

Partner Case Study: Dave Matthews Band



Dave Matthews Band became one of the most successful global touring acts, in part by allowing concertgoers to share live recordings of their performances. With their Facebook Page, they continue their leadership in building fan bases virally around the world.

Using a mix of Facebook-built and 3rd party applications, the band promotes their music with an audio player, video player, photo gallery, and discography--all of which host and stream unlimited amounts of media for free. Fans have flocked to DMB's rich and engaging content. Just three weeks after launch, the Page already had 60,000+ fans and 2,000+ Wall posts.

With Pages, DMB has built a socially rich, customized experience with viral distribution to grow their base by turning their fans into a digital street team.

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Dave Matthews Band



Members: Carter Beauford - Drums
Stefan Lessard - Bass
Dave Matthews - Guitar, Vocals
LeRoi Moore - Saxophone
Boyd Tinsley - Violin

Hometown: Charlottesville, VA
Record Label: RCA Records

Edit Page
Send an Update to Fans
You Are a Fan (undo)
Edit Settings

Fans
6 of 60183 fans See All



Mini-Feed
Displaying 5 stories See All

Yesterday

Dave Matthews Band added three new songs to their profile. 2:54pm

- Song Title: #27
- Song Title: Two Step
- Song Title: Dreaming Tree

November 12

Dave Matthews Band updated their profile. They changed Biography. 11:15am

November 7

Dave Matthews Band added the MusicShop application. 7:11pm

November 5

Dave Matthews Band uploaded new photos to Old School. 4:39pm
Added to: **Old School** - 18 Photos



Dave Matthews Band uploaded new photos to Charlottesville 2006. 3:00pm
Added to:

Photos edit X
2 of 3 albums See All

- Old School**
Created November 5
- Charlottesville 2006**
Created November 5

Video edit X
2 of 21 videos. See All



Facebook Pages

Until now, there was no powerful, efficient way for musicians to reach Facebook's 59 million active users. Some artists tried to promote themselves through user profiles, but Facebook now offers applications, information fields, and messaging solutions built specifically for musical artists.

Dave Matthews Band built a Page for their fans to check out their latest music and videos, talk about the band, and tell each other about the concerts they're going to see. Updating their Page with rich content

"We all have been using Facebook since it opened up to the wider public, and have seen the spike in popularity firsthand with our own friends.

ensures that fan interest builds between album releases and tours. With Facebook’s user-friendly interface, creating the page was straightforward. “The page was quite easy to make, and anyone can do it,” says Jennifer Bird of Red Light Management, DMB’s manager.

“We all have been using Facebook since it opened up to the wider public, and have seen the spike in popularity firsthand with our own friends. Facebook seems to appeal to a much wider audience. Launching a Page for the band made perfect sense,” says Bird.

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- Jennifer Bird, Red Light Management

www.facebook.com/business/?pages

Applications for Musicians

Musicians can use Facebook Pages straight ‘off-the-shelf,’ taking advantage of a suite of Facebook-built applications. In addition, Facebook’s 3rd party developer community has also built thousands of applications musicians can choose to add, ranging from blogging tools to rich media players.

For instance, DMB uses Musictoday’s MusicShop application to sell music, merchandise and tickets in a seamless purchasing experience that takes place entirely within Facebook. “We recognize Facebook as the perfect medium for fans and artists to make that connection,” Musictoday product manager John Spagnolo says.

apps.facebook.com/musicshop/

How Dave Matthews Band Will Use Facebook Ads

Facebook Ads offers an easy self-service interface that Dave Matthews Band uses to reach exactly the audience they want to target. The band could choose to reach all of Facebook’s 59 million active users, but instead they run highly targeted niche campaigns aimed at specific demographics or and interests—such as the 500,000 U.S. active users who list “Dave Matthews Bands” in their profiles, as well as users who list ‘similar artists’ as defined by Last.fm. DMB chooses to run different creative content in each campaign—for instance, users in San Francisco will receive highly relevant ads for concert tickets to an upcoming show—thus maximizing DMB’s return on investment. And when users interact with the band’s Page (say, become a fan or write on the wall), a personalized ‘social’ story goes out to that user’s friends when they view the ad.

It takes just a few minutes to create a campaign, and a Bid Estimator helps the band know how much to bid to reach their target audience. Facebook Ads offer the choice of paying for ‘impressions’ (page views) or clicks—DMB has chosen to pay for clicks, so they are never charged for an ad unless a user clicks on it.

Also included at no extra cost is a data insights portal providing detailed, real-time statistical analysis of each of the campaigns DMB is running.

www.facebook.com/ads/create/