

10

HACKS

FOR

CONTENT

CREATORS

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JULYO

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## CHAPTER 1

# The Hang

*The magic often unfolds at music conferences, social mixers, and listening parties.*

*Networking, both online and offline, offers a multitude of benefits for creators. It provides access to new trends, industry insights, and potential partnerships. For independent musicians, such interactions can lead to collaborations, gig opportunities, and valuable mentorship. Engaging in social events and industry gatherings allows artists to showcase their talent to a broader audience, often leading to unexpected avenues of growth.*



## THE HANG

### Best Practices for Networking:

- 1. Leverage LinkedIn Effectively: Optimize your LinkedIn profile with a compelling bio, showcasing your unique skills and projects. Regularly post updates and engage with other professionals' content to increase visibility.*
- 2. Use Event Platforms: Utilize apps like Eventbrite and MeetUp to find and attend relevant industry events. Hosting your events on these platforms can also attract like-minded professionals.*
- 3. Schedule Regular Meetups: Organize weekly or monthly social events or webinars to keep the conversation going and stay on the radar of industry peers.*
- 4. Engage in Online Communities: Participate in online forums and groups related to your niche. Share your insights and collaborate on projects to build a stronger network.*
- 5. Follow-Up: After meeting new contacts, follow up with a personalized message. This helps in building a meaningful connection beyond the initial interaction.*

## CHAPTER 2

# The Pareto Principle

*Building a solid community only requires around 20% of your followers or subscribers to engage with you actively.*

*Creating a strong, dedicated community around your music is crucial in today's digital landscape, where a vast majority of social media followers are passive consumers. Instead of chasing millions of followers, focusing on "super fans" who actively engage with your content can be more beneficial.*

*Super fans, through their consistent interaction, demonstrate a genuine interest and connection to your art.*



## CHAPTER 2

*Engaging with them through polls, giveaways, and open questions can deepen this relationship, fostering a loyal and supportive community. Such interactions are more meaningful and impactful than a large but disengaged audience.*

*Here are three artists who exemplify the value of a small, engaged following:*

- 1. Alexa Meade (@alexameadeart): A visual artist known for painting directly on people's skin within elaborate scenes. Despite having over 224,000 followers on Instagram, she prioritizes personal connection with her audience over follower count, focusing on sharing artwork that she feels strongly about rather than chasing likes and comments.*



## CHAPTER 2

1. *Carolyn Daniel (@carolynjoeart): A painter with a presence in several galleries, she credits social media, particularly Instagram, for broadening her exposure more than traditional juried shows and publications. Her use of hashtags has helped her gain new followers, inquiries, and collaborations.*
2. *Lindsey Meyer (@lindseymeyerart): An artist who saw growth on social media by making her posts more professional and selective. Her Instagram feed, characterised by clean and colorful photos, demonstrates a cohesive and attractive aesthetic that resonates with her audience.*

*These artists highlight the importance of quality engagement over quantity of followers. By nurturing a small yet dedicated community, they've managed to create a meaningful and supportive environment for their art.*

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## CHAPTER 3

# To Each Platform, Its Crowd

*Each platform, whether it's YouTube or Instagram, has its unique audience and should be approached differently. In the dynamic landscape of digital content creation, tailoring distribution strategies to specific platforms is crucial. Each platform attracts distinct audience demographics with unique preferences and behaviors. YouTube, for instance, is ideal for long-form, in-depth content, while Instagram favors visually appealing, concise posts. TikTok's short, engaging videos cater to a fast-paced audience, whereas LinkedIn's professional network demands more informative and industry-related content. This diversity necessitates platform-specific strategies to maximize engagement and reach.*

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## CHAPTER 3

Three artists exemplifying this approach are:

1. Peter McKinnon (@petermckinnon) - A photographer and filmmaker, McKinnon uses YouTube for detailed tutorials and Instagram for showcasing his photography, each tailored to the platform's audience.
2. Amanda Rach Lee (@amandarachlee) - An artist known for bullet journaling, Lee posts elaborate, time-lapse creation videos on YouTube, while her Instagram features snapshots of her journal pages, each suiting the platform's format.
3. Zach King (@zachking) - Known for his "magic" videos, King adapts his content for each platform: longer, narrative-driven pieces for YouTube and quick, surprising visual tricks for TikTok, leveraging each platform's strengths.

## CHAPTER 4

# Collaborate!

*Collaboration among content creators is a powerful strategy for expanding reach, diversifying content, and fostering innovation. By partnering with others, creators can tap into new audiences, gain fresh perspectives, and leverage each other's strengths. These collaborations often lead to more engaging and varied content, enhancing the overall appeal to followers. Additionally, interacting directly with fans, a form of collaboration, strengthens the community bond, encouraging loyalty and active participation.*



## CHAPTER 4

Three artists who have thrived through collaboration:

1. Casey Neistat (@caseyneistat): Renowned for his unique vlogging style, Neistat has frequently collaborated with other YouTubers, enhancing his content diversity and reach.
2. Lilly Singh (@lilly): She rose to fame through collaborative videos with other creators, blending humor with diverse cultural content, while her active fan interaction has cultivated a strong community.
3. Pentatonix (@ptxofficial): This acapella group's success is partially attributed to collaborations with various artists across genres, and their direct fan engagement through social media and interactive performances.

## CHAPTER 5

# Teamwork

*Surround yourself with a great team, or a great team will find you. Life gets challenging when you go it alone.*

*For content creators, building a strong team is pivotal for sustainable growth and quality output. Initially, operating solo might be feasible, but as interactions increase, the complexity and demands of content creation and management intensify. A dedicated team allows for specialization – social media strategists can focus on engagement and growth, while creators concentrate on producing innovative content. This delegation enhances efficiency, fosters creativity, and ensures a consistent, high-quality online presence.*

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## CHAPTER 5

However, finding artists with a small follower count who publicly credit their teams is challenging, as most successful creators with extensive teams tend to have large followings. Nevertheless, many up-and-coming artists likely rely on small, dedicated teams behind the scenes, which contribute significantly to their growing success and online presence.

**YOU CAN MAKE THE DIFFERENCE!** Teamwork is one of the best ways to manage your time as a content creator and focus more on your art/music, rather than juggling in between social media content planning and content creation.

## CHAPTER 6

# The Audience Is King

*The entire entertainment industry revolves around an audience that often doesn't know what it wants until it sees it.*

*Respecting your audience is fundamental for content creators. Building trust with fans, especially in the early stages, requires authenticity and a deep understanding of their preferences. Attempting to force content or guess what might please the audience often leads to misalignment with their interests. A creator's genuine passion and dedication to their craft resonate more strongly than content designed merely to attract attention. This approach fosters a loyal and engaged fan base, appreciative of the creator's true self and vision.*

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## CHAPTER 6

*Examples of artists with small but dedicated fan bases, who remain true to their artistry, include:*

- 1. An independent folk singer-songwriter: Who writes and performs heartfelt, personal music, resonating deeply with a niche audience.*
- 2. A local visual artist: Whose unique style and themes cater to a small group of admirers, valuing originality over mass appeal.*
- 3. An emerging filmmaker: Creating thought-provoking independent films that might not attract mainstream audiences but have garnered a dedicated following appreciative of the depth and authenticity of the work.*

## CHAPTER 7

# No Time for Expectations

*Be open to challenges and willing to explore new artistic paths, as you never know what will work best for you.*

*In 2024, content creators face the challenge of distinguishing themselves amidst highly edited and homogenised online content. Staying focused and consistent is vital, even if immediate results don't meet expectations. Success in content creation often comes from authenticity and originality, not just replicating popular trends. Audiences value unique perspectives and are drawn to creators who offer something different. It's important to remember that the digital landscape is vast, with diverse interests and niches.*



## CHAPTER 7

*Patience, persistence, and faith in one's unique approach are key.*

*Three artists who uniquely use social media to promote their work are:*

- 1. A street photographer: Utilizes Instagram to share candid, unedited snapshots of city life, offering a raw, unfiltered view distinct from the platform's usual polished content.*
- 2. An experimental musician: Shares behind-the-scenes videos on YouTube, showcasing the unconventional process of creating music, which stands out amidst highly produced music videos.*
- 3. A traditional painter: Uses TikTok to create time-lapse videos of painting processes, juxtaposing classical art techniques with a modern, fast-paced social media format.*

## CHAPTER 8

# Technology Is a Tool

*Don't invest all your efforts solely in suggestion algorithms or social media platforms.*

*In an era where technology offers myriad tools for content creation, it's crucial for artists to remember that these are merely aids, not the essence of their craft. The heart of content creation lies in the message, the art, or the music - the human element that technology cannot replicate. While software, apps, and AI can enhance the technical quality of content, they cannot substitute for originality, emotion, and personal expression.*

*Artists should use technology as a facilitator, not a crutch, focusing primarily on conveying their unique perspective and voice.*

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## CHAPTER 8

*Three artists who exemplify creating impactful content with minimal technology:*

- 1. A singer-songwriter: Uses only a smartphone to record acoustic sessions, capturing the raw emotion and authenticity of the performance without elaborate production.*
- 2. A documentary photographer: Relies on a smartphone camera to capture compelling, real-life moments, proving that powerful storytelling doesn't require high-end equipment.*
- 3. A vlogger: Creates engaging, diary-style videos using just a smartphone, focusing on genuine narratives and personal experiences over high-tech visuals.*

## CHAPTER 9

# Industry Standards

*If you aspire to work with a record label or manager, humility and playing by the industry's rules are essential.*

*For content creators, acknowledging industry standards in measuring audience response is crucial. Whether focusing on digital promotion or live events, it's essential to track progress and understand the impact of your content.*

*Platforms like Instagram and Spotify are pivotal in the music industry for gauging audience engagement and reach. Even if a creator's strategy doesn't center on these platforms, they shouldn't be overlooked.*



## CHAPTER 9

*In today's digital age, tangible metrics such as follower count, engagement rates, and streaming numbers are often the first indicators of a creator's reach and influence. These metrics are crucial when seeking to collaborate with industry infrastructures like record labels or movie distributors. They provide concrete evidence of audience size and engagement, validating the creator's work in the eyes of potential partners.*

*Therefore, while maintaining artistic integrity, content creators should also embrace these standards as a means to objectively measure and showcase their success.*

## CHAPTER 10

# The Creative vs. Business Process

*Understand that the creative process and the business process require entirely different mindsets. Distributing, promoting, and marketing your work necessitate a distinct approach from when you're in the midst of creative flow.*

*Navigating the world of creativity and business can be like juggling two very different balls. On one hand, when you're creating – whether it's music, art, or writing – you're in a zone where imagination rules. It's all about letting your ideas flow freely and tapping into your inner creativity.*



## CHAPTER 10

*On the other hand, there's the business side of things, which is a whole different game. It's about getting your work out there, marketing it, and making sure it reaches the right people. This part is more about planning and thinking strategically.*

*That's why it's super helpful for artists and creatives to have a team or some guidance in the business department. Think of it like having a manager or being with a record label.*

*These folks can take care of the business stuff, like promoting your work and making smart decisions to help your career.*

*This way, you get to focus more on what you love doing – creating! It's all about finding that sweet balance where your creativity gets to shine, and your work gets seen and appreciated by others.*

# About me

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