



## **How to Identify an Artist Audience** *And Why You're Wasting Time Without This*

In music, everything comes back to connection. And connection? It's about an audience.

Knowing who you're speaking to changes how you speak, in which algorithms and rabbit holes and media and industry circles you're showing up, and what you're saying. Yet, a lot of artists (and teams) are pushing out music (And content!! Don't even get us started - this will be the next article...) with no idea who it's *for* - hoping a song, a reel, or a playlist placement magically builds a fanbase.

It doesn't. Audience identification is where EVERYTHING starts.

Let's walk through it - practically, strategically, and in a way that builds something real.

### **Always Start With the 'Artist'**

Before you go near a dashboard, strip it back.

Forget the follower count, ignore the algorithms, and ask: *Who am I as an artist, really?*

What do I write about? What do I care about? What kind of space and presence do I hold on stage? And in real life? And online? If I had no music, would people still want to hear (and listen) to what I'm saying?

Clarity here helps you filter everything else. Because not every listener is your listener. The ones who are, they're responding to something *more* than just sound.

### **Look at the Data You Already Have**

Most artists are sitting on audience insights without realising it.

Spotify for Artists gives you location breakdowns, age demographics, and engagement patterns. You'll see where people are listening, how often, and how your songs are moving. If your biggest spike is 18-24 year-olds in Sydney and Wellington? That's not a stat, it's your direction.

Social media platforms give you even more. Instagram, TikTok, Facebook etc. they all show who your followers are, where they live, how old they are, and what posts they're responding to. Go deeper: watch who's commenting. What language do they use? What do they care about? Are they tagging their friends?

Then there's YouTube. Long-form content is like a trust fall. If people are watching all the way through, that's a signal of real fandom. Check what they're watching *before* and *after* you.

This is all living data. It's behavioural. Emotional. And it tells you who's already tuned in.

### **Look Sideways — Who's in the Same Lane?**

Sometimes, the fastest way to find your people is by borrowing them from someone else's world.

Find 3-5 artists who exist in a similar sonic or cultural space. It doesn't have to be exact. Maybe your artist project writes like Gang of Youths, performs like Lime Cordiale, and looks like a less-polished Dom Dolla. Great! That's your triangle.

Then research:

- Who follows these artists?
- What kinds of content get the most response?
- Are their fans deep divers or passive likers?
- What brands or communities orbit them?

Check Reddit threads. Discord groups. Instagram tags. Even Spotify playlists with niche names. You're not stealing, you're learning. These audiences are showing you what they resonate with and how they interact.

The key isn't to chase another artist's audience base. It's to understand the *blueprint* of engagement. Then apply that in a way that is authentic to you. See first paragraph.

### **Build Real Audience Avatars (Without the Marketing Fluff)**

You don't need some cookie-cutter, 'target persona' template. You need to describe actual people.

Start with what you know and what you've learned from your data. Build out 2–3 *audience avatars* that feel grounded and specific.

Think:

**Name:** Christina Agostino

**Age:** 31

**Location:** Melbourne

**Interests:** Long drives, poetry, op shops, and crying to live music

**Discovery Path:** TikTok and Spotify's "low-key emotional" playlists

**Why she listens:** She's not looking for just sound, she's looking for stories that stick to her ribs (and that she can cry to on repeat).

Do this a couple of times with different audience types. Maybe one's a dance-floor junkie. Maybe one's more about the lyrics. Maybe one is your best friend's little cousin who knows every word.

These aren't just vanity exercises, they'll help you write better captions, design better merch, and direct content that feels personal (even when it's posted to thousands).

**Then: Test. Track. Tweak. Repeat.**

You've got your people. Now, see what lands.

Try:

- Emotional content for your lyric lovers
- Live show clips for your stage addicts
- Funny BTS moments or personality-led trends for your TikTok-heavy demo
- Honest, long-form captions on Instagram for your storytelling base

Then pay attention. What gets saves? Shares? Comments that say *"I felt this"*?

What gets ignored? Or worse, half-likes and scroll-bys?

This is where the real work starts. Not when you post but when you *notice* what happens after.

**Why This Process Matters**

Audience work is not an ego-driven metric chase (you know how we feel about those!). It's not about guessing which age group your sound might appeal to. It's about building the base that will buy tickets, wear your merch, comment on your videos, and tell their friends about your next single.

It sharpens your strategy. It helps you say no to things that don't fit. And it makes your marketing much less like 'shouting into a void' and way more like a conversation.

Artists don't blow up because of virality alone. They blow up because the right people heard the right thing at the right time, and those people stuck around.

If you want to grow as an artist or as a team behind one, you can't keep posting to everyone and hoping for someone. Get clear. Get focused. Know who you're building for.

Because when you know your audience, you don't have to force connection. You just have to feed it.