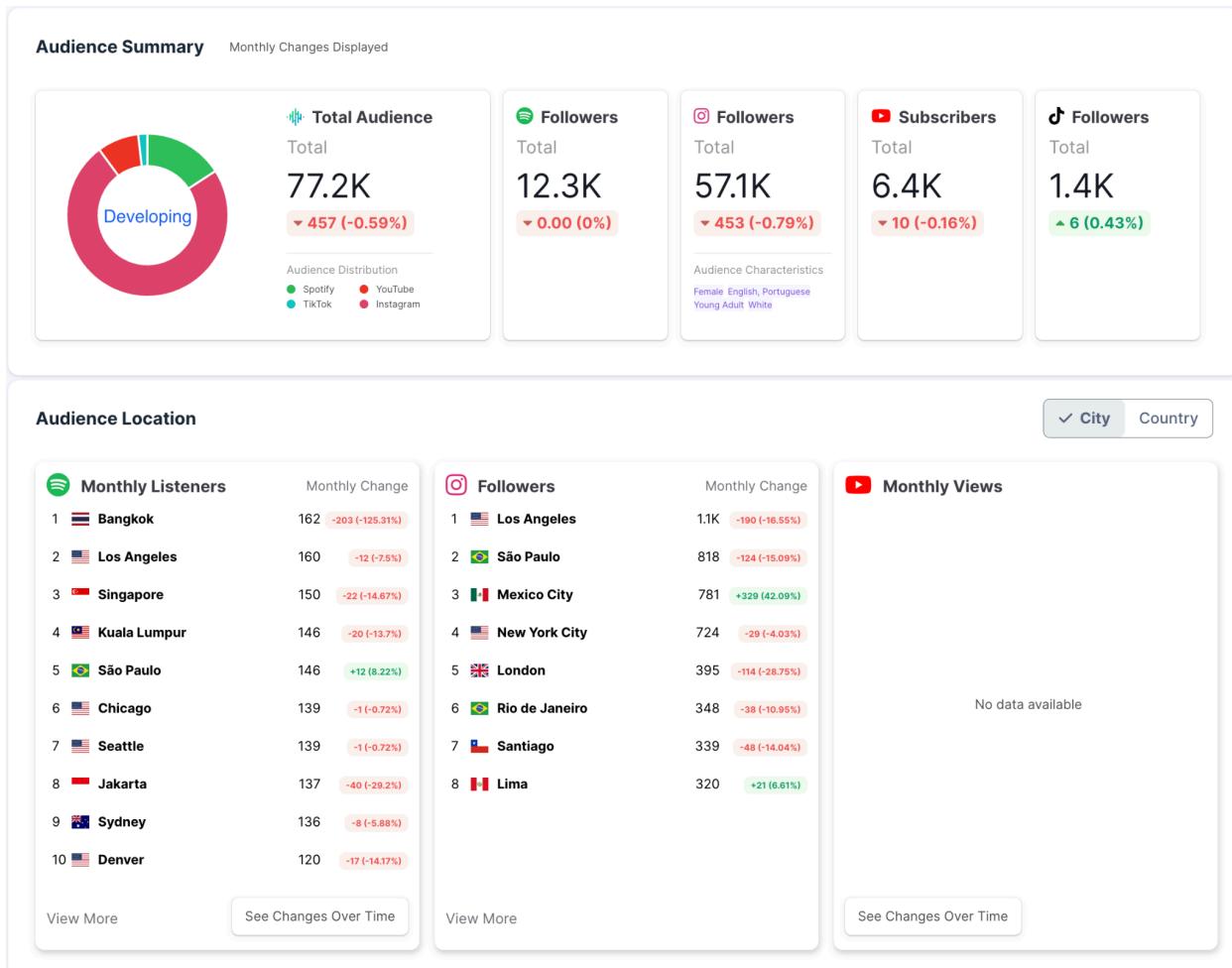


# Social Media/Brand Report: Spencer Barnett



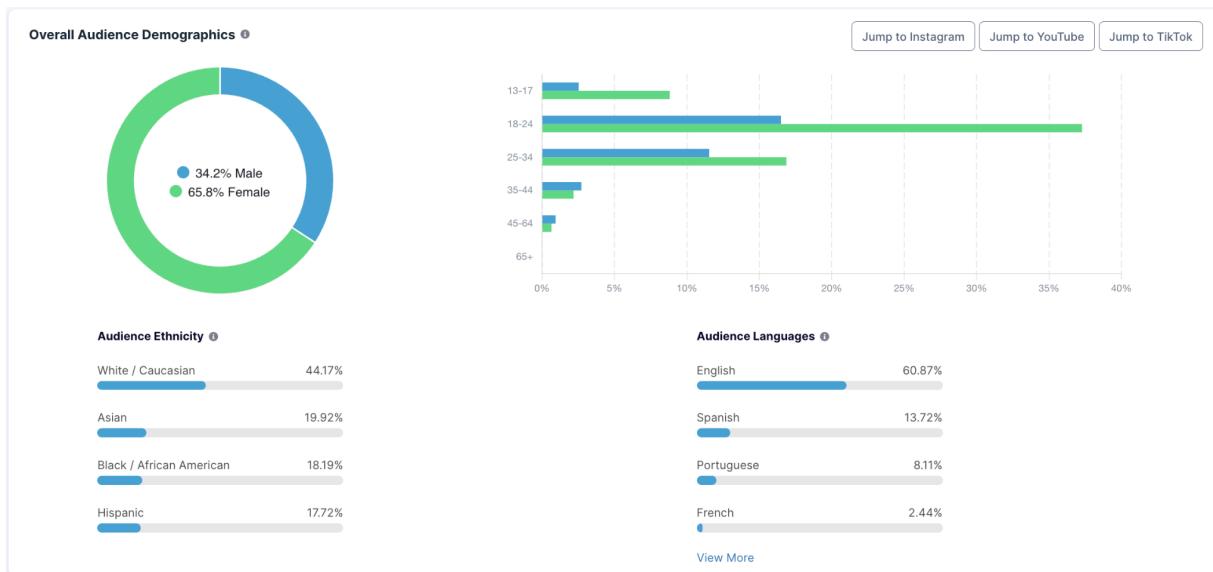
# Target Audience

Chartmetric Overview (Data from Dec 5, 2023):



Key Points to point out from the audience data given by Chartmetric:

- Instagram has the most followers
- Most followers from Instagram come from LA, followed by all western cities
- The US predominates in Spotify's monthly listeners as the country with most cities, however Bangkok is where most of the listeners come from.



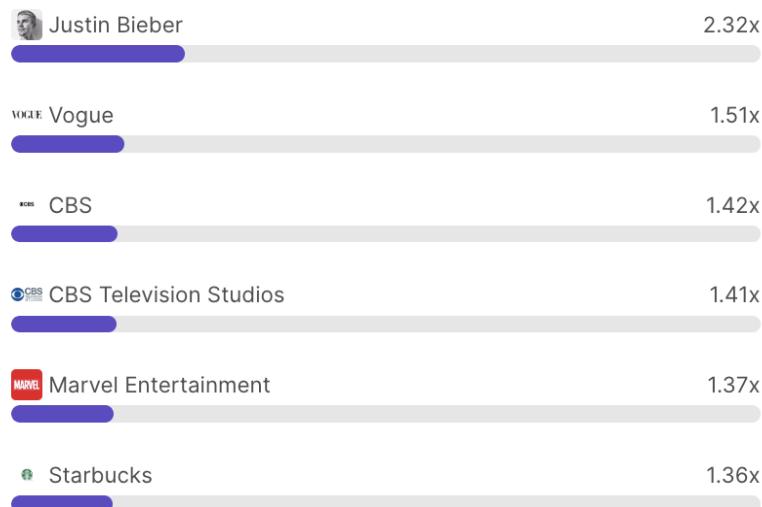
Key points to point out from the audience demographic data given by Chartmetric:

- White/Caucasian is the predominant race
- More than 60% of the audience are Females
- Around 60% of the audience are English speakers
- 18-24 is the main range of age in Spencer's audience

Gathering and analyzing the data provided by Chartmetric it is safe to assume that the demographics from the main audience that listens to Spencer and the one that should be targeted is:

*White/Caucasian females from the US, mainly from LA from the age to 18-24.* Due to these characteristics it can be assumed that his target audience, if studying, is either in high school or in college. Making the audience more niche it can be said that his audience is at least middle class, since most of his listeners and followers come from Capital cities or high income & high quality of life cities.

### Audience Brand Affinity ⓘ



The audience brand affinity helps figure out a couple of more things from the audience. First, it confirms the previously stated characteristics from the target audience, and then it gives information to figure out what kind of life and personality does the audience have. CBS , Vogue and Starbucks would indicate that the audience is at least medium class. Justin Beiber and Marvel Entertainment helps to narrow down the usual buys. Also, it is information that connects to a certain type of persona in girls in the previously mentioned age range.

With all of this information it is safe to assume that the psychographics from the target audience would contain a stylist and chill personality, uses instagram and tiktok as their main social media, apple technology and fashion would be of high interest. Living young wild and free, traveling and hanging out with friends would fit into their lifestyle. Their motive would include popularity and mainly entertainment.

## USP (Unique Selling Proposition)

According to *Chartmetric*, many Spencers Fans also affiliate with Justin Bieber's brand. Given this fact, our question is: "why would they choose to listen to Spencer instead?"

Giving a close look to what makes **Justin Bieber** different from others we can find that first, he had early success and his music appealed to young audiences. Later on, he decided to move on artistically exploring other genres gaining exposition throughout other audiences, collaborations which supported his global recognition. Also, it should be noted that not only can he sing very well, but he has had a consistent social media presence throughout the years. As a matter of fact, the personal image that he has portrayed throughout his career has followed these changes as well.

On the other hand, **Spencer Barnett's** proposal is different because of the aesthetics in his productions, his approach with his breathy voice, the upbeat grooves mixed very well with his heartfelt lyrics. Also, the way he intertwined his indie pop sound with the alternative and other elements makes it difficult to misunderstand his music with someone else's. As a matter of fact, he himself is a solo artist who does write his own music that can be catchy and commercial, yet intellectually challenging. One of his latest releases, "*Elements*", also includes very artistic visuals that illustrate the fact that he's inviting his audience to join his intriguing mind.

# Brand Analysis

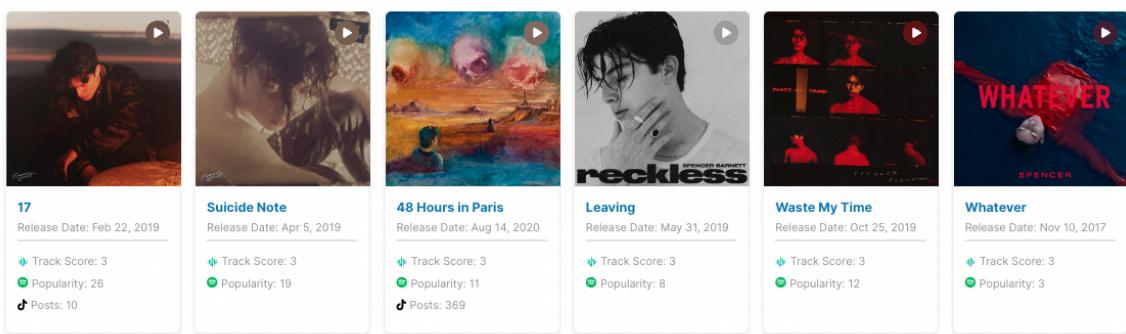
## Working Elements

### Originality

#### **Brand Identity**

Spencer began gaining attention in the music scene with his distinctive voice and heartfelt songwriting. He has been making waves with his music, which often explores themes of love, relationships, and personal experience.

Spencer Barnett's musical style is defined by infectious melodies, heartfelt lyrics, and a fusion of indie and pop elements. His creative expression frequently embodies a contemporary take on pop, seamlessly integrating influences from indie and alternative genres.



Spencer will also do a short introduction of his songs on YouTube

The image shows the YouTube channel page for Spencer Barnett. It features his profile picture, channel name, subscriber count, and a brief bio. Below the bio is a 'Subscribe' button. The main video player is showing a live video of '48 Hours in Paris'. The video details are: 569,342 views, 3 years ago. The video description highlights the feeling of being in Paris for the first time and includes a quote from Spencer. There is also a link to the official live video.

Spencer shares his life and songwriting on Instagram. Showing who he is as an artist, what kind of music he's writing and his taste and feelings on music.

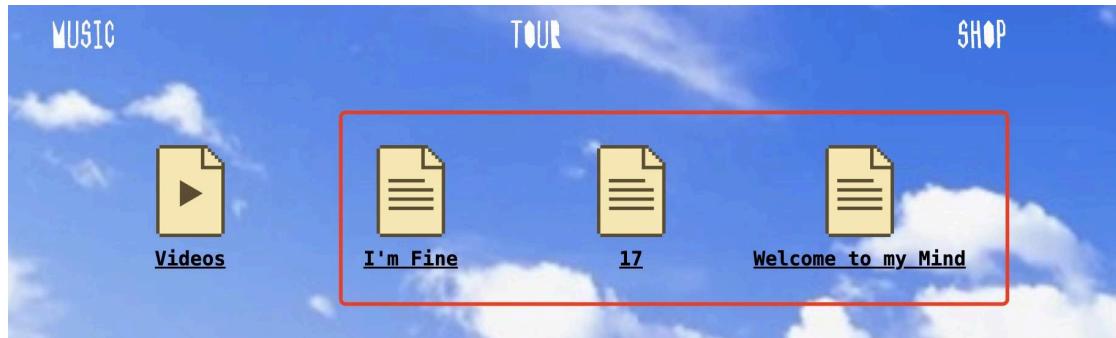


## Elements that need to be Improved

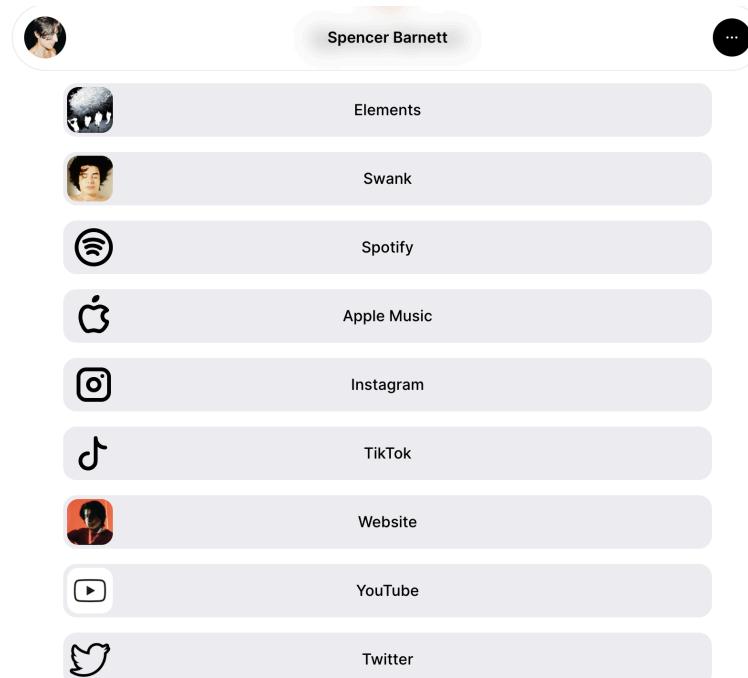
### Visibility

Spencer is doing a great job telling the audience who he is as an artist. However, it would be helpful if he could share more about himself on his website and social media platforms. At least in the music field.

For example, Spencer's website does not have enough information about him. On his website only 3 albums are displayed and they direct to the same page.



The upper three icons direct to this page:



Also, there's no items or peripheral products about the artist on sale. Which can be considered as a loss.



## Brand Strategy

In order to meet the three elements of Spencer's brand building: *originality, visibility and engagement* we have come up with three potential campaigns.



### 1. Originality: "Elements" Merchandise

Objective:

- Attain differentiation establishing why his original brand distinguishes from the rest.

Elements:

- Create a Spencers Puppet as part of the merchandise in order to link what fans see with his music and brand.
- Have an external income source that could be accessed during tours and through the website (specially for off season).
- Encourage fans to take pictures with the puppet, post them on social media and tag him for potential opportunity to earn early access or closer seats during his shows.

### 2. Visibility: Collaborating with any of these sneaker brands: ADIDAS, CONVERSE, and or VANS



Objectives:



- gaining visibility thanks to these brands' current followers
- Positioning him into a higher scale

*Elements:*

- Create a link with potential fans with this brand and Spencer's music
- Encourage current fans to share moments using these products as part of their lifestyles while listening to his music.

Following the “*High five*” post ([See link here](#)) **Adidas** can be considered as a potential partner brand because Spencer is currently using their products. These are seen consistently from one of his earliest videos ([Dancing, released on 2021](#)), which can be very likely that he feels this is something that he can naturally support and the brand would more easily agree on joining efforts. A brand like “Adidas” would fit Spencer’s style (cool, young, simple yet fashionable). Also, both brands meet in the retro aesthetic, raw homemade looking videos.

[Here's an example of their commercials](#). **CONVERSE** as well fits this category ([See link here](#)).

Something that could be very fortunate about this brand is the fact that they already support artists as part of their branding. [Here's an example](#).

### 3. Engagement: “Behind the Music”

Objective:

- To create a closer connection between his fans while promoting his latest release.

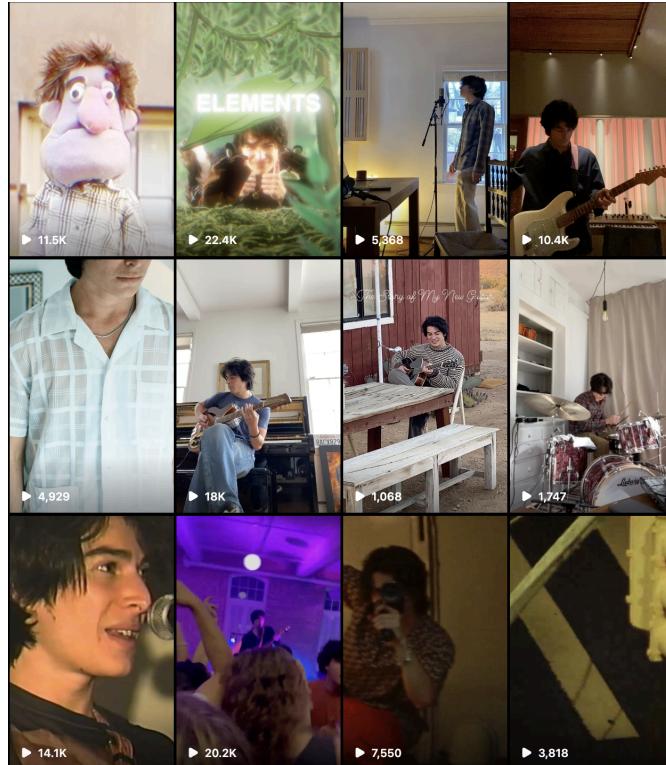
Elements:

- Create an interaction through a specific platform or app (Patreons, for example) where fans can access behind the scenes content, unreleased tracks and get to know a bit more about him.
- Host virtual listening events where there's space to comment about recording session moments, share anecdotes and answer in real time questions.
- Encourage fans to share their favorite moments on socials by using a specific hashtag.
- Add as part of the deal the opportunity to get VIP ticket access, exclusive merch and or the opportunity to meet him after a show.

# Social Media Analysis

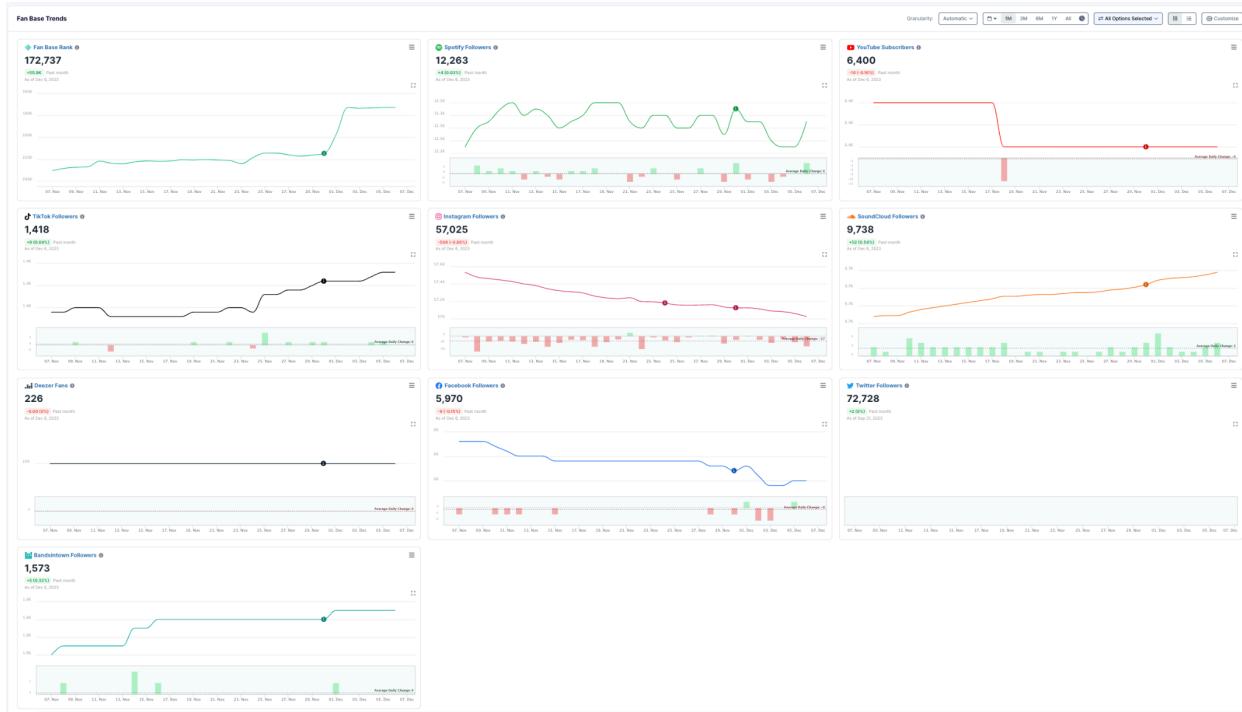
## What is working?

- Spencer's posts shows who he is, demonstrates his persona to a certain extent and maintains a degree of rawness for the public (as mentioned in the brand analysis).
- In Instagram, from the information that is available to us, the reels that are music-involved, just Spencer strictly playing/singing are the reels that have the most views.

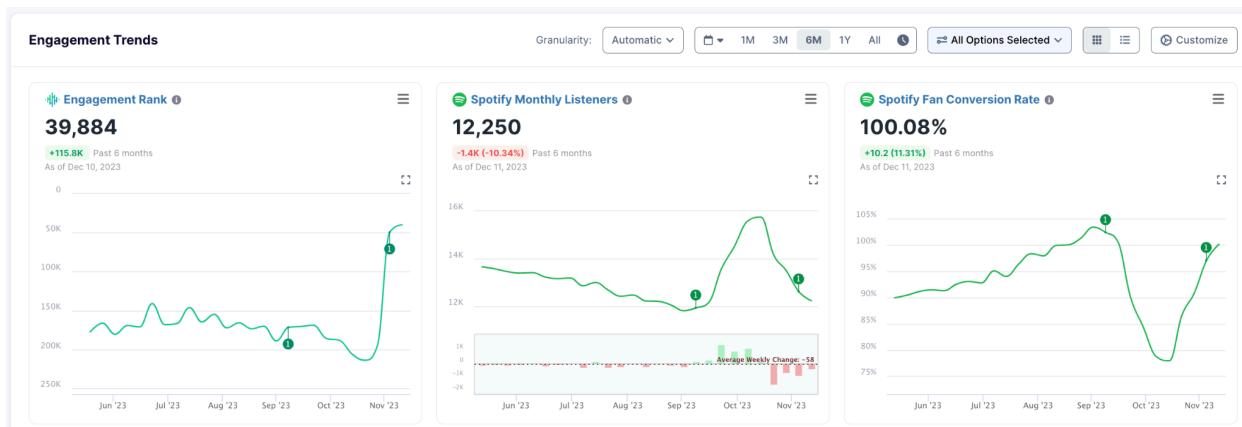


As seen in the screenshot above of Spencer's Instagram reels, the reels with most views are the ones produced for his new single "Elements" or him playing guitar and singing, alongside some others. This is a good starting point, even though we don't have full information on the demographics of the post, it can be assumed that it is reaching a broad audience.

## What needs improvement?



As of December 10, based on Chartmetric data, Spencer's engagement appears to be a challenge, evident in fluctuating Spotify monthly listeners and fan conversion rates. Despite having a huge peak in new listeners, the fan conversion rate doesn't consistently reflect sustained interest having a trough at the same time, suggesting a struggle to retain casual listeners over time.



### Engagement

- Engagement seems to be something that really needs focus, since followers in instagram also appear to be going down over time.

### Consistency

- Spencer's most active social media is instagram and at the same time his biggest platform. However the posting seems to not be consistent enough to be retaining followers.

#### Fan interaction

- Fan interaction seems to be minimal, at least from posts, this can play a big role in his public character.

# Social Media Strategies

How will you message/communicate your Brand strategy via social media?

## Idea #1 Instagram

### Starting a IG Live Sessions

*How often:* every other week (following the insights and Spencer's preference), try to keep at the same day and time.

*The "how":* Having a space where he can please his audience playing acoustic versions of songs from his catalog.

Goals:

1. The idea is to create a more intimate connection with his fans and put into practice his interactions with his audience.
2. Promote songs that might become his fans favorite ones
3. Also, this could be a space for collaborations with other artists (merge audiences and keep organic growth on his)
4. This could serve as a way to keep his audience actively updated about his projects and live events.

Similar Ideas to this:

[https://www.instagram.com/p/CAGeQ5Kg15a/?utm\\_source=ig\\_web\\_copy\\_link&igshid=N2ViNmM2MDRjNw](https://www.instagram.com/p/CAGeQ5Kg15a/?utm_source=ig_web_copy_link&igshid=N2ViNmM2MDRjNw)

[https://www.instagram.com/reel/Cy\\_ztYKpt6t/?utm\\_source=ig\\_web\\_copy\\_link&igshid=N2ViNmM2MDRjNw==](https://www.instagram.com/reel/Cy_ztYKpt6t/?utm_source=ig_web_copy_link&igshid=N2ViNmM2MDRjNw==)

## Idea #2 More consistency, more interaction

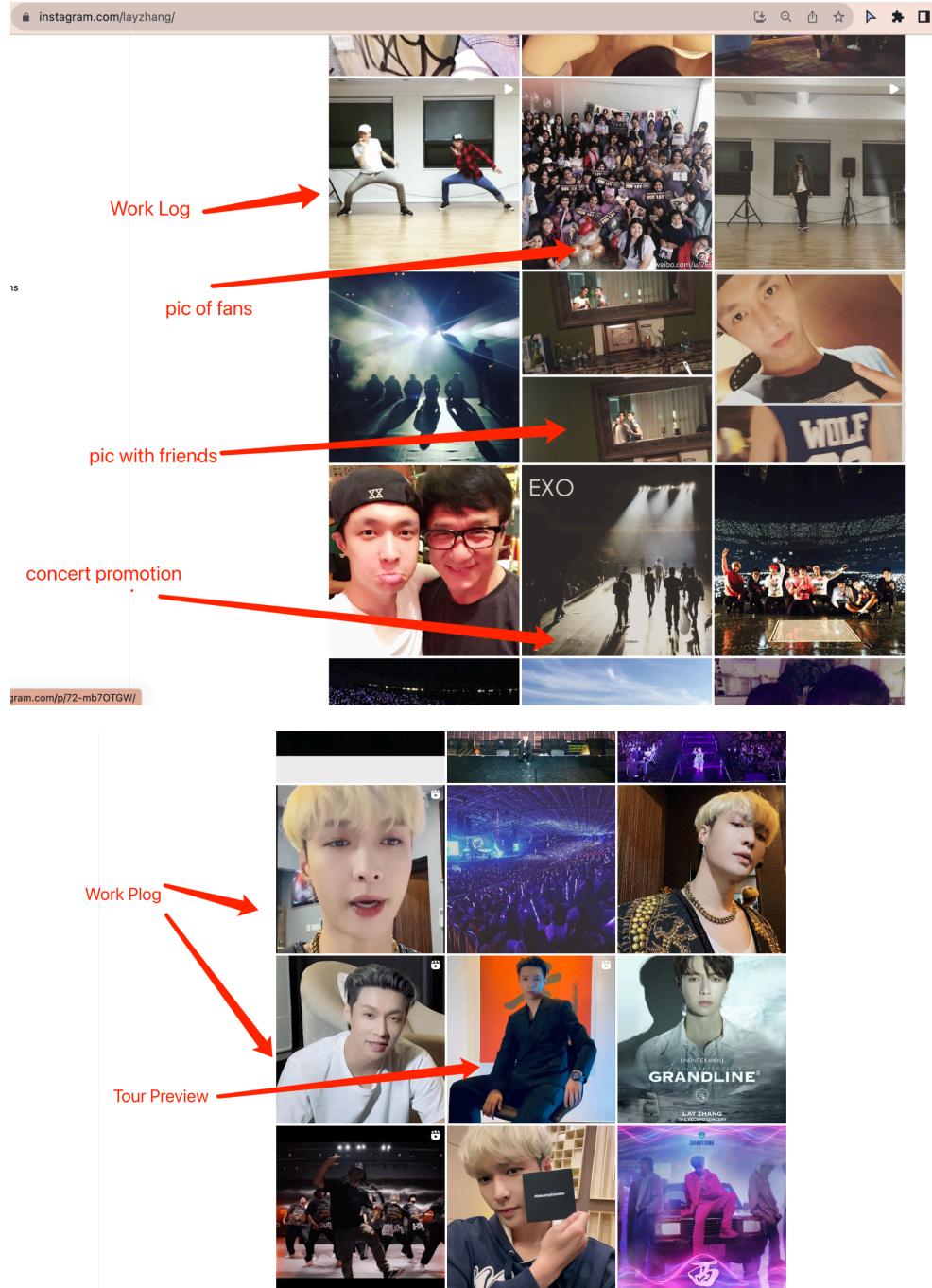
1. Spencer can post more low-effort high-interaction content. Polls about food, music, etc. Ask questions and answer to fans. Unedited posts behind the scenes, questions about upcoming projects, events. Covers can come into place, bi/weekly Q&A.

2. Allow Spencer's team to build posts, templates of posts, etc. Specially for future events, merch and new songs/albums coming out. Spencer has to approve them before being released.
3. Collabs (social media speaking) are highly encouraged, giving the possibility of reaching more people, which can translate into new fans. Can be collabs with other artists doing covers, or jokes, responding videos.

**Goals:**

- Through continuous and stable updates, artists can effectively interact with fans, respond to comments, and share trivial life events or behind-the-scenes footage. This direct interaction can enhance the sense of connection with fans and build a closer community.
- Use social media as a platform to showcase the artist's personality, interests and daily life. Artists can break through their public image and deepen fans' awareness of their brand by sharing unique moments, favorites, or stories behind them.
- Artists' online activity and fan interaction can attract brand cooperation and promote business cooperation and promotion.
- The low-effort posts doesn't literally mean don't try, but it means that the posts don't have to be SUPER though through nor produced. It would give kind of a rawness to the public allowing them to feel like they are directly getting to know the artist.

Other Artist's Example: Lay Zhang



\*Lay Zhang is tagged in one of Spencer's Post

\*This Idea will work on both Instagram and Tiktok

### Idea #3 Website

## Website

The Tour Information is not updated on Spencer's website. It's still the information of the beginning of the year.

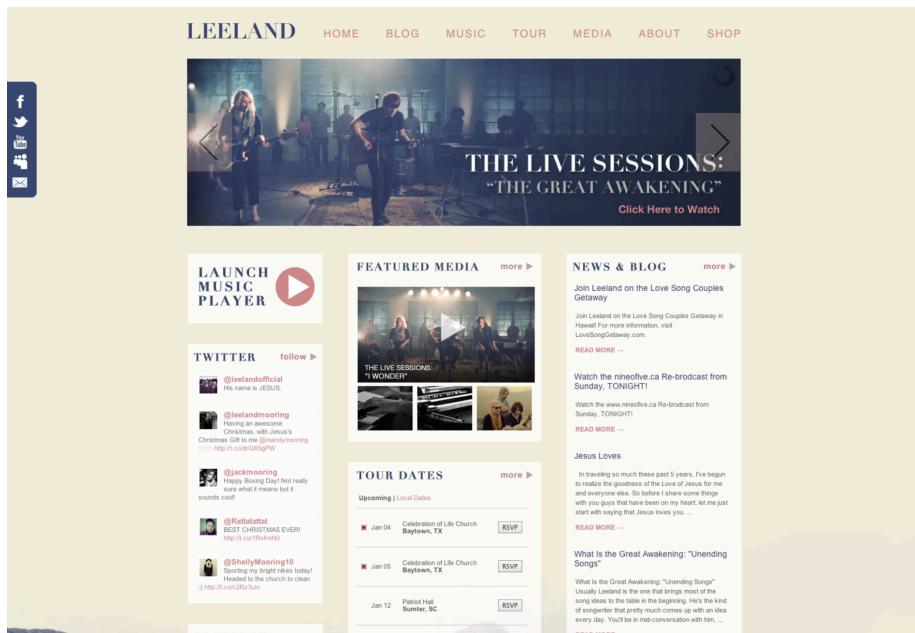
Suggestion on Website Strategies:

- Update the tour or concert information on time.
  - Show some details and information about it
  - Can contain links to preview concerts for publicity/preview
- Spencer has puppet and T shirts as his peripheral product but they are not on the Shop page. This information needs to be on the website's SHOP icon.
  - Provide picture or video for product's introduction there as well

Other elements to add

- Include an "About" page of Artist Introduction. Share the story, influences, and artistic journey. Add professional photos or artwork to personalize the page.
- Add a QR code if possible: Provide information about coupon or surprise events

Website Example



## Conclusion

Spencer's social media needs to be worked on. Nowadays social media is a key component in an artist's development, and if certainly not a deciding factor, it has a huge impact on someone's career.

Not everything is data, but the information available is telling that Spencer is struggling to keep engagement on his social media, which as seen in some charts is translating into his spotify too.

We believe after all the research we have done and taking into account what we know on Spencer's thoughts on social media that the best way to improve his branding and social media is by first, posting more frequently. It doesn't have to be extremely produced but certain consistency will help Spencer's profile be afloat, allowing more visualization of his profile. With the higher output of posts comes more interaction with fans/audience, more polls, questions on descriptions, storytelling, Q&As, comment replies, etc. A lot of these posts don't have to be highly produced, low-effort high interaction content is encouraged, that way Spencer doesn't have to invest himself into being an influencer, but an artist who communicates with his fans.

Furthermore, we believe that collaborations with other artists, influencers (optional), and brands can be highly beneficial for Spencer because it will help him reach a broader audience of potential future fans and will help him build a stronger connection with already established fans. Notice the order this is told. It's preferred to reach less people and connect with them organically, or if connecting with them doesn't happen as fast, at least making them engage with the posts could be meaningful. Social media doesn't have to be about building a person who we are not, but it's one more tool to be able to connect with people who see us, watch us, are interested in what we do.