



## REACH & FREQUENCY (1)

The simplest concept in retail is that in order to sell any product, you have to reach your audience and you have to do it more than once. It's all about communicating with your customers & it has three main features. Tell lots of people, tell them many times & tell them at the best time (for them, not you).

### Reach

If you are selling via social media, you could be reaching thousands of followers, but are you just shouting into an echo chamber? Your message will get out to your fan-base, but if they've heard it all before, they'll nod in agreement and do very little else. You need to keep them interested by ensuring that your messages are fresh, entertaining and engaging. To be successful you will need a strategy.

### Develop A Strategy

Firstly to engage with more people. Secondly to let your audience increase the reach for you, in old language, harness the selling power of their word of mouth endorsements. Gathering fans together, encouraging them to talk amongst themselves about how great your music is, this will generate quality & genuine interest in your music.

### Frequency

How often have you told your fans about your music, your new work, your special on-line concerts? Once is never enough, you have to repeat the message. Your message shouldn't be a mantra, if it's been heard before, the audience will switch off. Give yourself time to work subtle differences into each post, flag up good things well in advance. For example: My new song will be on line for a preview- you can listen on a set date. Picking a future date gives you a legitimate reason to increase the frequency of your messaging. Consider not putting the whole of your new album on line all at once, bring it out slowly, a track a week could generate 3 months of sales. It will also give you 3 months of "news posts" to connect with your fans. See reach & frequency part 2 for more tips.

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