

# Event Marketing & Community Building

6 November 2019



Michiel Schoonhoven

How do you build your own  
brand, community, platform and  
digitale ecosystem?

365 days a year!

We supervise organisations in their digital journey to the development of meaningful relationships with people.

We believe that the more relevant and personal the interaction, the more positive its impact on people's lives.

Making more impact and developing a profitable, sustainable digital business model.  
This is why we do it!



Hardwell

9 oktober om 15:09 · 🌐

My all ages Symphony concert together with Metropole Orkest is sold out! - EDIT - golden ticket is no longer available.

GET A CHANCE TO UNLOCK  
A GOLDEN TICKET TOMORROW AT 12:00 PM CEST:



Hardwell & Metropole Orkest present  
Symphony #ADE

18 October · Ziggo Dome, Amsterdam

VISIT: [WWW.DJHARDWELL.COM/SYMPHONY/TICKETS](http://WWW.DJHARDWELL.COM/SYMPHONY/TICKETS)



AMF

Gepubliceerd door ALDA [?] · 20 oktober om 19:22 · 🌐

XXX SOLD OUT!!! | See you tonight! XXX

Axwell & Ingrosso  
David Guetta & Dimitri Vegas & Like Mike  
KSHMR  
Lost Frequencies  
Salvatore Ganacci  
Sunnery James & Ryan Marciano  
Vini Vici  
W&W

Which artist are you looking forward to see tonight? Let's own the night!



Mega Piraten Festijn

Gepubliceerd door Jim Hurkmans [?] · 13 oktober om 15:15 · 🌐

Het Mega Piraten Festijn dat vanavond plaatsvindt in Klazienaveen is uitverkocht! 🥳🥳🥳

Iedereen die erbij is vanavond, veel plezier! 🙌 Thuisblijvers kunnen uiteraard weer meekijken met de livestream hier op Facebook!



-0:02 ⚙️ 📺 📶 🔊

**NXTLI**  
NEXT-LEVEL-IMPACT

Why should someone spend  
his/her precious time to follow  
and engage with you?

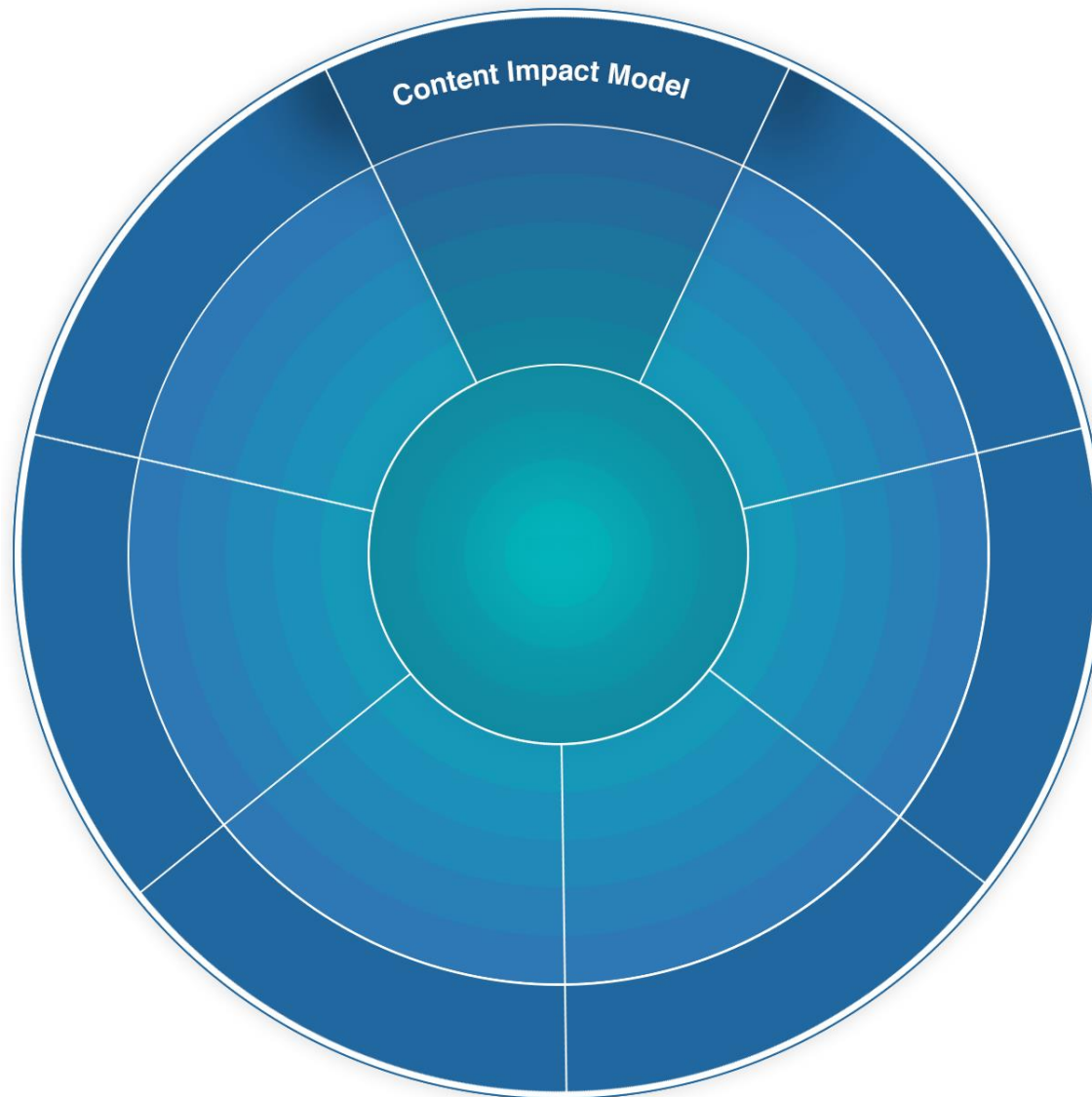


© marketoonist.com

to be  
inspired is great,  
to  
**inspire**  
is  
incredible

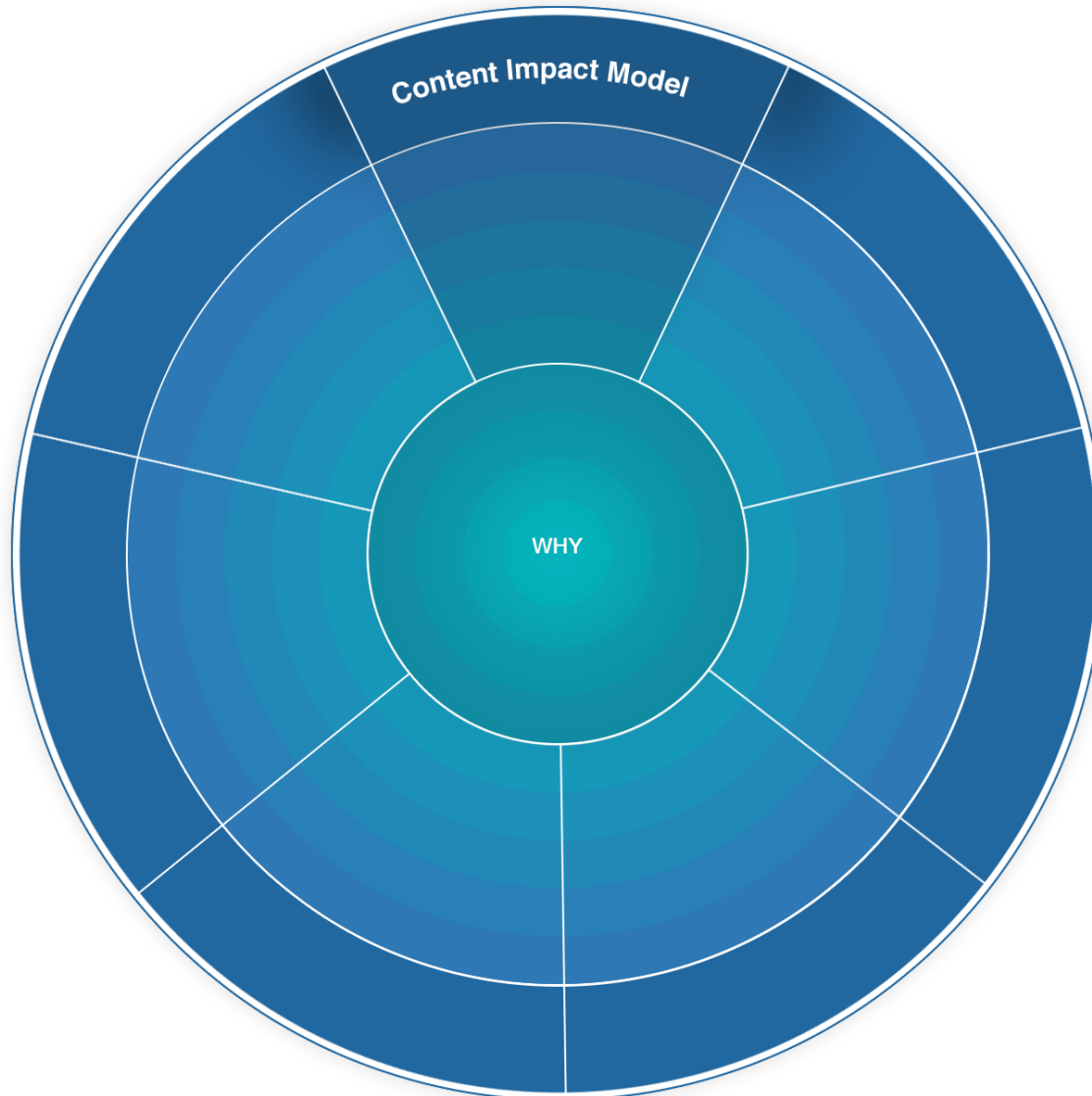


# Content Impact Model





# 1. Why



# 1. Why



# Why



Simon Sinek | TEDxPuget Sound

## Hoe grote leiders tot actie inspireren

[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action?](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?)

# 1. Why





# 1. Why



Together with Chime for Change, we raise our voices as mothers, as artists, and as activists. As #GlobalCitizens, we can make our voices heard and turn awareness into meaningful action and positive change. #WomensMarch.



## WOMEN MAKING HISTORY: LYNN CLARK

In August 2016, Baton Rouge, Louisiana experienced what is now known as the worst natural disaster to strike the United States since Hurricane Sandy in 2012. In one week, approximately six trillion gallons of rain fell onto the historic capital. As a...



## WOMEN MAKING HISTORY: STACEY STEWART

Born and raised in Northwest Atlanta, Stacey Stewart is the first female African-American president of March of Dimes and the fifth president in almost an 80-year history. "I succeed another woman that did run the organization for a very long..."

**WE BELIEVE  
WE CAN DO  
EXTRAORDINARY  
THINGS WHEN WE COME  
TOGETHER**

**GLOBAL CITIZEN** + **CHIME**  
FOR CHANGE  
FOUNDED BY GLOUCESTER  
JOINING FORCES FOR GENDER EQUALITY  
**#IWD2017**

# 1. Why



Beyoncé ✓

@beyonce

Startpagina

Info

Foto's

Evenementen

smartTab

Video's

Vind-ik-leuks

Berichten

## FORMATION SCHOLARS

*To add to the celebration of the one-year anniversary of LEMONADE, Beyoncé Knowles-Carter announces the establishment of Formation Scholars awards for the 2017-2018 academic year, to encourage and support young women who are unafraid to think outside the box and are bold, creative, conscious and confident.*

*Four scholarships will be awarded, one per college, to female incoming, current or graduate students pursuing studies in creative arts, music, literature or African-American studies.*

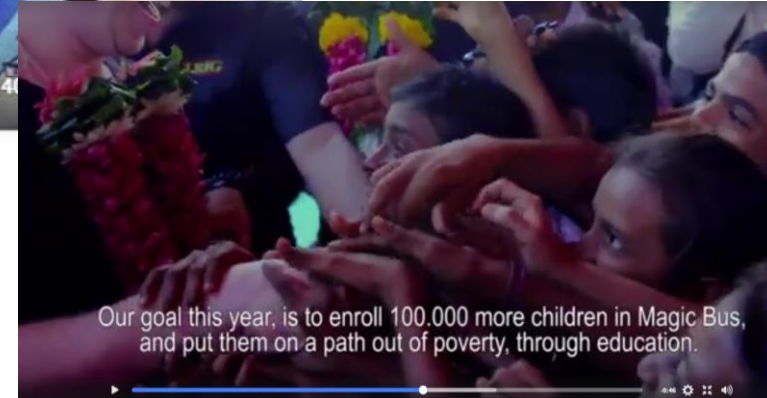
*The schools selected for participation are Berklee College of Music, Howard University, Parsons School of Design and Spelman College. All details and application deadlines are available directly from the colleges.*



# 1. Why



INDIA!!! 🇮🇳 I'm coming back with my "United We Are" foundation to Mumbai for the World's Biggest Guestlist Festival! Register now 🙌  
foundation.مؤسسة.مؤسسة.com

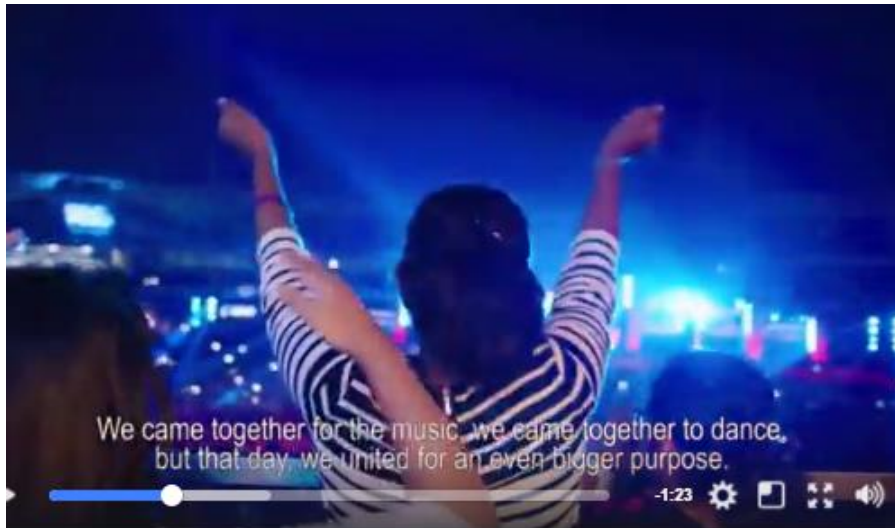


"The foundation aims to provide underprivileged children in the world with education and training, to offer them a chance at a better future."

The foundation seeks to achieve this goal by raising funds and donations.



# 1. Why



Hardwell was live:  
18 april om 1:00

INDIA!!! 🇮🇳 I'm coming back with my "United We Are" foundation to Mumbai for the World's Biggest Guestlist Festival! Register now [foundation.djhardwell.com](https://foundation.djhardwell.com)

# 1. Why



## DUURZAAM FESTIVAL



# 1. Why



TOMORROWLAND

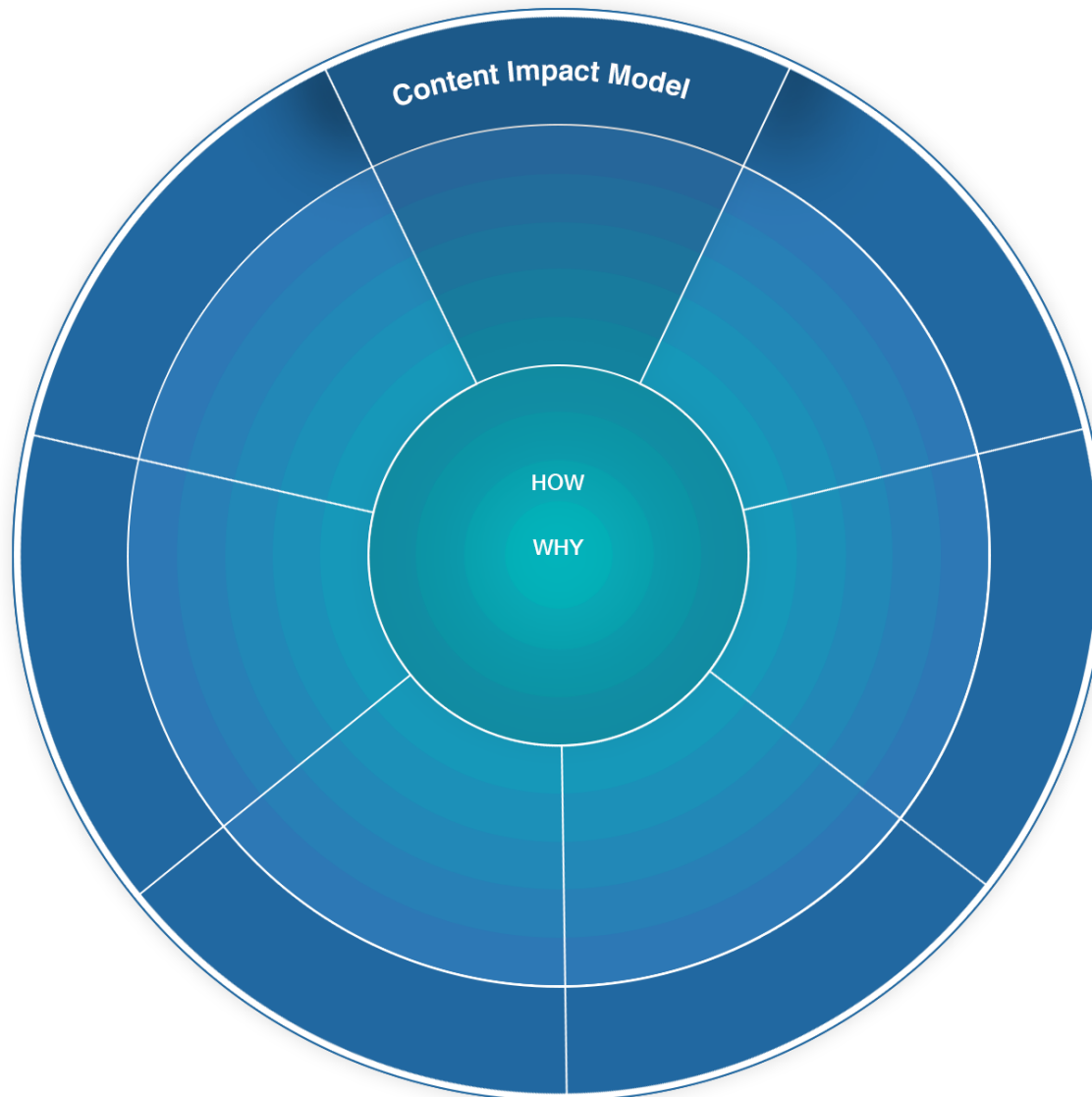
LIVE TODAY LOVE TOMORROW UNITE FOREVER

# 1. Why



What's your bigger purpose?

## 2. How



## 2. How



How are you going to achieve  
your purpose?



## 2. How

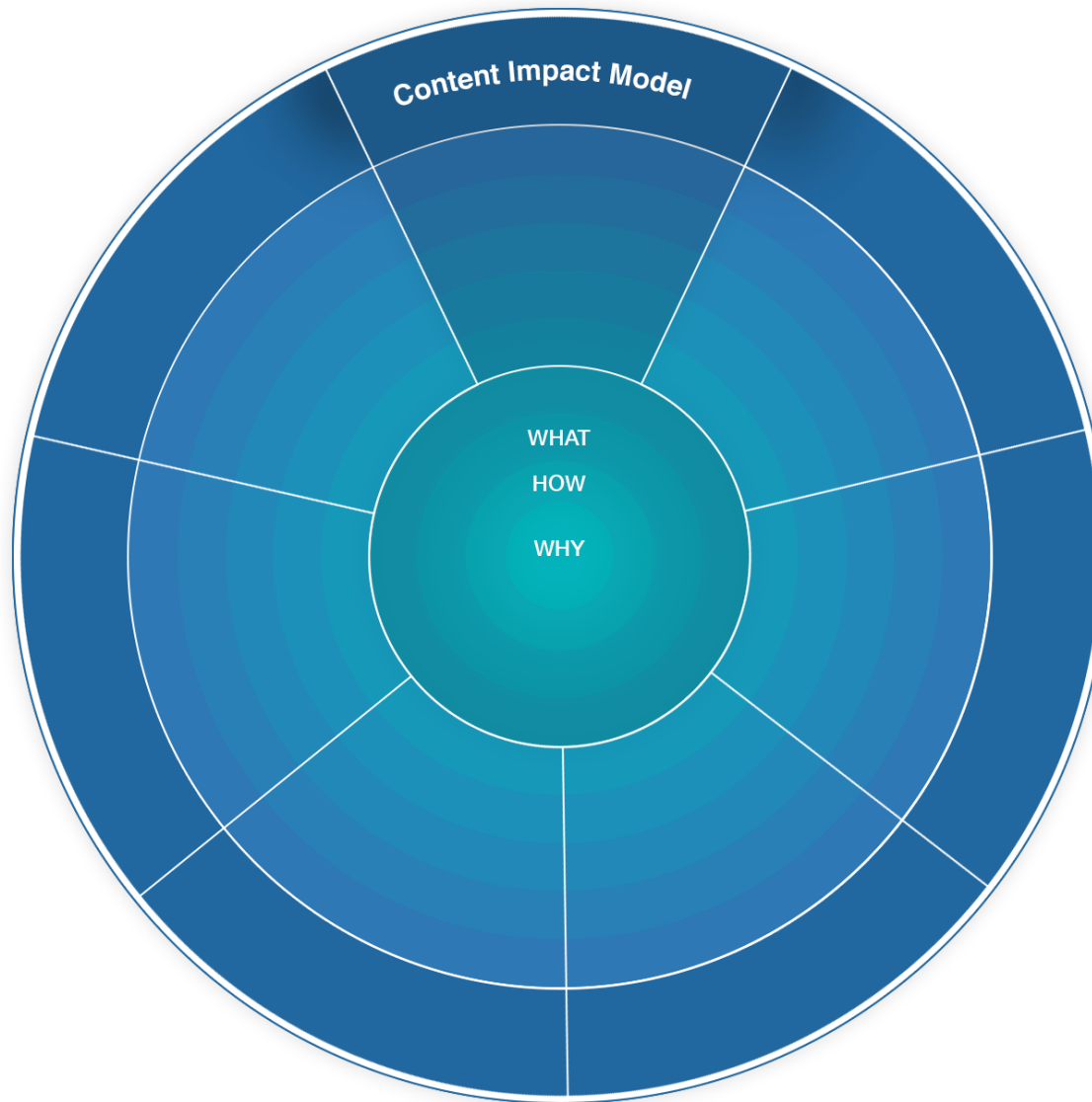




## 2. How



# 3. What

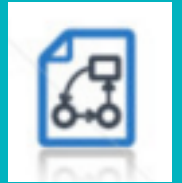


### 3. What



Which products, services and experiences do you offer, that aligns with your higher purpose?

# 3. What



# 3. What



OKT  
18

Hardwell & Metropole Orkest present  
Symphony at Ziggo Dome

Openbaar · Georganiseerd door Livecrowd Nederland en 5  
anderen

✓ Gaat ▼

➦ Delen ▼

...

🕒 donderdag 18 oktober van 18:30 tot 23:00

📍 Ziggo Dome  
De Passage 100, 1101 AX Amsterdam

[Kaart tonen](#)

🎫 Tickets  
[www.djhardwell.com](http://www.djhardwell.com)

[Tickets zoeken](#)

Info

Discussie



# 3. What



Secure | <https://www.hardwellstore.com>

CLOTHES CAPS MUSIC VARIOUS BOOKS SALE

**ARE YOU READY?!**  
**FESTIVAL SEASON 2018**

**MIAMI TEE 2.0!**

**SHOP NOW!**

PRG

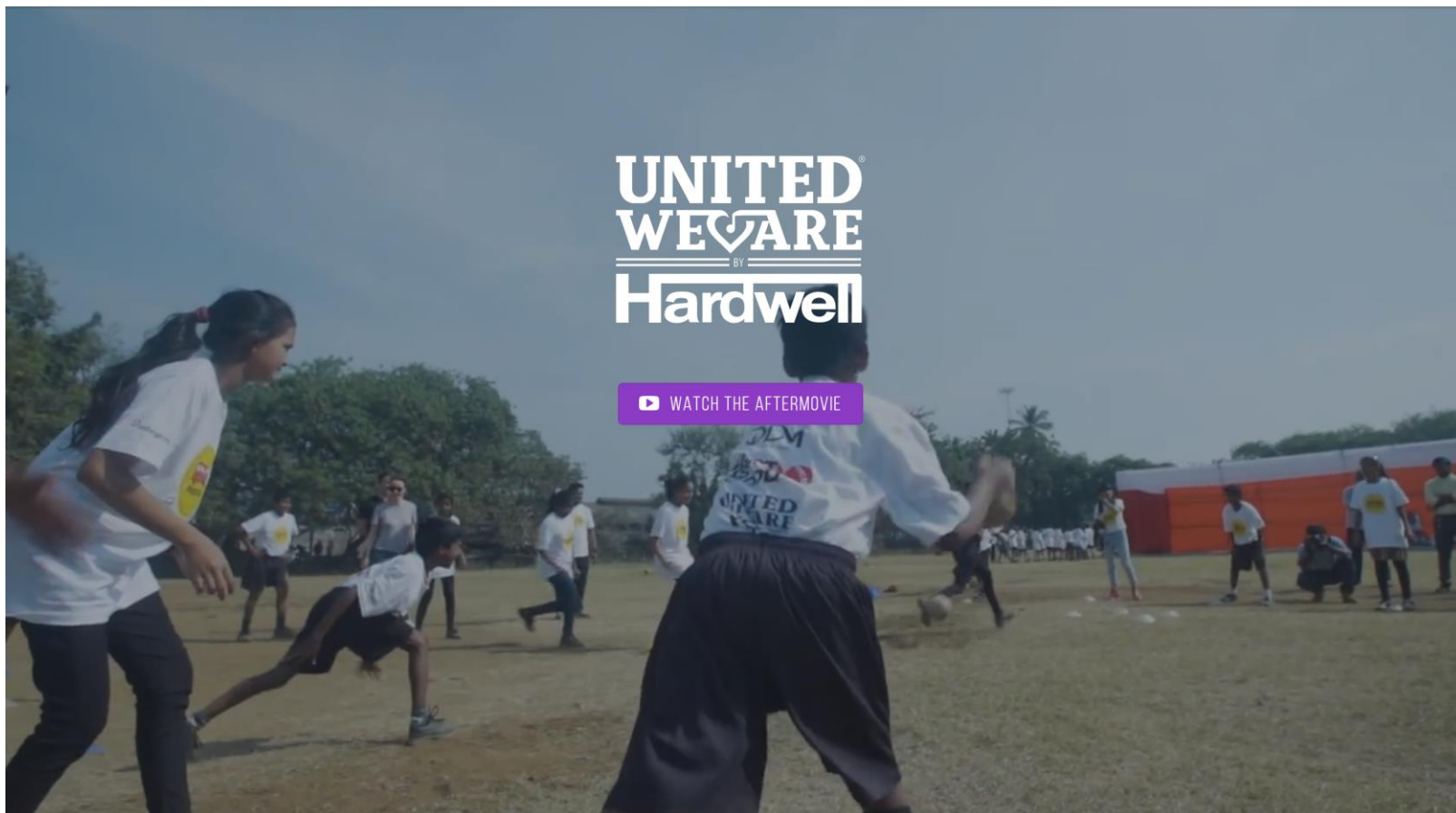
Hardwell

Hardwell

revealed VOLUME 9

**ORDER NOW!**  
**WIN A SIGNED VERSION!\***

# 3. What






### 3. What



# 3. What



 [Releases](#) [Events](#) [Sign in](#) [Create an account](#)

## JOIN THE MOVEMENT

Revealed has been on the frontier of music experience for years. Today we're taking the next step, allowing you to get closer to your favorite artists than ever before and even to become the next Revealed superstar. Be first to join us at the frontline of the music revolution.

[SIGN UP FOR FREE](#)

### TRACKS

€ 9,95 / MONTH

- ✓ Download releases in professional quality for free, up to 30 days back
- ✓ Including radio/extended mix, wav/mp3/zip, full artwork and banners
- ✓ Get discount on music and sample packs
- 🔄 And much more coming up!

[CHOOSE TRACKS](#)

You can cancel at any time

### PRO

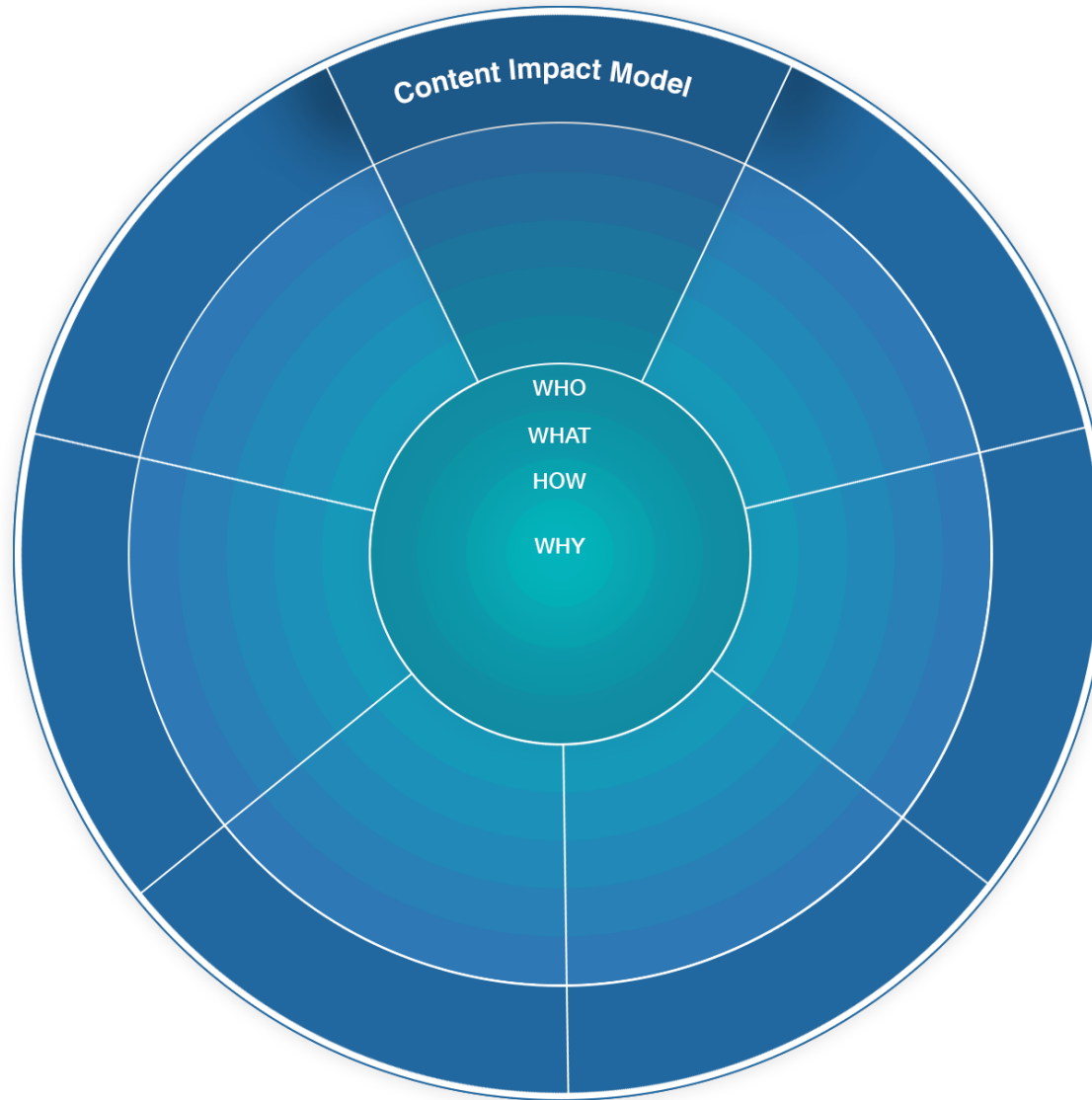
€ 19,95 / MONTH

- + Download unique sample packs for free, up to 30 days back
- + Get personal feedback on your demos from the Revealed A&R team
- ✓ All "tracks" features + bigger discounts on music and premium sample packs
- 🔄 And much more coming up!

[CHOOSE PRO](#)

You can cancel at any time

# 4. Your audience

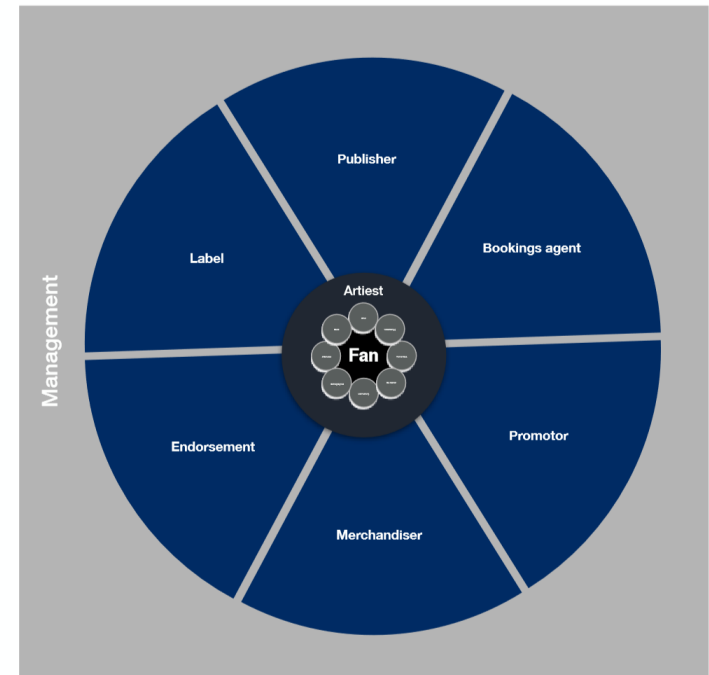
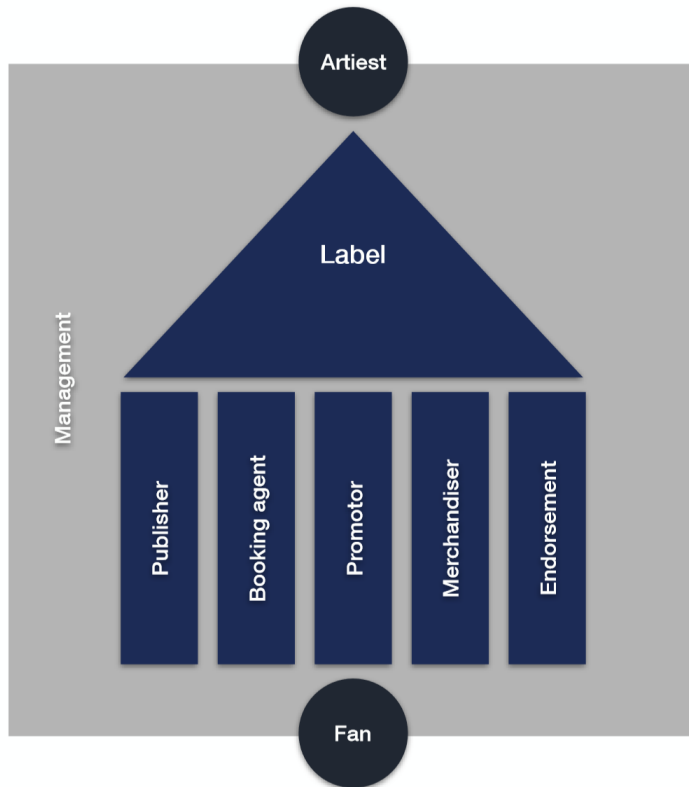


## 4. Your audience

A vibrant, abstract background image featuring silhouettes of several people dancing. The scene is set against a backdrop of glowing, colorful circles in shades of blue, purple, and pink, with small white stars scattered throughout, creating a festive and energetic atmosphere.

What does your audience look like, which dreams/desires are you fulfilling?

# 4. Your audience





## 4. Your audience



The group's name is Kasotsuka Shojo, which translates as **Virtual Currency Girls**.

Each one of the eight members represents a different cryptocurrency, including Bitcoin, Ethereum, Ripple, and Cardano. The women are outfitted in maid dresses and *lucha libre*-style masks that denote the currency they represent.

“We want to promote the idea through entertainment that virtual currencies are not just a tool for speculation but are a wonderful technology that will shape the future,”

# Positioning statement

- Why
- How
- What
- Who

## Leonardo DiCaprio Foundation

The Leonardo DiCaprio Foundation is dedicated to the long-term health and wellbeing of all Earth's inhabitants. Through collaborative partnerships, we support innovative projects that protect vulnerable wildlife from extinction, while restoring balance to threatened ecosystems and communities. LDF works in 4 key areas:



SPECIES



OCEANS



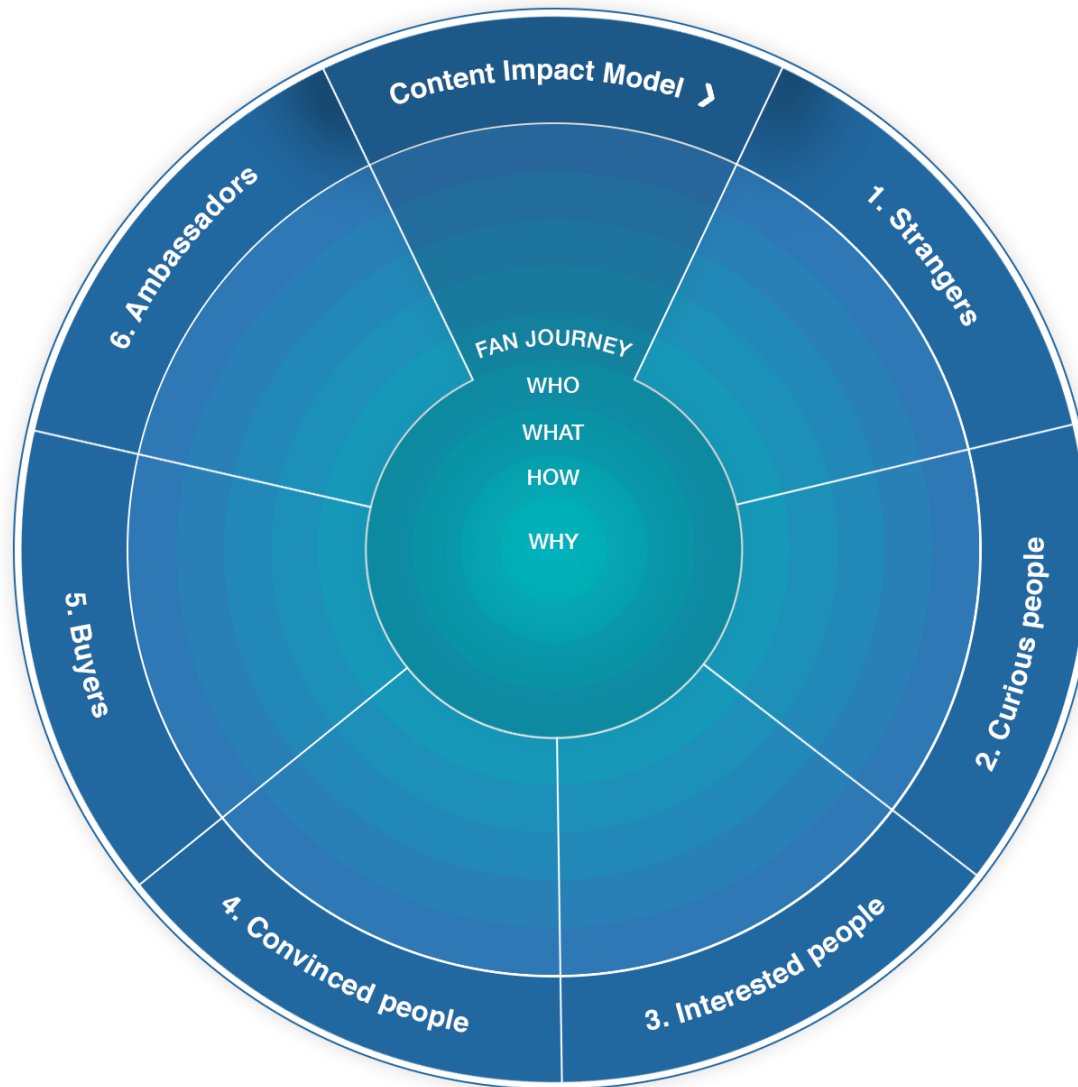
WILDLANDS



CLIMATE



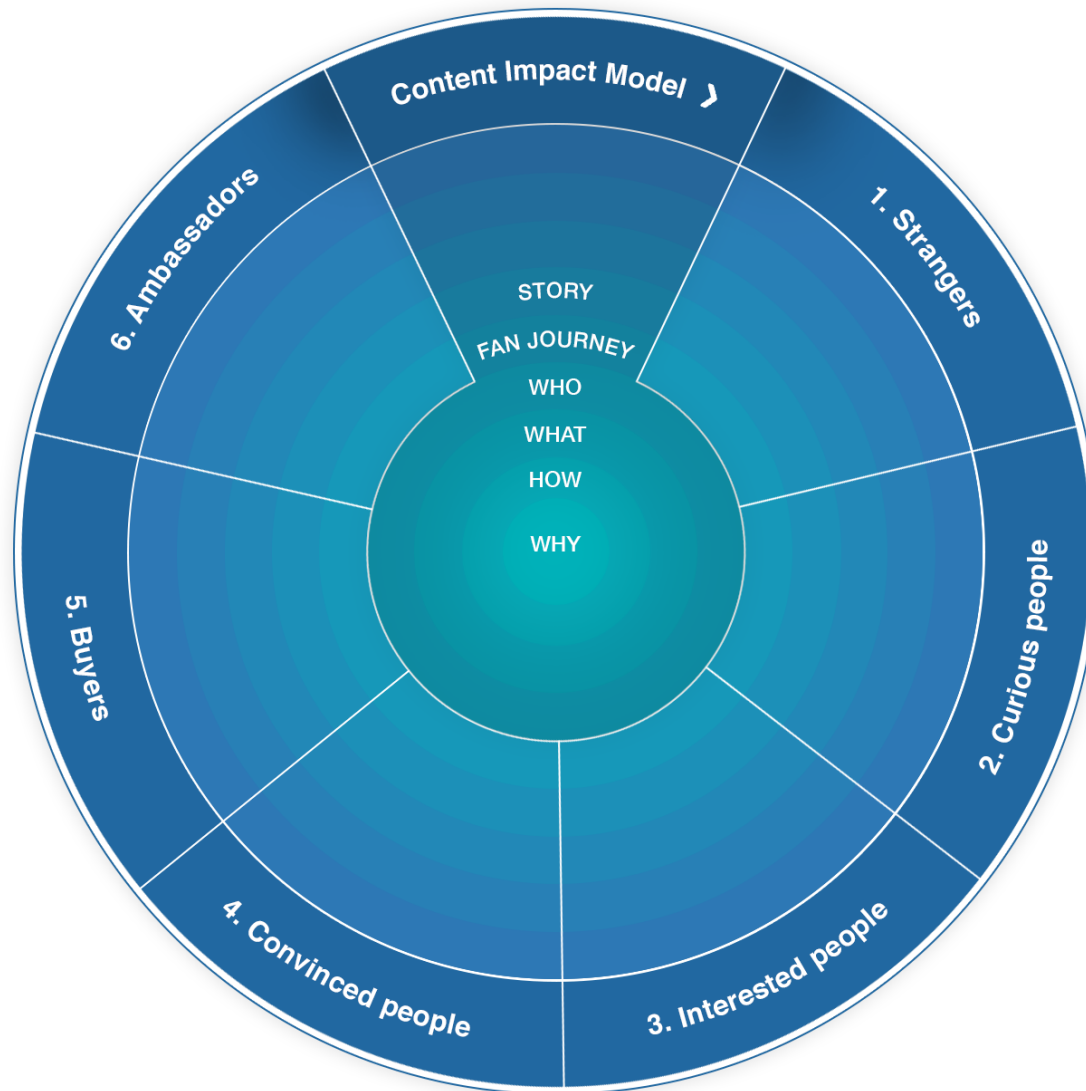
# 5. Fan journey



## 5. Fan journey



# 6. Your story

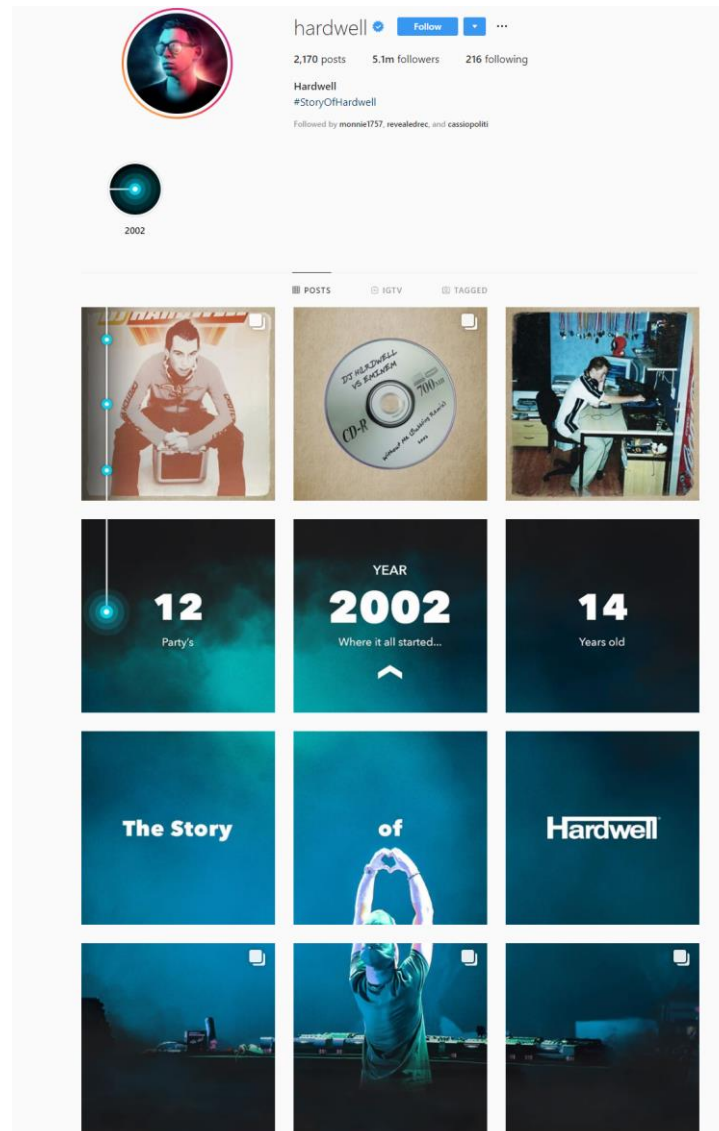


## 6. Your story

What's your story along the fan journey?

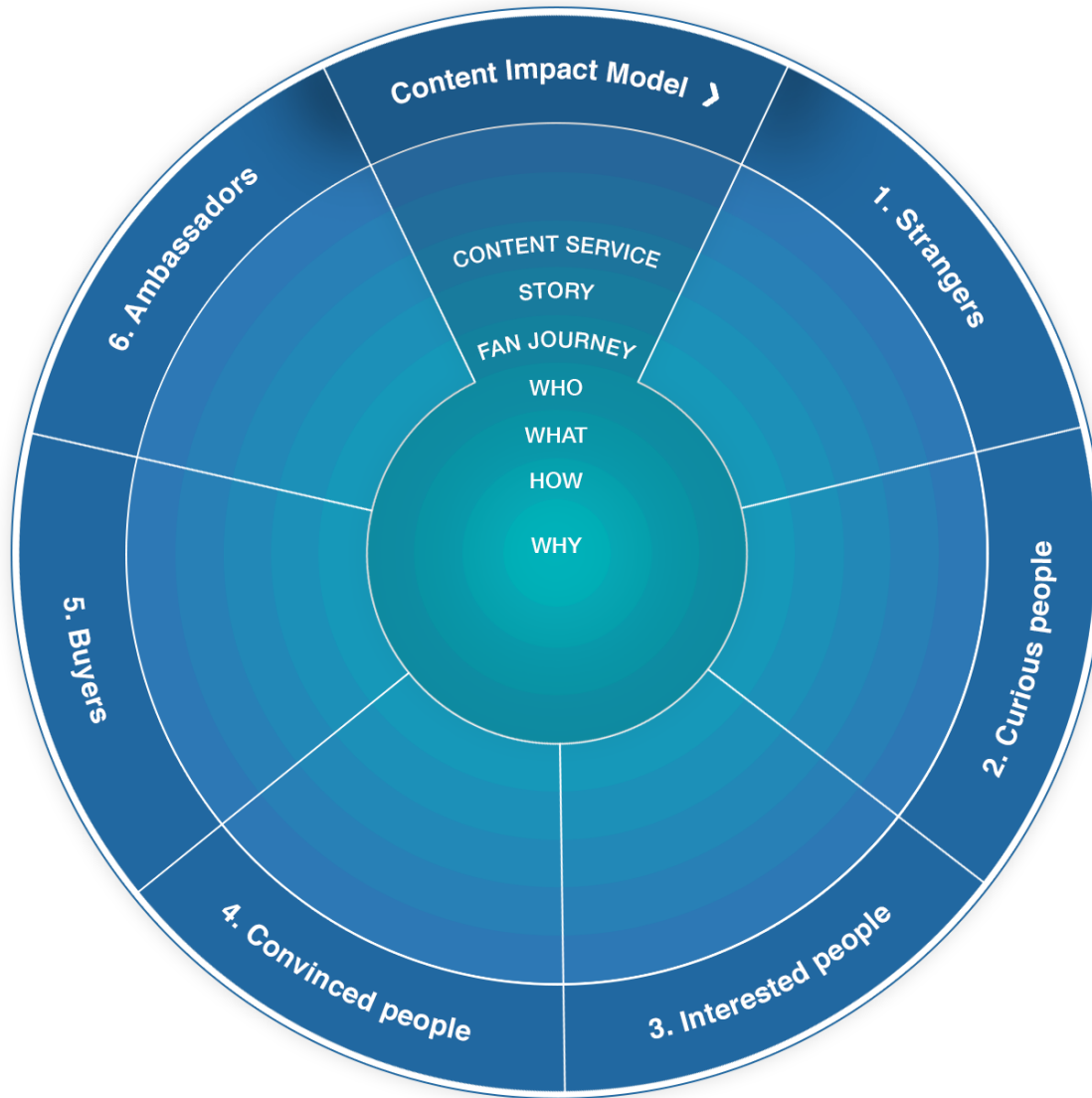


# 6. Your story





# 7. Content Service



## 7. Content Service

How do you use  
content to tell your  
story and engage  
with your audience?



# 7. Content Service

BEYONCÉ

#BEYGOOD

WOMEN MAKING HISTORY: SUSAN CHOKACHI



WOMEN MAKING HISTORY



Susan Chokachi wears many hats and she does so effortlessly, yet realistically. The President and CEO of Gucci America traverses the worlds of fashion and philanthropy while balancing her roles of wife and mother. But her success in her career and life is held together by her belief that "complete balance is a myth."

"I don't think anyone ever achieves perfect balance," says the University of California Berkeley graduate. "It's a lovely idea, that things can be in balance or in harmony, but unfortunately that's not life, I don't think. Once you surrender to that fact, I think it makes it much easier to manage lots of demands and different priorities."

Susan, who was an art history major in college, never saw a career in fashion for herself. But after a stint at Giorgio Armani, Susan began her career at Gucci America in 1990, and was the Senior Vice President of marketing and communications until March 2016. Her current role at Gucci America calls for her to split her time between Los Angeles and New York, as well as working in the field, visiting stores. In line with Gucci's commitment to campaign for gender equality, Susan also dedicates significant time and energy working on issues that matter to girls and women around the world.



# 7. Content Service



Sterren NL was live.

23 uur · 🌐

Kijk nu LIVE mee naar het Sterren Muziekfeest op het Plein



# 7. Content Service

Geplaatst door **Hardwell**

369.602 weergaven





# 7. Content Service



Hi Michiel

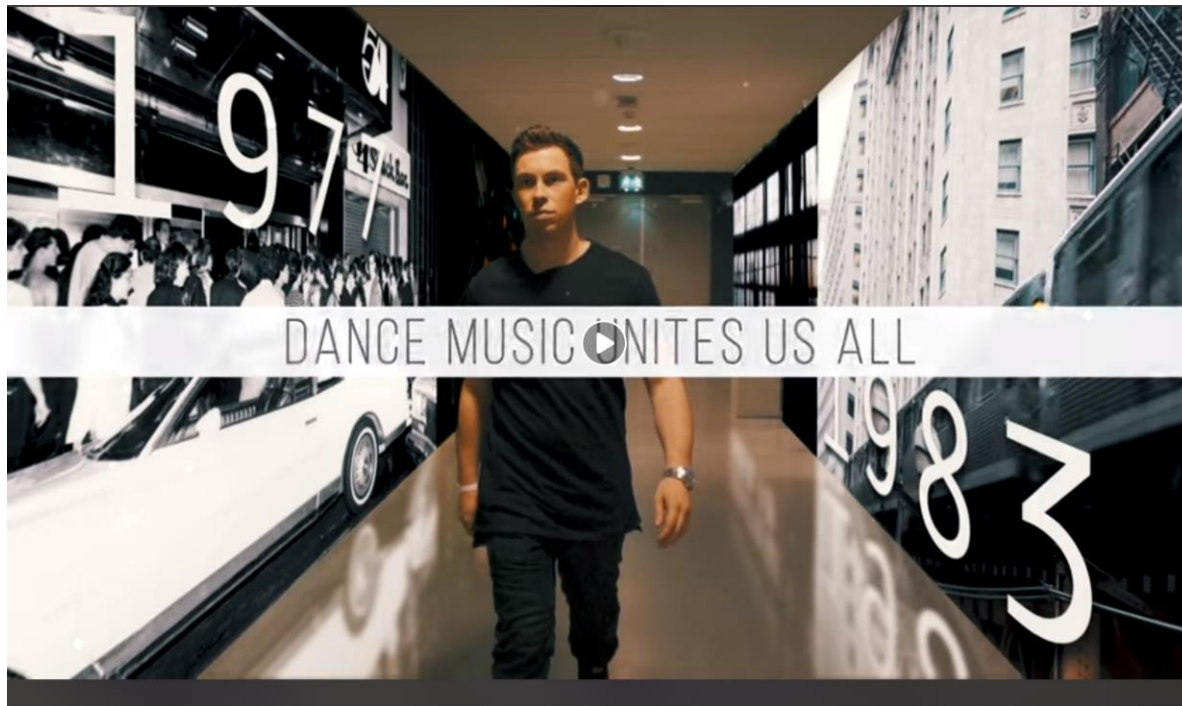
Mijn speciale all-ages concert met het **Metropole Orkest** in **Ziggo Dome** in Amsterdam op **18 oktober** is **vandaag aangekondigd**. We nemen je mee in de dance geschiedenis en laten je zo de '**Global Revolution of Dance**' ervaren.

The officiële ticketverkoop start op 18 juni, maar jij kan alvast exclusieve [fan-sale tickets](#) scoren! Houd het [officiële Facebook event](#) in de gaten voor meer info.

Zie ik je 18 oktober in Ziggo Dome?!

Robbert (Hardwell)

# 7. Content Service



# 7. Content Service



**Hardwell** was live — met Metropole Orkest bij Ziggo Dome.



oktober om 20:54 · Amsterdam ·



Thank you guys for fulfilling my dream! Music is the most universal language



I will be back! 🎉



# 7. Content Service




# 7. Content Service





# 7. Content Service



## Hardwell<sup>®</sup>

METROPOLE ORKEST

PRESENT: SYMPHONY - THE GLOBAL REVOLUTION OF DANCE

### 1. Choose 3 tracks

#### Voting

On October 18, DJ Hardwell and Metropole Orkest are presenting a once in a lifetime all ages concert in Ziggo Dome Amsterdam. Symphony is going to be an epic journey through the global history of dance, that starts with the rise of dance music in the late '80s and ends at the mega hits of today. All music will be created into new compositions by DJ Hardwell and the Metropole Orkest.




Last couple weeks thousands of you voted on a top 3 dance classics from the '90s, '00s and '10s. Thank you! All of your votes will help me select tracks for the concert.

Keep an eye out on the [event on Facebook](#), where I'll inform you on the latest news.

Get in the mood for Symphony with the [playlist on Spotify](#)! Here you can listen to all the tracks you were able to vote for in one playlist.

### 2. Signup and vote

#### My Top 3

1		Spaceman Hardwell	×
2		Rock The House Afrojack	×
3		Another Life Afrojack & David Guetta & Ester Dean	×

Vote now >

# 7. Content Service



## Dissect – A Serialized Music Podcast

By Dissect

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View in iTunes](#)

Free

Category: [Music](#)

Language: English

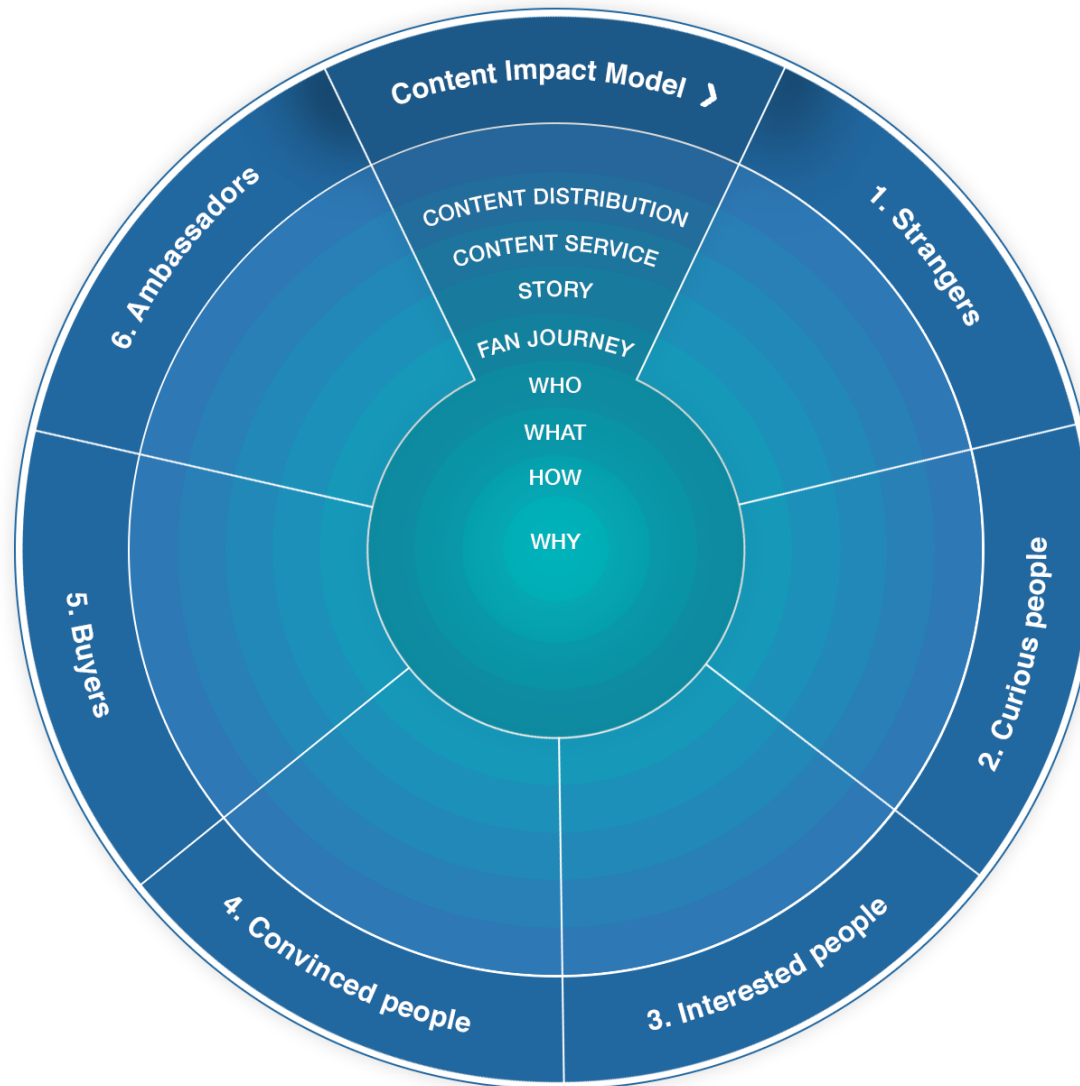
© 2017 City Scout Media

### Description

Dissect is a serialized music podcast that breaks long form musical analysis into short, digestible episodes. Season 1 is dedicated entirely to To Pimp a Butterfly by Kendrick Lamar. Over nearly 20 episodes, we'll dissect this Grammy-award winning record measure-by-measure, word-by-word, until we reach a complete understanding of this modern masterpiece.

	Name	Description	Released	Price	
1	S2E8 – Monster by Kanye...	We continue our serial... <a href="#">i</a>	9/26/2017	Free	<a href="#">View in iTunes ▶</a>
2	Kanye's Cry for Help	This is a story about e... <a href="#">i</a>	9/19/2017	Free	<a href="#">View in iTunes ▶</a>
3	S2E7 – All of the Lights ...	We continue our serial... <a href="#">i</a>	9/12/2017	Free	<a href="#">View in iTunes ▶</a>
4	S2E6 – Power by Kanye ...	Our serialized examin... <a href="#">i</a>	9/5/2017	Free	<a href="#">View in iTunes ▶</a>
5	S2E5 – Gorgeous by Ka...	We continue our serial... <a href="#">i</a>	8/29/2017	Free	<a href="#">View in iTunes ▶</a>

# 8. Content Distribution





# 8. Content Distribution










On which  
channels expect  
and accept your  
fans you to  
follow you  
and  
engage




# 8. Content Distribution





 8,743,684  4,868,639  Sign in



POSTED ON MAY 12TH, 2017 • FEATURED

## HARDWELL AND AUSTIN MAHONE JOIN FORCES FOR COLLABORATION 'CREATURES OF THE NIGHT'

//////////

♥ 7 ➔ Share

### HARDWELL AND AUSTIN MAHONE JOIN FORCES FOR COLLABORATION 'CREATURES OF THE NIGHT'

//////////

What happens when two of the biggest music stars on the planet cross paths and become 'Creatures Of The Night'? As 2 x #1 Top 100 DJ Hardwell and Award-winning pop sensation Austin Mahone unite for a sweltering new collaboration, premiered on the mainstage of ULTRA 2017 during the prestigious Miami Music Week recently, 'Creatures Of The Night' take...

> Read More

### ULTRA MIAMI FESTIVAL PRESENTS HARDWELL LIVESTREAM IN 360 DEGREES

//////////

Following on from Revealed Recordings 360 livestream at Nikki Beach during last years


### SUPERSTAR DJ HARDWELL OPENS UP HIS GUESTLIST FOR 'UNITED WE ARE BY HARDWELL' AT THE WORLD'S BIGGEST GUESTLIST FESTIVAL TO EDUCATE 100,000 CHILDREN AND THIS TIME, HE'S BRINGING FRIENDS!

//////////

On December 13th 2015 iconic dance music DJ/Producer Hardwell joined hands with India's Guestlist4Good Social Enterprise and Mumbai based non-profit organisation Magic Bus, to stage an aid event that provided education for over 18,000 young underprivileged children living in India. The 'World's Biggest Guestlist' event captured the world's attentio...

> Read More

### HARDWELL TO LAUNCH TWITCH CHANNEL AT INTEL(R) EXTREME MASTERS KATOWICE WORLD

 PLAYLIST HARDDWELL & AUSTIN MAHONE - CREATURES OF THE NIGHT

PROUDLY CREATED BY BEER N TEA



# 8. Content Distribution



Pagina Postvak IN 42 Meldingen 99 Statistieken Promoties Publicatietools

**AMF** PRESENTS  
**AMF**  
AMSTERDAM

AMF ✓  
@amffestival

Startpagina

Video's

Evenementen

Info

Foto's

Berichten

Community

Informatie en advertenties


Promoten

Promoties beheren

Vind ik leuk Volgend Delen

AMF  
19 oktober om 17:00 ·

Where do you think the DJs of #AMF2018 will end up in the new DJ Mag TOP 100? 🤔



👍❤️🔥 560 116 opmerkingen 112 keer gedeeld 9,9 d. weergaven

Leuk Opmerking plaatsen Delen

Relevantste

Schrijf een opmerking...

**Larry Monge** The Return of the King The One & Only Forever No. 1 DJ in the World Armin van Buuren..c\*) 🤖🎧🇳🇱  
Leuk · Beantwoorden · Chatbericht · 2 w 25

**Rick Westerhoff** Hardwell 1# or Armin! 🤖❤️🔥 46  
Leuk · Beantwoorden · Chatbericht · 2 w

# 8. Content Distribution



8

Evenementen

Evenementen

Kalender

Verjaardagen


Ontdekken

Organisator

+ Evenement maken ▾

Pagina-evenementen beheren

HAEVN



OKT 18

Hardwell & Metropole Orkest present Symphony at Ziggo Dome

Openbaar · Georganiseerd door Livecrowd Nederland en 5 anderen

✓ Gaat ▾

...

Donderdag 18 oktober 2018 van 18:30 - 23:00  
ongeveer 2 weken geleden


Ziggo Dome

Info

Discussie

4,9 d. zijn geweest · 6,4 d. zijn geïnteresseerd

Alles weergeven



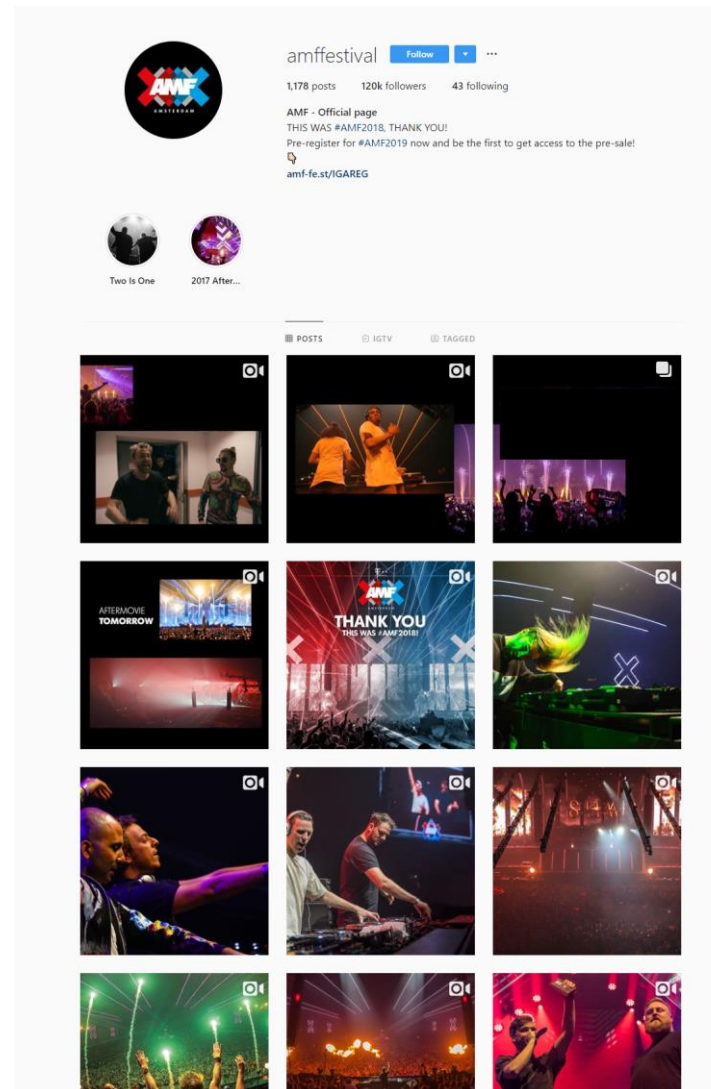
Denis, Ben en 3 andere vrienden zijn gegaan

Details

Still looking for a ticket?  
In partnership with TicketSwap you can try to buy official tickets on the link below, only a special amount of tickets are available so don't miss out:  
<https://hwl.dj/SymphonyTSFE>

On Thursday 18 October 2018 Hardwell will give a unique concert with the Metropole Orchestra in Ziggo Dome, Amsterdam. During 'Symphony: The Global Revolution of Dance', the world-famous dj, together with the world's leading pop & jazz orchestra led by Jules Buckley, takes the audience on a musical journey through the history of dance music. An all ages concert that starts with the rise of dance music in the 80's and ends at the mega clubs of today.

# 8. Content Distribution



# 8. Content Distribution



**Hardwell** ✓  
4.224.469 abonnees

ABONNEREN 4,2 MLN.

HOME

VIDEO'S

AFSPEELLIJSTEN

COMMUNITY

KANALEN

OVER



**Hardwell LIVE at Ultra Music Festival Miami 2018**

2.831.393 weergaven • 2 maanden geleden

Hardwell LIVE at Ultra Miami 2018

Revealed Miami Tee 2.0 📄 Get it now!

<http://bit.ly/RVLDMT2>

Full Tracklist & Cues: <http://1001.tl/260198n1>

Ultra Music Festival continues to be a highlight across the live calendar, from Japan to it's legendary cityscape event in Miami, MEER WEERGEVEN

HARDWELL FAMILY

**Revealed Recordings**

ABONNEREN

**Gemstone Records**

ABONNEREN

**Kill The Buzz**

ABONNEREN

**SICK INDIVIDUALS**

ABONNEREN

**KAAZE**

ABONNEREN

**Maddix**

ABONNEREN

GERELATEERDE KANALEN

**Spinin' Records**

**Hardwell Releases** ALLES AFSPLEN

Hardwell <http://www.djhardwell.com>



**Hardwell & Metropole Orkest - Conquerors (Full Visual...)**

Hardwell ✓  
180K weergaven •  
4 dagen geleden



**Hardwell feat. Harrison - Earthquake (Visual Lyric...)**

Hardwell ✓  
522K weergaven •  
2 weken geleden



**Hardwell & Steve Aoki feat. Kris Kiss - Anthem (Visual...)**

Hardwell ✓  
579K weergaven •  
1 maand geleden



**Hardwell x Bizzey x Lil Kleine x Chivv - Ze Willen Mee**

noahsarklabel ✓  
7,5 min. weergaven •  
2 maanden geleden




**Hardwell & Dr Phunk feat. Jantine - Take Us Down...**

Hardwell ✓  
736K weergaven •  
4 maanden geleden

# 8. Content Distribution





**Hardwell Festival**  
**Highlights: ADE 2018...**  
Hardwell

PLAY

Follow the Hardwell Festival Highlights Playlist including Tomorrowland, Ultra, Mysteryland, Amsterdam Dance Event and many more!

63 SONGS

SAVE TO YOUR LIBRARY ...

1	<b>I Feel Love - 12" Version</b> Donna Summer • Bad Girls [Deluxe Edition (US Version)]	8:15
2	<b>C'mon And Get My Love - Radio Version</b> D-Mob • Top 100 80s	7:36
3	<b>Sweet Dreams (Are Made of This) - Remastered</b> Eurythmics • Sweet Dreams (Are Made Of This)	3:36
4	<b>It's Like That</b> Run-D.M.C. • RUN-DMC (Expanded Edition)	4:50
5	<b>Thriller</b> Michael Jackson • Michael Jackson's This Is It	5:57
6	<b>Can You Feel It - Montel Radio Edit</b> Todd Terry, CLS, Montel • Can You Feel It	3:22
7	<b>Strings of Life - Original Mix</b> Rhythm Is Rhythm, May Day, Derrick May • Strings of Life	7:34
8	<b>Show Me Love</b> Robin S • Show Me Love	4:12
9	<b>Insomnia</b> Faithless, Rollo Armstrong, Sister Bliss • Reverence	8:47
10	<b>Mary Go Wild!</b> Grooveyard • TOPradio - Retro Arena - The Best Of The Best	5:33
11	<b>The House Of God</b> DHS • TOPradio - Retro Arena - The Best Of The Best	3:43
12	<b>The Power</b> SNAP! • World Power	3:48
13	<b>French Kiss</b> Lil' Louis • The Sound of Sexploitation (Mojo Jazz)	10:17
14	<b>Push The Feeling (feat. Big Narstie)</b> Nightcrawlers, John Reid, Big Narstie • Push The Feeling (feat. Big Narstie)	2:35
15	<b>Pump Up The Jam - Edit</b> Technotronic, Felly • Best Of	3:35
16	<b>Infinity</b> Guru Josh • Infinity	7:29
17	<b>The Rhythm of the Night</b> Corona • The Rhythm of the Night	4:24
18	<b>Smack My Bitch Up</b> EXPLICIT The Prodigy • The Fat Of The Land (Expanded Edition)	5:42
19	<b>Born Slippy (Nuxx)</b> Underworld • 1992 - 2012	7:36
20	<b>The Nightrain - Original</b> Kadoc • The Nightrain (The Remixes)	4:55
21	<b>Silence - Tiësto's In Search Of Sunrise Remix Edit</b> Delerium, Sarah McLachlan • Trance Anthems Top 60	3:56
22	<b>Cafe Del Mar (Tale Of Us Renaissance Remix)</b> Energy 52 • Cafe Del Mar (Tale Of Us Renaissance Remix)	8:35
23	<b>The Man With The Red Face - Video Edit</b> Laurent Garnier • Unreasonable Behaviour	9:11

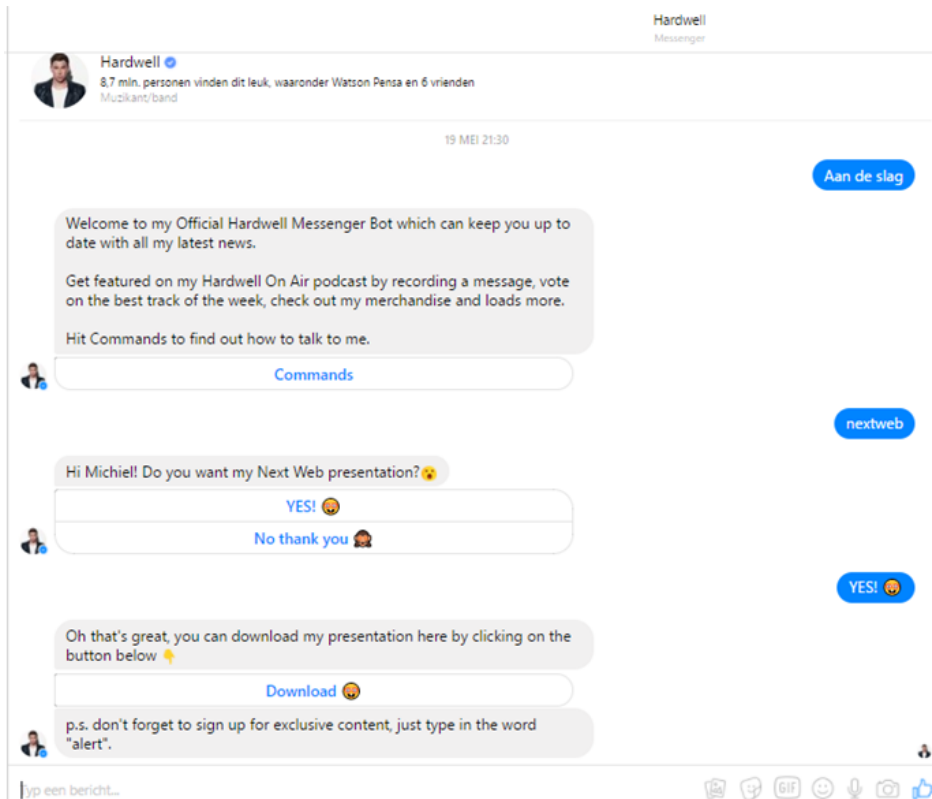


# 8. Content Distribution



In 2016:

500k users  
3 million interactions  
90% read rate  
21% CTR



# 8. Content Distribution



Messenger

Zoeken in Messenger

Nieuwe berichtverzoeken  
Van Sheila Pereira en nog 1 anderen

Hardwell  
Hi Michiel! Relive #HardwellSymphony with the Metr...

10 OKTOBER 17:55

Hi Michiel! My all ages Symphony concert together with Metropole Orkest is sold out! Missed out? You can try TicketSwap for the very last available tickets. Click on the link below and claim secured tickets now!

[CLICK HERE](#)

18 OKTOBER 19:33

It's almost time for #HardwellSymphony! Get ready for an epic journey through the global revolution of dance with the Metropole Orkest. Can't be there? Tune in at <http://live.djhardwell.com> to experience the #HardwellSymphony live broadcast.

[TUNE IN HERE](#)

18:59

[symphony](#)

Hi Michiel! Relive #HardwellSymphony with the Metropole Orkest on Facebook! Click below.

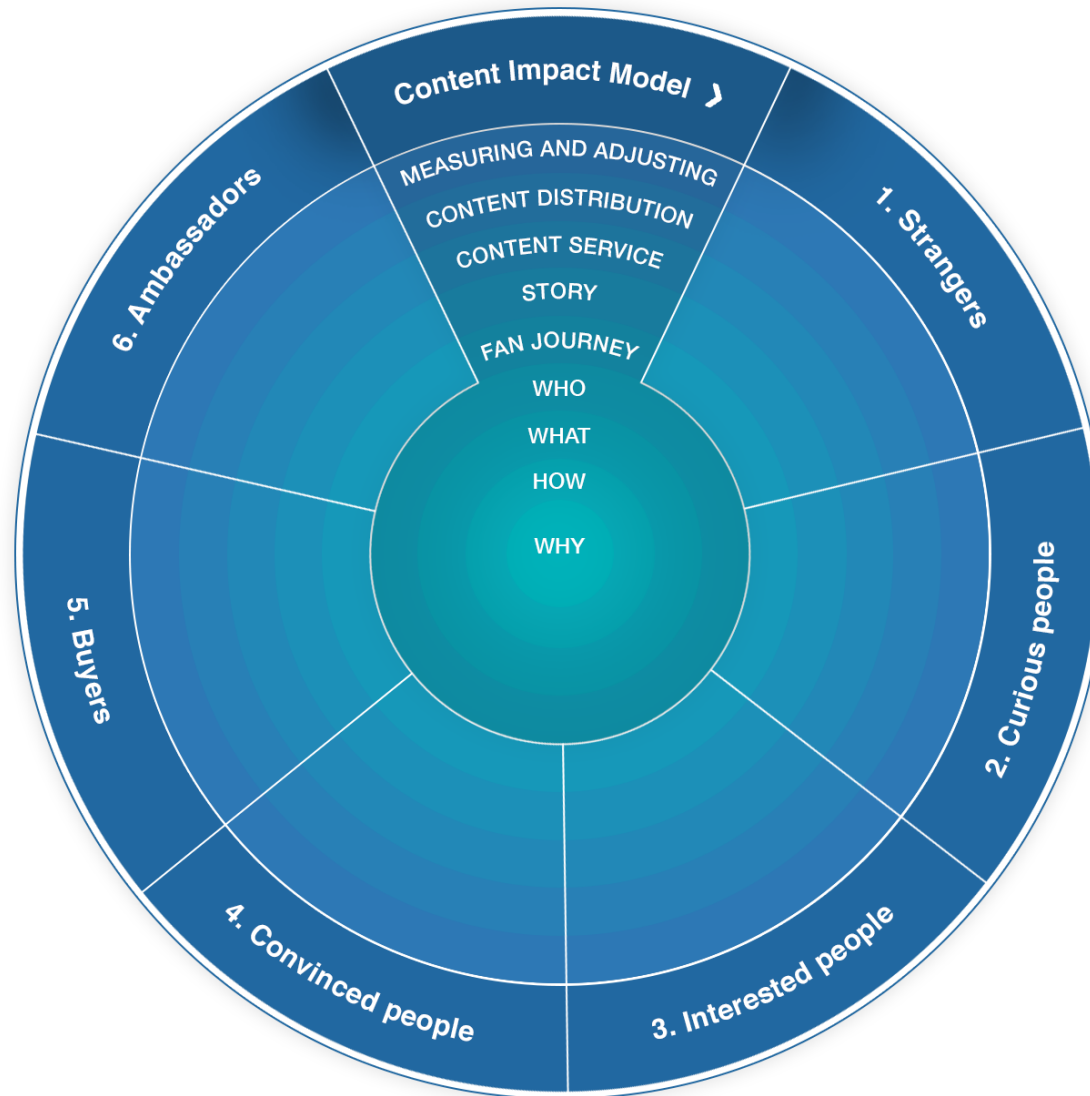
[WATCH THE STREAM](#)

Typ een chatbericht...

# 8. Content Distribution

- 1) Align with the goals of the platform!
- 2) Post always native and in best format
- 3) Keep it short and attractive! (no external links)
- 4) Focus on interaction and engagement
- 5) Make it relevant and personal (1 reader rule)
- 6) Innovate (visual, live video, stories)
- 7) Promote your content (other channels, influencers, promo)
- 8) Create a content rhythm (your digital heart beat)
- 9) Answer questions and respond on dm's and comments
- 10) 24/7 available to answer questions (chat bot)

# 9. Measure and adjust



# 9. Measure and adjust



How do you measure and adjust to achieve your goals and purpose?





# 9. Measure and adjust



1. Number of (un)identified fans
2. Content reach
3. Content consumption
4. Content engagement
5. Conversion to goals (ticketsales, merchandise, etc.)



You can't go to the next level,  
while working as you used to!

# NXTLI

NEXT · LEVEL · IMPACT



Michiel Schoonhoven

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