



## Like to Download: Does it work? How it works & how to best utilise it.

One of the biggest challenges for all artists is getting the audience to listen, engage and to love your newly released piece of music. A common way in which many artists see as the “easy” way to obtain the above is to sign up to a service where the audience member must like, repost, comment and follow the artist just to receive their own copy of that particular piece of music. This can be an effective tool in a marketing campaign when sharing your record but can also be viewed as annoying and can break the attention span of the audience you are trying so hard to connect with if done incorrectly.

When structuring your release it is important to understand first; who are you targeting and who are you trying to engage with on this release? Once you have gathered a solid understanding of who your audience is and how they would generally consume your kind of music, you should then focus your thinking on how you could get that target audience to consume that music. All of this being done with the content you post and also with what platforms your music can be shared on i.e. **Spotify, SoundCloud, Apple Music, Deezer, Beatport, Facebook, Instagram, Tik-Tok, YouTube** and the list goes on.

### How it works:

Considering all of the above it then comes time for you to consider whether signing up to a service such as **Tonden** or **Artist Union** is worth it. These services typically connect to the record through the artist SoundCloud account. After that connection is made you have the option to select the release and a series of actions the listener has to go through before being able to download the record.

#### *These actions include:*

- Follow the artist on Spotify
- Follow the artist on SoundCloud
- Follow the artist on Facebook
- Follow the artist on Instagram
- Follow the artist on YouTube
- Like the song on SoundCloud
- Comment on the song on SoundCloud
- Repost song on SoundCloud

Once you have selected the specific actions for your audience to go through the service will generate a link which you would need to add into ‘*buy link*’ of the song in the backend of your SoundCloud account.

Using a service such as this, your mindset should be around targeting audiences that do not already follow you, and if that is the case their very first impression of you should be pushing them toward a platform where they can best engage / consume your content. For example; if you have an extremely strong Spotify listenership or it is something you wish to improve then selecting the action ‘*Follow the artist on Spotify*’ would make complete sense because you are willingly directing your audience to the platform you wish to grow. Directing the new found audience to the platforms you desire to grow is beginning a relationship with your listener and providing them with their first experience of your artist brand. Using a ‘*like to download*’ should be used thoughtfully and executed subtly as you want to provide your audience with value the first time they are exposed to you, rather than tarnish that experience and expect them to do multiple actions that do not save time.

A really important thing when using a service such as this is to respect the attention span of your end consumer. The likelihood of your listeners going through multiple of these actions is very low, as it can be perceived by them that you are only trying to boost all of your statistics rather than just reach a new audience, so ease of download really needs to be considered.