

PARTICIPANT GUIDE

Stage II

Hi,

By now you know the MMAA project - The Music Magazine and Artist App -, its participants, BELOUD, Ascora and IMMF, and you've checked many of the platform services. So far, you have generated your Artist Page, you have already tested how to create your online shop offering physical and digital products, you have checked out the crowdfunding platform, and you have tested how to place tickets on sale for your concerts.

So, now it is time to check the tools that allow you to communicate with your fans, and to explore the analytics you have access to.

In addition to this guide, you will also find an FAQ section at <http://beloud.co/index.php/en/faqs/artists>



If you have comments or questions, please email us, we will be happy to help cs@beloud.co. You also can use the online support that we have in the platform.

The following icons indicate:



A task you have to complete.



Advise.



LET'S GO FOR IT!

Test Step 1 – Check the user experience, install the “BELOUD APP”

BELOUD is an app for music lovers. Our objective is to build a community that brings music fans and artists together and fosters artists discovery, as well as enabling direct communication from the artists to their fans.

The BELOUD app provides music fans with a complete listing of concerts and festivals, and everything they need from their favorite artists: tours, news, interviews etc. The BELOUD app also messages the fan direct from the artists that they follow and create relevant alerts including offers such as special VIP experiences or breaking news, all targeted to fans based on location.

In this iteration of the pilot, you will test how to send messages to your fans. The messages will be sent by email and also through the BELOUD app, so your first step is to install the BELOUD app on your device and familiarize yourself with it.

To install the app go to the Google Play store or the Apple store and search for the app “BELOUD”, here are direct links to it:

Google play: <http://bit.ly/2gYpnVG>

Apple Store: <http://apple.co/2ihdFlr>

Once you have downloaded the app log in with your BELOUD email and password (iteration 1) or through your facebook account. If you have forgotten your password, click on “Forgot the password?”



Profile: here choose your preferences as a consumer for musical genre, location and the languages in which you wish to receive the news.



Explore: start exploring other artists and following them to personalize the app to your tastes. Please also follow your own artist.



Please download the app, log in and select your artist from among the artists to follow



Test Step 2 – Create and send a message to your fans



Now go to BELOUD website and navigate to your artist administration area to test the communication features. In the side menu, go to the communication section. From there, you can send messages to your fans.

What is a fan in this context?

We have the data of every person that has created an account in the BELOUD site, bought some products or registered on the BELOUD app.

We consider that a user is your fan if: they have bought a product from your online shop, are following you on the BELOUD website or app, or if they have shared your Artist Page, concerts or products through their social networks.

Send a message to your fans.

First select which fans you want to message: either all fans or target fans by location (by countries or by city). Then create the message, preview it and then send it.

When you send the message an email is sent to the fans you selected and the message also appears in the app to the selected fans.

The more fans you have the wider your communications reach.



Create a message, preview it send it.

If you have activated an AD blocker, you will not be able to preview your message

Test Step 3 – See your message in beloud app and email.

If you have followed yourself as an artist in the app and selected the location where you based when sending the message from your admin area, you will receive the message in your email and also you will be able to see it in the beloud app.

Let's go back to your mobile app. Now in the app area , you should be able to see your message. Check it out.



Visualize the result of your communication in the app and in your email .





Test Step 4 – Analytics

In the BELOUD website, in your administration area go to the Analytics section. Use the analytic filters and check the different options that the platform gives you.



Check the Analytics

You can see your followers (users that are following you either in the website or the app) by location, you can see your sales and the status of your shop and the orders on it.

Test Step 5 - Testing Feedback

Once you have completed your exploration of the functionality of the MMAA project for this iteration of the pilot you need to give us your feedback. Click here for the feedback:

<http://mmaaproject.eu/mmaa-questionnaire-for-artists-iteration-2>



Thank you. That's the end of the testing process

