

# The Executive Fan



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## WHAT IS AN EXECUTIVE FAN?

THE TITLE EXECUTIVE FAN REPRESENTS A CONSULTANT UTILIZED IN ALL DEPARTMENTS, FOR THEIR INSIDE KNOWLEDGE AS A MEMBER OF AN ARTIST'S FANBASE.

## WHY DO YOU NEED AN EXECUTIVE FAN?

AS A FAN, A PERSON SEES EVERYTHING THAT AN ARTIST DOES IN A DIFFERENT WAY THAN THE MEMBERS OF THAT ARTIST'S TEAM. THEY KNOW WHAT THEY WANT TO SEE AND THEY KNOW WHAT THEY ARE WILLING TO ENGAGE WITH ON A DAILY BASIS (WHAT POSTS THEY LIKE, WHAT SOCIAL MEDIA CHALLENGES THEY PARTICIPATE IN, WHAT TYPE OF MERCH THEY WILL BUY AND FOR WHAT PRICE, AND WHO THEY WANT TO HEAR COLLABORATIONS WITH). FANS DON'T CARE ABOUT YOUR NUMBERS OR WHAT THEY SAY ABOUT YOUR TARGET MARKET, THEY ARE YOUR TARGET MARKET.

## HOW CAN THE EXECUTIVE FAN ASSIST YOU?

AN EXECUTIVE FAN WILL WORK SIDE BY SIDE WITH THE TOURING/EVENTS, MARKETING/PROMOTIONS, A&R, AND CREATIVE DEPARTMENTS. THEY ARE YOUR INSIDE MAN WHEN IT COMES TO FAN ENGAGEMENT AND EXPERIENCE, BRINGING YOU NEW IDEAS AND ALTERATIONS THAT COMPLIMENT YOUR CURRENT STRATEGIES FROM START TO FINISH. EXECUTIVE FAN'S MAY HAVE ADDITIONAL SERVICES SUCH AS ROAD MANAGEMENT, CONTENT CREATION/COPYWRITING, BRAND PARTNERSHIPS/PRESS PITCHING, AND/OR BOOKING.

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