

Street Team Marketing



Learning The Basics

by Kevin Morrison

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Introduction



One of the toughest challenges to face a new independent artist or band is finding "the road to stardom." We all know it's possible to start from modest means and still be able to achieve national and international fame and fortune. But how do you create a local buzz and turn it into gold? That's the question. You will find some of the answers here.

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Street Teams



BecomeABookingAgent.com

A street team by definition is a group or an organization which is called upon to promote and advertise an event. The creation of street teams was used by low budget and unpopular artists or promoters to assist in promoting and advertising upcoming recordings, shows, and events. Currently street teams are created and paid by record companies to promote upcoming artists and albums to be released. A promotions director is the person usually in charge of these street teams. The promotions director is in charge for finding, hiring, budgeting, implementing plans, & maintaining street teams across the nation, regularly in the major markets like Atlanta, New York, Miami, & Los Angeles etc.

Professional street team companies have revolutionized the street team concept over the years. The method which street teams are being used in the music industry is a whole new component to the promotion game since the street market is an open market. By promoting in the streets you observe the real critics. You observe the fans. The

streets are the number one place to be at, if you desire to know where you stand in the music industry.

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A horizontal banner for Concert Promotions. It features silhouettes of musicians performing on stage. The text 'Concert Promotions' is in blue and red. Below it is 'The Complete Promoter's Handbook'. On the right, there is a blue button that says 'Click here' and the word 'Budgets'. The bottom right corner has 'ConcertPromotio'.

[Visit ConcertPromotions.net](http://ConcertPromotions.net)

A horizontal banner for 'The Booking Agent'. It features a background of falling money. The text 'SPECIAL ISSUE' is in a small box. 'The Booking Agent' is in large, bold, yellow and white text. 'BUSINESS GUIDE' is in yellow. On the right, it says 'Enjoy Financial Success Freedom Starting Today' and 'BecomeABookingAg'.

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Street Team Creations

These street teams are created in numerous ways. Music labels usually create street teams by accepting volunteer fans and friends and use their specific skills, talents, abilities, and connections to help the artists achieve the publicity and exposure they need. Check out a national artist's websites and learn how major labels use their street team concept. Street teams are typically coordinated via online i.e. emails lists, message boards, and website announcements. Also try learning from corporate success and assemble a smaller more local version of a street team. If an artist or promoter has no fan base learn how to develop one. For example, at an event ask for volunteers to be part of your street team and reward them with free music, merchandise, tickets, event access in exchange for time and services used to help advertise and promote the artist. Most labels produce special items i.e. t-shirts or hats only for street team members to let the audience know who they are and what they are doing.

A person who decides to join a street team and discovers the only job they have is to pass out flyers and hang up posters will not be interested for a long period of time and probably won't stay

around. Using the street team only for these types of activities will eventually waste more time and more money finding new recruits over and over again. An artist has to make the street team member feel like they are very important to the organization, and that they are part of the entourage. In return, they will work their butts off for the objective, regardless if it's passing out flyers or hanging up posters. Organization is a big part a street team's success. Many are poorly organized and poorly operated because of inexperienced managers and supervisors. Establish specific goals, put into operation these specific goals, and make sure they are met.

While you are building your street team from within the artist's existing fan base, develop objectives which will exploit the team's individual strengths. Building a strong street team is like an inverted pyramid. Decide on who should be the captain of your street team, whether it is you or someone whom you recruited. After deciding who will be the captain, recruit four to five solid members to the street team. Each of these four to five members should cover a specific area of expertise i.e. designing posters and flyers, computers skills, communication, etc. The captain should interview each recruit and learn what skills the

recruit has to help contribute to the street team. Once the captain identifies each member's skills and abilities, the captain will assign the task associated with their skill and have them implemented to the promotions and advertising goals set.

As the artist fan base grows, these members should be empowered to recruit their own mini street teams of 3 to 5 members. A street team which is organized and has this much support with a diverse background of members handling specialized tasks is far more effective than a team which has no organization or a team with many members on a single nonspecific task. Over a period of time your street team will grow geographically which will without a doubt help the artist's popularity, eventually bringing them to new venues in new cities.

Street Teams Responsibilities

Street teams are also responsible for information gathering and reporting the information back to the promotions director. Street knowledge is about knowing the market and knowing the consumer. Street marketing involves utilizing conventional business administration methods based on examining data gathering and accumulation. Going out to college campuses, local neighborhoods, record stores, night clubs and bars, shopping malls, parks, and parties is the best way to research and reach your target audience. Street teams are basically responsible for conducting these missions:

- Bringing family & friends to the shows
- Persuading family & friends to buy merchandise
- Phoning local radio stations to demand the artists songs be played
- Designing & putting up posters around town
- Passing out flyers
- Posting to message boards online
- Maintaining websites
- Contacting local newspapers
- Writing articles & reviews about releases & live shows
- Emailing fans

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Street Team Advertising

Obtaining media to promote and advertise an event is the major and most serious components in the event's production. Newspaper, the internet, radio broadcast, television, and networking are the core elements of media advertising. The chief event promoter should try to establish as much free advertisement resources as he or she possible can. There are various ways to promote an event without spending unnecessary funds. The team leader should develop a detailed plan of what type of audience they are trying to target. The team leader must know and decide who, what, where, how, and when to engage the target audience. Establishing a specific budget to spend on advertising is the second important job the team leader must accomplish. Usually 20% - 40% of the events budget is used for good effective advertising.

Special event advertising works best with radio, networking, internet, flyers, newspapers, television, and posters. The team leader of advertising should contact the advertising sales representative for whichever type of advertisement source chosen, i.e. radio and newspaper. The advertisement representative will give the company detailed information about pricing, when the ad will be published, how big or small the ad will be,

and the ads frequency. A good team leader will always try to negotiate the best price and ad placement. Offer to trade tickets, gifts, merchandise, etc. to the show for additional air time or a larger print ad.

Cooperative Advertising

Cooperative advertising is the best route to go with effective and inexpensive advertising. The cost of newspaper, radio, flyers, posters, internet, and television advertisement could be purchased by another business/organization or even the promoter's sponsor. Cooperative advertising generates more profit by saving money on advertisement because the event is advertised for free. In order to have cooperative advertising the business/organization will have to have their logo placed on all forms of advertisement (i.e. flyers, tickets, posters, etc.). Cooperative advertisers do not necessarily have to purchase the advertisement but it could help reduce the cost by advertising at a discount rate.

Some wealthier promoters and street teams have a vehicle to help promote and advertise events. The vehicle a preferably a van or a sports utility vehicle with the events and logos designed on the entire vehicle. The vehicle is used to transport

the street teams and merchandise which the street team will be distributing out. Always check the local laws for distributing flyers in public. Some areas have major restrictions on where or when this can be done and violators can receive a fine.

**More Tips on Creating & Managing
A Successful Street Team**

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