

HOW'S THE CONCERT PROMOTION INDUSTRY DOING & WHAT CAN PROMOTERS DO TO CAPTURE FANS?

The music industry is experiencing a massive rebound since the pandemic as music fans across every genre are eager to enjoy their favorite bands and discover new ones. How do concert promoters reach audiences?


FIRST,



by the Numbers:

- Live music is the #1 Leisure category global customers expect to spend more on
- Fan count increased 79% YoY
- Ticketing fee-bearing gross transaction value increased 60% YoY

KEY



Takeaways:

- Fans are buying more overall tickets
- Fans are paying higher ticket prices
- Fans are looking for VIP access that helps them connect with their favorite artists

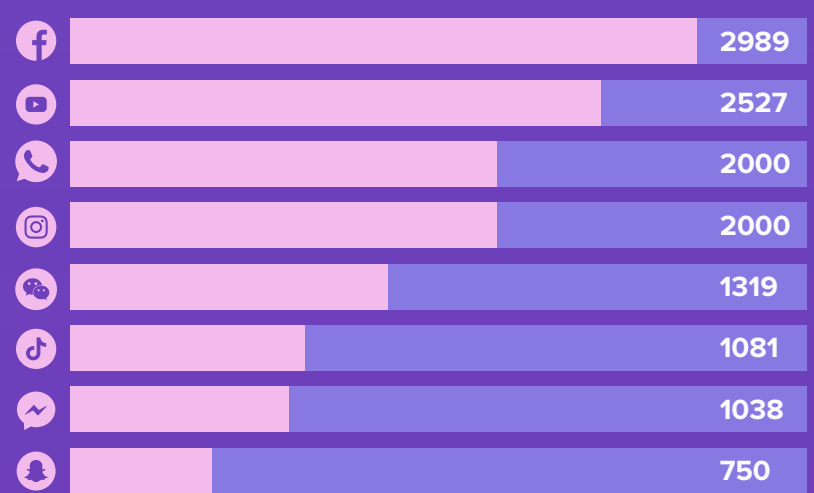
Where to Reach Fans

Digital is nothing new, but promoters are leveraging like never before to capture audience attention with a personalized approach on the platforms fans prefer.

While Facebook still reigns, TikTok is rapidly gaining traction as a close second.

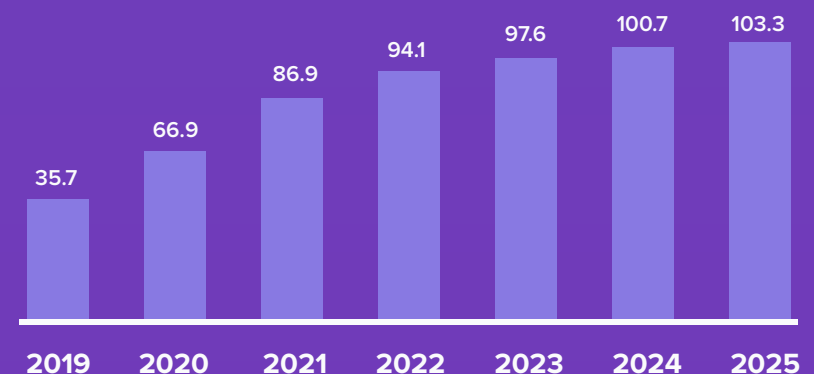
MOST POPULAR SOCIAL NETWORKS

WORLDWIDE AS OF JULY 2023, ACTIVE USER (in millions)



NUMBER OF TIKTOK USERS

IN THE UNITED STATES FROM 2019 TO 2025 (in millions)



But promoters should consider other platforms geared towards music fans:



How to Reach Fans

When it comes to social media, quality and quantity matter. Promoters must stay top of minds, which means top of feeds. One or two random posts won't cut it with current fans or when trying to attract new ones. Neither will unengaging material. The sweet spot?

- *Steady, consistent posts on a regular basis, particularly ahead of key concert dates, such as go-live ticket sales dates and concert date*
- *Posts with valuable content about artists, shows, tour dates, etc.*
- *Leveraging text, photos and video content, with artist clips, concert video footage and fans*

Combining Technology & Analytics

Half the battle for promoters is knowing who their audience is. Technology that reveals critical, real-time data is a promoter's best friend.

- *Behavioral tracking to customize posts to the intended audience*
- *AI to generate creative posts (with human editing as a best practice)*
- *Centralized, cloud-based music management platform to automate processes, documentation and communication*

WHAT TO LOOK FOR



in a Management Platform

Ironically, not all live music management platforms are geared towards live music, much less the intricacies of concert promotion. Ultimately, you want to know your audience, generate more offers faster and book more shows. Here's what you should look for when evaluating a solution:

- An intuitive calendar allows you to easily filter and track holds, confirmed shows and on-sale/announce
- Calendar sync with partners
- Easy avails sharing and editing
- Custom team permissions and access
- Task delegation
- Real-time deal tracking
- Real-time payment tracking
- Automated financial reporting
- Automated splits calculations
- Automated settlements
- Data-backed insights on audiences, costs, sales, etc.

Sources:

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