

TIPS FOR PROMOTING CONCERT on Social Media

Social media is the primary channel for concert promotion, but how do you do it right so you reach your intended audience while keeping costs in check?

FIRST,

by the Numbers:

78% of eventgoers rely on event advertising across all channels to find upcoming events

57% of eventgoers depend on the recommendation of friends for live events

85% of concertgoers discover live music online

63% of concertgoers like using social media to learn about upcoming concerts

"Artists need to leverage trends, creating a dynamic environment where artists need a fluid strategy to stay constantly connected with audiences and identify micro-opportunities to capitalize on."

- Rolling Stone

KEY











Takeaways:

- The majority of concertgoers use digital channels to discover music and live events
- Artists and venues must find ways to consistently engage with fans to remain relevant
- Concert promotion must heavily lean into digital strategies



WHICH DIGITAL CHANNELS REIGN?

Knowing your audience and which social platforms they use most is critical.

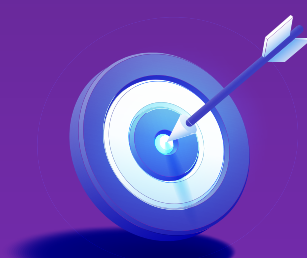
	2.91B monthly active users,	25-34 years old		211M daily active users,	18-29 years old	
	2B monthly active users,	18-34 years old		431M monthly active users,	50-64 years old	
	2B monthly active users,	15-35 years old		319M monthly active users,	15-25 years old	
	1B monthly active users	10-19 years old				are alternative top social media platforms among music lovers

WHAT'S YOUR BUDGET?

Social media channels cost money, and the cost depends on your strategy. Here is the average Cost-Per-Click (CPM) and Cost-Per-Impression (CPM):

	\$0.97 per click, \$7.19 per 1,000 impressions
	\$3.56 per click, \$7.91 per 1,000 impressions
	\$3.21 per click, \$9.68 per 1,000 impressions
	\$1 per click, \$10 per 1,000 impressions
	\$0.38 per click, \$6.46 per 1,000 impressions
	\$1.50 per click, \$30 per 1,000 impressions

Top Winning SOCIAL STRATEGIES



1. Develop fan personas
2. Choose your social media platform(s) based on personas
3. Plan post frequency
4. Create post content plan
5. Get creative with your posts
6. Make an event page on social media
7. Host a contest
8. Stay organized

CONSISTENCY IS KEY

Don't post and ghost. Social media is all about quality content in a consistent cadence.

83% of concertgoers say they'd like to receive information from the artist, venue or ticketing service after making a ticket purchase

70% of music fans missed a concert last year because they learned about the concert too late or weren't reminded

48% of concertgoers want to receive show reminders through social media



Sources:

Midia
Social Media Today
Rolling Stones
Medium
Sprout Social
Nutshell