



Branding pt 2: Not Just A logo: Breaking down every aspect of your brand.

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In this E-Book we want to dive deeper into the world of artist branding, covering topics that are often missed or not considered when thinking about how to best get your music and artist brand to the right people. Rather than diving into the aesthetics of what a brand should look like or what font your logo should be presented in, we want to go further down the rabbit hole of the who, what, how and why which will offer insight as to how to best present yourself aesthetically.

Firstly it is important to consider that your artist brand should be a reflection of yourself in terms of the message you wish to convey and the artform you want to create. Meaning that, before you even begin to figure out what your brand is, you must fully believe in the product that you are about to put out into the world. If you as an artist, are not fully invested in every aspect of what creates your brand or your messaging, cracks will appear in your online persona as well as your music and you can quite often sink into a sea of similar artists and lose what defines your brand.

In our previous e-book '*The Importance of Branding*' we wrote about branding as a promise made by the concept creator that tells the story of what type of artist you are, why you are developing your craft and most importantly, who you are. This promise is then communicated in specific ways to the audience you are intending to connect with and who is engaging with you to ultimately grow your brand. With all of the above in mind, let's challenge your thinking in today's e-book regarding the nuances of your own artist brand.

Below, we will breakdown titles and urge you to apply these questions to yourself when thinking about your own project.

YOU: Represents your intentions as the artist

AUDIENCE: Represents the audience(s) with which you wish to target.

WHY

YOU

Quite simply why are you doing this? Why have you chosen to pursue this? Working out the reason why you wish to create a project holds a huge key as to how to move forward. For example, do you wish to be an artist who wants to create for the sake of creating? This type doesn't expand their thinking into who would stream the music, how to get people to connected to the record etc.? On the other hand do you wish to be an artist who wants to pursue this project as their life's mission and potentially invest in creating a career out of it? Although both are vastly different attitudes, and both admirable pursuits if it makes the artist happy, the difference between both is in the ferocity the artist attacks all the other aspects of the brand apart from the music itself (i.e. marketing, PR, networking, touring). Understanding what type of artist you wish to be enables you to really push the boundaries of everything you do.

AUDIENCES

On the other end of the spectrum the 'Why' extends to your audience(s). Why should they care about your music? Why would they go out of their way to click a link, let alone buy a ticket to a show that you are performing at? The answer to that comes down to the kind of value you are offering as an artist. Quite often, the audience relates to aspects of your brand that are outside of the music, whether it be the clothing you wear, an opinion on politics, even to the simple things such as your preference of food. The artists who successfully exploit this and finds an early connection point to engage with their fanbase are more likely to convert their audience into listeners. Artists who understand their audience will find it easier to produce and distribute content accordingly.

HOW

YOU

'How' relates to how you wish to use certain online social platforms to your advantage to gain trust with the people you wish to engage with. For example, how you utilize Facebook may be different to Instagram, which is different to YouTube and so on and so forth. As a general guide [Facebook](#) is utilized best as a storytelling platform. Being able to attach long form copy to a piece of content allows you to indulge the details of what you are doing. The attention span of Facebook currently, is directly in the newsfeed and although 40% of people will not click 'see more' on the copy you have written, you should find comfort in

knowing if you have approached the 'why' correctly, the audience is more inclined to want to know what you are doing as an artist. Instagram is the most universally used app in 2019 worldwide. The true power of Instagram content is being able to relate personally to your audience. Features such as stories have been utilized to talk directly to your audience and relate to them on a personal level rather than a storytelling standpoint. For example, documenting the process of a song creation via Instagram stories allows you as the artist to talk directly to your audience in regards to certain aspects of the production process. The audience who find value in this are more likely to want to come back. Other free social platforms such as Snapchat, YouTube, Twitter, LinkedIn etc. all allow for different ways to create and distribute content to get inside the head of people who have the potential to actually care about your brand.

AUDIENCES

In the above section there is a lot written in regard to how you should use certain social media platforms to connect and engage. How that directly relates to the audience is understanding the psychology of how they use any particular platform. For example if you are an aspiring indie musician who documents the process of every record he creates to engage younger musicians from the age of 15-18, it is worth noting that this targeted audience may not have a very high stake in a platform such as LinkedIn, but spend 65% of their online time on Instagram. That knowledge allows you to structure different content on Instagram to engage that age group who will relate to how to produce your style of music.

WHAT

YOU

Considering what we have already delved into, 'What' can relate to a few different things. Simply, what kind of content you are putting out to push your brand. Obviously the main source of content should be music if you are a musician. However what can also relate to what kind of content you are publishing to direct the listener in the simplest way possible to your music. For example if you are releasing a single onto Spotify for the first time and do not yet have a lot of traffic on that platform, a great way to build traffic pre-release is to create an artist spotify playlist linked to your account. To then distribute that across social media gains awareness within your community, displaying firstly that you have an account, and secondly that you are providing value.

AUDIENCES

Using the above example from the perspective of a listener, we must acknowledge that the attention span of the audience is not something we should specifically test. From the perspective of them, all they want is to listen to the record on Spotify without any other effort than to open the application, which makes discovering new music with a fresh profile all the more difficult. Catering 'what' kind of content to direct your audience becomes about making it easy for them to engage with what you are putting out. Generally using quick tricks such as follow to download are quick ways to build a following but can destroy the connection the artist has with the pre-existing audience.

USER EXPERIENCE

User Experience can be defined as the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use. When building brand using all of what has been discussed above can help you dive into the inner emotions of what your audience actually want to see, hear or experience. It allows you to position yourself not only aesthetically but also in a position to give them an experience when discovering or engaging with your music and personality.