



# HOW TO LAUNCH YOUR GROUPED

MAKE LAUNCHING YOUR OWN  
COMMUNITY EASY, FUN, AND EFFECTIVE



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## **90 DAY PLAN**

The first 90 days are the most intimidating, but after that it is smooth sailing



# SIGN UP

1

## Register at Grouped.com

Click “Get Started” on Grouped.com – this will create your Grouped profile AND set up your community in less than 10 minutes.

If you already created an account on app.grouped.com (as a fan or by accident), email support@grouped.com to be approved as a creator.

2

## Avoid Common Problems

**Phone Number** – this is optional (some countries don’t allow it)

**First/Last Name** – your first name shows as the sender in emails, and a last name is required. (hit the space bar 3x for last name to put your full name as the sender in emails)

Enter your full name\*

John

Smith

(senders name is John)

Enter your full name\*

John Smith

(senders name is John Smith,  
last name is the space bar 3x)



# SET UP

## 1 Upload A Cover Photo

Your cover photo is the first thing people see, it shows up when you text your page, and it is at the top of email notifications. This should be 1600x600. (*the center 800x600 will be at the top of your emails*)



(Your Group)



(Email Notifications)

## 2 Name The 3 Tabs

Click on the home, media, or discussion tab – once the page loads, click the pencil icon to rename it.

Home



Media

Discussion

New Posts

Nicky Archives

Nicky Chats



# SET UP

3







## Create Tiers & Edit Welcome Email

Customize the names, access, descriptions, and buttons for each tier. When your fans join a tier, they get an email confirmation which you can edit too.

Customize Your Subscription Plans

**EDIT JOIN BUTTON & TIER DESCRIPTIONS**

Add Tier

Billing Cycle	Title	Add-On	Pricing	Description	Action
Lifetime	Free Membership	<input type="checkbox"/> Media <input type="checkbox"/> Message	\$ 0		
Monthly	\$9/mo - Pro (Monthly)	<input checked="" type="checkbox"/> Media <input type="checkbox"/> Message	\$ 9		
Yearly	\$89/yr - Pro + Merch (Annu)	<input checked="" type="checkbox"/> Media <input type="checkbox"/> Message	\$ 89		

**MEDIA/DM ACCESS\*\*\***

Note: All tiers will also have access to the media.

Would you like to hide the media filter?

Customize Your Welcome Email

**WELCOME EMAIL**

Manage

**\*\*\*Media/Message Toggle** – If you toggle Message “green”, that tier will have access to DM you 1-1 and you can set up a private Group Chat for that tier. If you toggle the Media “green”, that tier will have free access to Locked Folders (other tiers will have to upgrade) – this is how you create and organize content for paid members only.



# SET UP

4

## Create A Media Folder

Even if you don't have media to put in the folders yet, it's good to have at least one folder set up so the page isn't empty and fans can see what to expect. Get to know the types of folders below:

The screenshot shows a form for creating a media folder. The 'Name' field contains 'Exclusive Music'. The 'Description' field contains '(coming soon) Demos, voice memos, unreleased music, and early access'. A callout box labeled 'PREMIUM FOLDER' points to the description field, stating: 'Only tiers who have access to the Media (see previous page) will have free access, other members will see a lock icon & have to upgrade'. Below the description is a toggle for 'Would you like this to be a locked folder?' which is currently turned on. The 'Folder Price' field has a dropdown menu set to '\$' and a callout box labeled 'ONE TIME PURCHASE' pointing to it, stating: 'All fans have to pay this price, or leave it blank to make it free'. There is a checkbox for 'Pay what you can afford' which is currently unchecked. A callout box labeled 'PAY WHAT YOU WANT' points to this checkbox, stating: 'Check this box and set a minimum price under Folder Price to allow fans to pay whatever they can afford (great for early access to albums)'. The 'Folder Thumbnail' field shows a placeholder image of a man in a recording studio with the 'mtsie' logo overlaid.

Media folders keep your content organized and:

- Allow fans to easily find and binge watch content
- Shows fans what content is free and what is paid
- Automatically turn audio files into a playlist
- Allow you to upload media one time (by uploading directly in the folder and clicking "Post To Home Feed")



# SET UP

## 5 Post on Home Feed

This can be simple – thank your fans for joining. You can explain why you started this community, what your plans are, and/or ask them what they want to see from you in here (can be a video or text/picture only)

## 6 Post in Discussions

The goal of this is (1) to let fans know they can start their own topics and post videos/pics/etc here and (2) encourage engagement such as asking them to introduce themselves, post a selfie, share a random fact, tell you how they found your music, etc

## 7 Add A Join Video

You have the option to include a video on your landing page explaining what the community is and to get people excited. Why is this important?

Some fans may not believe it is really you behind this community, and this will prove to them it is. Other fans may be on the fence about joining a paid tier, but if you are genuinely enthused in your video it may convince them to spend the money! Overall, it just makes your page look better and feel more personal to you.





# LAUNCH



## Take Your Time, Touch All The Bases

Your Grouped community is a new concept that your fans will slowly get used to (so don't expect to have everyone sign up at once), but **if you are consistent, over time your die hard fans will join.**

Rather than having a big launch, it can be helpful to start your Group with a slow, soft launch including:

- (a) **incentivizing fans** to join different ways
- (b) **using each platform** and every feature it has
- (c) showing fans you are **being consistent**

Remember, this platform is for your *die hard fans*. On average, only the top 5% of your social following will join (most social media fans are passive fans).

**Example:** Over the past 3 years, Mike. has been building OnlySteves (his community). He has 500k Instagram followers but after 3 years he "only" has 10k community members. **Those 10k people are only 2% of his 500k IG followers, yet he is making \$1M+ a year in recurring revenue from focusing on those 2% of fans and bringing them real value.**





# LAUNCH

## Every Fan Is Different, Give Each One A Reason To Join

One mistake a lot of artists make is only putting unreleased music in their Group and telling people to join to listen. While some die-hard fans will sign up, the problem with this is some fans won't join for that because they have no emotional attachment to a song they haven't heard. So while you can (and should) try that, here are some more things to try:

- **Giveaways** - it takes 15 seconds for fans to sign up for free & get the chance to win something
- **Content Around Your Hits** - whichever songs are your biggest, are the ones most of your fans have an emotional attachment to - so share a video telling a story about the song or breaking down the lyrics/production! Or share a demo, voice memo, or different version of that song
- **Early Access** - if you are promoting something, tell people to join for free to get it early
- **Consistency** - some fans just want to see that you are actually being consistent before they sign up



# LAUNCH

## You Have Followers, Make Sure They See It

You have done the hard work gaining fans on social media - with a little thought, you can get those fans to join your Group.

To get as many people to join as possible, you want to make sure you **invite fans from each platform & try different methods** on each platform (for Instagram alone there is a regular post, IG story posts, IG Live, Broadcast channels, and DMs). Going Live on platforms and playing music with a sign telling people where to listen is very effective and often over looked. Here are just some of the ways:



Post // Reel // DM // Broadcast // Story

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Video // Short // Community Post

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Regular Post // Facebook Reels // DM

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Post // Live

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Tweet // DM





# LAUNCH



## You Have Data, Use It

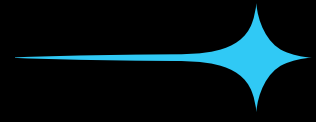
You probably have more data than you know (emails and cell phone numbers), and that data is WAY more valuable than you realize.

You could have collected data over the years whether it be from Shopify, Pre-Saves like FFM, your distributor, website sign up forms, or more. It's easy to compile all that data and use a CRM (like Mailchimp) to invite those people in.

There is a step by step guide to export your data from all of the platforms on Grouped.com in the Resources section under Getting Started -> Launch -> Use Your Data.

**\*\*\*While this may seem tedious, people who have bought something or pre-saved a song are on average 20x more likely to join than just a regular social media follower.** So taking the time to do this (whenever you have time), is a GREAT way to really kickstart your community.





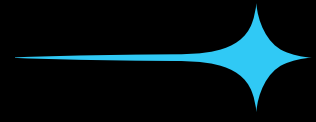
# Understand The Goals For Your First 90 Days

After 90 days, almost every artist is in a rhythm with their Group and it is fun, doesn't take them a lot of time, and they are making good money while bringing real value to their fans.

Here's 4 stages to understand how to build your Group and slowly get into a rhythm:

- 1 **FREE SIGN UPS** (Incentivize fans to join & make them aware it exists)
- 2 **REWARD FANS** (Provide value for free to fans who joined)
- 3 **TEST PAID CONTENT** (test extra content for fans who choose to pay)
- 4 **FREE TRIALS / FOMO** (Now that you have a catalog of paid content, use free trials so fans can see the value you bring – thus staying subscribed)





# 1. Free Sign Ups

It is easier to get a free Group member to upgrade to a paid member than it is to get someone to pay when joining, so start by just emphasizing that fans can join for free.

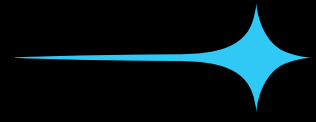
*\*You should still have a paid tier because some fans just want to support. You also have 30 days to provide extra value to them.*

**AWARENESS** – You can start by just making fans aware that this community exists. Can be as simple as a broadcast/story post saying “I started (blank) and you can join for free”

**REWARDS** – You don’t have to explain your Group to get people to sign up if you use incentives. Use the examples in this guide to get people to join for certain rewards

**UGC (User Generated Content)** – Share the comments/content your fans are posting in your Group on your social media. This creates FOMO because fans see that other people are getting extra content, loving it, and you are engaging with them.





## 2. Reward Fans

A lot of artists skip this step ... but it is extremely important that fans feel like signing up was more than worth it – so you have to keep bring valuable content for free during the first 30 days.

**If a fan feels they are getting tons of value for free, they will be way more inclined to join a paid tier** because they feel like (a) you deserve the money and (b) you will continue to overdeliver in value.

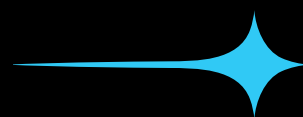
You can bring value during this initial phase with:

**SLOWLY ROLLING OUT CONTENT** – You don't need tons of content in your Group on launch, instead use any content you have to be consistent.

*Example: instead of having 10 songs in your Group on launch, you can have 2/3 in their on launch and post one song a week for 2 months.*

**YOUR TIME / ENGAGEMENT** – Your fans want your attention and time more than anything. Respond to as many comments as possible, do live streams, and get to know your fans during this phase. This doesn't take hours every day, but goes a long way.





## 3. TEST PAID CONTENT

Now that **you have brought your fans value for free**, you can start to experiment with **extra content for paid members without it feeling like a cash grab**.

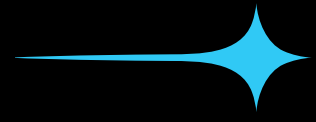
It is up to you which content you want to make for all members and which content is just for paid, but it is important to always bring value to both of them. Here are some ways to introduce your paid tier:

**EXPLANATION VIDEO** – A lot of artists will make a video explaining why they are adding/have a paid tier, and reinforcing that **if you can't afford it, it doesn't make you any less of a community member** – you just want to give extra to those choosing to support you that way.

**POLL THE FANS** – What better way to figure out what your fans are willing to pay for than by asking them?! This makes them feel even more a part of the community and reassures you what to do.

**CONTENT GUIDE** – Read our Content Guide for ideas





## 4. FREE TRIALS / FOMO

Now that **you have been posting paid content, you are ready to use the Free Trials** function to encourage fans to upgrade.

The benefit of a fan using a Free Trial versus just joining the Free Tier is that fans have to enter their credit card information (and thus are much more likely to be recurring revenue for you).

It is important to note that **free trials are most effective only when you have enough content for members to binge** content. This will allow fans to:

- understand the types of extra content they get by choosing to paying
- see that you are consistent with posting (and thus there is less of a chance of you fizzling out)
- feel like they owe you money and to stick around because they got to enjoy your entire catalog by just paying for one month

**We know artists don't like asking fans for money, so using free trials gives them a risk-free option to support while** giving you a way to promote without asking for money.







**WANT MORE?**

**GREAT!**

**CHECK OUT THE  
"RESOURCES" TAB ON GROUPED.COM,  
JOIN THE GROUPED COMMUNITY,  
OR REACH OUT TO [TIM@GROUPED.COM](mailto:TIM@GROUPED.COM)**