

Breaking Through the Noise: The Modernization of Status Within the Music Industry

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ABSTRACT

Within the past decade, the music industry has drastically changed the way new artists are introduced and marketed in the industry. The following study analyzes the relationship between social media and the music world. The focus of my research is to find which marketing tactics have the biggest effect on an artist's status in society. Through prior research, case study analysis, and trial testing, the research will look at various social media strategies that can help break an undiscovered artist out of the clutter of the internet. With the research collected, the strategies were applied to a real-life business model. The experiment worked directly with an undiscovered artist, applying the strategies that would be most successful to their career and analyzed the result. By looking at social media analytics and fan followings, the trial gave a better insight into the role of social media in a musician's career. The research concluded that strategies used to promote artist like Facebook Ads, target marketing, influencers and word-of-mouth marketing play a large role in the breakthrough of the industry. The interpretation of the outcomes concluded that the virality of a music video is a strategical method rather than the pure talent of the musician.

Keywords: music industry, social media, virality, analytics

I. Introduction

Social media has completely altered the way people interact with each other. Today, people can interact with each other easier and quicker than ever before. In the music industry, social media has increased the level of communication between the artist and their fans. According to Webster's dictionary, social media is defined as "forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content." Users are naturally gathering to these platforms to create their own music communities and to share experiences in the music world (Franklin, 2013). With the amount of traffic and volume of followers to these sites, music marketers are adapting their marketing strategies to fit the fast paced and ever changing culture of consumers.

One of the biggest trends in the music industry that results from this social media craze is the assistance it provides to new and upcoming artists (Ogden et. al, 2011). The introduction of social media has initiated career paths faster and made them more popular than ever before. The ability to share information through social media platforms has produced a larger fan base. With this, there is a common misinterpretation: artists with an online presence increase their chances of becoming discovered overnight. Although social media can boost ratings and create successes overnight, 91% of all artists are still considered undiscovered (Ulloa, 2014).

Artist more than ever use social media to interact with fans and to promote their music. As social media is gaining attention, consumers are becoming the marketer (Koughan, 2014). Artists producing music and videos that they feel the viewers will enjoy and that would create the most engagement. When posting on social media, there are

strategies used to increase viewers that are not noticed by the users (Koughan, 2014).

The purpose of this study is to look at the various social media promotional strategies and show the effects these strategies have on a trial video. With applying these strategies to an experimental video, this study can provide information and interpretations that can be utilized with future undiscovered artist.

II. Literature Review

The next portion of this paper will look at the history and trends within the music industry. This can be helpful in forecasting the future of the music industry. The following section will discuss the role of social media in the music industry and the strategies used in viral marketing. The information presented can provide the research needed to create a marketing plan for future artists when it comes to an online presence. The information can help strategize the best ways to implement social media tactics into a musician's career. Lastly, the paper will look at the virality of music through an online presence. By answering the question "what makes a video go viral?", the research can gain an insight into what tactics would be best suited for virality. With adjusting and applying these findings to a real-life situation, it can help predict what videos will go viral and which will not.

Music Marketing History

Throughout centuries, music has developed from a source of individual expression to a product marketed towards consumers. There have been multiple shifts in the way music is marketed that dates back to the original purpose of music. To understand this

shift in history, there must first be an understand of the history and changes made in the industry. The start date of the music industry has been an ongoing debate amongst experts, but archeologist have verified music began over 36,000 years ago (D'Errico, 2003). Scientist believe that during this time music was used as a communication medium and individual expression (Ogden et. al, 2011).

In 313 A.D, Plainchant was introduced with the rising of European Christianity. Plainchant is simple sacred music that was sung during a mass (BBC Music Magazine, 2013). This was the first time in history that music was being played for large crowds (Ogden et. al, 2011). Plainchant became a shared commonality amongst churches. This launched the era of mass music consumption (Ogden et. al, 2011). Music was now a gathering point for humans and continued to be for multiple centuries.

Fast forward to the Renaissance era, where the transition to secular music and the innovation of technology became the focal point of the time. During the 15th and 16th century, scholars believed music affected social behavior (Ogden et. al, 2011). The public's desire to be musicians created a rise in demand for music, which led to a mass distribution. Another factor that played a role in the demand for music was the invention of the printing press. The ability to produce sheet music created a direct connection between the composer, performer, and consumer (White, 2015). With this shift in demand for music, the 15th century saw a shift in "private patronage" musicians (Ogden et. al, 2011). A private patronage is when royalty or the wealthy hire musicians to perform (Buchan, 2005). Music became a way for people to work and make money. The emergence of a concert society began during this era.

The next historical shift in the music industry came in the late 19th century. During this time, music helped define social class and standing (Ogden et. al, 2011). Music was available to the sophisticated and wealthy. Furthermore, sheet music was being sold at a high price to the customers. In 1877, Thomas Edison introduced the phonograph, the first ever recording device. The machine uses two needles: one for recording sound and the other played the sound back (“Edison Invents the Phonograph.” (n.d.)). The first music entertainment system made music available to all social classes.

With a new market for consumers, a new music trend started to become popular. There was a shift from classical music to American folk and ragtime music. Music soon became a leisure activity. Leisure activities are things people do that are not required by work or normal day to day activities (Hull, 2011). The music was easy to dance to and created gatherings of all social classes. This was just the beginning of recording music.

From the use of the phonograph to the introduction of broadcast radio in the 1920s, there became a shift in how music was presented. In the 1920s, radio caused a 50% decrease in phonograph, piano, and sheet music sales (White, 2015). This was the first real use of commercialization in the music industry, which led music to become a mass consumable product (Ogden et. al, 2011).

As time has passed, there have been countless advancements in technology and business practices that have allowed the music industry to adapt quicker and created more convenient ways to pass music along the distribution channel. One way this was done was through the medium of television. During the 1940s, variety shows showcased new and upcoming talent. These shows helped promote musicians to their audience watching on their televisions. The most famous of these was The Ed Sullivan Show

(Ogden et. al, 2011). During the age of television, a new genre emerged that would change the music industry tremendously. The Rock N' Roll era was so unique that record labels and radio stations did not want to take chances with it (Covach, 2015). The era resulted in independent record labels. This caused a rush of more artists to emerge and a new way of promoting. With undiscovered artists starting to clutter the music industry, the discovered artists were losing sales and promotion. To combat this, the industry took a shift to sales marketing to increase the sale of CDs and records (Ogden et. al, 2011). With this time, the use of advertising played a huge role. While the music was focused on the sales of the artists, the music lost touch with the experience music created.

The music industry needed to create a balance between making sales and creating an experience for the listener. On August 1, 1981, Music Television (MTV) came on air and changed how listeners consumed music (Staff, 2011). Presenting music videos that told a story, along with the music connected the consumer to the music. Yet, MTV also created sales and artists like Madonna and Guns N' Roses emerged (Staff, 2011). Just like in the earliest days of music, the industry started becoming more focused on the consumer's needs.

This history has all led up to the music industry drastic change in the past ten years. The development of Napster, the first free online MP3 file-sharing software transformed the way consumers listen and buy their music. The development of the iPod decreased sales of physical copies by 26% (Ogden et. al, 2011). The transformation of taking the music with you wherever you go was adapted because it fit with the consumer's needs. This innovation has led to the popularity of video sharing websites like YouTube and Facebook. These websites allow musicians to gain popularity without the long

process of production. While we still use videos to create popularity, the transition to music streaming is what has put marketers at a standstill.

Social Media Marketing in the Music Industry

Within the past decade, the music industry has adapted their marketing strategies to coincide with the trends of social media. One of the first musical artists to be found via social media was Justin Bieber in 2008. At age 12, Justin posted a video to YouTube and, in less than a year, was one of the most successful artists today (Adib, 2009). This can also be said about other artists like Shawn Mendes, Tori Kelly, Alessia Cara, and The Weeknd. Finding new talent has been made easier for the marketer, but the increase of social media musicians has caused millions of undiscovered artists online.

Steaming sites have increased the artist's ability to reach new listeners and gain a fan following. Like other promotional strategies, social media is used to as a tool to reach a specific audience. The specific audience that would be most interested in the product is the target market. One of the biggest keys in target marketing is to not reach everyone. Marketers must reach those who will find the maximum value from the advertisement (Allen, 2015). Looking at factors such as gender, age, location and number of users play a role in how the music industry markets towards an audience. When looking a social media sites, each is equipped with its own target market. When discovering the target market for the specific brand, there must be a correlation to that target market of the social media platform. Figure 1 and 2 will describe the various social media sites and their target audience, which can be used in deciding which social media sites are most appropriate to use.

Figure 1: Usage

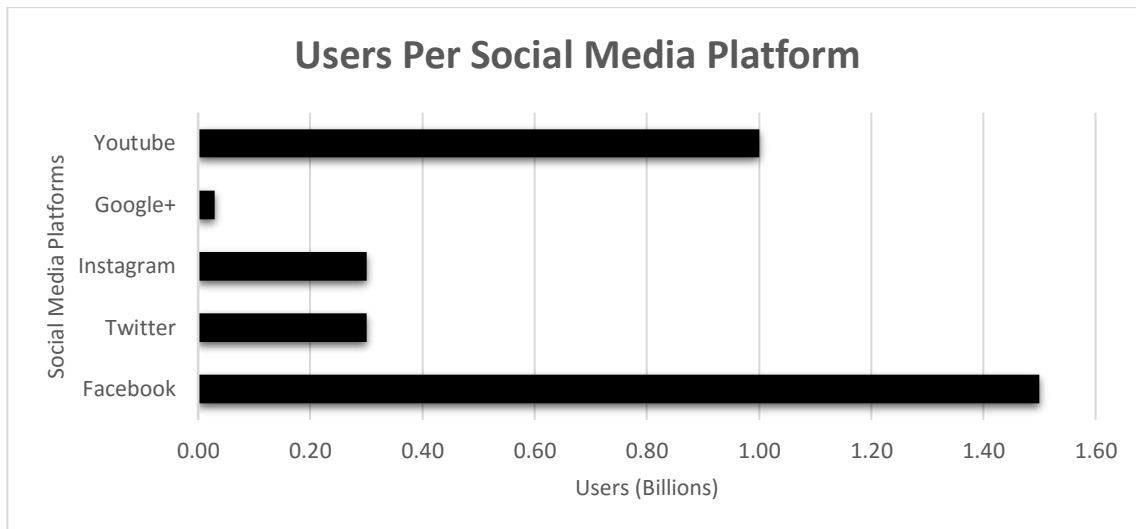
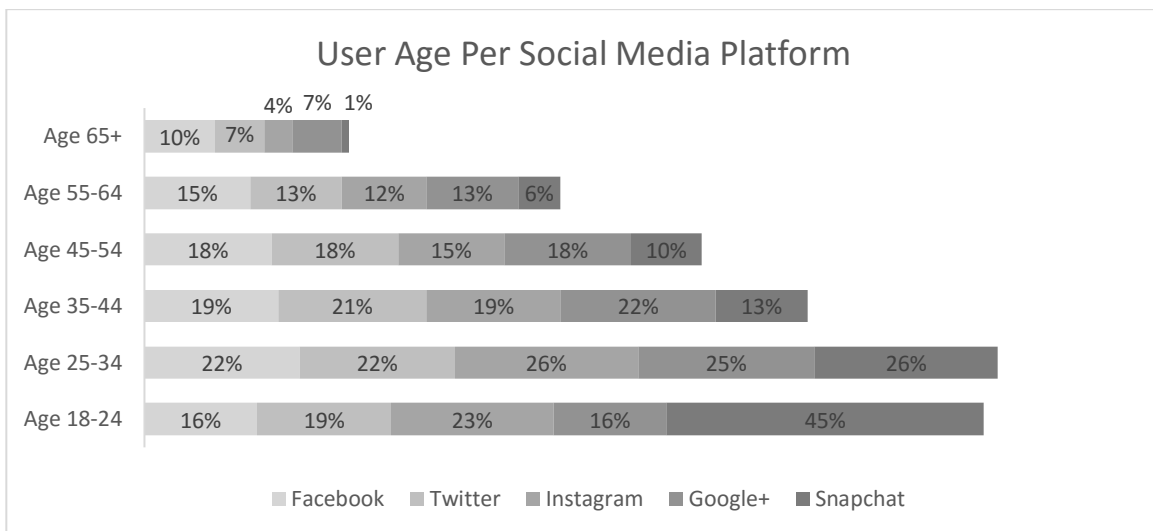


Figure 2: Age



With looking at these two charts, marketers can compare the target markets with both the number of users per site and the age range most used by the social media. This can help make a choice about which social media platform is relevant to the target market.

With the innovations in technology, social media platforms have given artist the chance to interact with their fans. The effects this has on the industry are the goals it produces within social media marketing. The goal for marketers is to gain a larger fan base by interacting with followers and viewers. One of the biggest social media platforms that has changed the way consumers listen to music is music streaming sites like Spotify, Apple Music, and Pandora. Not only do these sites increase the interaction between the audience and the artists, the sites shape the way music is produced and sold. Because these streaming sites release music for free, the consumer has more of say in what goes into a song. Artist are doing away with the production of full length albums and focusing on “hits.” Filler songs are those songs that are in an album, but do not receive as much attention. Producers are only producing hits because with the ability to stream music, that is all the consumer wants.

All in all, the innovation of technology and the digital age of marketing has changed the music industry drastically. By looking at the introduction of social media marketing as an opportunity for growth within the music industry, the effects can be huge for artists and their teams. Undiscovered talent has more resources than ever before, but now the question involves how the talent will break through the chaos of the industry.

Virality

The discovery of breakthrough in the experiment comes from looking at the virality of the video. “The term “viral” derives from the image of a person being “infected” with the marketing message and then spreading it to friends, like a virus. (Clow, 2010).” The impact created when a video goes viral suggests that about 61 percent of people reached

with the video express favorable opinions (Clow, 2010). The goals of these videos are to have individuals share the content and create buzz within the site. To understand virality, the first thing is to recognize the difference between reach and views. Reach is the amount of people who potentially viewed the video. A view is the amount of times a viewer stops and watches the video.

With the quick upcoming of this trend, companies have started to recognize the impact viral videos have on individuals. “Viral marketing describes any strategies that encourages individuals to pass along marketing messages to their peers. This creates an exponential growth in the messages exposure and influence (Wilson, 2010).” Viral marketing can take the form of an email, a personal blog post, or through social media (Clow, 2010). In the case of this research, an artist is considered a business and the product is their music. A way to break through the clutter of social media is to create a video that can become viral. To test virality, researchers can look at the analytics of the social media site. The key feature` within these analytics is the number of shares, not the amount of people reached (Koughan, 2014). With individuals sharing the video, they are contributing to passing the video along to other consumers. Viral marketing uses strategic methods to create value to the consumers.

Viral Marketing Strategies

Viral marketing uses specific strategies to create more interaction with viewers. While most people associate viral videos with luck, virality requires marketing tricks and strategies to be successful. Within this section, the paper will discuss some of the strategies that are involved in virality and specific social media tools used in the creation

of virality.

How to Go Viral

The first step may seem obvious in virality, but it is the most important. The video created must be intriguing and relatable. Videos receive 180 percent more attention compared to shared pictures and plain text on social media (Allen, 2015). Some methods to create attention are by ensuring the video is relevant and relates to current trends. In the case of musicians, the music should follow trends in the music world (Allen, 2015). For example, covers of songs are the most popular videos to post. Posting a video of a well-known song with simple instruments are most susceptible to virality.

The next strategy in virality is to create content that would be shocking for the audience (Allen, 2015). In the music industry, posting videos with unique settings or showing of the musical talent goes along way. The video should stand out and make people want to stop and watch.

The content should be shareable to its audience (Allen, 2015). When posting video on a social media account, make sure it is readily available to be seen and shared. The post should be linked to a page or other social media accounts. These pages can be used to help create discovery.

The last step in virality is a call for action (Allen, 2015). By asking viewers to comment or share, they are more inclined to do so. This can share the video to viewers outside the organic reached. These are a few suggestions in the creation of a viral video. The steps in this process can be adapted to various video content. Other strategies that create virality are done by marketers and will be discussed in the next section.

Social Media Tools

Within the last couple of years, marketers have looked to social media to attract audiences to products and brands. In the music industry, the change in direction to streaming music has opened doors to social media marketing. In viral marketing, there are tools related to social media that help gain the responsiveness of viewers rather than the video itself.

On Facebook, marketers are using Facebook Ads to create buzz through social media. Facebook Ads are paid advertisements that are distributed to user's pages. By choosing a target market, a video or promotional advertisement is budgeted and placed on a time schedule to a specific audience. In the music business, marketers can pay to promote their music to an audience that would be most susceptible to the video. This is an effective way to create discovery for an audience, but not an effective way to generate a fan base. With breaking an artist out from the clutter, the point to create discovery as opposed to gaining a fan base.

Another tactic used to create a flow of traffic to an advertisement is the use of influencers on Facebook and Twitter. "An influencer is a person or group that can influence the opinions of others (Allen, 2015)." These accounts have thousands, sometimes even millions of followers. The content they post or retweet can reach thousands of users and have influence on what users like and retweet. These accounts make a profit by promoting brands and considered a source of advertising. By paying these influencer accounts, marketers are able to accelerate the rate of virality.

Within this research, many of the tactics and strategies mentioned above have been implemented to an experimental video. The next section will discuss the execution of

creating and advertising a viral music video.

III. HYPOTHESIS

While social media and streaming music have transformed the music industry, the percentage of undiscovered artists has not changed (Ulloa, 2014). One of the biggest challenges with undiscovered artists posting to social media is getting lost in the clutter amongst millions of other artists. This study will illustrate different social media strategies and the affect they have on the popularity of an artist. There are a variety of factors that play a role in how a video goes viral. With the creation of a music video and applying social media strategies, the first hypotheses stands as:

H1: By applying Facebook ads to the video, it will receive more likes on shared content than the original post.

Twitter, on the other hand, has the same target market and works best for virality of the video. As discussed earlier, influencers are accounts that have a large following on social media. One of the most popular sites for influencers is Twitter. With the ability to simply retweet or like, Twitter is the most common way to create virality (Allen, 2015). With wanting to achieve both discovery and virality, the next hypotheses is:

H2: With Twitter influencers retweeting the content, the video is expected to have twice as many retweets.

Facebook receives eight billion views per day, but many those viewers watch videos with the sound off (Patel, 2016). As much as 85 percent of Facebook videos are watched without sound (Patel, 2016). The way marketers have been combating this issue is by adding subtitles to the advertisements. Although, the buzz of a music video comes

from the sound, the appeal needs to capture the audience's attention. To adapt to the soundless video viewers, the content was tested with and without subtitles, which leads into hypothesis three:

H3: By adding subtitles to the video on Facebook, the video will increase in average time watched by the viewers.

Within Facebook ads, Facebook provides a service to choose the objective of the ad. One of these objectives is "video views." Facebook's video views help grow the audience by reaching those who are most likely to watch the video. Facebook places the advertisements within the specified target markets. By applying the objective to the video, the last hypothesis is:

H4: With applying Facebook Video Views, there will be more paid views than organic views.

IV. Methodology

Video Development

Before the development of a video, the first step is to find an undiscovered artist with a strong enough social media following to create a viral video. Brooke Simpson, an amateur artist from Ft. Lauderdale, Florida, was the artist chosen to help with this study. She is a singer for Potential Church. Her social media following is around 700-1,000 followers on each social media site: Twitter, Facebook, and Instagram. The number of followers was a consideration when choosing an artist. With already having a page for her music and 500 followers of that page, the analytics could show the growth.

In the early stages of development, the focus was on building her page and linking

her social media accounts together. One factor was creating the right profile picture that could be used on all the site, simultaneously. After this, links were added to each page to connect her platforms. Lastly, the focus was on the content. For about a week, concentration was placed on creating content that would interesting and engaging to the audience.

During this phase of growth on the page, another focus was in the development of the music video. With developing the video, one of the key factors was finding a target market that would coincide with her image and the image of her music. With looking at her current followers and the type of music she played, the target market is women, ages 18-29.

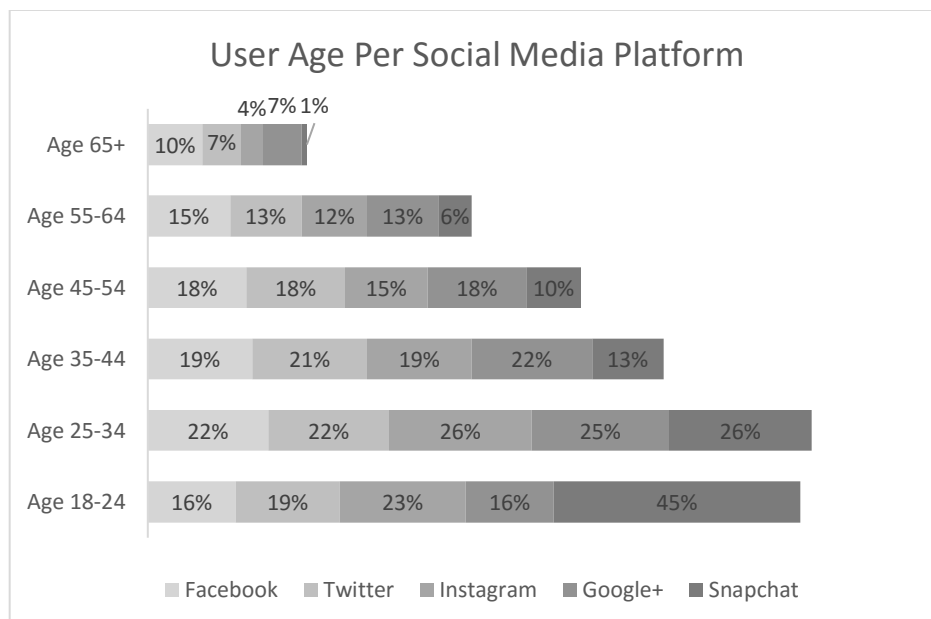
When deciding the image of the video factors like song and place came into play. The first element was the song choice. The song chosen was “Stone Cold” by Demi Lovato. With posting an online video, a song familiar to audience results in the most views by the audience (Nelson, 2013). Demi Lovato’s audience is women, ages 15-29. The next factor that comes into play is the place. The place of the video was set in a studio room. The video’s image is to give off a warm/homey feel to the audience. By placing a warm filter on the video, it will capture the attention of the audience and create a scene that will correlate well with the song choice.

The video development process is what creates the success within the project. The video needs to grab the attention of the audience right from the beginning. The production of a good video is what lessens the difference between the number of people reached and the number of views.

After the video was developed and edited, the next step came to placing the video

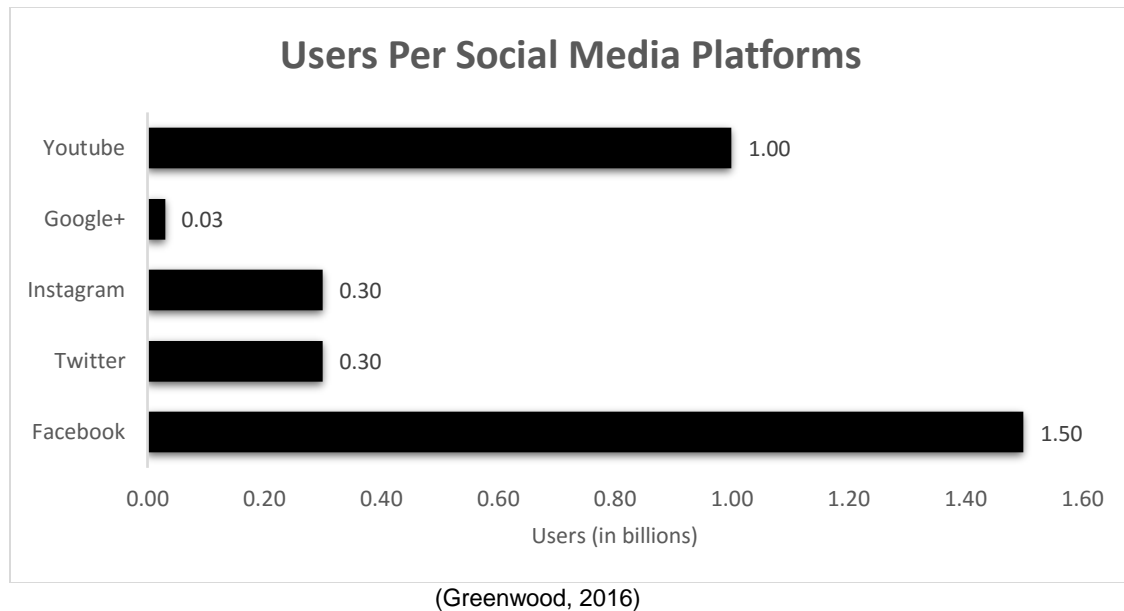
on a social media platform. When deciding which social media platform to present the finished product on, features that came into play are the target audience, the number of users and the goals of video.

First, the target audience is the biggest factor. Like discussed earlier, the target audience is women; ages 18-29. The chart explains the percentage of users in a certain age group with each social media platform. When looking at the age range of social media sites, there needs to be a compatibility between the platforms and the video. Almost all the social media platforms have a large percentage of audience members, between the ages of 18-34 (Allen, 2015). The three biggest sites in this range are Instagram, Twitter, and Facebook.



(Greenwood, 2016)

The next factor that was considered when choosing a social media platform was the number of members. Below is a chart with the number of users per social media platform:



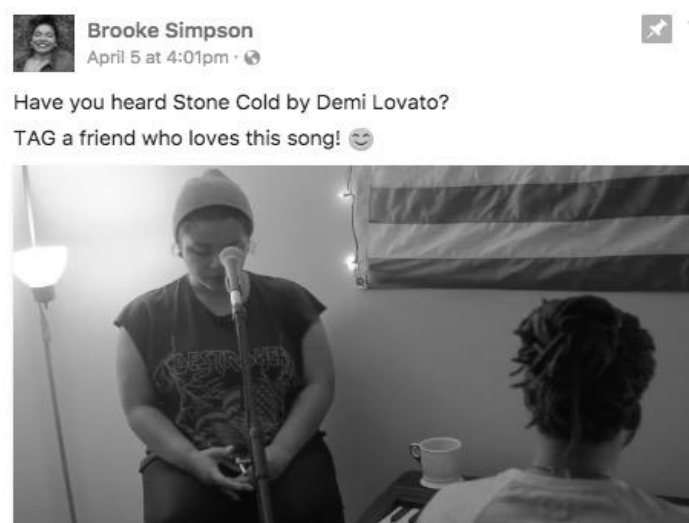
Facebook has over 1.5 billion users, making it the largest social media platforms (Allen, 2015). With the tools and analysis from Facebook, the site makes it easy to attract a specific target market. Twitter and Instagram, both have about 30 million users (Allen, 2015). Facebook was the top choice to run the experiment, while Twitter and Instagram tied in second.

The last factor looked at was the goals of the video compared to the goals of the social media accounts. The goal of the video is to create discovery and virality for Brooke. With the ability to share and interact with videos posted on Facebook, the goal of this social media platform is to create discovery (Allen, 2015). Facebook is the place to look for more information on an artist or business. Twitter, on the other hand, uses the virality factor as a goal for the site. Twitter's quick ability to retweet and like, helps to create more views and popularity (Allen, 2015). Although, this is one of the goals of the video, Twitter does not help with discovery. Many of the Twitter users will retweet because of the content, not the artist. By combining these two social media platforms, the video will be able to create discovery for Brooke and virality within the video. When looking at

Instagram, the site is created as a subset for Facebook and Twitter. Users will go to Instagram after watching the video to see more about the artist's life and daily posts. Although in the experiment, there was not a specific focus on Instagram, there was content created on Instagram that would coincide with the audience of the video.

After deciding the target market, the look of the video, and the social media platforms, the last strategy used before posting is captioning the video. After doing research, one common theme was present within all strategies. This theme was to ask people to interact with the video. By posting "Please Share" or "Tag a friend," the producer is helping to create the interaction from the beginning (Allen, 2015). With this specific video, the post asked to "tag a friend."

Another strategy that was useful to successful videos was by asking a question (Allen, 2015). The question is another way to create interaction between the fans and the artists. The video's caption asked the question "Have you heard Stone Cold by Demi Lovato?" By mentioning the name and the artist of the original song, the viewer can make a connection and be more inclined to listen. Below is a snapshot of the post that was advertised to Facebook and Twitter:



Facebook Ads

After developing the video, the next step in creating virality is to produce Facebook Ads. Facebook Ads gives marketers the ability to create a custom audience and better target the audience of Facebook users. Facebook Ads may be targeted by location, sex, age, relationship status, professional or education history, or interest through likes and visited pages (Weintraub, 2011). As discussed earlier, Facebook allows the marketer to select the objective to coincide with the marketing goals. Below is a list of each of the objectives:

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversion
Reach	Engagement	Product Catalog Sales
	Video Views	Store Visits

The goal of this research is to reach the most users in the target market of women, ages 18-29 and create engagement. The three objectives used within this experiment was reach, brand awareness, and video views. After choosing the goals of the video, the next step is creating an ad set. In the ad set, marketers create an audience for the video (target market), the placement on Facebook, and the budget/ schedule for the video. Lastly, before the ad is ready to go live, the ad is formatted to fit and previewed.

The ad was run four different times, using different objectives and ad sets. Each strategy created different results. The chart below explains the four test with their objective and target market:

	Objective	Target Market	Other Changes	Potential Reach
Ad 1	Brand Awareness	Place: United States Age: 18-44 Gender: Women Job Titles: Singer-Songwriter Interest: <ul style="list-style-type: none"> • Cover Songs • Demi Lovato Forever • Indie-Pop Music • Live Bands • Music Live • Neon Lights (Demi Lovato song) 	N/A	27,000 people
Ad 2	Video Views	Place: United States Age: 18-44 Gender: Women Job Titles: Singer-Songwriter Interest: <ul style="list-style-type: none"> • Cover Songs • Demi Lovato Forever • Indie-Pop Music • Live Bands • Music Live • Neon Lights (Demi Lovato song) 	N/A	45,000 people
Ad 3	Video Views	Place: United States Age: 18-44 Gender: Women Job Titles: Singer-Songwriter	Add subtitles to video	48,000 people

		Interest: <ul style="list-style-type: none"> • Cover Songs • Demi (album) • Indie-Pop Music • Demi Lovato News • Music Live • Neon Lights (Demi Lovato song) 		
Ad 4	Reach	Place: United States Age: 18-44 Gender: Women Job Titles: Singer-Songwriter Interest: <ul style="list-style-type: none"> • Cover Songs • Demi (album) • Indie-Pop Music • Demi Lovato News • Music Live • Neon Lights (Demi Lovato song) 	N/A	44,000 people

Influencers

Another strategy implemented to this video was the use to influencers on Twitter. Influencers are those accounts, who have power over their followers. This means that the account has many followers and when they advertise for a brand, it increases the amount of people who see it and has influence over opinions on the brand (O'Connor, 2017). In the case of this experiment, the accounts contacted retweeted and/or liked the content to create a buzz on their pages. The way influencers were chosen was by looking at the target market of the influencers' account and matching it to the target audience of the

video. The influencers that were contacted and used were:

- @MrElijahJulian
- @CommonWhiteGirl
- @Runnerprobs
- @TanyaRad

When discussing influencers and their content, accounts are categorized into 5 different types (Morin, 2015):

- The Networker
- The Opinion Leader
- The Discoverer
- The Sharer
- The User

A description of these five influencers can be found in the appendix under figure 2. When looking at the types of influencers for the content used, the focus will be on the discoverer, opinion leader, and the sharer. Two of the influencer accounts contacted are both a discoverer and opinion leader. @TanyaRad is a producer of the Ryan Seacrest show and an avid music blogger. She tweets about new talent and updates fans about the radio show. She would be considered someone who tweets about new trends but also has a large authority over her audience being that she is a radio show producer. Her target market is women, ages from 15-29. She is friends with celebrities like Demi Lovato, which creates a large following in Demi's fan base.

The other opinion leader and discoverer account is @MrElijahJulian. Elijah is a fashion design from Miami, Florida and created the brand SAFII. This brand is targeted

toward women in their 20s and 30s. His clothes are featured on celebrities like Kylie and Kendall Jenner. The use of his fashion line and his influence in the celebrity world makes him an ideal candidate.

Lastly, the two accounts that would be considered the sharers are @runnerprobs and @CommonWhiteGirl. These accounts distribute information from bloggers and other accounts to become noticed by more people. Sharing accounts are the ideal accounts to lead to the most retweets and favorites. Both accounts have the same target market of young women. By retweeting the content, the video could impress more users, thus creating more buzz on the video.

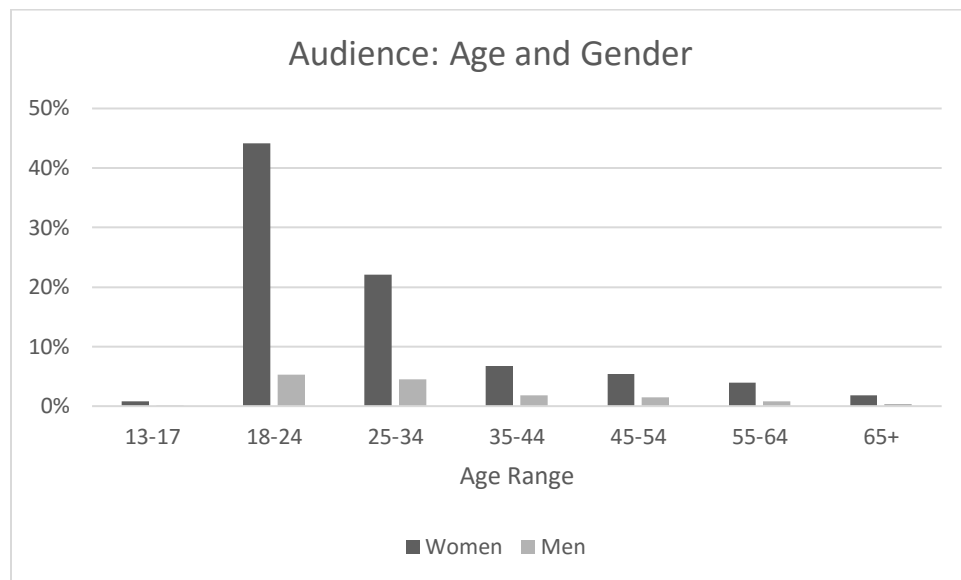
All in all, influencers are creating a network of accounts that are willing to share the content created. These accounts have power over their followers to influence what they like and what content they want on their page. By placing the video to their pages, the content could be seen by more users than before (O'Connor, 2017).

V. Results

Overall, the content posted on Facebook and Twitter with the applied strategies showed a significant relationship. The video resulted in extremely high view counts. The high view count and interactions can result in breaking through the clutter of the music industry. The video all together reached around 86,000 users and had 25,500 views on the two platforms. The rate of viewer per reach is around 30%, which is one of the largest factors when evaluating the audience and the potential audience. Looking at the analytics of both Facebook and Twitter separately, the results can be clearer to the specific research goals set in the methodology.

Facebook Analytics:

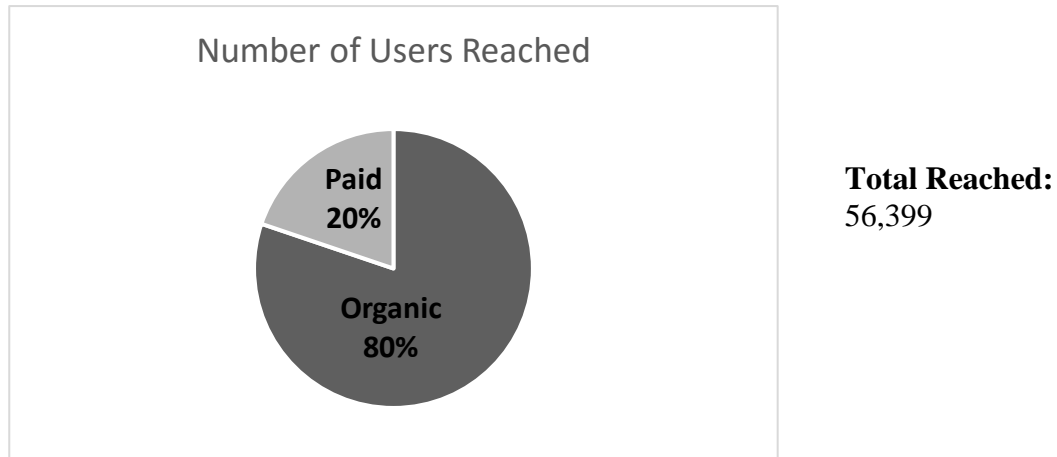
The goal of posting the video on Facebook was to create discovery for the artist and gain interaction with the target audience. By looking at the analysis of the predicted target market and the actual results of the target market, the results should agree. The target market for the video was women, ages 18-29. The graph below shows the percentage of audience members comparing both their ages and gender:



As you can see by the chart, the highest percentage of users were women between the ages of 18-24 and 25-34. This shows the target market was valid.

One of the methods used to create the viral video was the implementation of Facebook Ads. These ads create paid viewership compared to organically made viewers. The paid viewers are those who viewed the video through the advertisement, while organic are viewers who watched the video through the original or shared content.

The chart below compares the number of paid viewers versus organic viewers. 80% of



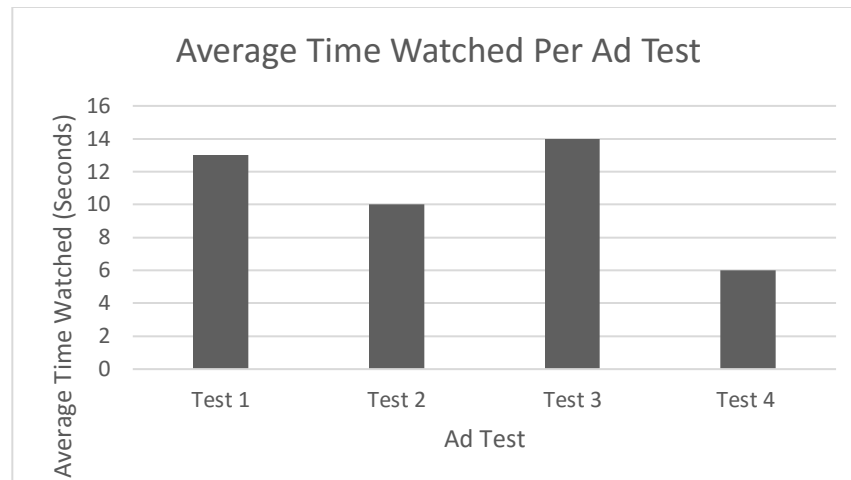
the total views are organically views, while 20% are the views that came from Facebook Ads.

Like discussed earlier, the video applied four test, each with subtle differences.

Below, compares the reach and views with each test:

	Reached	3 Second views	View Per Reach
Original	40,450	14,864	37%
Test 1	2,989	1,494	50%
Test 2	4,400	1,771	40%
Test 3	5,309	2,082	39%
Test 4	3,190	466	15%
Total	56,338	20,677	37%







As you can see from the results, the subtle differences created a large difference in the overall percentage of viewer per reach. With each of the four test, the research also looked at the average time watched. With adding subtitle, there was a belief that it would increase the amount of views and the average time watched. The graph displays the average time watched per test:



On Facebook, the analytics tell you how long a viewer watched the video. When comparing the test with the subtitles added, test 3 had an average watch time of 14 seconds.

One of the ways to look at the interaction is to analyze the number of likes, comments and shares on the video. The first sign of virality is to analyze the shares. The way a video is seen by a mass audience is having the audience create a word-of-mouth to their audience. A high number of shares means the video is engaging enough for viewers to share it with their friends. The shares on the video is 386 total shares. This means 386 individuals shared the content on their pages, which creates more organic views.

After evaluating the number of shared, the next way to assess interaction is through likes on the video. Here is the result from the video, in terms of the number of likes on the original post and shared posts:

					
On Post: 287	On Post: 1	On Post: 176	On Post: 22	On Post: 0	On Post: 0
On Share: 472	On Share: 0	On Share: 116	On Share: 17	On Share: 1	On Share: 0

When evaluating the results of likes, one of the key features is to look at the difference between likes on the original post versus the shared posts. The original post has 486 likes, while the shared content has 606. This shows that more viewers are interacting with the post on shared content rather than the original.

Lastly, when gauging the interaction with the video, the number of comments and the content within the comments play a role in the interaction. The video received 127 total comments, 85 comments from shared content. The comments were split into three categories, in terms of what was said in the statement made by the viewers. Some comments could be categorized in multiple categories.

Comment Type	Number of Comments
About Brooke's voice	24
Tagging a Friend	11
About the song choice	3

Twitter Analytics

With the social media platform of Twitter, the main goal was to create virality. The video would have the ability to be retweeted and favorited by users. For Twitter, the main concentration is with the retweets of the video compared to the impressions. The graph below shows the number of retweets, likes, and users reached on both the original post and the post with influencers:

	Retweets	Likes	Reached
Original	17	37	11,000
Use of Influencers	62	86	44,936
Total	79	123	55,936

The original post received less than a quarter of the results, while the post with the influencers increased the count on all three by a significant amount.

VI. Discussion

Through this research, the experiment represents the ability to break out of the music industry. Going viral is can be seen as just luck, but when it comes to a business or a career, virality can use strategies and methods to achieve a high result of views and shares. To break out from the 91% of undiscovered artists, musicians must be creative with what they post and how they go about posting it. The applied research is a huge testimony to the effect of Facebook Ads, target marketing, and influencers. With a view count of 25,500 and reaching 86,000 users, the video exceeded all expectations and broke through the clutter of the internet.

Three out of the four hypothesis developed in the research process of the paper were supported by the data collected in the experiment. The first hypothesis was: by applying Facebook ads to the video, the video will receive more likes on shared content than the original post. The video had 446 interactions on the original content, while the shared content had 606. The assumption that can be made through this is people are more likely to interact with content when it is shared by someone they know. The implications of this can result in that asking to share the content with friends creates more interaction and a greater word-of-mouth marketing for the video.

The next hypothesis that coincided with the experiment was the Twitter influencers retweeting the content. When they retweeted the video, it was expected to have twice as many retweets. When looking at the results of retweets on the original (17) and the influenced post (62), there was a 73% increase in retweet. It can be said that the influencers do have a significant power over their followers. By putting the content out to their followers, they can reach more users, thus creating more interaction.

Hypothesis number three matched the applied research, as well. This hypothesis stated that by adding subtitles to the video on Facebook, the video will increase in average time watched by the viewers. When adding subtitles to test three, the video increased the average time watched to 14 seconds, which is more than any other test. With the introduction of the automatic play feature, 85% of viewers are watching videos without sound (Patel, 2016). The video was successful with holding viewers' attention without the sound on and creating an initial interest in the video.

The last hypothesis was with applying Facebook Video Views. It was expected that with this application, there would be more paid views than organic views. The end results

comparing organic views to paid views was 14,864 views to 5,813 views. The video reached more organic viewers than paid viewers by the Facebook Ads. Although, this does not match the initial hypothesis, having more organic viewers shows a greater use of word-of-mouth marketing over Facebook advertisements. Users are viewing the video through shared content over content advertised on users' pages. This can also correlate to the amount of likes on shared content over the original video.

A potential limitation of the experiment is the true definition of virality. Because viral marketing is a new industry, the guidelines for virality are in a grey area. There is no set number of views that is needed to reach a viral status. Going off of this, the research and experiment create an idea of what a viral video entails, but no true numbers were measured to determine its virality.

The next caveat when discussing the experimentation was the automatic start on Facebook and Twitter videos. These social media platforms have implemented a programmed play to videos without clicking on them. The video plays automatically on computers and mobile phones. Every time a video is automatically played for more than three seconds, it is counted towards the view count. This can increase the view count and can influence the ratio of views per reached.

A final limitation to this research is it is an ongoing process. Viral marketing is a never-ending practice. The views can increase on a daily, even hourly basis. The results in this paper are accurate to the day the research was done, but might have an increase in the future. Videos also, do not have a time limit for virality. The video can gain a large portion of its views, months later. This can result in out-of-date results much quicker than other applied research.

VII. Conclusion

Social media has become the key marketing tool in the entertainment industry. It has given the ability for celebrities to interact directly with fans. Social Media has made it easier for musicians and artists to get discovered, as well. With this new-found innovation, social media platforms have been cluttered with undiscovered artists wanting to find fame. The goal of most artists is to make their videos go viral and to increase their fan followings. The problem comes from many artist getting lost in the chaos. Through research and experimentation, this project has resulted in various strategies to break out of the clutter in the music industry. With careful examination of the videos posted, the help of marketing tools on social media sites and a target audience, the artists can carefully plan and predict their abilities to be discovered. The music industry is changing and adapting the use of social media to help carry out their music careers. By having the knowledge and tools to create virality, an artist can produce content for the viewers. The likeability to fans is what guides the road of a discovered artist and it all starts when the artist is undiscovered.

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Appendix A

Figure 1: Major Events in the Music Industry

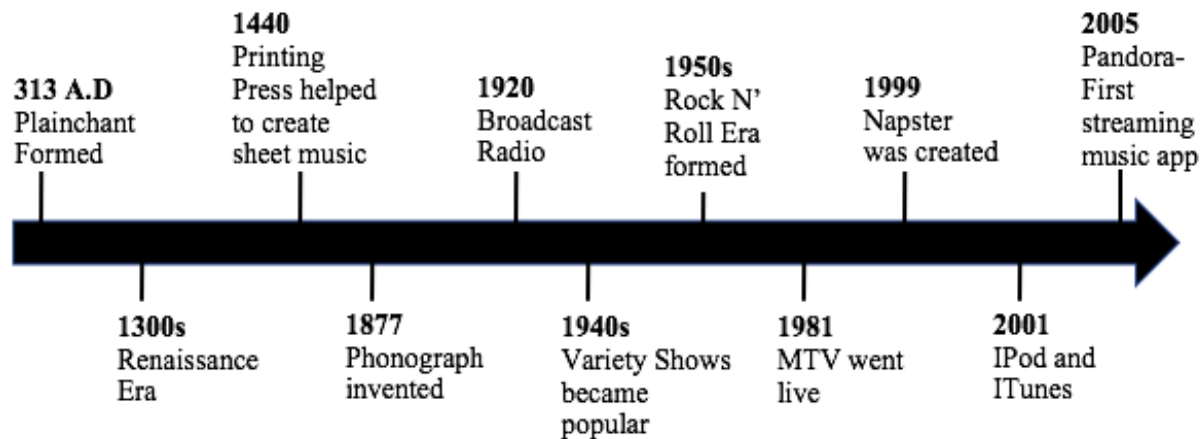


Table 1: Types of Influencers on Social Media

Types of Influencers	
The Networker	These accounts have the biggest contact list and most followers. Everyone knows who they are and they know everyone as well
The Opinion Leader	The best ambassador for a brand. These accounts have strong authority based on their credibility in the field.
The Discoverer	These are the accounts looking to set trends and are always the first to distribute information
The Sharer	The account who distributes passed along information to reach a larger audience
The User	These are the everyday user accounts. The accounts do not have a large following and a network is not as important.

(Morin, 2015)