

CuriousBRDS <> Radical: Ftr Reqs + Case Study (2023-11-16 12:18 GMT-8) - Transcript

Attendees

Ali Shakeri, Ali Shakeri's Presentation, Devon Souriall

Transcript

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Ali Shakeri: to alright, so we're recording now. So Devon, I guess let's get started. What's your job title? And what's your day-to-day like?

Devon Souriall: I run a digital marketing agency called curious birds and we provide the marketing and social media services for various artists and bands of all different genres shapes and sizes.

Ali Shakeri: Nice and how long is the company been around?

Devon Souriall: We're coming up on three years in March.

Ali Shakeri: Nice and then can you tell me a little bit more about your company? what's the story?

Devon Souriall: Yeah, I've been working in digital for going on eight years. I used to work for another company called demon and the gentleman of that company decided he wanted to go back to the label system. So I kind of inherited our clients Ran forward and grabbed the reins and started my own thing. So, it's very identical. What demon was but curious birds we help Artists come up with marketing plans social media services and strategies marketing campaigns a lot of paid media campaigns on Facebook Instagram Spotify YouTube and tiktok. I've been using its radical for more and more clients. One of my favorite things is the transparency between Streams and cost streams and cost per listeners. That's not something that's quite as transparent in the back end of the ad studio. So yeah.

Ali Shakeri: Thanks, I appreciate that. And how do you say your company is grown?

Devon Souriall: By working hard and being good people we really care about our artists we care about our teams. Everybody on my team is a good person. we purposely don't work at labels because we don't care to get yell at people. we believe in just being good people and working hard and really showing care for our artists and their goals and their visions and I think that is transpired to more and more relationships and just a bigger network of managers and artists and labels that we work with.

Ali Shakeri: Nice, and how did you get started in this field? what's your background? And what you do your company? I know you kind of answered this but love a little bit.

Devon Souriall: It's all good. I grew up in a music family my brother both work in the industry. I actually wanted to be an artist when I was younger and then I was 18 19 and I was like, I'm not good enough for drums. I'm not enough a guitar. I'm not good enough at screaming in a metal band. So I'm not gonna be an artist. So I was like, I might as well go work in the business, so I went to A trade art school in Florida called wholesale. I majored in music business while I was in college. I did an internship with a management company called fly south music group, and then from there I graduated college and I jumped over to a merchandise company.

Devon Souriall: Where we provided both tour and commerce solutions for touring bands and artists and YouTubers as well from there. I decided to move home. I had no interview. I had nothing lined up. I went back to California and I was fortunate to be introduced to this gentleman Scavo and at the time in 2016 Jay was starting a company called demon and he took me under his wing as his right hand man and introduced me to the world of digital marketing and here we are.

Ali Shakeri: Nice nice, and that's cool that you went to Full Sail. I want to one of tone Den's early advisors at Clayton Wahoo with a full sale as well.

Devon Souriall: Yeah.

Devon Souriall: cool Yeah. Yeah.

Ali Shakeri: Was it the one in Florida or call me. So why I have a few more about halfway down here. Why did you start using radical?

Devon Souriall: Okay.

Devon Souriall: I'm a big fan of Alicia Carey. I'll start with that. I used to use tone Den a lot. And I was Ali and I reconnected and I was introduced to its radical and I just love the Simplicity and the transparency of the analytics Spotify ads Studio gives you some analytics but the analytics in the back end of its radical are much more simplified and much more clear and transparent to our artists. I can take an easier screenshot that shows cost per listener a cost per stream the amount spent. It's just much more clear and easily. Transferable to my artists when we're sending our weekly updates and I know they appreciate it and I appreciate it as well.

Ali Shakeri: And did you have an aha moment when you tried out the platform like a light bulb went off in your head where you're like, okay, this is useful.

Devon Souriall: Absolutely. I think the first time that you walked me through the platform I was like wow, this is great. And again, I'll touch it on this multiple times, but my favorite thing is really the cost per listener and the cost per stream. Not that you couldn't figure that out by doing some simple math in the back end of the ad Studio, but the fact that math has already done for you and it's all in one simple block right in front of you just being able to take a screenshot and show that to our artists. It's very helpful and useful and seeing that for the first time was wow this is so much better and so much. easily readable for our artists and partners.

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Ali Shakeri: That I was gonna segue for a before and what would you say your job was before using radical and how's it different now?

Devon Souriall: I definitely utilize Spotify and platform ads a lot more before doing. So I don't think that our artist and partners had as much faith in Spotify ads, but being able to show them the cost per listener and cost per stream it's about as simple as it gets and it gives them more faith in the money that they're spending. So I've noticed that our advertising strategies have shifted to a bit more on the Spotify side as opposed to Facebook Instagram and YouTube

Ali Shakeri: cool, and that was Segway into my next question is how do you think radical compares to using Facebook and Instagram ads?

Devon Souriall: Given that I know for a fact that Spotify and it's radicals APR connected. I know that the analytics I'm being given are 1,000% true. I personally don't believe in metas analytics. I think that there's a lot of fake accounts that interact with ads and I can prove so because I will run a traffic ad and meta will tell me you had 10,000 clicks and I'm like, that's interesting and then I'll go look in the FFM analytics of that link and it'll say you had 5,000 clicks and...

Ali Shakeri: Okay.

Devon Souriall: then I will look even deeper into those analytics and see that only 50 people clicked out to Spotify. So I don't really trust Meta as analytics and I know that what I'm seeing in the back kind of it's radical as Israel As It Gets

Ali Shakeri: That's awesome here at three more all strap here. Thank you. Do you have a favorite feature of the tool?

Devon Souriall: I would say the targeting population is great and super helpful being able to select, 10 seed artists and then automatically populate, upwards of 50 to 100 targetable artists is very helpful. And saves me a lot of time quite frankly.

Ali Shakeri: awesome And then do you have a favorite campaign? That was most successful?

Devon Souriall: Yeah, I ran a campaign for this artist named Lila Dupont believe it or not. It was actually the first campaign that I ever run and the best performing campaign to this day. She is an indie folk artist out of New York. she released a song called legal in England and We spent a total of 228. And received nearly 2,600 streams the math comes down to about nine cents per stream and 90 cents per listener. That's To this day. I've ran upwards of 20 campaigns on its radical and that is the best performing ad that I've seen so far. And

Ali Shakeri: nice

Devon Souriall: she's a smaller artist. She's had some streaming success from plant Spotify playlist specifically. But she's definitely a small artist and to be able to deliver those kind of analytics to a small artist. It made It made me look good. It was just a positive happening all around.

Ali Shakeri: Thanks, mean it's on a side note when I've been running people through flying results, too. I've been going to Spotify for artists. we can Play around for a little bit and we're moving fast, which is good and

Devon Souriall: You got me for a full hour, don't worry. I'm going.

Ali Shakeri: when Spotify for artists and...

Devon Souriall: to filter

Ali Shakeri: you look at like Is it not source of streams or it's music? Excuse me? It's like music and then playlists and then you look at The last 20 days. I'm an Aviva right now, which is why I like it's a lot bigger but What was I gonna say?

Devon Souriall: music playlist

Ali Shakeri: Yeah, so you go like music playlist you're usually able to see. how many streams are you getting from? the editorial based playlists?

Devon Souriall: right

Ali Shakeri: You'll notice a few things one is think about new music Friday, that's the end. I'll be all so new music Friday UK for this artist brought in about 3,400 streams, think about all the work that goes into Hey, you're ...

Devon Souriall: getting that little

Ali Shakeri: it's that playlist you're only getting 3,000 streams and you can only get on it

once all...

Devon Souriall: a week. Thank you. Yeah.

Ali Shakeri: And then if you look at the total number of streams that were occurring a lot of it was just passed through streams, very few people. Listen to the song more than once because otherwise if you were averaging two streams a listener, this wouldn't be 3,700 streams. It would be like What was gonna say, what would be 3,700 streams? It would be what seventh close to 7,000 ads?

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Devon Souriall: right

Ali Shakeri: And so when you're running the audio ads, especially if you get a good campaign going it's pretty much comparable to what you would get on a editorial based playlist with Spotify.

Devon Souriall: Yeah.

Ali Shakeri: It's just you can do this a lot more.

Devon Souriall: especially, Everybody wants to be on editorial by this right? it's the ultimate goal for every artist...

Ali Shakeri: Yeah.

Devon Souriall: but I truly believe more in the algorithmic playlist and I do the editorial playlist because algorithmic playlists have more longevity and...

Ali Shakeri: Yeah.

Devon Souriall: it's all the playlist especially new music Friday you're on that for six days. and then it's over,

Devon Souriall: And even some of the other to be on a strong big editorial playlist for a long time for let's say a month or two months. It's very rare. Or as rhythmic playlist like that doesn't stop it. It keeps going, it's much more beneficial in my opinion.

Ali Shakeri: I'm with either. I'm still trying to figure out I want to figure out if you run Spotify ads enough like a fifteen dollar a day budget can it trigger algorithmic playlist thing because I was a big part of the pitch with the Spotify growth Playbook with tone then and I was able to see that. relatively quickly where I had a client spend 15 bucks a day for a full month, but I just haven't done that yet with radical. I'm having friend.

Devon Souriall: Do you?

Ali Shakeri: Try it out with an acting Lauren Mia, which is like a techno artist, but I just need to go out and do that. I haven't yet.

Devon Souriall: Ask Spotify straight up do they take into consideration when artist spend money on their platform?

Ali Shakeri: I feel like they say they don't but it depends on what level you're at. Right because a lot of the time that does come into play when you're pitching for editorial saying here's...

Devon Souriall: right

Ali Shakeri: how we plan this battle on Spotify. So there's definitely influence there. I think Spotify looks at they have a variety of factors. But my personal opinion is they look at collection ads on a song because that's one of the highest value signals that they can go.

Devon Souriall: Playlist that's...

Devon Souriall: what you mean collection ads like saves.

Ali Shakeri: Saves.

Ali Shakeri: Yeah, they look it's and then I think they look at

Devon Souriall: Function, okay.

Ali Shakeri: How you're going back and streaming that artists are you actually like playing the song that you like from your liked songs page a lot.

Devon Souriall: yeah.

Ali Shakeri: Are you sleeping out that artist directly? I think those two signals matter more than hey, this song got a hundred thousand streams, but it was because a hundred thousand people discovered this on a playlist and only streamed it.

Devon Souriall: Right. Yeah. Yeah.

Ali Shakeri: Once I don't think that matters as much for algorithmic as much as hey because if you look at the artist studio stats for Aviva one minute

Ali Shakeri: They're just getting a lot of Replayability in general they got discovered on radio. They got 300,000 listeners that I think this is from Discover Mode,...

Devon Souriall: to break

Ali Shakeri: but they got 713,000 streams like average to 2x4.

Devon Souriall: appointments

Ali Shakeri: Plus they're gonna listen song twice in a month, which is good daily. Mix is even better though. they're averaging three streams person. So there's a lot of repeatability there. So I think Spotify is a lot more likely to push this out and for the

people that are on repeat. It's 5x. So I think Spotify is rewarding this artist because Ali Shakeri: They just get a lot of replayability out of the students that they have the number of streams relative to listeners for a lot of their songs is pretty high and...

Devon Souriall: Yeah.

Ali Shakeri: this is to artists that I usually recommend there just...

Devon Souriall: whatever

Ali Shakeri: because they're purely independent they always turn down deals. like that. They always turn on Majors because they're like what are you gonna offer me that we

Devon Souriall: Yeah that we're not already getting.

Ali Shakeri: It's great. It's like they'll talk about how Certain acts like Halsey for instance. They have all these streams. They just don't make a lot of money from the recorded Revenue which it's such a travesty man, but it just goes back to time value of money how I feel don't understand okay, I'm gonna get a lot of money up front, but I'm for going all this Revenue that I could have collected.

Devon Souriall: I think there's of yeah.

Ali Shakeri: deal the devil man and

Devon Souriall: Yeah. I mean the artists not younger but smaller Arts definitely sometimes they have to make that sacrifice because they need that extra push,...

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Ali Shakeri: Yeah.

Devon Souriall: but I think a lot of these companies like virgin music and AWOL and APA are our Ada. they're creating a unique model where a artist doesn't have to sacrifice their masters for 10 or 15 years, but they still have the ability to get you on the playlist and to get you to that next level without having to sell your soul completely.

Ali Shakeri: Yeah, man, that's what I'm seeing more and my last question. Thanks again for time is who do you would benefit the most from using radical and...

Devon Souriall: Of course.

Ali Shakeri: why and what do you recommend it to anyone else?

Devon Souriall: I would recommend it to everyone really I mean, it's always worth a try at the minimum. I've seen some campaigns really. I've seen some not do so well, but there's a lot of factors that come into play there right how well known as the artist. How good is the song how strong is our targeting? I think the best thing you can do is at least try so I would definitely recommend it to just about anybody really. What the first part of that question sorry.

Ali Shakeri: awesome who do you think would benefit the most from?

Devon Souriall: yeah. Yeah. I mean I and anybody and everybody if you're an artist releasing music, you should try it. it's a self-serve platform. It's easy to You don't have to go and hire a digital agency to run this ad for you. everybody should try it. Really. And we hire me.

Ali Shakeri: again, but you can Yeah. I'll take the digital agency part out because I feel like I made that part of my pitch with tone man, but I regret it because a lot of my really good customers were digital agencies and...

Devon Souriall: Yeah.

Ali Shakeri: I think there's a way to make it all kind of coexist because they're For my pitching the way usually pictures that I always have enemy with tone in it wasn't digital agency as it was lack of attribution, but sometimes I would say hey look you could just run this in house. With radical I want the enemy to be meta ads like dude.

Devon Souriall: Yeah.

Ali Shakeri: Why are you burning something meta ads in the context of recorded music marketing?

Devon Souriall: Yes, I can.

Ali Shakeri: Why are you trying to spend on Facebook to drive activity on Spotify when you should be driving activity on Spotify to drive back. Yeah.

Devon Souriall: Within I couldn't agree more and I hope that Zuckerberg finds out about your platform very soon.

Ali Shakeri: Yeah, exactly. All...

Devon Souriall: Yeah.

Ali Shakeri: I'm gonna stop recording. This is everything I need.

Meeting ended after 00:17:35