



CONTENT GUIDE

AN OVERVIEW OF:

- TYPES OF CONTENT YOU CAN POST
- HOW MUCH TIME THE CONTENT TAKES
 - WHY EACH TYPE IS VALUABLE

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CONTENT OVERVIEW

- 1 **Your Past** (already done it)
- 2 **Your Present** (day-to-day)
- 3 **Your Future** (promoting)

CONTENT BY TIME REQUIRED

ZERO TIME

UNDER 5 MINS

5 MINS+

CONTENT BY TYPE

MUSIC

VIDS

MERCH

TOUR

MORE

FREE VS PAID CONTENT



OVERVIEW

Providing valuable content for your fans is easier than you would ever believe!

While it's up to you how much time/energy you want to give your fans in your Group ...

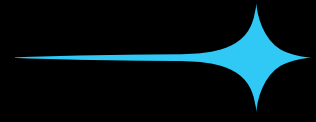
You can easily **deliver valuable content for fans in just an hour or two each month.**

To start, it helps to think of the content you can post in 3 general categories:

- 1 **Your Past** (Maximize What You've Already Done)
- 2 **Your Present** (Share Your Day-to-Day)
- 3 **Your Future** (CTA For What You Are Promoting)



1. THE PAST



Capitalize On What You've Already Created

You've already built a catalog of songs/content, but you didn't release everything you made. Your Group is a chance to finally have a home for things you have already created but never felt right to post or release. Here's some examples:

- **DEMOS / VOICE MEMOS / ALTERNATE VERSIONS**
 - While they may make you cringe, your fans LOVE to hear them bc they can't anywhere else
- **UNEDITED VIDEOS**
 - Whether it's from shooting social media content, the studio, or a music video - chances are you have a ton of unedited video content that no one has seen ... your die-hard fans want to see it though!
- **BREAKDOWN VIDEOS**
 - Record a quick 2-5 minute video on your phone breaking down the lyrics, production, or a story from a song already released.



2. THE PRESENT



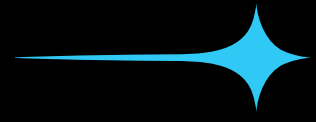
Share What You Are Currently Working On

While your day-to-day life may not seem very interesting to you, chances are you did something today that your die-hard fans want to know about!

Whether or not you worked on music, you can post about whatever you did today that you were passionate about! Here's some examples:

- **WORKS IN PROGRESS (DEMOS)**
 - You can post a rough mp3 you're working on or a quick 1-2 minute video of you listening to the demo and asking for feedback/ideas.
- **BLOG / VLOG**
 - You can write/talk about whatever you are passionate about (movies, books, hobbies, etc). Fans want to get to know you as a person, even outside of music. Example: Takayoshi posted about why he loves Capybara's, his fans LOVED it, and now he sells stickers of them.
- **LIVE STREAM**
 - Go live & talk about what's going on in your life





A Call-To-Action While Promoting Something

Everyone uses social media to promote something before it comes out. Whether it's a new song/album that you are going to release, new merch coming out, a show/tour, or more - so let the die hard fans get it before the public!

It doesn't change your social media strategy, but turns your promotions into a natural revenue stream. Here's some examples:

- **FIRST ACCESS TO MUSIC/MERCH/TICKETS**
 - Promote whatever you have coming up like you always would, but add a CTA like "if you want to hear/buy it now, you can by joining the link in my bio"
- **GIVEAWAYS**
 - If you are going to be dropping merch or doing a show, you can promote a giveaway so fans are incentivized to join for the chance to get a free piece of merch or free tickets. You turn a sale into giving back.



TIME

You don't need to professionally edit videos or worry about everything being perfect for your Grouped. That means that unlike social media, you can bring real value to your fans in just a couple minutes.

Thinking of content by how much time is required allows you to bring value without making this feel like a job or burden. **You can easily create content in just 90 minutes** (once a month) **that allows you to put out 2 posts a week** (8 a month). Here's the categories:

1 **ZERO TIME**

(Maximize What You've Done)

2 **LESS THAN 5 MINUTES**

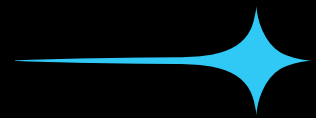
(Share Your Day-to-Day)

3 **5+ MINS**

(CTA For What You Are Promoting)



ZERO TIME



Posts That Bring Value In No Time

You can bring value to your fans without spending much time making content. Getting the fans involved and giving back, not only requires no time, but it also strengthens the feeling of community in your Group. Here's some examples of content that take no time:

- **GIVEAWAYS**

- Each giveaway consists of 2 posts (1. announcing it & 2. announcing the winners). You can even give away a month/year of the paid subscription tier which costs you nothing.

- **POLLS** (text/audio/pictures)

- Use your fans as a focus group to get feedback on everything from artwork, to demos, & more

- **UNUSED CONTENT**

- Chances are you have music/videos that no one has seen because it's not right for the public - but your Group would love it! (demos, unedited videos, alternate versions, etc)



UNDER 5 MINS



Maximize Each Minute With Simple Content

It only takes a couple minutes to pull out your phone and record a selfie video, and often times these videos perform the best on Grouped. Fans are tired of overly produced content that they see on social media and YouTube, **they want to see the real you**. Here's some examples:

- **BREAKDOWN VIDEOS**

- Record a quick 2-5 minute selfie video on your phone breaking down the lyrics, production, or a story from a song already released (*you can do all 3 and get 3 videos in under 10 minutes*)

- **BLOG / VLOG**

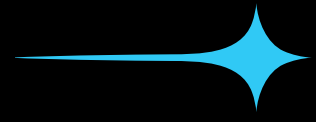
- You can write/talk about whatever you are passionate about (movies, books, hobbies, etc).

- **ENGAGE**

- Responding to comments and discussions only takes a couple seconds but it shows you care & encourages your fans to continue engaging.



5+ MINS



Go Above & Beyond When You Have Time

The one thing every fan wants from their favorite artist is their attention and time.

You don't have to spend hours each week, but giving some of your time back to your Group goes a long way. Here are some examples:

- **LIVE STREAMS**

- Get 2 posts from each live stream (1. Announcing the live & 2. Doing the live). Whether you go live for 5 minutes or 2 hours, you can record it so fans can watch a replay if they missed it.

- **AMAs** (Ask Me Anything)

- Make a post telling the fans you will be answering as many questions as possible over the coming week. (*respond to some questions with quick selfie-videos to show it's really you*). AMAs are great content to use on socials to market your Group!

- **LONG VIDEOS**

- Longer BTS videos, breakdown videos, mini-docs, etc



TEMPLATE

Example Monthly Schedule For Your Group



EXAMPLE MONTH

(bring real value to your fans in under 2 hrs/mo)

GREEN = Under 5 Minutes

BLUE = 5-10 Minutes

RED = 10-30 Minutes

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 SONG BREAKDOWN	02	03 LAUNCH A GIVEAWAY	04	05 SELFIE VIDEO TEASING DEMOS	06	07
08 SONG BREAKDOWN	09	10 ANNOUNCE GIVEAWAY WINNERS	11	12 SELFIE VIDEO EXPLAINING DEMO (or Demo mp3)	13	14
15 SONG BREAKDOWN	16	17 ANNOUNCE A LIVESTREAM	18	19 POST FULL SONG TO MEMBERS	20	21
22 SONG BREAKDOWN	23	24 LIVESTREAM	25	26 RELEASE SONG ON DSPs	27	28
29 SONG BREAKDOWN	30	31 LAUNCH A GIVEAWAY	01	02	03	04

This is just an example how 15 mins of planning allows you to ensure your fans are always happy. You can use our scheduling feature so you have 1 day to make the content & schedule it (1.5 hrs), and 1 day to livestream (30 mins).

Then **you have the freedom to use your Group as much or as little as you are inspired to** the rest of the month!





TYPES



MUSIC

Demos / Voice Memos /
Alternate Versions / Unreleased Songs /
Early Access To Singles

VIDS

Selfie Videos / BTS Content / Mini-Docs /
Studio Footage / Breakdowns /
Early Access To Music Videos

MERCH

Polls On Designs / Discount Codes /
Giveaways / Exclusive Designs or Merch /
Early Access To Buy Merch

TOUR

Free Meet&Greet Upgrades (For Certain
Tiers) / Ticket Giveaways / Leak The Tour
Flyer / Early Access To Buy Tickets

MORE

Live Streams / Blog/Vlog / AMA / Polls /
Giveaways / Discussions / Contests /
The possibilities are endless ...



FREE VS PAID

You can choose:

- If you want to have a free tier &
- How many paid tiers to have (*if any*)

It is completely up to you what you give each tier, but a general rule of thumb is that the free tier doesn't require much time.

The free tier gets first access to things you are going to sell, entry into giveaways, & snippets of content. The paid members get exclusive content, more giveaway entries, and more of your time.

- **FREE TIER**

- 1 entry into giveaways
- First access to tickets & merch
- Snippets of paid content
- Occasional exclusive content
- Access to your private Group

- **PAID TIERS**

- Extra entries into giveaways
- Exclusive music
- Exclusive videos
- Live streams
- Meet & Greet
- And whatever else you want to give them!





WANT MORE?

GREAT!

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"RESOURCES" TAB ON [GROUPED.COM](https://grouped.com),
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OR REACH OUT TO TIM@GROUPED.COM