

GROW A FANBASE FROM SCRATCH



***TOM DUPREE'S TOP TIPS FOR
GROWING A FANBASE FROM
SCRATCH, STEP-BY-STEP***



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Here is a simple step-by-step list of tasks you'll want to complete to get your fanbase growth up and running.

1: CREATE A 1 PAGE WEBSITE

If you already have a website, then great, you can just create this page on your site. If you don't have a website, no problem!

But you're going to want to create a 1 page website (also called a "landing page" in the marketing world). This is simply a page you can direct people to where they can join your email list.

This page is vital because it allows you to actually start building a list of people (fans) whom you can contact again and again. Every time you have a new release, you have people you can contact.

You can promote this page on social media, through ads, or even when you interact with people in person.

You can easily create this for [free using a tool like ConvertKit](#) (affiliate). You can create something that looks like the image below:

ALECIA BOSTON

NEW ALBUM COMING SOON

Sign up to be notified about the release of the first full studio album from Alecia Boston, When Strong Streets Shout.

Email Address

SUBSCRIBE

We respect your privacy. Unsubscribe at any time.



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2: CHOOSE AN EMAIL PROVIDER

I already mentioned ConvertKit, but you can choose whichever one you like best and fits your needs.

I personally find ConvertKit to be the best because it is powerful, but also easily to use and designed with music artists and creatives in mind.

Whatever provider you choose, you'll then hook it up to your landing page that you created in step one so that when people opt-in, they actually join your email list.

If you chose ConvertKit, then this is all just one step, and if you get the paid plan, you can even create an automated onboarding email campaign that triggers every time someone joins your list.

This allows you to build a relationship with your new subscribers on autopilot, and even make offers to them so you can make sales while you sleep!



[Try out ConvertKit for free here.](#)



[Get my free email marketing course here, which will show you how to get started with email...](#)

And how to get your first 100 email subscribers in just 3 days, completely for free!



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3: SET UP YOUR INSTAGRAM & FACEBOOK & START RUNNING ADS

Once you've got your social media accounts set up, you can start running ads.

Your ad can be a simple short clip from the chorus of one of your songs, and you can let people know in the text of the ad that they can download the song for free if they click the button on the ad.

This can then take people to your landing page that you created in step 1.

Or, you could send people directly to Spotify, but once they go there, there is not guarantee they will actually stream, and once they leave, they could forget you and be gone for good.

If you get your new burgeoning fans onto your email list, you can further develop your relationship with them, and send them back to Spotify (or anywhere) any time you want.

4: CHOOSE INSTAGRAM OR YOUTUBE TO BE YOUR PRIMARY SOCIAL MEDIA PLATFORM

Running ads will attract people to you, but you'll also want to create social media content. This will help attract fans to you organically, but this is also great for nurturing your current fans.

Don't try to be on all platforms at once, but just start with one platform that you can focus all of your time and attention on. From there, just consistently post new content to attract more followers, and turn your current followers into fans.

Go ahead and create accounts on all of the other major social media platforms using the same handle just so you have them incase in the future you have a team or more bandwidth to focus on more than one platform.



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5: SCHEDULE 1 TIME BLOCK A WEEK TO MAKE CONTENT

Decide when you are going to create your content for IG or YouTube. Pick one time a week where you can create all of your content for the week.

As you get better and more experienced, you may even want to pick one time a month where you create all of your content for the month.

This ensures that you'll always have content to post, and avoids the trap of trying to find the time to create and post content in the moment.

6: SCHEDULE YOUR CONTENT

Finally schedule your content that you've created. You can get a paid tool like Later.com or HootSuite. Or, you can just use the free Meta Business Suite that comes with your business account on Facebook or IG.

This will allow you to schedule content to both Facebook and Instagram at the same time.

And if you're creating YouTube content primarily, you can just use the built-in scheduler tool on YouTube.

So by now, you've automated your audience growth with your ads, and now you've automated your fanbase growth with your social media content.

Now you can focus on improving your website, making connections, or simply making and releasing more music.

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IF YOU'RE SHORT ON CASH BUT HAVE SOME FREE TIME...

[Then check out my Spotify training here.](#)

It will walk you through how indie artists are earning up to \$1,000 a month from Spotify streams alone, without running ads or paying for playlist submission tools.

This training will show you:

- How to submit your songs to Spotify's Editorial playlists
- How get on the most powerful type of playlists
- How to create a network of playlist curators who are HAPPY to add and promote all of your future releases
- And more!

[Just click here to learn more about this training.](#)

I hope you enjoyed this guide!

If you have any questions shoot me an email at:

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Happy fanbase growth!

Reagan Ramm

