, especially if you are responsible for sharing.

When you start creating content on TikTok, especially for promotional purposes, you must not forget the algorithm, which is a "best enemy," meaning it favors short videos with original content. Your videos can stand out from each other, but they can't fail to be successful, while the most "basic" video can go viral in an instant. This is where your fanbase comes into play; your videos, viral or not, will impact a minimum number of people. This is when you need to work with this minimum number of people, create challenges, trends, tell stories with them. Use your music as a message about yourself and your world, but above all, publish regularly! It's important to keep in mind that the average time spent on TikTok is 90 minutes per day in France, so your video will be just one among many. Whereas if you and your fans are doing the same trend... your chances of being noticed increase.

**Another question arises: what content should you create to stand out from other independent artists on TikTok?**

### b) Record with emotions

Be emotional! There's no point in making content where you talk about other artists who have become mainstream, like: "You wish you knew Lana Del Rey when she was emerging... you can support me" or "I think this might be your new summer song...". This content doesn't add anything, doesn't talk about you, what you do and doesn't make anyone break through, in Europe.



Film yourself in vlog format while composing, when you're in a studio session or in your room, film when it's working really well, but also when you have a blank page. The public is hungry for content and even more so when it fails. It's when you film these moments that the viewers, or the fan, can get closer to you and "identify", from the person who is not interested in music to the big, unconditional fan. Try to keep these vlogs as short as possible, around 1m30 / 2 minutes.



Every new thing in your life as an artist is content for your TikTok account. Tap into emotions, for example when you set yourself a goal to have finished writing this song by a certain date and you simply weren't inspired. Remember that your career is a journey and an adventure to share, fans or other TikTok users will be eager to see if you finally managed to write the song, if you gave up, or if you're at a standstill. But also when you're stressed, you've just uploaded your first song or one that's close to your heart, for example, put it on TikTok, users will be more inclined to pay attention to what you say and then listen to your song, once they've finished watching your video. Continuing with emotions, know that you can vlog all your moments of disappointment, you promoted your music, but the number of listens on the platforms was not conclusive? Talk about it! With luck, your song can gain popularity! When you talk about these failures, do it authentically, that is, in your own way. Each video must be different, but it must reflect you.

It's not just failures that allow you to have effective communication on social networks, especially TikTok. Successes are obviously important. They allow for very positive interactions with the public and to gain sympathy capital. Your audience will be as happy as you are to see you succeed when you have shown your failures, you have managed to compose your music, you have done a photo shoot... Every small step is a victory for an independent artist, your fans and other people who will come across your account will have empathy and pride in your success when you are independent.

Show everything, let them experience your adventure and from that moment on, they are much more than spectators, they are also you. The behind the scenes allows you to unite your community and welcome new ones. Thank them also throughout your journey, a happy fan is a fan who will continue to support you in your journey. Don't be afraid to bare yourself, also show what your inspirations are. What your music is inspired by, having similar artists in common with your audience, greatly strengthens the feeling of belonging and thus allows you to communicate more around it. Be careful not to over-communicate about your inspirations, you risk being forgotten as an artist who is trying to break into the industry, but more as a "fan of..." who wants to make the same music as his favorite artist.

Another way to lay yourself bare is to simply explain your songs; it's a way to democratize them. These explanations allow you to have a "community" aspect and find people who vibrate with what you say in song. To clarify this point, I called on Katia Jugi, marketing project manager in the arts, to get a vision from a communications professional in order to have a more specific angle on the question. She takes the example of Zaho De Zagazan on the authentic aspect of artists: "(...) thanks to the explanation of her lyrics, I find that it's her strength, we can't expect to break through without explaining what led us to write." Explain the reasons for your text and why you see certain subjects as such, users will connect with your artistic vision and talk about your music, to grow your community.



Also make videos, "24 hours in the life of an artist", be as immersive as possible, among all those who will follow you, some of them will also be tempted to take the plunge, or are curious about what an artist does without a label. Also show how you think about your communication, the universe of a single/album. This immersion is much more interesting when there is only one person working on a large-scale project. Remember that when you are without a team, you do everything! Community Manager, composer, performer, Artistic Director, your range of professions is much broader than it seems. This can impress and give you strength to continue on your journey.

TikTok remains a platform that offers the possibility of interacting enormously with its fans, once you post your content, pay attention to what people respond in comments (do not necessarily respond to hateful comments if there are any), but answer the questions that some people might have about your music, or other. From 1,000 subscribers, you can do TikTok lives, so do not hesitate to do them on a recurring basis, live where you answer questions, live where your fans watch you compose, produce... this will make your content the most attractive and will fit in with your entire communication strategy on TikTok.

Once you have a solid foundation on TikTok, don't hesitate to bring them back to other existing social networks. Indeed, during my interview with Charlie Bennett, he told me about "creating a newsletter, because we don't know if social networks can remain indefinitely in a country. Take the example of the United States, which banned TikTok overnight; I lost a whole target audience; I need to be able to communicate with them directly." Although it has changed our lives in such a short time, TikTok remains very unstable geopolitically. Therefore, relying solely on this platform could work against you.

### c) Transpose to other social networks

TikTok is the ultimate platform when you want to reach a larger number of listeners, because it sends our videos all over the Earth, but these people will not be able to follow you stably on this platform, because they do not choose their algorithm. TikTok is also very unstable in the way it highlights certain videos, when you do not have many subscribers the algorithm does not serve you to your advantage, moreover even if you try to break through by following a trend, just post it 3 minutes later and you will not get the expected result.

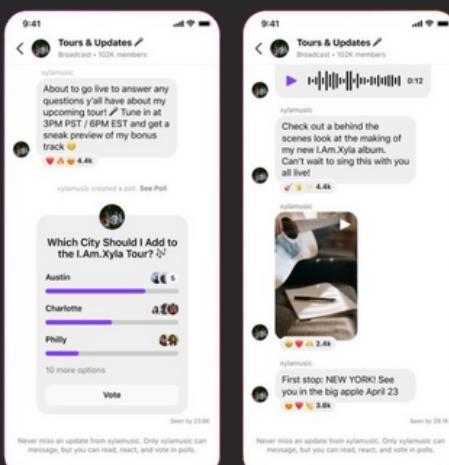
As an artist, you need to direct your fanbase to social networks where you have control, no need to wait for an algorithm, when you are the conductor of your communication campaign. So don't hesitate to do cross-media, that is to say, combine several types of media when you are promoting. TikTok is the ideal social network to link to other sites. On your profile, in bio, you can put links to your Instagram and your Spotify, Apple Music profiles... (to save space, make a Linktree that brings together all the links). Emphasize the fact that you have other social networks where there are things that cannot be shown on TikTok.

First, redirect them to your Instagram. In addition to Charlie Bennett, I was also able to interview Charlie Hanlon, an independent pop artist with 2k followers on Instagram and 1k followers on TikTok from Dublin. These two artists with the same first name were able to provide clarification on the subject; as artists present on both platforms, both came to the same conclusion:



**As independent artists, Instagram remains the most "intimate" platform compared to TikTok. Indeed, here, people decide to follow you and view your content (reels, stories, etc.) continuously and voluntarily, unlike TikTok where even if people are subscribed to you, they cannot view your content continuously, because of the algorithm that favors a certain type of content.**

Additionally, other types of content are available on Instagram, which offers the option to open a channel if you have a so-called "Creator" account. Instagram is also useful because you can "hammer" your audience with all the information you want, since they follow you.



In my interview with Charlie Bennett, he emphasised that Instagram is better organised thanks to stories, posts and feels more "human" because your fans can send you a private message quite easily, there is a real interaction between the fans and the artist on Instagram.



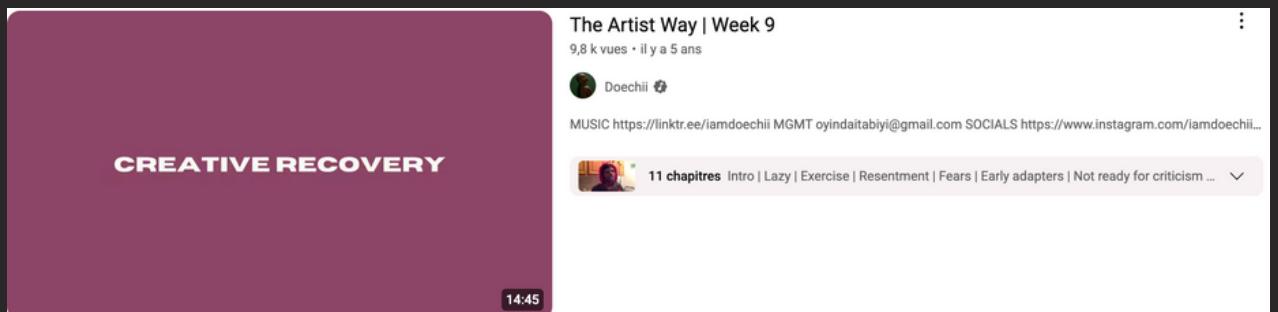
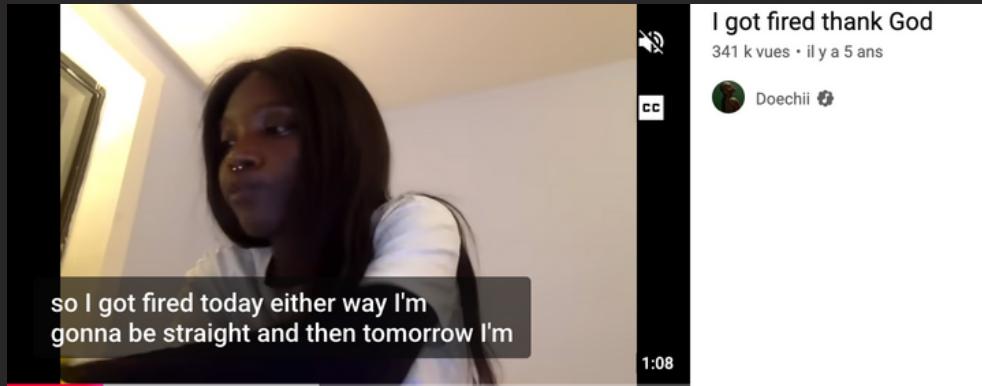
However, even though Instagram has its positives, there are some things to remember. You have to be factual. When you make a post to tease music, a music video or even a concert... don't overdo it like on TikTok, here people follow you, so they want to know what's coming up. Present everything in a nice visual, with very few #. Although # can be useful for targeting a certain population on Instagram, it will very quickly lock you into a "bubble" where you can reach very few new targets. So, use them at the beginning, but when you start gaining fans, I would recommend you stop using them.

Use the features present in stories on Instagram, like questions & answers on what is in preparation, not all of your subscribers will come from TikTok so they do not have all the information, this can be a great opportunity to talk about it again, also do lives when you have just released a single....



Instagram is also the perfect place to make friends... Find other independent artists present in Europe and go talk to them, do projects together or not, this will allow you to open other doors that TikTok does not allow. Make videos together or simply share your music, this allows you to expand your target audience. Artists Charlie Hanlon and Charlie Bennett tested this technique on Instagram and it worked for them! As a result, other artists come to congratulate them when they just released a new single without even following each other on Instagram, opening for other artists... The possibilities are immense. To succeed, it is not enough to have a solid fanbase, but also to have a network that can allow you to get people talking about you, by doing an opening act or that can also promote what you do for example. You will thus reach a target audience wider than your own or what is on social networks.

We talked a little earlier about making vlogs about everything that happens in your life as an artist. Don't hesitate to make these vlogs, but in longer on YouTube, a platform often forgotten, but which was once a temple for music. YouTube again reaches a different target than Instagram and TikTok, which allows you to gain fans almost everywhere. These fans who have known you thanks to content different from what you offer on Instagram and TikTok will also follow you by default on other social networks. Fans will thus be 100% immersed in your life.



While the media remains important for public exposure, it's still necessary to make yourself known to industry professionals to truly make a name for yourself in the industry. While it's still difficult for independent artists to get airplay on the radio, there are still other media outlets that can help you gain exposure to the general public.

For this part, I was able to interview Florian Leroy, founder of "Yalta Management," a PR agency that handles press relations for European artists. I wanted to get a perspective on the press, because today, among emerging artists, it's a medium that doesn't remain unreflected. Here's what emerged from our conversation:



The last option left to you is: the press. We might think that having a breakthrough on social networks guarantees you a real place in the industry, but only gains you space with fans and consumers, but it is very little used by professionals in the sector such as bookers, agents, producers etc. Many still get noticed thanks to specialized magazines like "Les Inrocks, Rolling Stones...". Having your name appear can change a life, so always make sure to prepare a press kit (media kit) when you release a single and send it en masse, whether to a small media or a large newspaper. Present your universe in a coherent way, provide yourself with photos and describe your biography and your artistic universe.

Create several folders where you gather covers, music videos (if you have any)... The more complete and professional your press kit is, the more likely you are to have an article about your music. Be aware that even a negative article is still visibility that you have gained.

If you have won the hearts of the newspapers, you can now publish it on all the social networks you have, so that your fans can see it.

To conclude on this strategy part, it is necessary to know that TikTok is important for an independent and emerging artist and that it is important that you integrate them into your communication strategy, but do not rely exclusively on this platform, multiply all possible solutions and build a real communication strategy that includes all possible communication channels in order to gain visibility.





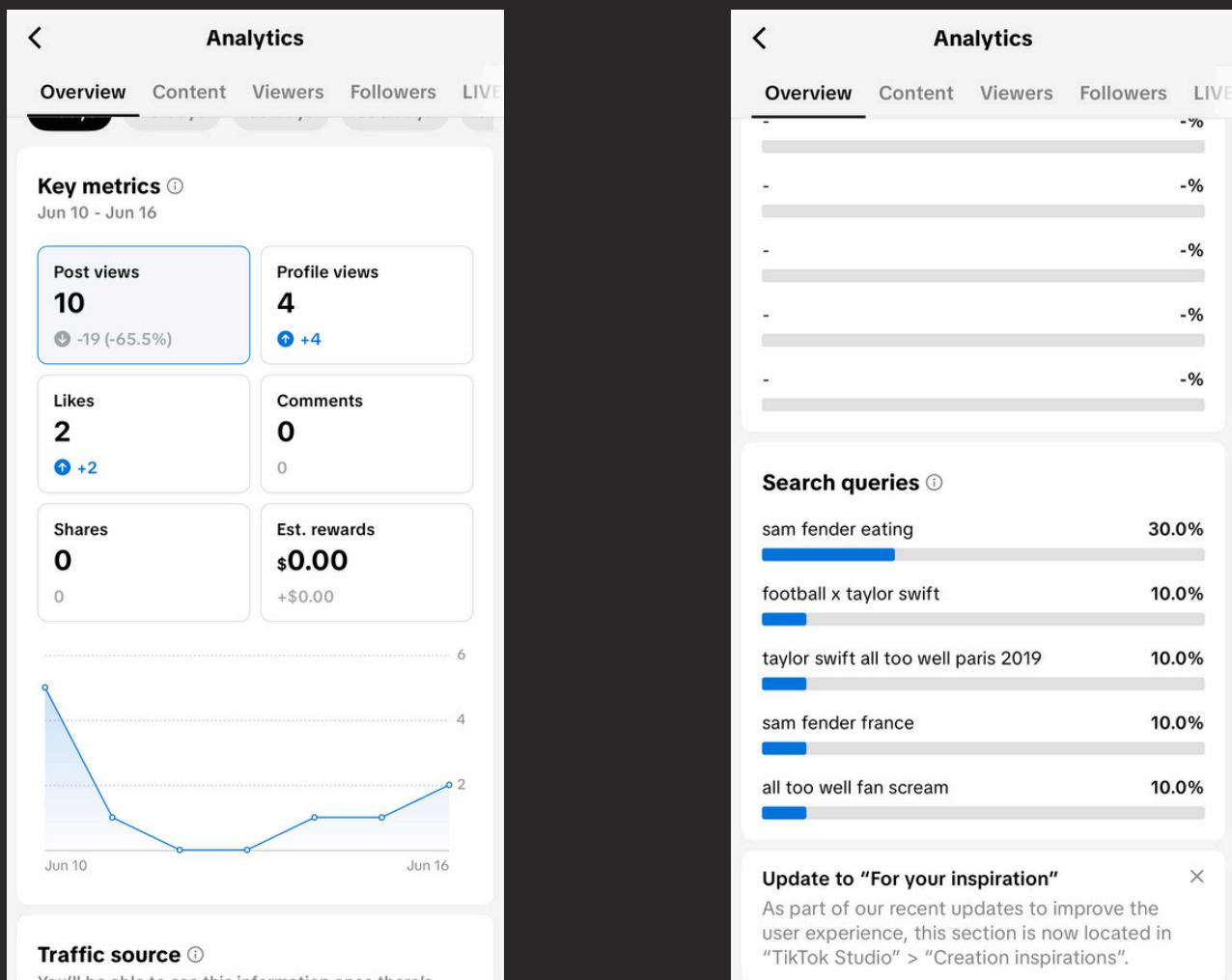
 *If I looked all  
over the world*



Once your communication strategy is in place, it's important to assess what worked best. All the platforms you'll be using throughout your communication campaign have similar and specific analytical tools. In this section, it'll be helpful to know how to read, understand, analyze, and cross-reference them.

**First of all, what you need to consider when posting on TikTok is the total number of videos you've published during your communication campaign. First, analyze the most important detail: your posting rate. Whether you've published enough or not. You're not going to publish the same number of videos per week every time, so analyze when your account has grown, when you've published a lot or not? At the same time, analyze when you gained the most followers on TikTok. This will allow you to understand what your fans prefer in your content.**

**Next, the most obvious thing to analyze is the number of views under each video. The more views your video has, the more it has broken through and vice versa. The most important thing to understand is still: did these views experience a growth in viewing, were certain videos breaking through... Analyzing the videos that worked the most and those that weren't really successful will allow you to understand what your audience and your fans prefer in your content.**



**Another point that's often overlooked is the time spent on your videos. On TikTok, you can have a graph that shows you how far users have watched your videos. This is very useful information regardless of the length of your video. If users only watch the first ten seconds of your videos, you should know that the most important information should be included at the beginning.**



## Video analysis

345 2 0 1 0

The data was updated on 1/15/2023.

| Total Play Time    | 0h47m47s |
|--------------------|----------|
| Average Watch Time | 8.1s     |
| Watched full video | 6.78%    |
| Reached Audience   | 341      |

Video views by section

| For You          | 89% |
|------------------|-----|
| Personal profile | 3%  |

Video views by region

| United States | 80% |
|---------------|-----|
|---------------|-----|

## Video analysis

Overview Viewers Engagement

**Retention rate** ①

On average, viewers watched 15% of your video.

Most viewers stopped watching at 0:02. Check out the moment in your video where most viewers lost interest.



A line graph showing viewer retention over time. The x-axis represents time in seconds (0:03 to 0:53) and the y-axis represents percentage (0% to 100%). The curve starts at 100% at 0:00 and drops sharply to about 51% at 0:03, then gradually levels off around 50% for the remainder of the video.

00:03 (51%) 00:53

**Traffic sources** ①

| For You | 85.9% |
|---------|-------|
|---------|-------|

**Also analyze the number of comments you have under each of your videos, these figures are much more revealing of the audience's engagement on your videos.**

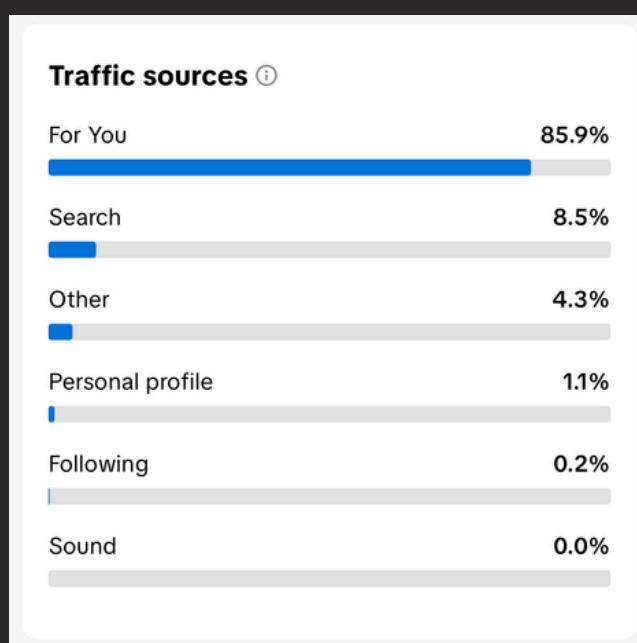
Regardless of the platform you use, it will be important to calculate the reach rate of your videos, which will allow you to calculate the awareness of your "brand" in other words you. This calculation is valid for both TikTok and Instagram. The formula is as follows: (Number of views / Number of followers) X 100 = reach rate of your content. The reach of your videos is the most important KPI of all, because it allows you to clearly identify what type of key message your target audience likes. This will allow you to better adapt your communication strategy.

To go further, you can also calculate the engagement rate of your posts, whether on Instagram or TikTok. To do this, simply add: ((Number of likes + Number of comments + Number of shares / Number of followers)) X 100 = engagement rate. Therefore, the higher your rate, the more your video will have worked well with your audience. It's good to know that the engagement rate on TikTok is higher, between 5% and 10%, compared to Instagram, which varies between 0.2% and 2%.

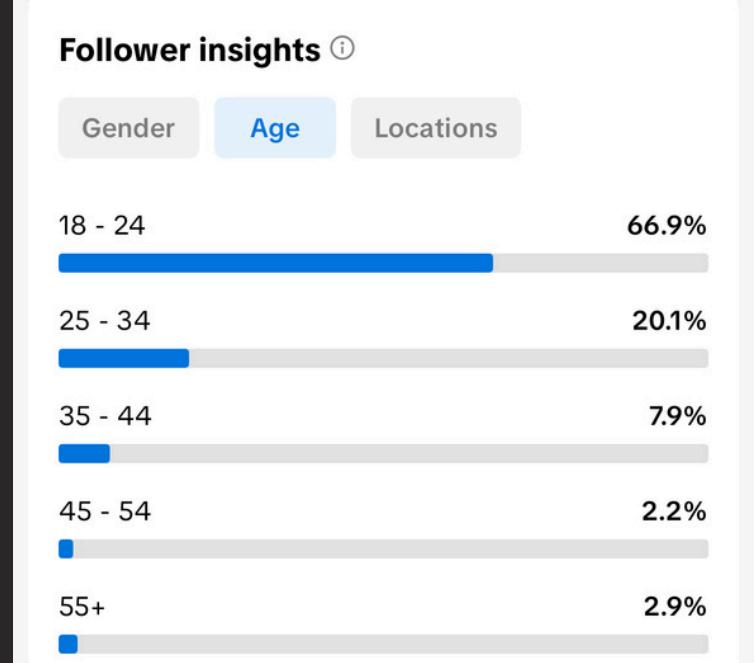
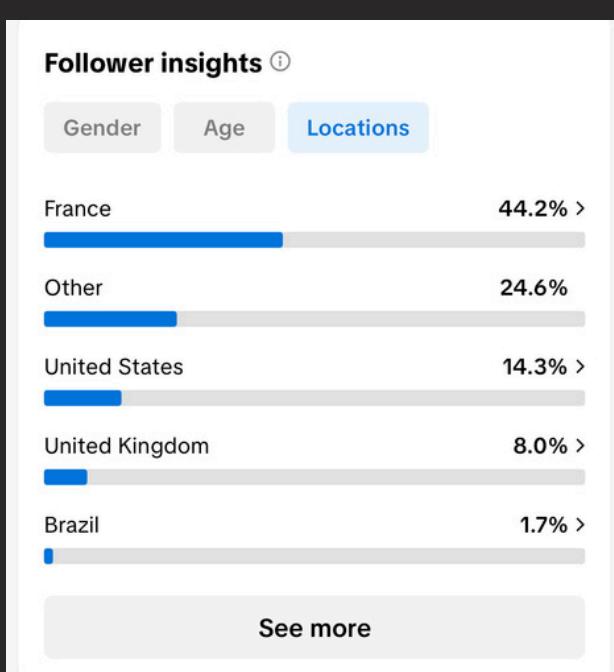
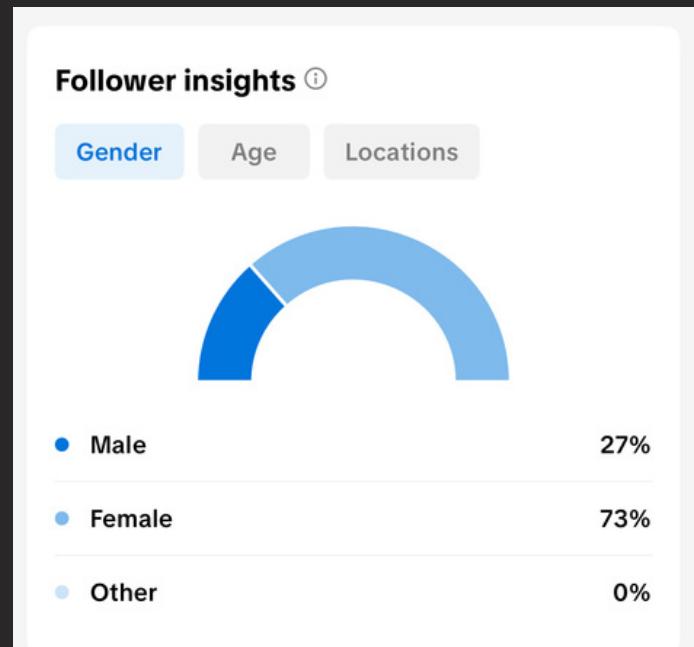
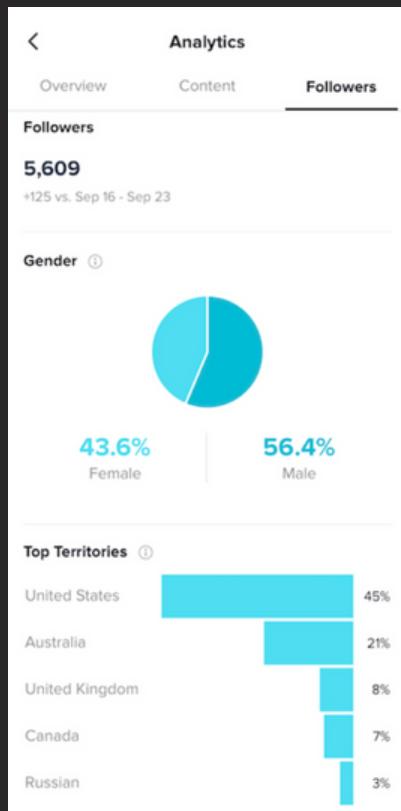
I asked Katia about her marketing side of things in my interview to get her opinion on what numbers to look at when analyzing social media data. From this interview, she confirmed that: "The engagement rate is more important than the number of followers you have on the platform. Looking more closely at the engagement rate in relation to your existing community will allow you to know if your communication campaign has worked."



Once you have calculated the reach and engagement rate, you will need to see where your audience is located. Does it come from "For You", directly from your account.... . Whether on Instagram or TikTok, it is important to know who is watching your videos. If it is just your followers, you know that you need to get people to subscribe to your account.



Consider the age and gender of your target audience, does it meet your expectations? All this data is available on Instagram and TikTok. But also, where is it located geographically? For example: if you're French and your content attracts the attention of Spanish people, you know that your content needs to be re-adapted and reassured with your target audience.



You should also consider the TikTok ecosystem when calculating your KPIs once you've implemented your communication strategy. This will help you understand where you stand on TikTok. That is, observe what works for artists trying to "break through" on TikTok. How does the public react to the different content offered by all these different artists looking for an audience, and then adapt it to your universe and strategy.

All these KPIs should have an impact on the data that interests you most as an artist: the number of listeners on streaming platforms like Spotify and Apple Music. If you promote your art on social media, the number of listeners on these platforms will only increase.





*So let's sink  
another drink/  
And it'll give me  
time to think*



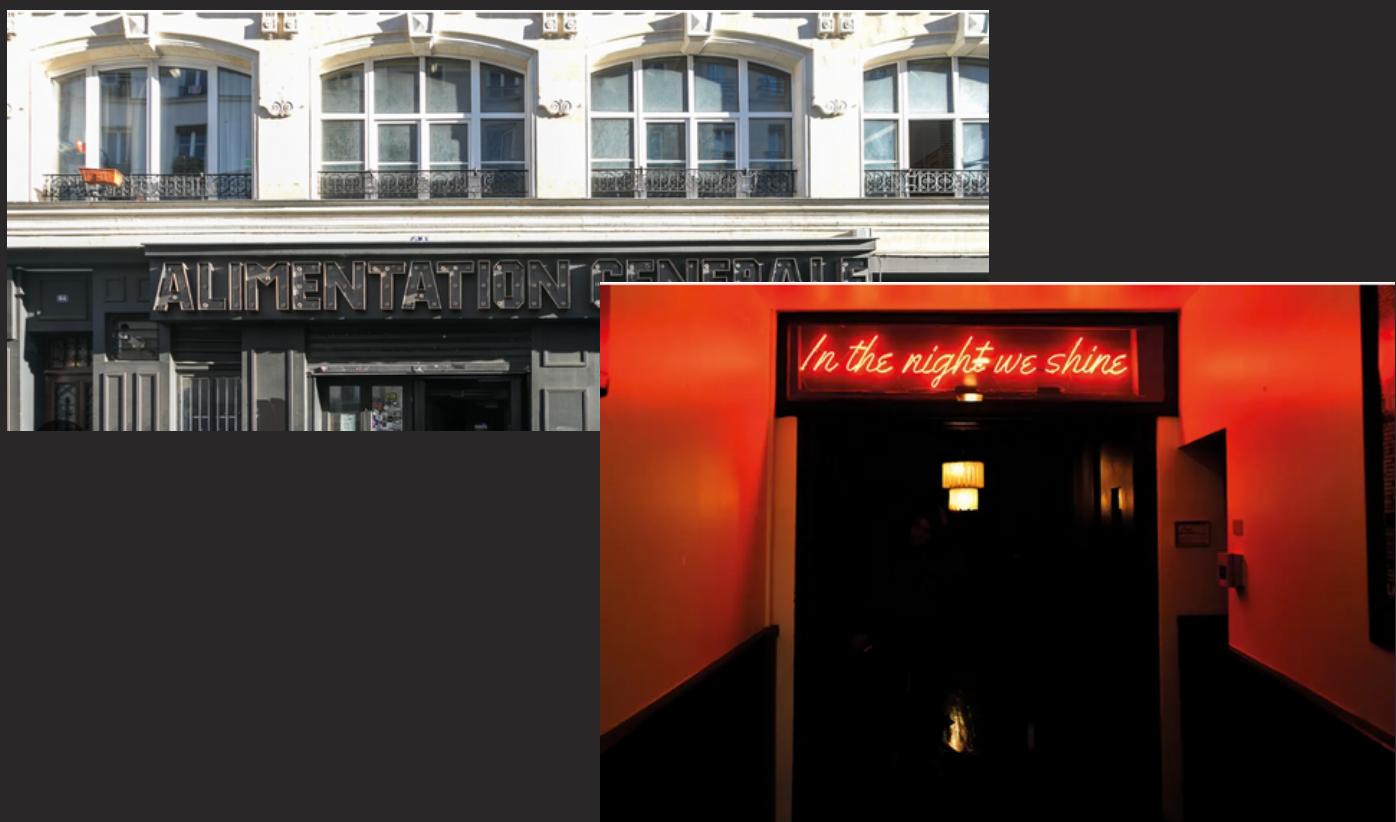
Once a communication strategy has been implemented, it's time to assess whether it worked or not. All the analytical data (KPIs) allow us to know this. But what should we do if our strategy worked or not?

### a) If it works, what continuity?

You've implemented the recommended communication strategy, and now your social media videos are generating engagement with your account and your music. But how can you keep this engagement and appeal going with your new fans?

The answer remains the same since the beginning of this white paper: stay authentic and "bare your soul." That is, film yourself proud of your success, if you exceeded your goals. The recommendation is to reflect on the entire campaign, what you learned and retained. This will allow the audience to see you grow from this experience.

You also have the opportunity to meet the public. In a post-COVID world where meetings with artists are rare and/or expensive, you have the opportunity as an independent artist to be free in the way you meet your fans. This is not necessarily obligatory in concert, because today if you want to play everywhere in France it is necessary to have a booker (tour manager) but you can meet your fans in small venues in France, or in bars that also allow live performances. For example, the bar L'Alimentation Général in the 11th arrondissement in Paris allows you to perform. Invite them to meet and make this event a marker of the end of this "era". Broadcast this concert also on Instagram and TikTok to allow those who could not travel because they may be on the other side of Europe, a unique moment at your concert.



## **b) If it doesn't work, what to do?**

Sometimes, despite your best efforts, this communication strategy doesn't work as planned. This could be due to several reasons: perhaps it doesn't accurately reflect your artistic universe, or your target audience simply isn't receptive to it. In these moments, doubts can set in: is it really worth continuing to promote your music on social media? Is it worth it?

**The answer is yes, as long as you persevere and adapt. Rather than giving up on everything, take the time to analyze what went wrong, then rework your content. Test new formats, refine your messages, and adjust your aesthetic. This process is an integral part of artistic development.**

Keep in mind that the goal isn't to break the bank or chase virality at all costs. A video that reaches a million views may be an ego boost, but if it doesn't reflect your artistic identity or attract an audience that's genuinely interested in your music, its impact will be limited. It's much better to have a small, engaged community that's genuinely touched by what you create. Having 30 engaged subscribers who actively listen, share, and support your work is worth far more than 3,000 passive subscribers who pay no attention to what you post.

Be yourself. Social media shouldn't be a platform for performance or pretense, but a natural extension of your world. Share your daily life as an artist, your creative phases, your doubts, and your successes. It's these moments of authenticity that create a connection with your audience. Also, make yourself known to the public by participating in musical springboards in your department or region. Various springboards are offered in Paris; these springboards allow you to create another audience outside of social media and even get noticed by industry professionals. Whether you succeed or not, live performance remains the most authentic way to promote yourself and your music.



# *Conclusion*



**In this memoir, we discussed how an independent and emerging artist could build and improve their communication on TikTok in the European pop scene, in a world where users are overwhelmed with information.**

This memoir thus provided a reminder of the birth of music up to the promotional culture in the music industry. To get off to a good start on social media, especially TikTok, as an independent artist, you must first build a fan base to have relay communication about your future projects. To unite and retain your fans and TikTok users, you must ensure that your content is filled with emotion, that is to say, be as natural as possible by sharing your failures, successes, expectations... Bring them into your world, which will allow them to feel "closer" to you. The TikTok platform offers you a range of content: with stories, videos, and also responding to comments in video form.

But to truly establish yourself in the industry and become more than just a "trend," you need to increase your communication on other channels, such as Instagram, which allows you to have a loyal target audience where you can share much more information. To this end, try to make yourself stand out in the specialised press to reach a more professional audience.

After you've launched your communication campaign, it's important to analyze the figures across different social media platforms (starting with TikTok) and see what worked and what was preached. Analyze how long users watch your videos, the target audience, and the region. These figures should reflect everything you hoped to achieve. Also, cross-reference these same figures across different social media platforms, which will help you understand whether you've successfully redirected your TikTok audience to other social media platforms, or whether you've attracted other audiences.

Ultimately, once you've implemented your communication campaign and analyzed the numbers, you need to know your future. In this white paper, we've analyzed the options you have as an artist. If the campaign worked well, you can always meet your fans, renew your communication strategy, or create a new one. Or if it didn't work, you can always start again with the positive points that emerged from your communication campaign.

# *Acknowledgments:*



First of all, I would like to thank the teaching staff at the École Supérieur de Publicité who supported me throughout the year and memoir.

I would also like to thank all the speakers at ESP over these two years of the Masters who allowed me to have another perspective on communication.

I also express my gratitude to all the contributors to my memoir: Charlie Bennett, Charlie Hanlon, Katia Jugi and Florian Leroy, on the one hand for their expertise on the subject, and on the other hand for the time they gave me.

I would also like to thank my friends: Anne-Louise, Justine, Maëva, Mahaliana, and Julie. For their support throughout the master's program, laughing, talking about the memoir or not, and especially for the time spent together during this final year of classes.

Finally, I would also like to thank my family and friends for their support of this memoir.

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