

PARTICIPANT GUIDE

Stage 3

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, created your online shop and tested how to put ticket entries for sale.

You have also sent a message to your fans.

Now it is time to launch actions to increase the interaction of your fans with you, as well as communicate with potential fans introducing to them your music.

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

We have also prepared a series of video tutorials that will be accessible in your administration area in BELOUD. They will help you if you have any doubt or problem with the proposed services.

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 – Launch a raffle

Raffles are a powerful tool. If you use it and communicate it well, you can generate a significant number of visits and sales in your shop, get your fans involved on your social networks, as well as having them located to be able to send them messages later.

The raffles work on a point system; the more points a fan earns, the more chances to win or more entries for the raffle. The scoring methods are as follows:

- A purchase = 10 points
- A fan adds you to favorites, by clicking the heart icon on your artist page = 1 point
- A fan shares your Webstore on Facebook, Twitter or WhatsApp = 1 point = 1 point

Go to the section “My Shop” and click on “RAFFLE”

Add a new raffle, defining the prize you want to give, the start and end date of it (choose less than 12 days to be able to assess the result before the end of the iteration) as well as a photo. You can make the prize as special and exclusive as you want or limit it to a digital album or song. The more special it is, the more motivated your fans will be to participate.

Once finalized, the system chooses the winner based on their points in a randomized fashion. The more points, the more possibilities there are to win! The winner will be announced automatically, on the web and by email to you and all participants, and you will have all your data in your administration area so that you can deliver the prize.

- 📄 Launch a raffle and promote it in your social networks.



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

In the previous tests you sent a message to your fans. Now we're going to send a message to users who are not yet your fans, but who by the type of artist they're fans of could become your fans.

Go to the BELOUD website, enter your administration area in the "Communication" section of the side menu. Click on "GET NEW FANS".

Click on the button "Add". Then, in the box "Artist" enter name of artists with a music style similar to yours (you believe their fans can be your fans).

You can send a message to all the fans, selecting by country or by city. Once done, calculate the number of recipients and click on "Next" to define the message you want to send them.

As this is a first message to users who do not know you, we recommend that you include a short message introducing yourself, your best music video and inform them of the raffle you are making with a special prize just for entering to your BELOUD profile and start following them.

Once the message is prepared, make a "Preview" of it and then click on "Save and send".



Create a message, preview it and send it to your new fans.

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



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-3>



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

