

EMA 370 - Practical Arts Entrepreneurship

Crisis Management Plan **- Scenario #3 -**

1 - What is the Crisis Strategy? (copy the strategy from Box 10 in the *Arts Crisis Strategy Canvas* here).

“Team Work (still) makes the D(j)ream Work”

COVID-19 has put a spotlight on something we often take for granted-- human connection. Before gathering in groups was a danger to public safety, this DJ was one of the artist’s whose work centered around humans connecting with each other.

Quarantine doesn’t have to be the end of sharing an experience through gathering, dancing, listening, and socializing to the DJ’s music; it’s just going to change the way it’s done. The DJ will do this by offering a unique virtual tour, forming partnerships with other artists, and engaging the market with new platforms (Tik Tok) and fun competitions.

6 - Local Support Efforts

Identify local artist or arts business support efforts available to the venture during the crisis. (this assumes the venture will qualify)

1. VAE NC Artist Relief Fund

The Visual Art Exchange is offering grant money to artists (individual or corporation) that applies with financial-based needs in North Carolina. Their board reviews all applications and distributes once per week, placing priority on those that are not already receiving funding from local efforts.

2. New Music USA Project Grants

New Music USA is providing both grants and networking opportunities through project application. Rather than the usual “grant writing”, applicants must turn in a project of their own creation to be reviewed by the New Music USA board. Awards range from 250-15,000 dollars and are on-going (not limited to the COVID-19 era).

3. Foundation for Contemporary Arts Emergency Grants

FCA gives roughly 12-15 grants per month to individuals specifically that have

	<p><i>committed performance opportunities and are being financially impacted as a result of COVID-19. The grant opportunities are divided among categories, including music/sound. Grant amounts range from 500-2,500 dollars.</i></p> <p><i>Will the venture take advantage of these efforts? Why or why not.</i></p> <p><i>Since the artist has two supporting jobs during this time, it may impact his/her chances of receiving a financial-based grant. The artist should primarily focus on the New Music USA Project Grant (2), that focuses on his music and creating a network between her/himself and other similar artists. Regardless of the financial need, the New Music USA grant offers the opportunity to expand his audience.</i></p>
<p>2 - Identify and Prioritize the Strategic Activities critical to the Crisis Strategy (copy the activities from Box 11 in the <i>Arts Crisis Strategy Canvas</i> here).</p> <p><i>1 - Crisis Response Goal: Set up Veeps and start planning a virtual tour</i></p> <p>https://veeps.com "HERE'S HOW BENJI AND JOEL MADDEN ARE HELPING ARTISTS AND FANS WITH VEEPS"</p> <p>https://www.altpress.com/features/joel-madden-benji-madden-veeps-vip-ticketing-livestreaming-artists-interview/</p> <p>Actions: Veeps will help the artist organize and legitimize some of his new services. Veeps is a platform where artists can host livestreams, schedule tours (virtual and</p>	<p>7 - Monitor & Apply Innovations for a new 'short-term' normal</p> <p><i>How will the venture monitor innovations from competitors? Be specific: "social media" is not an answer.</i></p> <p><i>There seems to be a lot of DJ's doing the same thing during this time. They are setting up live streams and asking that people donate to them through venmo or gofundme. The DJ should check the following resources weekly (or daily) to check out how other DJs are trying to innovate, there may even be an opportunity to collaborate. Of course they should also follow the DJ's that are their competition on social media so they can monitor what they are up to.</i></p>

otherwise), offer private virtual showings/meet & greets, and offer various packages of their services. The best thing about this service is that the artist keeps 100% of the profits, Veeps makes its money through a small service fee that is tacked on to the customer cost. Also, if someone purchases a ticket to a livestream and then can't make it at the scheduled time, the ticket they bought still allows them to go back and watch the livestream at any time even when it is no longer "live".

Setting up a Virtual Tour: Before the artist does anything they need to plan a virtual tour through Veeps. Most DJs are doing one off live streams or are doing them sporadically which doesn't give the market too much of a heads up. The live streams other small DJs are doing are also very difficult to monetize, many of them are just making a link to their venmo or gofundme available in hopes that those that tune in will pitch in. By setting up tour dates and selling tickets through Veeps the artist will be able to make money and offer an experience that feels more professionally organized than if they were to just livestream on Twitch-- which is good for well known artists, but doesn't offer much more than a live streaming service.

2 - Crisis Response Goal: Teamwork makes the D(j)ream Work

Actions:

Partnerships with other creative individuals is an important step toward success during this time. Not only can it be a mutually beneficial way to gain exposure but it can also push your art into a new interesting space it wouldn't have

<https://ourdjtalk.com> (multiple forums that cover different DJ related topics)
<https://www.reddit.com/r/DJs/> (reddit forum for DJs, a lot of DJs are posting about the new things they are trying during this time on this reddit thread)

What will the criteria be when the venture identifies an innovation from a competitor it would like to implement?

The artist mentioned being a bit annoyed that his Club Quarantine idea had been adopted by another DJ who seems to be utilizing it pretty successfully. Many DJ's seem to be adopting some form of this and the artist should ignore DJ's that aren't adding something new to the way they do live streams-- another live stream showing a DJ doing their thing in their living room doesn't count as something new or exciting. When the DJ identifies an innovation that excites him he should assess whether it can be molded to fit his style of DJing and presented to his audience in a new way. If there is no way to further innovate and mold the idea into something new than the DJ shouldn't adopt it.

been able to go without the added element of a partnership. These partnerships could also be utilized to make the Artist's livestreams unique. Here are a few ways partnerships could be utilized:

-Visual Artists: the DJ could host a livestream with a visual artist (local or otherwise) where the artist created their art in front of a camera while the DJ did their set. The livestream would be a split screen so that both artists could be seen and heard creating their art. The DJ and artist could even collaborate to come up with a theme so that their livestream offered a unique and unified experience that engages the viewer through sight and sound.

-Physical Trainers: there are physical trainers offering online fitness classes. The DJ could work with physical trainers to either have a guest spot on their already planned virtual classes and/or invite a physical trainer to teach a class on the DJ's Veeps tour-- "Wake up with DJ "insert name here" and "Ms. Physical Trainer".

-Performing Artists: A collaboration with other performing artists could not only help the artist gain exposure but could also lead to future collabs. The DJ could partner with a rapper or singer to put on a live show. They could even do a freestyling event where 2 rappers had a rap off while the DJ did his thing!

-clubs: staying in connection with the clubs that the DJ frequented before COVID-19 is a good idea no matter what. A partnership with a club could mean that in exchange for the DJ promoting the club on their livestream, the club would allow the DJ to offer VIP packages that included a ticket to one of the tour dates

and a voucher for a drink or entry fee into the club. This would benefit the DJ because it would help maintain his connection with the club and help beef up the attractiveness of his offerings. It would give the club exposure for a very low cost-- vouchers for free drinks or entry fee often end up bringing in customers that wouldn't have come otherwise + it brings in customers that will likely buy drinks beyond the one they get with their voucher. They could even partner with restaurants or bars and follow the same model: saying a certain tour date was sponsored by "insert restaurant name", adding their logo to the livestream video, and offering VIP tickets that included vouchers for free food/drinks.

3 - Crisis Response Goal: Original Content and Bandcamp

Actions:

Original content is a valuable asset to this artist. Their music can be made available on platforms such as Bandcamp for purchase, Bandcamp takes a 15% commission for digital content sales which isn't too high. This content could include sets from the artist's tour so that fans and customers could further support the DJ by purchasing the digital set.

4 - Crisis Response Goal: Competitions and Virtual Connection

Actions:

TIK TOK: [Get Your Music to Go Viral Using TikTok | How Musicians Can Use TikTok](#)

Tik Tok has become the first step to advertising new music, artists such as

Justin Bieber are encouraged to push their fans to use their music in tik tok videos, the more people that use it, the more exposure the song and artist gains. This can be used by smaller artists too, the tik tok sounds that do well are usually upbeat and include a unique element. The DJ should get familiar with the sounds that are trending so he can choose the best clips of his music to upload. He could also remix sounds that are already popular (here is an example: <https://www.tiktok.com/@j.broadway/video/6806412781601049862>) Tik Tok would also be a good place for the artist to post DJ insider tips and tricks, as well as videos of the DJ doing collabs with other artists. The DJ could also do some funny DJ related videos (here is an example: <https://www.tiktok.com/@joana.zanin10/video/6814144648060095749>)

Any video that gained views would be a direct link back to the DJ and their work.

Here's a few hashtags they should use:
#foryoupage #fyp #DJ #clubbing
#originalsound #remix

Competitions: Competitions through social media are a good way to make a little money, gain exposure, and engage/excite your audience.

Tattoo artists on instagram have been hosting raffles that work like this: you venmo a specified amount (usually \$5-\$25) to the artist and are entered to win a voucher for either a specified amount of money towards your next tattoo with the artist or a coupon for a whole tattoo. Sometimes the artist also says that if you repost their post about the raffle on your story (facebook and instagram have a story feature) you get an additional entry to win. This artist could do one of these raffles and offer a \$200

(or whatever amount they felt comfortable with) voucher that could be used by the winner to book the DJ. This voucher could be used to book the DJ for an event once quarantine is lifted or part of it could be used to purchase tickets/VIP packages to attend the DJ's livestreams.

The artist should also encourage his following on facebook and instagram to use the sounds he makes on tik tok and host a tik tok competition. On facebook, instagram, and tik tok the artist should post about his tik tok competition which could be structured 2 different ways:

- 1) Every user that makes a Tik Tok using one of the DJ's sounds and tags their video with #their DJ name challenge (ex: #DJiAmchallenge) is entered in a raffle to win tickets to a livestream or a voucher for DJ services. The only problem with this is that if the DJ's sound blew up it would be very difficult to manage all the entries.
- 2) Encourage the audience to make tik toks with DJ's sounds and announce that whatever video using one of his sounds (and his hashtag) gained the most views by the end of the month would win a voucher.

5 - Crisis Response Goal: Stay in touch

Actions:

The artist needs to maintain the connections that helped him get work before all this. It's important to remind people that you will still be working through and after this. Even if he had the resources to sue clubs that won't guarantee his contract will be upheld, we

would recommend that he didn't take legal action. Everyone is struggling right now and even though canceling on the artist is certainly not good business practice, suing the club/individual could not only harm his relationship with the club but also could harm his reputation with other clubs and individuals that would book him in the future.

3 - Venture Continuity

Identify the venture's immediate operational / financial risks and how they will be addressed during this period.

- The ventures immediate operational risks will be the loss of contracted performances, like future events, gigs and appearances. The artist would also suffer from lack of public awareness. Since this type of venture is mostly based on reputation, relatability and relevancy.

- Some financial risks to consider are the lack of income streams coming in from live performances. As the artist is more than likely making the majority of his income from appearances and not from online streaming.

- Future contracts are also affected aside from the scheduled performances. With today's uncertainty, he would unlikely get any future contracts for this year.

Address the crisis' impact on budgeting, new product introduction, research,

8 - Recovery Planning

Resumption Phase - Identify the first critical product(s) / service(s) introduced during this Phase.

1. Veeps

A great first step for this DJ would be to set up a "Veeps" account. Veeps is a platform meant primarily to increase ease of ticketing and make it simpler for artists to grow their fanbase. There are many artists who can't financially handle sharing live streams for free via Instagram, Facebook, or Youtube, so Veeps is a place where fans can buy "tickets" for livestreams and virtual meet & greets. Veeps also offers a "digital fanclub" feature which connects fans to one another as well as the artist.

<https://veeps.com/>

2. Partnerships

Reaching out to potential partners is a massive key to this DJ's success. This includes anyone and everyone who uses art (even performance in the form of physical training) as part of their career and livelihood. These partnerships will be used in livestreams and will be used for marketing purposes (allowing visual artists to use DJ's music on their art video in exchange for exposure).

3. Tik Tok

business planning, etc. and how this will be addressed in the near term.

- The artist's immediate response should leverage what he already has. If the artist produces original content, he might as well upload it to several streaming platforms for maximum profitability. Since most people would be home and are looking for something to do or listen to. He will have a higher chance being discovered by more people due to the nature of the crisis.

- Partnering with other artists is also an option since cross promotion may give him a higher chance of being discovered. In most cases, this partnership idea is one of the most effective as well as cost effective marketing. By doing so, he is able to tap a new market through other artists such as visual or musical. These would all have to be done online through live shows on multiple social media accounts

- Keep the art marketing agency idea in the future and try to save/hold on to any money unless it is necessary to spend it.

Identify the arts products / services offered during the Response period and if there will be a change in delivery, value or communication for each.

- Veeps.com: brings the delivery of the DJ's services online through ticketed livestreams and private shows/meet and

The DJ should mix music specifically with the goal of going viral on Tik Tok. Unlike any other social media platform, Tik Tok is based primarily on sounds, making it perfect for a DJ. The best way to blow up on the app is by creating a "challenge" around a clip of one of his songs (these are typically dances). The DJ can also gain a lot of traction by showing off the process of mixing music, which is something people on Tik Tok really take an interest in learning about.
<https://www.tiktok.com/en/>

Recovery Phase - Identify the less critical product(s) / service(s) introduced during this Phase.

1. Bandcamp

The artist can post past sets they feel are up to par with the current sets they are doing but for the most part the artist will be posting content from livestreams and other sets that were recorded during the Resumption phase.

2. Competitions

The artist should use competitions sporadically as they see fit. Competitions will be especially useful during the recovery phase because the artist will most likely have gained more of a following due to the steps they take in the resumption phase. The larger his following on Facebook, Instagram, and Tik Tok, the more people he'll have to participate in competitions.

3. Discovering Value

This isn't a direct service but it is something the artist will be working on during the resumption and recovery phase. The artist will monitor the ways their services are changing and begin critically thinking about the value their services offer. By the time the Restoration

greet. The DJ will need to communicate to his audience on Instagram and Facebook that he is going on a virtual tour and that this tour will include guest appearances! He should also advertise and create a newsletter sent out once every 2 weeks that updated interested followers on the tour dates and gave a description of the guest stars that would be featured in those performances.

Livestream shows offer a way to connect through music, just as the DJ's services prior to pandemic did. The value of the DJ's services will be enhanced by the guest partners participating in some of his live streams. Two artists collaborating to create art on livestream allows the viewers a unique opportunity to watch two different forms of art interacting. As of right now there aren't DJ's with comprehensive virtual tours and collaborations set up, this gives the artist an upper hand on the competition.

-Original Content: the delivery of content will change as the artist focuses more on Bandcamp than Spotify. Spotify makes it very difficult for artists to earn any money from streams while Bandcamp only takes 15% commission. We don't know what kind of content the DJ offered on Spotify but by posting old sets as well as new sets (including those from livestreams) the artist can offer a way for his audience to support him through purchasing digital downloads. The sets he uploads from his livestream sets should also include a little tidbit from him and the artist he collabed

phase comes around the DJ should have a Artist Bio, Artist Statement, and catchphrase crafted.

Restoration Phase - Should the venture expect "business-as-usual" once the crisis is 100% extinguished? Explain your answer.

The venture should not expect to go back to business as usual, the venture will be even stronger than it was before the crisis occurred! Collaboration and partnerships will have opened the DJ up to many new audiences as well as changing the way he is used to performing. The artist will have also refigured the marketing channels/platforms they use. Gigwax isn't around anymore and AGNT is a very simple booking service not equipped to handle the new digital innovations necessary for survival, the DJ will trade these out for the addition of Veeps and TikTok. By the end of this the artist will have made new connections with fellow artists and with new audiences, he will have more content available on Bandcamp, and he will have a stronger connection with his audience because of the way he will have conducted himself through this pandemic.

with about their experience of creating during this time-- this way these sets serve as a kind of unique memento from this time.

4 - Market / Audience Engagement

How will the venture continuously engage their market w/o over-engaging?

-Instagram: the artist will limit the posting on their feed to once a day, more than that can often be annoying for followers (they should post at least once every other day to maintain a spot on follower's timelines). However, they can post up to 10 times on their story everyday, but story posts need to be spaced out around 1-2 hours apart and include engaging content such as info about new collabs, info about upcoming live streams on Veeps, polls on people's favorite sets, and short (15-30 second) videos of him DJing.

-Facebook: the artist can post up to 2 times a day but no more than that. The artist should make sure these posts show different types of content such as short clips from one of his live streams to remind his audience that they too can experience one of these unique shows by purchasing a ticket. Another type of post could include a little shoutout for an artist they will be collabing with. They should

9 - Based on the questions above, is it necessary to revise the venture's Crisis Strategy? (if yes, revise the Strategy below).

It is necessary to revise the crisis strategy. The steps need to be prioritized differently and a few things need to be expanded on.

- 1) *Stays the same*
- 2) *Stays the same*
- 3) *Virtual Connection has been modified and moved up in the list.*
- 4) *Moved down on the list and modified*
- 5) *Changed this step because it ended up being covered in box 5 under business continuity.*

also update their audience with a post when they add new content on bandcamp. They may also use the story feature on facebook similarly to how they use it on instagram.

-Tik Tok: there is no such thing as over engaging on tik tok unless you already have a large following there. The artist should post videos at least everyday and can post as many as he wants. The DJ should keep in mind that quality should still come before quantity.

What innovations will the venture employ to engage their market more effectively during the Response period?

-The innovations discussed above as well as those previously discussed at length in the crisis strategy will be used, this includes: partnerships and collaborations with other artists and entrepreneurs, using Veeps, using tik tok to post videos and sounds, hosting competitions etc.

5 - Market / Audience Communication

How will the venture communicate to the market during the Response period, what should they say and how often?

-The DJ should check in with his audience daily, not focusing his content too much on the virus, but taking people's minds off of it with his music as well as continuing to be a vocal mental health advocate. Studies have shown that particular posting times have yielded better follower participation. **Best Times**

10 - Revise and Prioritize the Strategic Activities critical to the revised Crisis Strategy in Box 9. This is the Crisis Management Plan. (If the answer is no, then Box 2 of this document is the Crisis Management Plan).

1 - Crisis Response Goal: Set up Veeps and start planning a virtual tour

<https://veeps.com>

"HERE'S HOW BENJI AND JOEL MADDEN ARE HELPING ARTISTS AND

to Post on Instagram

(<https://www.expertvoice.com/the-best-times-to-post-on-instagram/>)

- Sunday: 10:00 a.m. to 2:00 p.m.
- Monday: 11:00 a.m. to 5:00 p.m.
- Tuesday: 5:00 a.m., 9:00 a.m. to 6:00 p.m.
- Wednesday: 5:00 a.m., 11:00 a.m. and 3:00 p.m.
- Thursday: 5:00 a.m., 11:00 a.m. and 3:00 to 4:00 p.m.
- Friday: 5:00 a.m., 9:00 a.m. to 4:00 p.m.
- Saturday: 11:00 a.m.

Best Times to Post on Facebook

(<https://influencermarketinghub.com/best-times-to-post-on-facebook/>)

- Wednesday at 11 am and 1 pm.
- overall best day is Wednesday
- most consistent engagement on weekdays from 9 am–3 pm.
- worst day is Sunday
- lowest engagement during early mornings and evenings before 7 am and after 5 pm each day

The artist should be promoting his paid content such as his Veep livestreams, along with the content he is producing with other artists, and his offerings on Bandcamp. Links to his Veeps and Bandcamp should be easily accessible to his audience on social media.

How often the artist should post on Facebook, Instagram, and Tik Tok is also discussed in box 4.

How will the venture communicate business continuity to the market?

FANS WITH VEEPS”

<https://www.altpress.com/features/joel-madden-benji-madden-veeps-vip-ticketing-livestreaming-artists-interview/>

Actions:

Veeps will help the artist organize and legitimize some of his new services. Veeps is a platform where artists can host livestreams, schedule tours (virtual and otherwise), offer private virtual showings/meet & greets, and offer various packages of their services. The best thing about this service is that the artist keeps 100% of the profits, Veeps makes its money through a small service fee that is tacked on to the customer cost. Also, if someone purchases a ticket to a livestream and then can't make it at the scheduled time, the ticket they bought still allows them to go back and watch the livestream at any time even when it is no longer "live".

Setting up a Virtual Tour: Before the artist does anything they need to plan a virtual tour through Veeps. Most DJs are doing one off live streams or are doing them sporadically which doesn't give the market too much of a heads up. The live streams other small DJs are doing are also very difficult to monetize, many of them are just making a link to their venmo or gofundme available in hopes that those that tune in will pitch in. By setting up tour dates and selling tickets through Veeps the artist will be able to make money and offer an experience that feels more professionally organized than if they were to just livestream on Twitch-- which is good for well known artists, but doesn't offer much more than a live streaming service.

-Because the business cannot operate under usual conditions, the artist should use social media and a newsletter to communicate the new way he will be offering performances (VEEPS). He should also communicate that though this is different, he is excited about all the new collabs and content he will be able to offer because of the changes that need to be made.

The artist also needs to maintain the connections that helped him get work before all this. It's important to remind clubs and clients that you will still be working through and after this. Even if he had the resources to sue clubs that won't guarantee his contract will be upheld, we would recommend that he didn't take legal action. Everyone is struggling right now and even though canceling on the artist is certainly not good business practice, suing the club/individual could not only harm his relationship with the club but also could harm his reputation with other clubs and individuals that would book him in the future.

How will the venture acknowledge the emotional & human pressures on the market?

-The artist should do one post a week on Instagram and Facebook that shares how he is doing with all the craziness and asks his audience how they are doing. He should encourage them to share in the comments and do his best to respond to most of the people that comment in order to connect more personally. He should also offer free live streams through Instagram and Facebook once every 2

2 - Crisis Response Goal: Teamwork makes the D(j)ream Work

Actions:

Partnerships with other creative individuals is an important step toward success during this time. Not only can it be a mutually beneficial way to gain exposure but it can also push your art into a new interesting space it wouldn't have been able to go without the added element of a partnership. These partnerships could also be utilized to make the Artist's livestreams unique. Here are a few ways partnerships could be utilized:

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-Performing Artists: A collaboration with other performing artists could not only help the artist gain exposure but could also lead to future collabs. The DJ could

weeks, these livestreams should focus on advocating mental health and staying connected with his community by offering a free show. These shows will help people connect since we have all been affected by this virus in one way or another. Talking about mental health is one step towards helping people understand their mental wellbeing. Using music as a type of therapy/outlet for those struggling mentally is one way the artist can create a bond with his audience.

partner with a rapper or singer to put on a live show. They could even do a freestyling event where 2 rappers had a rap off while the DJ did his thing!

-clubs: staying in connection with the clubs that the DJ frequented before COVID-19 is a good idea no matter what. A partnership with a club could mean that in exchange for the DJ promoting the club on their livestream, the club would allow the DJ to offer VIP packages that included a ticket to one of the tour dates and a voucher for a drink or entry fee into the club. This would benefit the DJ because it would help maintain his connection with the club and help beef up the attractiveness of his offerings. It would give the club exposure for a very low cost-- vouchers for free drinks or entry fee often end up bringing in customers that wouldn't have come otherwise + it brings in customers that will likely buy drinks beyond the one they get with their voucher. They could even partner with restaurants or bars and follow the same model: saying a certain tour date was sponsored by "insert restaurant name", adding their logo to the livestream video, and offering VIP tickets that included vouchers for free food/drinks.

3 - Crisis Response Goal: Virtual Connection

Actions:

The DJ should continue using Facebook and Instagram to routinely engage his followers on each platform and make sure to follow the content schedule and style of posting specified in step 4 and 5 of the CMP. In addition he should also 1) begin using Tik Tok and 2) employ different types of competitions that allow him to

earn some money and exposure while also engaging his audience and offering the opportunity to win a voucher for his services.

TIK TOK: [Get Your Music to Go Viral Using TikTok | How Musicians Can Use TikTok](#)

Tik Tok has become the first step to advertising new music, artists such as Justin Beiber are encouraged to push their fans to use their music in tik tok videos, the more people that use it, the more exposure the song and artist gains. This can be used by smaller artists too, the tik tok sounds that do well are usually upbeat and include a unique element.

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Any video that gained views would be a direct link back to the DJ and their work.

Here's a few hashtags they should use: #foryoupage #fyp #DJ #clubbing #originalsound #remix

Competitions: Competitions through social media are a good way to make a little money, gain exposure, and engage/excite your audience. The artist should plan to host a competition once a month, and should change up the types of

competitions he offers.

Tattoo artists on Instagram have been hosting raffles that work like this: you Venmo a specified amount (usually \$5-\$25) to the artist and are entered to win a voucher for either a specified amount of money towards your next tattoo with the artist or a coupon for a whole tattoo. Sometimes the artist also says that if you repost their post about the raffle on your story (Facebook and Instagram have a story feature) you get an additional entry to win. This artist could do one of these raffles and offer a \$200 (or whatever amount they felt comfortable with) voucher that could be used by the winner to book the DJ. This voucher could be used to book the DJ for an event once quarantine is lifted or part of it could be used to purchase tickets/VIP packages to attend the DJ's livestreams.

The artist should also encourage his following on Facebook and Instagram to use the sounds he makes on TikTok and host a TikTok competition. On Facebook, Instagram, and TikTok the artist should post about his TikTok competition which could be structured 2 different ways:

- 1) Every user that makes a TikTok using one of the DJ's sounds and tags their video with #their DJ name challenge (ex: #DJiAmchallenge) is entered in a raffle to win tickets to a livestream or a voucher for DJ services. The only problem with this is that if the DJ's sound blew up it would be very difficult to manage all the entries
- 2) Encourage the audience to make TikToks with DJ's sounds and announce that whatever video

using one of his sounds (and his hashtag) gained the most views by the end of the month would win a voucher.

4 - Crisis Response Goal: Original Content and Bandcamp

Actions:

Original content is a valuable asset to this artist. Their music can be made available on platforms such as Bandcamp for purchase, Bandcamp takes a 15% commission for digital content sales which isn't too high and offers way more earning potential than Spotify. Spotify allows artists to pay in order to be prioritized on their streaming service, which is only accessible to wealthy artists who are already established in the industry (<https://www.rollingstone.com/music/music-features/spotify-marquee-ad-cost-5000-915990/>). The artist should create a free Bandcamp account and offer digital downloads of their sets for a price (\$10-15) which would depend on the length of the set and whether it was a collab. This content could include sets from the artist's tour so that fans and customers could further support the DJ by purchasing the digital set.

Another important use for content at this time is to be used in partnerships for marketing purposes. The artist could partner with a visual artist, agreeing that in exchange for being allowed to use the DJ's music for free on their art videos, they would tag and credit the DJ. Visual Artists have to be careful about the music they put their videos to because copyrights prevent them from using music

they don't have the rights to use, the DJ would offer a way around that.

5 - Crisis Response Goal: Who am I?

After conducting this CMP, it is clear that the DJ will have many opportunities to grow and experience DJing in a whole new way. No matter how successful the artist is in these endeavors, lasting success can't be maintained unless the DJ finds and defines who he is as a DJ. This period of change should be used to consciously monitor his growth and sculpt his value as a DJ. We've answered many questions in this CMP, but step 5 is about the artist answering and thinking about these questions while they go through this transitional period. While this is not the traditional way of thinking about a response goal, we believe it is extremely important.

Actions:

The end Goal is for the DJ to have established and molded their brand by discovering their artist statement and artist bio as well as coming up with a catch phrase.

-Why do you love being a DJ?

-You do more than just your job, you offer a unique experience, describe this experience using sensory (descriptive adjectives) language?

-Do you have a DJ philosophy, what makes this job right for you?

-Compose an artist bio: where are you from, education relevant to DJing, style/genre of music you play, who influences your music, future DJ events/dreams you look forward to?

	<p>- Compose artist statement: use the questions above to craft a statement that uses sensory language to describe the unique VALUE that you offer as an art entrepreneur.</p> <p>-Catch phrase: this should be short and should concern the overall value of your services, most of all it needs to be memorable and unique. If you already have a catch phrase you need to evaluate if it is successful. Is it unique to you, research the catch phrase to make sure other DJ's aren't using it? Is it memorable, make sure it isn't too complicated? Would this catch phrase go well on merchandise (t-shirts, stickers, etc) ?</p>