



Photo credit: PIERRE YVES LAROCHE/CIRCUS HD

**BETA
VERSION**
more interviews
coming up soon

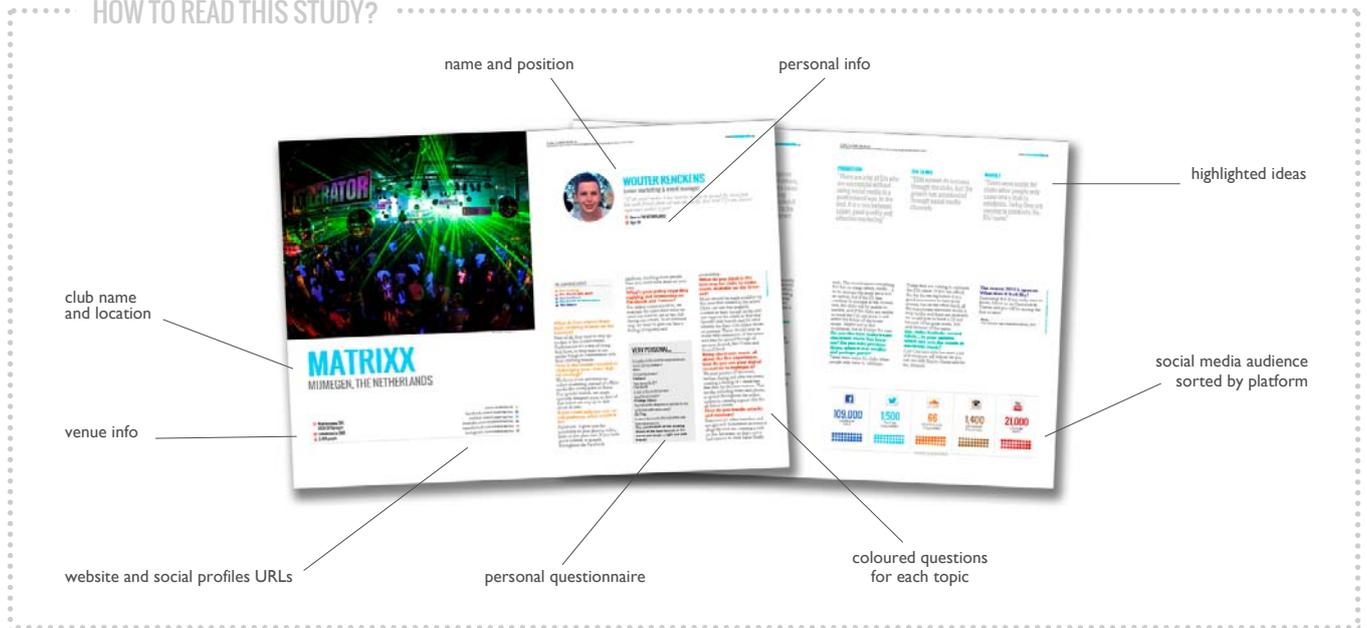
GLOBAL CLUBBING DIALOGUES

EXPLORING THE WORLD'S MOST SUCCESSFUL DIGITAL STRATEGIES IN ELECTRONIC MUSIC

16 conversations about live entertainment and social media with the professionals that handle online the passion of millions of fans

www.woomedia.es
DIGITAL COMMUNICATION & PUBLIC RELATIONS

HOW TO READ THIS STUDY?



INTRODUCTION

¿HOW MANY TIMES HAVE YOU HAD THE CHANCE...

...to have access to your own sector's top brands' professionals' secrets?

The club, the discoteque, *la boîte*... Have historically been the natural site of expression in which electronic music has come into contact with its audience. And much more. The clubbing culture has spread its influence further beyond and has been a powerful driver of consumer trends, design, fashion and social habits, as seen on the highly recommended documentary *How clubbing changed the world*, with Idris Elba.

In recent times, the success of giant outdoor festivals, based on the massive influx of *millennials*, has called into question the primacy of the club as the main area of production of live events. The superstar DJs don't just mix music anymore. Now they have larger production and promotion structures than those of the events where they perform and even can dictate the direction of the genre -driven by the exorbitant

appearance fees they charge. There was a time when clubs made the DJ. Today, however, many are forced to lose money just to include the names of certain artists on their line-ups. Just to avoid being relegated to the second division.

It's a tough industry and a complicated time. But when were they not? Today, the music business is closely linked to the generation of unique live experiences and a permanent connection with an audience that

We've interviewed some of the most successful global clubs to go deeper in the analysis of the link between dance culture and social media

demands that the musical experience should be present in every moment of its life. The Internet, social media and digital technologies have become the main platform to create entertainment and promotion, drive sales and build musical relationship between business and the public. Electronic music, and clubs in particular, have distinguished themselves by being at the forefront in the use of these new media to reach and seduce a global audience, as discussed in 2013 in our reports *The world's top 100 nightclubs & social media* and *The world's top nightclubs & Twitter*.

We have conducted *Global Clubbing Dialogues* to deepen in the analysis of the link of the dance culture and social media. We have selected some of the most successful global clubs in the real and the digital worlds, and we have given the floor to professionals. The result is a valuable cross-cultural reflection on how the business of live music functions, what role technology plays and what types of brand-customer relationship lead to success. It would have been impossible without the disinterested, generous help of these 16 professionals. They have been an example of transparency and cooperation.

THE INTERVIEWEES

ELENA NOGUERA

"The real experience at the club has to be extraordinary. Nowadays, customers spread their opinion within minutes."

 Pacha



ISRA GARCÍA

"You have to treat well your whole community, but when a social media user comes to the club, you have to give him something else"

 Amnesia (2010-2013)



CHARLES BLAIZAC

"The clubbing experience lasts until the lights come on. From here only a memory remains. We intend to keep it alive"

 Space Ibiza



GUILLE RODRÍGUEZ

"The real value is not in what we can say about ourselves, but what our customers are saying"

 Ushuaia Beach Hotel



SAMIRA MOUSSA

"We use Facebook but we don't really like it. Resident Advisor would be the one we prefer as it's more specialized. There is no perfect tool"

 Watergate



DANIEL BACHO

"Nowadays we wanna be everywhere, especially on social media. But all of this consumes a lot of time and we have had to hire another person"

 Roxy



SINISA SRAGA

"Through social media we've learned what they love about our club. We often consider doing some changes according to their wishes"

 Club Papaya



ANNA-LENA RADÜNZ

"We ask users which DJs they want to hear at the club. This feedback is a useful guide for identifying emerging trends we wish to follow"

 Paradise Club Mykonos



FRANCIS BÉLANGER

"Fans want to feel part of a community. They want media content to listen, view and share. They want a place to express themselves"

 Circus Afterhours



WOUTER RENCKENS

"With social media it has become so easy to spread the music you like, that local DJs can become superstars within a year"

 Matrixx



CHRISTIE ROBERTS

"Without the social media EDM would be nothing. If anything, it has brought more people to showcase their talents"

 Space Sharm el-Sheikh



TREVOR LEON

"Fans love personal interaction and they love to be heard. When you address their suggestions, it strengthens the brand loyalty"

 Foundation Nightclub



GRACE McALEESE

"It's important that we portray one voice. People can really connect if they feel a personality behind the brand image online"

 The Wright Venue



LUCA SANTARELLI

"We want to convey that behind a brand there are many people working with passion, people you can share the experience at the club with"

 Link



ROSIE DAVIS

"It's easy for promoters to get bogged down in the admin side and forget the fans' feelings, and this comes across in the language used online"

 The Arches



IBAI CEREJO

"Clubs are places where magic happens. On the Internet we should convey this vitality, give fans a place to escape from Monday to Friday"

 Woo Media



CIRCUS AFTERHOURS

www.circushd.com

24,500 Facebook fans

 Page 36

FOUNDATION NIGHTCLUB

www.foundation-nightclub.com

22,000 Facebook fans

 Page 47

SPACE IBIZA

www.spaceibiza.com

780,000 Facebook fans

 Page 14

AMNESIA

www.amnesia.es

823,000 Facebook fans

 Page 10

PACHA IBIZA

www.pacha.com

968,000 Facebook fans

 Page 6

THE WRIGHT VENUE

www.thewrightvenue.ie

70,000 Facebook fans

 Page 54

USHUAÏA

www.ushuaiabeachhotel.com

313,000 Facebook fans

 Page 18

THE ARCHES

www.spacebiza.com
86,000 Facebook fans

 Page 50

MATRIX

www.matrixx.nl
15,000 Facebook fans

 Page 40

WATERGATE

www.spacebiza.com
86,500 Facebook fans

 Page 22

ROXY

www.roxy.cz
33,000 Facebook fans

 Page 25

CLUB PAPAYA

www.papaya.com.hr
163,000 Facebook fans

 Page 28

PARADISE CLUB MYKONOS

www.paradisclubmykonos.com
109,000 Facebook fans

 Page 32

SPACE SHARM EL-SHEIKH

www.spacesharm.com
79,000 Facebook fans

 Page 44

WOO MEDIA

www.woomedia.es

 Page 62

LINK

www.link.bo.it
27,000 Facebook fans

 Page 58



Photo credit: PACHA IBIZA

PACHA IBIZA

IBIZA, SPAIN

- 📍 Avinguda Vuit d'Agost,
07800 Ibiza
- 🕒 Established in 1973
- 👤 3,000 people

www.pacha.com 📡
facebook.com/Pacha 📘
twitter.com/pacha 🐦
youtube.com/pachaweb 📺
soundcloud.com/pacha-recordings-radio 🎧
instagram.com/pachaofficial 📷



ELENA NOGUERA

Content & Social Media manager

“The real experience at the club has to be extraordinary. Nowadays, customers decide if your club is top or not and spread this opinion within minutes”

- 📍 Born in SPAIN
- 🕒 Age: 34

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

We hope that becoming part of a community of people who have shared a common experience or are planning to do so in the future, staying tuned for news, artists booked, guest list opportunities, competitions... Anything that could make their leisure time more stimulating.

How is the mobile revolution challenging your clubs' digital strategy?

Mobile is all about here and now, so just trying to keep updated in terms of technicities, design and content is demanding enough.

If you could only use one social platform, what would it be?

Probably Facebook. It is the perfect platform to get creative with emotions, sharing images, videos, texts or all of them at the same time. The challenge is to catch our liker's eyes at a first

glimpse when they scroll down their walls.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We like to let people express themselves, we try to reply any questions, we love retweeting genuine comments or photos from our followers. We don't care if they are followed by tens or thousands

of other users, we give every follower the same status.

What do you think is the best way for clubs to make music available on the Internet?

We have chosen SoundCloud for our weekly Pacha Recordings Radio Show podcast, and iTunes to sell our label's individual tracks and albums.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

We post what we think any clubber would post out of the Pacha experience in their own platforms. Pacha can get as amusing for us—living the experience on a daily basis—as for someone who comes to the club for the first time; so being real and fanatical at the same time is not that difficult.

How do you handle attacks and rumours?

Our policy is to be as helpful and clear as we possibly can. We like to leave our walls open to respectful discussions. Brand lovers or DJ fans help us a lot, they sometimes seem to have more info than we do and clear up any misunderstanding right away.

What kind of content gets you the best engagement results?

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Ibiza

And during winter?

Any city of the world

Best electronic music song or mix in 2013?

My criteria in music is not interesting at all!

Your favourite DJ?

I am afraid I don't have a favorite!

Too many good ones, and not necessarily famous

Your favourite magazine or website to stay up-to-date with music news?

I personally like an Australian site: inthemix.com.au

In one or two words, the best of the clubbing experience is...

It doesn't really matter where you come from, in a good party, the crowd becomes one

PARTICIPATION

"We like to leave our walls open to respectful discussions. Brand lovers or DJ fans help us a lot, they seem to have more info than we do and clear up any misunderstanding"

CONTENT

"We post what we think any clubber would post out of the Pacha experience. Pacha can get as amusing for us as for someone who comes to the club for the first time"

INTERACTION

"We like to let people express themselves. We don't care if they are followed by tens or thousands of other users, we give every follower the same status"

conversing with... PACHA IBIZA

Definitely photos. We cast out awesome photographers each season and we like to share albums for every night. Yes it is impossible to have everyone that came to the party featured in those albums, but everyone looks stunning during their holidays in this island, so photos are just fantastic.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

Images or just simple things.

What has your club learned from the interaction with fans?

The real experience at the club has to be extraordinary. Nowadays, customers decide if your club is top or not and spread this opinion within minutes.

How does your club measure the success of your digital strategy?

We do take a look at general KPIs, but what we value most is the sentiment. Pacha is a very passionate brand, it is part of a lifestyle, and we really enjoy reading comments from people that are loving the brand as much as we do.

Could you imagine electronic music could have reached today's pinnacle without social media?

Everything in general expands further with social media. But the EDM sound is also very exciting and emotional, so besides its potential spread, it also seems to be sticking to people's music preferences.

Do you think electronic music has peaked? Or can it grow even more?

There is always more, a new twist for everything.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

I am happy to have experienced both. But I am glad that now in the club more people are into the music. It is far more exciting when everyone recognizes some tracks, probably thanks to social media!

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

Designers, magazines, bloggers or models... In my opinion it is a



968,000

FACEBOOK
FANS



132,000

TWITTER
FOLLOWERS



11,000

SOUNDCLOUD
FOLLOWERS



1,600

INSTAGRAM
FOLLOWERS



1.8 M

YOUTUBE
VIEWS



PACHA IBIZA



Photo credit: PACHA IBIZA

perfect work of all the ingredients together.

The season 2014 is upon us. What does it look like?

It looks sunny, Mediterranean, beautifully unexpected and emotional... All things good. 2014 sounds glorious!

Note:

This interview was conducted in January 2014

PLATFORMS

"Facebook is the perfect platform to get creative with emotions. The challenge is to catch our liker's eyes at a first glimpse when they scroll down their walls"

MOBILE

"Mobile is all about here and now, so just trying to keep updated in terms of technicities, design and content is demanding enough"

MEASUREMENT

"We do take a look at general KPIs, but what we value most is the sentiment. Pacha is a very passionate brand, it is part of a lifestyle"



Photo credit: AMNESIA

AMNESIA

IBIZA, SPAIN

- 📍 Carretera Ibiza a San Antonio Km5
07816 San Rafael
- 🕒 Established in 1976
- 👤 5,000 people

www.amnesia.es 
facebook.com/amnesiaibiza 
twitter.com/Amnesia_Ibiza 
youtube.com/amnesiaibizatv 
soundcloud.com/amnesia-ibiza 
instagram.com/amnesiaibiza 



ISRA GARCIA

Director of online marketing and new means of communication (2010-2013) / Advisor, new means of communication, online marketing and digital transformation for Amnesia Group (2012-2013)

"You have to treat well your whole community, but you must give your customer something else. When a social media user comes to Amnesia, he is treated as he should"

- 📍 Born in SPAIN
- 🕒 Age: 31

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

Above all, they want to be regarded individually, feel cared for and receive massive value. Many times, what they want is not the same as we want. They expect the brand to connect with them, ask them, respond to them and meet their needs.

How is the mobile revolution challenging your clubs' digital strategy?

It makes the whole difference. We have been working on a new version of the web with responsive design and also on the application for new devices, tablets, smartphones ... The rate of nightlife consumption via mobile phones among people is 50%. Clubs have to adapt because the generation of leads is increasingly conducted through the mobile environment. Usability and navigation experience have to be perfect to accomplish its objective

as main generator of ROI.

If you could only use one social platform, what would it be?

I would say Facebook, which generates leads and sales for us. I also collaborated with Warung club in Brazil and Fabric in London, and in their case I would answer differently. That's because, in each case, the patterns of behavior, the culture and the environment where the customers' and the club's universes collide, are different, even if they're all communities with a common interest, which is electronic music.

What's your policy regarding replying and retweeting on Facebook and Twitter?

Two years ago, Amnesia was a case of study in America because of our strategy of human connection with fans. They were shocked that a major brand had such individualized communication with users. Sometimes we wrongly consider that fans are the same ones that come to our club, but it's not true. Our goal is to convert fans into customers.

What do you think is the best way for clubs to make music available on the Internet?

It must be a mix and each platform should be used to achieve specific

objectives. The easiest thing for a brand is to start with one, because starting with five at the same time without mastering the environment is of little use.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

In the Closing Party 2013, we were trending topic on Twitter. That is an indication of how important it is for us. The secret to capture the power of the moment is to understand the *before* and *after* and put it together with the *during* of the event. We work with displays, Twitter campaigns, with deals, with gamification platforms, geolocation platforms ... And all this so that the user experience will be complete and participative. In the last Closing party, for example, we carried out a special coverage with two people exclusively dedicated and experienced in event coverage and online interaction. Through our sponsors, we enabled multiple actions for any person who tweeted or shared to be able to win some Pioneer headphones. We also gave away T-shirts. We created an interaction between the brand, the audience, the DJ...

How do you handle attacks and rumours?

Just being very open and very

STRATEGY

"If you care, if you are relevant, if you connect, if you tune in, you gain confidence, credibility and, in the end, that leads to more traffic, more conversions... More sales!"

conversing with... AMNESIA

honest. In the end, both clubs and artists have lovers and haters. Amnesia has no haters, but when you post a video of Skrillex, suddenly haters appear. The electronic music fans are pretty inflexible. That is, they only want Cocoon or Music On ... But they don't conceive EDM. They forget that the customer usually comes only one day a week. If we launched a Cocoon party every day of the week, would they come all seven days? Of course not. So why pay attention to people who do not come?

What kind of content gets you the best engagement results?

In general, images. But this needs to be explained. In May 2012, Facebook changed its algorithm dramatically and that was a mess. Earlier, videos used to get very viral and reached a high number of likes. However, since the change occurred, photos are the most engaging. Then we started to post pictures, but no! Not any image works, they have to be super relevant to engage the audience... After images, I would mention applications or social gaming.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

You have to be good to your whole community, but you have to give your customers something else. We have created a customized

MOBILE

"In the nightlife world, the consumption rate via smartphones is 50%. The generation of leads is increasingly driven by a mobile environment"

Customer Relationship Management (CRM). Through the activity on social platforms we identify people who follow us and when they come to Amnesia, they are treated properly. At the same time, the treatment they get online is that of a customer. This work has been one of the most challenging projects of the past year, a real data mining effort.

What has your club learned from the interaction with fans?

We've learned how to sell considerably more. We care for our

GOAL

"Sometimes we are wrong and think that fans are the same people who come to our club, and that is not our goal. Our goal is to turn fans into customers"

audience, of course, but interest, sales and humanity go together. If you're interested, if you are relevant, if you connect, if you share, if you tune in, you gain confidence, credibility, and in the end that leads to more traffic, more conversions... To more sales.

How does your club measure the success of your digital strategy?

We do not measure likes or comments. That was five years ago. We measure leads, outreach and engagement, participation ratio. Businesses do not work with likes, they don't work with fans. We have come to discard clients because what they sought were likes.

Could you imagine electronic music could have reached today's pinnacle without social media?

I think it could have. Electronic music has hit a tremendous boom because it's like the pop of the 90s. The only thing that social media do is making everything bigger. Look at David Guetta. I worked as a counselor for EMI Music, his label. I explained to them once that if he had a social media team who interacted with his audience, his sales would skyrocket even more.

Do you think electronic music has peaked? Or can it grow even more?

At this rate, definitely. How much can a club be willing to pay to book a dude? When you find out how much money they make in

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Ibiza

And during winter?

Berlin

Best electronic music song or mix in 2013?

Paradise, by Jamie Jones

Your favourite DJ?

Matthias Tanzmann

A club in the world you love

(apart from yours)?

That's a tough one. DC-10.

Your favourite magazine or website to stay up-to-date with music news?

Beatport and Resident Advisor

In one or two words, the best of the clubbing experience is...

When you're in there, you just forget everything. It's you and the music. You let yourself go.

LIVE EVENTS

“The secret to capture the power of the moment is to understand the *before* and the *after* and putting them together with the *during* of the event”

Ibiza, you freak out, but in Las Vegas you freak three times as much and it's still going up. Just think of how much Tiesto earned last year and what he's earning now. If it weren't for the crisis, the Ibiza club tickets would be more expensive. Getting into Amnesia would cost 100 euros. My role is to be in the middle, between the owner and the fan community, and that's why I understand both sides.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

I'm a fan of underground. I have lived it very closely, I have been to many clubs and almost all festivals in the world... I love its essence and I love quality music. I love pure house, the one that was established in Detroit, born from

CRITICISM

“Electronic music fans are very inflexible. Amnesia has no haters, but when you put a video of Skrillex, they suddenly appear... They don't accept EDM”

hip-hop, and now there are very few of those left: Frankie Knuckles, Derrick May... Instead, EDM is liked by everyone, although they don't know what it is.

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

DJs have gradually become, open quotes, mercenaries. They don't commit exclusively to any club and they go wherever they get better paid... In the end they play at all clubs. And that destroys the magic. In earlier times, the essence of Ibiza was that, if you wanted to see Luciano, you necessarily had to go to DC-10. Now, if you want to see Richie Hawtin, you don't need to go to Space. You can see him at Amnesia, Ushuaia, DC-10... That's sad. Going Mondays to Cocoon is

DJs

“DJs have increasingly become mercenaries, so to speak. Being at any venues where they will be better paid and playing in just every club destroys the magic”

kinda not important anymore, because you can see those artists in other parties. By being everywhere, they become devalued.

The season 2014 is upon us. What does it look like?

Exciting, with new projects... We've been in the field of new media for a time, but every year we can do more because we know what works and what doesn't. Sometimes we think that the Internet and social media performs magical results, but they don't. It's all about making a coherent, cohesive and effective work. You have to test, measure, conduct change, and of course, be interesting and relevant to your audience.

Nota:
This interview was conducted in December 2013

Conversing with... AMNESIA



823,000

FACEBOOK
FANS



79,500

TWITTER
FOLLOWERS



15,600

SOUNDCLOUD
FOLLOWERS



33,000

INSTAGRAM
FOLLOWERS



4.4 M

YOUTUBE
VIEWS



AMNESIA



Photo credit: SPACE IBIZA

SPACE IBIZA

IBIZA, SPAIN

-  Playa d'en Bossa s/n
07817 Sant Josep de Sa Talaia
-  Established in 1989
-  3,500 people

www.spaceibiza.com 
facebook.com/spacebeachclub 
twitter.com/spaceibiza 
youtube.com/SpaceIbizaclub 
mixcloud.com/spaceibiza 
instagram.com/spaceibiza 



CHARLES BLAIZAC

Social media manager

“The clubbing experience lasts until the lights come on and the music is stopped. From there on only a memory remains. We intend to keep it alive”

📍 Born in FRANCE

🕒 Age: 28

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

Fans expect a digital extension of your club experience. Not only limited to sharing pictures, announcing line-ups or posting sessions, but extended to recreating your club's atmosphere in your networks, conveying your philosophy and values.

How is the mobile revolution challenging your clubs' digital strategy?

The mobile revolution is an opportunity for us because it allows the user to constantly be connected to social networks. On the one hand it is good because it gives us more visibility and more chance to interact with our audience. But at the same time it's dangerous because we are compelled to keep a more comprehensive control of what we post and of our audience's behavior. The mobile revolution has also led to the appearance (and

success) of platforms like Instagram, exclusively designed for this format.

If you could only use one social platform, what would it be?

Though it might sound unoriginal, it would surely be Facebook, as it gives the opportunity to share many different types of content with an attractive display. The main problem is the filters placed on Facebook regarding the scope of fanpages publications, always limited to between 10 and 20%. Twitter offers a real time dialogue, true, but it's easy to get lost in the noise and the display is not as appealing.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We are not the kind of managers who answers all comments with a thanks or a smiley because it's not what we want to convey. We're here as a support for the user to guide him, clarify doubts and moderate interactions that occur. On Facebook we always try to answer with a formal tone. On Twitter, however, we can loosen up a little, because of the environment and the network's characteristics. On Twitter we build a more informal dialogue, the brand becomes more humanized

so that we can talk to the user face to face. We mainly try to answer constructive questions and provide value to the user. It's not the same having a user asking me for party schedules or another one asking me why isn't such artist hired for next year. On Twitter, we especially retweet information

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Ibiza

And during winter?

Barcelona

Best electronic music song or mix in 2013?

Carl Cox B2B Nic Fanciulli at Space Closing party 2013. The best way of closing a season.

Your favourite DJ?

Carl Cox

A club in the world you love

(apart from yours)?

Zouk (Singapur) and Womb (Tokyo)

Your favourite magazine or website to stay

up-to-date with music news?

DJ Mag UK, Resident Advisor and Vicious Magazine

In one or two words, the best of the club-

bing experience is...

The atmosphere

STRATEGY

"Right timing and good planning are essential. You cannot just spontaneously post material because you risk not connecting with your audience"

PARTICIPATION

"Our policy is to accept constructive criticism and negative comments as long as they are neither offensive nor insulting"

TONE

"On Facebook we always try to answer with a formal tone. On Twitter, however, we can loosen up a little because of the environment and the network's characteristics, so the brand is humanized"

conversing with... SPACE IBIZA

about the club, our residents and artists who have presence in Space without being residents.

What do you think is the best way for clubs to make music available on the Internet?

From a club point of view I think the best way is via Mixcloud or SoundCloud, as they are specialized, growing pages. We have focused our efforts on Mixcloud where we have over 33,000 followers. On these networks we manage to capture a more specialized, leading audience. Afterwards, these files are shared on other networks to reach a global audience.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

Live streaming (for example, in the

2013 closing, in which we did an 18 hour streaming), photo albums and recorded sets (sessions and podcasts). The live experience of clubbing only lasts until the lights come on and the music is stopped. From that moment on, only memories remain. We intend to keep this memory alive as much as possible through the contents of our networks.

How do you handle attacks and rumours?

Our policy is to accept constructive criticism and negative comments as long as they are neither offensive nor insulting. Otherwise we hide the comment, if the user does repeatedly so we block him. When it comes to rumors, we try to relativize and / or deny them if unfounded (they are hardly ever founded). Luckily we still have not been confronted with a crisis

situation, a true rumor or a string of attacks.

What kind of content gets you the best engagement results?

Photos (of the artist or the stage) without a doubt.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

Constancy. You cannot post content intermittently, it has to be planned. Nor is it good to share content by weight, there needs to be a right balance between quality and quantity. The contents must have some value to users.

What has your club learned from the interaction with fans?

Timing and good planning are essential. You cannot just limit



780,000

FACEBOOK
FANS



84,000

TWITTER
FOLLOWERS



37,000

MIXCLOUD
FOLLOWERS



3,000

INSTAGRAM
FOLLOWERS



1.4 M

YOUTUBE
VIEWS



SPACE IBIZA



Photo credit: SPACE IBIZA

conversing with... SPACE IBIZA

yourself to spontaneously post material because you risk not connecting with your audience and tiring it. Be consistent and provide quality content.

How does your club measure the success of your digital strategy?

We basically look at three variables: coverage, user involvement and generated leads. Have we correctly reached our public? Have we awakened something in it? Have we channeled their actions towards what we wanted? To quantify these data we look at Facebook's statistics, at the redirection to the web or other platforms when appropriate, and at the degree of posts going viral.

Could you imagine electronic music could have reached today's pinnacle

SPECIALIZED PLATFORMS

"On Mixcloud and SoundCloud we capture a more specialized audience. Then these contents are shared on other networks to reach a global audience"

without social media?

I think it could have. Clubbers would continue going out without social networks. All they have provided is a means for driving the clubbing experience beyond the weekend, making it present and active in the mind of a clubber from Monday to Sunday.

Do you think electronic music has peaked? Or can it grow even more?

I think that it is constantly evolving and renewing and it will grow even more. If we look at the electronic music that was heard 5 years ago, we see that it has evolved a lot too.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

We are all nostalgic and sometimes miss the old days, but it's nice to

DIGITAL REVOLUTION

"Clubbers will continue to go out without social networks. What the new media have provided is the means for driving the clubbing experience beyond the weekend"

see how a minor style 20 years ago has become one of the most popular music genres.

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

DJs, by extension, the labels and, above all, the public, who is the true judge of the sounds that are liked and those that aren't.

The season 2014 is upon us. What does it look like?

It will be our 25th anniversary, so it can only be promising. Sure it will be a great season with many surprises. We look forward to it.

Note:

This interview was conducted in November 2013

THE GENRE

"We are all nostalgic at some point and miss the old days, but it's nice to see how a minor style 20 years ago has become one of the most popular music genres"



Photo credit: USHUAIA BEACH HOTEL

USHUAÏA BEACH HOTEL

IBIZA, SPAIN

- 📍 Playa d'en Bossa 10
07817 Sant Jordi de Ses Salines
- 🕒 Established in 2011
- 👤 5,000 people

www.ushuaiabeachhotel.com 
facebook.com/ushuaiaibiza 
twitter.com/ushuaiaibiza 
youtube.com/ushuaiaibiza 
soundcloud.com/ushuaiaibiza-l 
instagram.com/ushuaiaibiza 



GUILLE RODRIGUEZ

Social Media corporate manager

“The real value is not in what we can say about ourselves, but in what our customers are saying”

📍 Born in SPAIN

🕒 Age: 30

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

They want to keep abreast of what's happening in your club, upcoming performances or artists who will soon be joining the charts. But they also want to feel special, not to be treated just like any one. In order to achieve this we must offer them important information, exclusive news, look after them... And give them a little present from time to time to reward their loyalty. They are our best ambassadors.

How is the mobile revolution challenging your clubs' digital strategy?

Our audience is very familiar with the new technologies and social networks. It is essential to make it easy for them, especially for foreign audiences having roaming-related connectivity issues, so that they can share their experience and tell the world they're in Ushuaia, the best party in the world, the

place where all their friends should be. We were the first club in Ibiza to offer free wi-fi to the public during the holidays.

If you could only use one social platform, what would it be?

Tough choice. For its power as an amplifier, it would be easy to choose Facebook, but today it's impossible to have a strategy without other horizontal networks like Twitter or Instagram, and those more specific to music such as Mixcloud, SoundCloud, Spotify...

What's your policy regarding replying and retweeting on Facebook and Twitter?

The communication must be bidirectional. If a trademark is limited to posting its messages and offers without interacting and without listening, it will have a short tour on social networks. We are at the forefront of action. We are the first to receive customers' complains, praises or demands. In terms of content, we love people to give their own view of what Ushuaia Ibiza is for them, so we try to reward original content retweeting and sharing it. The real value is not in what we can say about ourselves, but in what our customers are saying.

What do you think is the

best way for clubs to make music available on the Internet?

Why choosing? We work on all these platforms and have even incorporated Spotify for the 2014 strategy. Each of the platforms has an audience and a different functionality. The value is determined by the number of users that each platform has.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

We want to show followers what the Ushuaia experience is all about, though the actual experience must be lived on-site. We tell them what's happening in the event, and do it with photo and video in real time. We have a community manager, and sometimes two which are permanently in the event. They are among the first people to arrive and the last to leave, and have full access to any area of the party. This year we will work with more video and audio live streaming.

How do you handle attacks and rumours?

Depending on the size of the rumor. As the season draws closer, rumors about the artists that make up the cartel, dates, etc. arise. In such cases it makes sense to

MOBILE

"We offer free wi-fi to make it easy for foreign audiences having roaming-related connectivity issues, so that they can tell the world they're enjoying the best party in the world"

SERVICE

"Social media is the forefront of our action, so that we are the first to receive our costumers' complaints, praises or demands"

LIVE EVENTS

"We tell the story of what's happening in the event with photos and video in real time. We have a community manager, and sometimes two, permanently at the club"

conversing with... USHUATA BEACH HOTEL

participate. We must distinguish a complaint from a rumor or an attack. Clients have the right to complain, and our job is to listen and give a solution. The customer usually wants a quick response, given through the same channel he has employed. For attacks or reputation crisis, we have a crisis management procedure.

What kind of content gets you the best engagement results?

One of our strengths is the quality of audiovisual content. We have the best photography equipment each day at the event, which allows us to create reports of some 3,500 photos a day, from which between 150 and 200 are selected. This selection is normally published the next day, and that is the content that generates the greatest engagement. In addition, in 2013 we incorporated video equipment in house, which also generates very high quality audiovisual content, which fans really like.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

The first idea that I would highlight would be communication. It is essential that the follower should see that behind our profile there are people who read, respond and follow up his messages, and react to what they tell us is the best way to generate good engagement. The second idea is quality content.

People are increasingly demanding it and penalizes the filler content. They want quality and when they get it, they thank you.

What has your club learned from the interaction with fans?

A lot! No matter how hard you attempt to deliver an idea to the public, you can't be sure until you get their feedback. We learn what they like the most, how to improve the operational side of the event, what content they want ... We also have a great team and we get along great. This is vital because it allows us to transfer the message to the operations, artistic, and maintenance team...

How does your club measure the success of your digital strategy?

It depends on the action. There is the number of fans, of followers, of retweets ... But those figures do not haunt me. I'm more interested in engagement. We have less followers than some of the clubs from our competition, but we generate more online conversation that almost all of them. As for specific campaigns seeking to attract leads or bookings, KPIs rather lean on quantitative aspects or ROI.

Could you imagine electronic music could have reached today's pinnacle without social media?

Maybe. Ibiza was already the world's capital of electronic music before social media were born. But neither the electronic music nor any phenomenon would go at the

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Ibiza

And during winter?

Miami

Best electronic music song or mix in 2013?

I have experienced some amazing ANTS sessions. If I have to pick a tune from last summer, I'll go for Wake me Up by Avicii.

Your favourite DJ?

Avicii, Uner...

A club in the world you love (apart from yours)?

I am not much of a clubber, but I look forward to visiting Green Valley in Brazil or Ministry of Sound in London.

If I have to pick one that I already know, I'd say some club from Ibiza: Pacha, Amnesia, Privilege, Space...

Your favourite magazine or website to stay up-to-date with music news?

Vicious Magazine, DJ Mag... Thought there's a new one now called Watts Shake which looks really good.

In one or two words, the best of the clubbing experience is...

Sharing it with the world

INTERACTION

"Letting fans see that there are people who read their messages, respond and react to what they tell us is the best way to generate engagement"

same speed. What social media provides us is immediacy. Speed is the new factor, fashions come and go faster, your songs are simultaneously known in dozens of countries, you can follow the last performance from anywhere in the world ... In addition, the social component continually gains value. Every day a friend's recommendation becomes more important.

Do you think electronic music has peaked? Or can it grow even more?

I don't think so. I see a growing number of people hooked on this music every day. I think there's still a long way to go and music doesn't reach a peak. It will definitely be subjected to fads and will gradually evolve, but I don't think it has a limit.

Do you like how mainstream electronic music has beco-

ORGANISATION

"It is vital to have a great team, who is able to find out which artists are liked the most and how to improve the operational side of the event, as well as communication with operations, artistic, and maintenance teams..."

me? Do you miss previous times, when it was smaller and perhaps purer?

I am not nostalgic at all. I do not believe that any past was better, I think it was just different. People are not stupid, and chooses what they want among what is available within reach. I think the variety we have today is enough for all ages and styles to have their space.

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

The audience? I think the real power is in the people. A good DJ with a good record behind has all the ingredients for success, but time puts everyone in the right place. If your product is not of quality or cannot connect with what people want, you will not last long in the limelight. Regarding trends, artists are the ones who are

INMEDIACY

"Ibiza was already the world's capital of electronic music before the social media were born, but without them nothing would go so fast. Speed is the new factor"

innovating and inventing what will be fashionable in the coming months.

The season 2014 is upon us. What does it look like?

Exciting. We have been working on it since the day 2013 ended. We are looking for new ways to shock the world after the success of previous years with pioneering initiatives like Facebook Presence and Paytouch. We were the first club in the world where anyone could log into their Facebook using their fingerprints and to share what they were living in Ushuaia. One of our hallmarks is technological innovation, so maybe what we do in 2014 is yet to be invented.

Note:
This interview was conducted in January 2014

conversing with... USHUAIA BEACH HOTEL



313,000

FACEBOOK
FANS



86,000

TWITTER
FOLLOWERS



5,700

SOUNDCLOUD
FOLLOWERS



17,500

INSTAGRAM
FOLLOWERS



887,000

YOUTUBE
VIEWS



USHUAIA BEACH HOTEL



Photo credit: WATERGATE

WATERGATE

BERLIN, GERMANY

-  Falckensteinstraße 49
10997 Berlin
-  Established in 2002
-  500 people

www.water-gate.de 
facebook.com/watergate.club 
twitter.com/WatergateBerlin 
youtube.com/watergateclub 
soundcloud.com/watergate-club 



SAMIRA MOUSSA

Booking assistant

"We use Facebook but we don't really like it. Resident Advisor would be the one we prefer as it is more specialized. Even though, there is still no perfect tool"

- 📍 Born in GERMANY
- 🕒 Age: 24

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

It depends on the brand. We mostly offer information and keep it simple and honest.

How is the mobile revolution challenging your clubs' digital strategy?

Not at all. We don't have an app. We are a club and not a festival, all those applications and features are not considered by us.

If you could only use one social platform, what would it be?

We use Facebook but we don't really like it. Resident Advisor would be the one we prefer as it is more specialized in electronic music. Even though, there is still no perfect tool.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We try to respond to every post or

question on Facebook because every guest or person in general should be taken serious. We don't twitter.

What do you think is the best way for clubs to make music available on the Internet?

YouTube and SoundCloud mostly, but our residents often do podcasts as well for other platforms.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

We have our own label on which we release music that we love and that gets played a lot in Watergate, let it be on vinyl, CD or as a download. In 10 years we have created an image and typical sound of the club, so people know what to expect.

How do you handle attacks and rumours?

Depends on the content. If it's true or just free opinion, we do not comment on it. If it's a complete lie we delete it or respond on it.

What kind of content gets you the best engagement results?

Videos and photos of the artists, trailers and photos of the team.

If you had to mention just

one or two ideas, which is the most effective way to engage with fans?

Raffles.

What has your club learned from the interaction with fans?

What the best times for postings are and that funny posts work best.

How does your club measure the success of your digital strategy?

By the number of likes, shares and interactions.

Could you imagine electronic music could have reached today's pinnacle without social media?

No.

Do you think electronic music has peaked? Or can it grow even more?

It unfortunately probably will...

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

Don't we all miss those times?

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

They have to work all together. And it has a lot to do with luck,

MOBILE

"We don't have an app. We are a club and not a festival, all those applications and features are not considered by us"

MUSIC

"We have our own label on which we release music on vinyl, CD or as a download. In 10 years we have created an image and typical sound of the club"

THE GENRE

"If I miss the times when electronic music was smaller and perhaps purer? Don't we all miss those times?"

conversing with... WATERGATE

sometimes also with talent. OK, at least a little bit of brain can help.

The season 2014 is upon us. What does it look like?

Parties at our club and here and

Note:

This interview was conducted in January 2014

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Rummelsburg (Berlin), Warung (Brazil), Awakenings Festival (Croatia) and Plötzlich am Meer (Poland)

And during winter?

Bar Americas (Guadalajara, Mexico), Rave on Snow (Austria) and Berghain/Panorama Bar (Berlin)

Best electronic music song or mix in 2013?

Mano Le Tough - Primitive People (Tale of Us)

Your favourite DJ?

Too many to mention one

A club in the world you love (apart from yours)?

The Edge (Sao Paulo,) Hive (Zurich)

Your favourite magazine or website to stay up-to-date with music news?

Groove Magazin

In one or two words, the best of the clubbing experience is...

Proper dancing



86,500

FACEBOOK
FANS



3,200

TWITTER
FOLLOWERS



8,100

SOUNDCLOUD
FOLLOWERS



3.8 M

YOUTUBE
VIEWS



WATERGATE



Photo credit: DAVID KARAS / ROXY

ROXY

PRAGUE, CZECH REPUBLIC

-  Dlouhá 33,
11000 Prague
-  Established in 1992
-  1,000 people

www.roxy.cz 
facebook.com/ClubRoxyPrague 
twitter.com/ClubRoxyPrague 
youtube.com/ClubROXYPrague 
soundcloud.com/roxy-prague 
instagram.com/roxy_prague 



DANIEL BACHO

Head of Public Relations

“Nowadays we wanna be everywhere people are, especially on social media. But all of this consumes a lot of time and we have had to hire another person to take care of that”

- 📍 Born in CZECH REPUBLIC
- 🕒 Age: 29

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

Information, media, chances to win tickets, being part of the process, watching behind the scenes...

How is the mobile revolution challenging your clubs' digital strategy?

Nowadays we wanna be everywhere people are, especially in social media and we have just releases a mobile app. The fact is that all of this consumes a lot of time and we had to hire another person to take care of that.

If you could only use one social platform, what would it be?

Facebook is still offering the best of all: people can interact the best way.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We do need to communicate with

fans if they ask or try to bring up some issue, but we do not tend to discuss with them online. The worst you could get is bunch of addicted online debaters talking out and discussing their problems on your site.

What do you think is the best way for clubs to make music available on the Internet?

We use SoundCloud and I am quite satisfied with that. Anyway, for the artist themselves I believe that MixCloud is more fair.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

To make the most of your live

events, you must try to make your online personal space as attractive as it gets and involve people in the process.

How do you handle attacks and rumours?

We do not respond to attacks but we react if there are lies published online or on Facebook.

What kind of content gets you the best engagement results?

Viral information or articles, which obviously have to be fun to be shared.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

The secret to success? Let them see

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Beach bar

And during winter?

Sky bar

Best electronic music song or mix in 2013?

Defkline&RP - Oh Sevre! (garage mix)

Your favourite DJ?

Krafty Kuts

A club in the world you love (apart from yours)?

Florida 135/Elrow (Spain)

Your favourite magazine or website to stay up-to-date with music news?

Mixmag and Pulse radio

In one or two words, the best of the clubbing experience is...

When people rise their hands up

INTERACTION

"We don't tend to discuss with fans online. The worst you could get is bunch of addicted online debaters talking out and discussing their problems on your site"

behind the scenes and give them something to win.

What has your club learned from the interaction with fans?

The majority of satisfied people do not react, but with the unsatisfied it is the opposite.

How does your club measure the success of your digital strategy?

Sales of tickets and feedback from people out of social networks.

Could you imagine electronic music could have reached today's pinnacle without social media?

EXPERIENCE

"To make the most of your live events, you must try to make your online personal space as attractive as it gets and involve people in the process"

Yeah, it definitely could.

Do you think electronic music has peaked? Or can it grow even more?

What does peaking mean? Does selling a lot mean peaking? In terms of quality, it's getting down nowadays. People do not care about skills, they just follow the image, most of them in commercial EDM.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

Yes, I miss it.

LA INDUSTRIA

"Festivals get the biggest attention and they can show something new without risking as much as clubs"

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

Festivals get the biggest attention and they can show something new without risking as much as clubs.

The season 2014 is upon us. What does it look like?

It looks like a big programme is up at Roxy. We will bring some nice projects that have never been seen in any Czech club before. That's the Roxy style.

Note:

This interview was conducted in December 2013

conversing with... ROXY



33,000

FACEBOOK
FANS



400

TWITTER
FOLLOWERS



270

SOUNDCLOUD
FOLLOWERS



300

INSTAGRAM
FOLLOWERS



15,000

YOUTUBE
VIEWS



ROXY



Photo credit: CLUB PAPAYA

CLUB PAPAYA

ZRČE BEACH, CROATIA

-  Zrće, 53291
Novalja
-  Established in 2002
-  4,500 people

www.papaya.com.hr 
facebook.com/papaya.club.zrce 
twitter.com/PapayaClub 
youtube.com/PapayaZrche 
soundcloud.com/club-papaya 
instagram.com/clubpapaya 



SINISA SRAGA

Program Director / Booking Agent & Talent Buyer

“Through social media we’ve learned what they appreciate and love about our club. We often consider doing some changes according to their criticism or wishes”

- 📍 Born in CROATIA
- 🕒 Age: 32

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

Our fans expect the latest info on our following events and DJ appearances, photos of past events, aftervideos of our biggest gigs and festivals, special offers on ticket prices, quick answers to Facebook and email inquiries, fresh EDM news, etc.

How is the mobile revolution challenging your clubs' digital strategy?

Every picture or video we make is made with consideration of our fans using mobile phones. The videos and pictures are perfectly adjusted. Also, we're relaunching our official website which will be very mobile-friendly.

If you could only use one social platform, what would it be?

We think it would be Facebook. Especially because the most of our fans are our followers on Facebook and because we don't

have any limitation in publishing pictures, text, videos, events, news and basically anything that comes to our minds.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We try to answer to every inquiry we receive. The fans are those who make our club, so they're very important to us. We check and refresh our Facebook and Twitter pages multiple times a day, even during the weekend.

What do you think is the best way for clubs to make music available on the Internet?

We prefer YouTube, SoundCloud and Mixcloud.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

We often refer to photos or videos of past events that best describe the great atmosphere and vibe of Papaya. Also, we try to live stream photos from Papaya club as often as we can.

How do you handle attacks and rumours?

It depends on the nature or intent, but we try to respond to every comment regardless of their subject. We ignore only impolite or rude comments.

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Zrće beach, Croatia

And during winter?

Las Vegas

Best electronic music song or mix in 2013?

Zedd feat. Foxes - Clarity (W&W Remix)

Your favourite DJ?

Hardwell and Nicky Romero

A club in the world you love (apart from yours)?

Liv (Miami) and Hakkasan (Las Vegas)

Your favourite magazine or website to stay up-to-date with music news?

DJ Mag, EDMtunes, Dancing Astronaut

In one or two words, the best of the clubbing experience is...

Simply enjoying the music, atmosphere and good vibes!

CONNECTION

"Our experience shows that involving fans in the creation of the content is the best way to engage with them. Some kind of contest with prizes, for instance"

CUSTOMER-ORIENTATION

"We put a poll on Facebook asking our fans which DJs would they like to hear at our club in the next season, and we really try to bring them"

CONTENT

"Once or twice a week we post postcard photos that show the club, Zrće beach and the island of Pag from the air. They get the best engagement levels"

conversing with... CLUB PAPAYA

What kind of content gets you the best engagement results?

Once or twice a week we post *postcard* photos that show the club, beach Zrće and the island of Pag from the air. They get the best engagement levels. And also photo albums, videos and DJ appearance announcements.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

Our experience shows that involving them in the creation of the content is the best way to engage with them. Some kind of contest with prizes, for instance. Last year we asked them to design a perfect Papaya t-shirt and got

some really great responses and ideas.

What has your club learned from the interaction with fans?

We've learned what they appreciate and love about Papaya club. We often consider doing some changes according to their criticism or wishes. A specific example would be us putting on Facebook a poll asking them which DJs would they like to hear at our club in the next season and then really try to bring them.

How does your club measure the success of your digital strategy?

Success of our ticket sales, the number of fans on our many social platforms and web page visits. And

of course, the best measurement is our satisfied customers at our club during the season.

Could you imagine electronic music could have reached today's pinnacle without social media?

No, we think they are very intertwined and that electronic music couldn't have grown so much without the social media.

Do you think electronic music has peaked? Or can it grow even more?

We think electronic music is indeed at its peak, but also that it could still move boundaries!

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller



163,000

FACEBOOK
FANS



17,600

TWITTER
FOLLOWERS



1,350

SOUNDCLOUD
FOLLOWERS



1,200

INSTAGRAM
FOLLOWERS



385,000

YOUTUBE
VIEWS



CLUB PAPAYA

and perhaps purer?

We love how the EDM scene has expanded, because of that the electronic music market is much bigger and we prefer it that way

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

Festivals definitely set the most trends. Right after them DJs and the most popular clubs.

The season 2014 is upon us. What does it look like?

Very bright! We're preparing a lot of changes, innovations and improvements. Also, the line up will be amazing.

Note:

This interview was conducted in December 2013



Photo credit: CLUB PAPAYA

ANALYTICS

"We track ticket sales, number of fans and web page visits. And of course, the best measurement is our satisfied customers at our club during the season"

CRITICISM

"We try to respond to every comment regardless of their subject. We ignore only impolite or rude comments"

LEADING ROLES

"Festivals definitely set the most trends in electronic music. Right after them DJs and the most popular clubs"



Photo credit: JORGE GAITIS / PARADISE CLUB MYKONOS

PARADISE CLUB MYKONOS

ISLE OF MYKONOS, GREECE

- 📍 84600 Mikonos
Kikladhes
- 🕒 Established in 2004
- 👤 5.000 people

www.paradiseclubmykonos.com 
facebook.com/paradiseclubmykonos 
twitter.com/paradiseclubmyk 
youtube.com/paradiseclubmyk 
soundcloud.com/paradiseclubmykonos 
instagram.com/paradiseclubmykonos 



ANNA-LENA RADÜNZ

Online Marketing Manager / Head of digital strategy

“We ask users which DJs they want to hear at the club. This feedback is a useful guide for future bookings and for identifying emerging trends we wish to follow”

- 📍 Born in GERMANY
- 🕒 Age: 29

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

Fans want to be up-to-date about party dates, party pictures and background information about the club and the DJs. They want to know where they can buy tickets and which DJs are playing.

How is the mobile revolution challenging your clubs' digital strategy?

We are based in Mykonos, where the Internet connection is terribly bad and most of the people are not online on their holidays with their smartphones, so the situation is different from other clubs and not that important for us. But even if it is a small group of people who are online in Mykonos, we offer mobile tickets and hashtags for all social media channels. At this time we can't offer free wifi at the club, but we are still working on this situation and we hope to fix the challenge with the Internet on the island. The reach you can get when

people share pictures from parties is huge.

If you could only use one social platform, what would it be?

It would be Facebook, because the targetting is similar to our target group and it is still the biggest network, even if Twitter and Instagram are really well-used by clubbers and DJs. An additional argument for Facebook are the advertising opportunities. The targetting makes it very easy to speak to the exact target group in different countries, because our target group is from all over the world.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We are not only very keen to reply to all messages and tweets, we also reply proactively to tweets about Mykonos and the club who are not using the club hashtag or mentioning our username. In summer, during the season, we answer within 1 or 2 hours, because we receive a lot of questions about tickets and VIP table bookings on the same day.

What do you think is the best way for clubs to make music available on the Internet?

This is not an easy mission because

of the different licences in each country. As a club you can create your own soundtrack and publish it on SoundCloud or, as we are doing currently, create a playlist from all DJs who play at the club and publish them on Spotify.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

Using livestreams from the party and sharing pictures through the whole night on Instagram and Twitter. Show people what they missed, keep them up-to-date and make the people think they will miss a lifetime experience if they don't visit one of our parties. Unfortunately, it is the truth!

How do you handle attacks and rumours?

We respond to everything. Sometimes it is not easy and the messages or criticisms are not based on the truth or they're from the competitors' fans, but we try to respond with an element of good humour about ourselves but also with great sensitivity.

What kind of content gets you the best engagement results?

We get the best engagements with pictures and videos from DJs, and the people themselves. One of the highlights each year is the

KNOW-HOW

"We have learned which information is important for fans. Simple facts that are obvious to us, but not for tourists from all over the world. This has reduced the number of questions we have to reply to"

STREAMING

"Making music available is not easy because of the different licences in each country. Currently we create a playlist from all DJs who play at the club and publish them on Spotify"

PLATAFORMAS

"Twitter and Instagram are well-used by clubbers, but Facebook offers some fantastic advertising opportunities. It makes it very easy to speak to the exact target in different countries"

conversing with... PARADISE CLUB MYKONOS

announcement of our summer line-up, because there are a lot of people who are planning their holidays depending on that.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

Give them something exclusive and emotional pictures or videos about their favourite DJs. Also background information they can't get anywhere else.

What has your club learned from the interaction with fans?

We have learned which information about a party is important for them. This has reduced the number of questions we have to reply to. For example, the questions: *Where can I buy tickets?* and *Are tickets still available?* or *Which hotel is close to the club?*. Simple facts that are obvious to us, but not for tourists from all over the world who are coming to Mykonos and want to plan their trip in advance. We also ask them each year which DJs and which kind of music they want to hear at the club. We use this online feedback as a useful guide for future bookings and which emerging trends we may wish to follow.

How does your club measure

the success of your digital strategy?

The number of fans is not a very important factor for us. It is more important how many people speak about us, but we have realized that the number is important for people who are coming to Mykonos without knowing us, as it helps them make their decision as to which club they will go. So, finally, it is a mix of reach, engagement and followers in each country. For

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Mykonos!

And during winter?

Amsterdam and Melbourne

Best electronic music song or mix in 2013?

Wake me up, Avicii

Your favourite DJ?

Avicii and Bob Sinclar

A club in the world you love (apart from yours)?

Alumbra (Melbourne)

Your favourite magazine or website to stay up-to-date with music news?

Twitter

In one or two words, the best of the clubbing experience is...

Celebrate the sunrise in our open air club with friends

example, we have a big community and fame in Australia but currently the UK is a growing market which we will invest in. It wasn't growing like this in previous years. All the numbers are signs to adjust our strategy. The benefit of this data is to interpret them correctly.

Could you imagine electronic music could have reached today's pinnacle without social media?

Hard to say, but I think nothing would be the same without social media. Electronic dance music earned its success through the clubs, but the growth has accelerated through social media channels. There are still a lot of DJs who are successful without using social media in a professional way, others are only successful because of good online marketing. In the end, the secret is a mix between talent, good quality and effective marketing.

Do you think electronic music has peaked? Or can it grow even more?

DJs are the new rock stars and from the view of the fans I am sure it will continue to grow for a couple of years before it peaks, but from the view of a club I would say it is at its limit. We have reached the point where the DJs' fees are higher than the money a club can

PROMOTION

"There are a lot of DJs who are successful without using social media in a professional way. In the end, it is a mix between talent, good quality and effective marketing"

THE GENRE

"EDM earned its success through the clubs, but the growth has accelerated through social media channels"

MARKET

"Times were easier for clubs when people only came into a club to celebrate. Today they are coming to celebrate the DJs' name"

earn. The crowd expect everything for free or cheap (entry, drinks...), so to increase the entry fee is not an option, but if the DJ fees continue to increase at the current rate, the clubs will be unable to survive, and if the clubs are unable to book the DJs any more it will affect the future of electronic music. Maybe not so fast worldwide, but in Europe for sure.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

Times were easier for clubs when people only came to celebrate.

Today they are coming to celebrate the DJs' name. If you can afford the fee for the big names it is a good investment to earn more money, but on the other hand, all the mainstream electronic music is very similar and there are moments we would love to book a DJ just because of his great music, not only because of the name.

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

DJs! One new style becomes a hit and everyone will follow! As you can see with Martin Garrix and his hit, Animals.

The season 2014 is upon us. What does it look like?

Promising! But if you really want to know, follow us on Facebook & Twitter and you will be among the first to hear!

Note:

This interview was conducted in January 2014

conversing with: PARADISE CLUB MYKONOS



109,000

FACEBOOK
FANS



1,500

TWITTER
FOLLOWERS



66

SOUNDCLOUD
FOLLOWERS



1,400

INSTAGRAM
FOLLOWERS



21,000

YOUTUBE
VIEWS



PARADISE CLUB MYKONOS



Photo credit: PIERRE YVES LAROCHE/CIRCUS HD

CIRCUS AFTERHOURS

MONTREAL, CANADA

📍 917, rue Ste-Catherine Est
Montreal, Quebec

🕒 Established in 2004

👤 1,600 people

www.circushd.com 
facebook.com/circusafterhours 
twitter.com/circusafterhour 
youtube.com/OnlineCircusTV 



FRANCIS BÉLANGER

Promoter

“Fans want to feel part of a community, a group. They want media content to listen, view and share. They want a place to be able to express themselves”

- 📍 Born in CANADA
- 🕒 Age: 37

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

Big picture: to feel part of a community, a group. They want info on the scene, events, artists, music, etc. They want media content to listen, view and share. They want a place to be able to express themselves. They want to feel privileged. They want to be

part of it, in any ways.

How is the mobile revolution challenging your clubs' digital strategy?

I don't see it as a challenge, more like having more and more tools now. It's always the same goal in the end. I call it transmitting your passion to people. We use a mobile website, sms subscription system (send text message CIRCUS at 71441), online calendar (.ics file) and social media (Facebook and Twitter) to reach people on their phones now.

If you could only use one social platform, what would it be?

Facebook seems to be the obvious choice now for us. It is where we

get the most feedback on anything (number of messages and comments)

What's your policy regarding replying and retweeting on Facebook and Twitter?

We don't have a clear policy. We should though. But we reply to everyone, to every question, and retweet everything about us, especially posts from artists. I find that the best strategy is the friendly approach, the goal being to share our passion for music, dancing, clubbing... So yeah, more of the chatting type or the cool friend to have approach. Sometimes a more formal approach is used for communication of important infos but never when answering to

conversing with... CIRCUS AFTERHOURS



24,500

FACEBOOK
FANS



3,000

TWITTER
FOLLOWERS



130

SOUNDCLOUD
FOLLOWERS



86,000

YOUTUBE
VIEWS



CIRCUS AFTERHOURS

MOBILE

"I don't see mobile as a challenge, more like having more and more tools now. It's always the same goal in the end. I call it transmitting your passion to people"

COMMUNICATION

"The best strategy is a friendly, chatting-type approach. Why? We want to create a sense of family, a Circus community where people can exchange"

CRITICISM

"Humour arranges everything. We respond most of the time just to understand where attacks and rumours are from and if they are founded"

conversing with... CIRCUS AFTERHOURS

customers. Why? We want to create a sense of family, a Circus community where people can exchange.

What do you think is the best way for clubs to make music available on the Internet?

We have two iTunes podcasts: one for mix sets (sometimes recorded live at Circus) from our resident DJ team and our guests, and another which is a proper radio show. We also have a live stream on most of our nights. Still low quality (Ustream free plan) but we have plans of making more of that in the future (HD camera & sound and proper online channel on our website). We also have CircusTV on YouTube, which features interviews, live recordings of our live stream and promo videos. We suggest to all our DJs to use SoundCloud to share their music & mix sets.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

During nights we post on location pictures, videos and comments on our social media. We also have a live stream channel that we want to develop.

How do you handle attacks and rumours?

Humour arranges everything. We

respond most of the time just to understand where those attacks and rumours are from and if they are founded. If they are founded we want to bring the right corrective measures.

What kind of content gets you the best engagement results?

Pictures are always what people ask for the most. Live recordings would be second. But what gets the

best engagement results is questions where people can give their opinions.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

Ask them what DJs they want to hear at our club. Ask them what is their choon of the moment.

What has your club learned from the interaction with fans?

The image we have. Sometimes what we want people to perceive and what they actually perceive is different. Having lots of interactions with our fans gives us a good feedback. Example: We wanted to do a dubstep event since we present all the electronic music genres, but the dubstep crowd in Montreal have a prejudice about our club, they find it doesn't fit for them. This tells us that before presenting that style of music we need to do our homework. So yeah, interaction with our customers is essential.

How does your club measure the success of your digital strategy?

It is really subjective in our case. We probably don't give that much of an importance to engagement indicators and insights and all... Maybe we should more. We mostly try to use a maximum of tools to

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Beach Club (Pointe-Calumet, Canada)

And during winter?

Igloofest (Montreal, Canada).

Nothing comparable in the world.

Best electronic music song or mix in 2013?

Good question, there's too many

Your favourite DJ?

James Zabiela

A club in the world you love

(apart from yours)?

Berghain/Panorama Bar (Berlin)

Your favourite magazine or website to stay up-to-date with music news?

DJ Mag

In one or two words, the best of the clubbing experience is...

The people



Photo credit: CIRCUS HD

conversing with... CIRCUS AFTERHOURS

reach people and the feedback from our customers guides us. We keep the tools that people use the most. Our digital strategy has evolved this way.

Could you imagine electronic music could have reached today's pinnacle without social media?

Both have evolved together. That's what I think.

Do you think electronic music has peaked? Or can it grow even more?

Some can argue that it is at an all time low. If we talk about quality on the maybe more commercial side of things. So yes, it can be much better.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

I like what it became, I just question the quality of what is being fed to us.... On the mainstream side, of course. On the underground side, you can still find good quality events and master piece tracks. I don't think that living in the past is an option. Let's be positive, we haven't experienced the best yet.

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

I'd say in recent years festivals do, unfortunately.

The season 2014 is upon us. What does it look like?

New admin at our club, new ideas, new projects, can't be brighter. We are also celebrating our 10th year. Big things ahead!

Note:

This interview was conducted in January 2014

LISTENING

"Sometimes what we want people to perceive and what they actually perceive is different. We need to do this homework before taking decisions"

ENGAGEMENT

"Pictures are what people ask for the most. Live recordings would be second. But what gets the best results is questions where people can give their opinions"

THE GENRE

"I question the quality of what is being fed to us on the mainstream side, but living in the past is not an option. Let's be positive, we haven't experienced the best yet"



Photo credit: XXELERATOR

MATRIX

MIJMEGEN, THE NETHERLANDS

- 📍 Wijchenseweg 204,
6538 SX Nijmegen
- 🕒 Established in 2001
- 👤 2,400 people

www.matrixx.nl 
facebook.com/ClubMatrixx 
twitter.com/ClubMatrixx 
youtube.com/clubtheMatrixx 
soundcloud.com/clubmatrixx 
instagram.com/clubmatrixx 



WOUTER RENKENS

Junior marketing & event manager

“With social media it has become so easy to spread the music you like with friends from all over the world, that local DJs can become superstars within a year”

- 📍 Born in THE NETHERLANDS
- 🕒 Age: 25

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

First of all, they want to stay up-to-date w the coolest events. Furthermore it's a way of living they have, so they want to see similar things in combination with their clubbing brands.

How is the mobile revolution challenging your clubs' digital strategy?

We focus more and more on online marketing, instead of offline media like newspapers or flyers. For specific brands, we create specially designed apps, so fans of that brand can stay up to date about all info.

If you could only use one social platform, what would it be?

Facebook. It gives you the possibility to post photos, video, links or just plain text. If you have good content, it spreads throughout the Facebook

platform, reaching more people than you could have done on your own.

What's your policy regarding replying and retweeting on Facebook and Twitter?

For online communication, we maintain the same kind voice we want our crew to use at the club during our events. In an informal way, we want to give our fans a feeling of equality and

accessibility .

What do you think is the best way for clubs to make music available on the Internet?

Music should be made available by the ones that created it, the artists. Clubs can use that available content in their (social) media and can support the artists in that way. Specific club brands may be extra suitable for their own online shows or podcast. These should only be made with permission of the artists and then be spread through all services desired, like iTunes and SoundCloud.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

We post photos of the event, before, during and after the event, creating a feeling of *I should have been there* for the non-visitors. This media, including video and photo, is spread throughout the online audience, creating a good vibe for all future events.

How do you handle attacks and rumours?

Rumours are often harmless and are ignored. Sometimes an event is allegedly sold out, creating a rush on the *last tickets*, so that's not a bad rumour to have haha! Really

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Ibiza

And during winter?

Holland

Your favourite DJ?

Hardwell

A club in the world you love (apart from yours)?

Privilege (Ibiza)

Your favourite magazine or website to stay up-to-date with music news?

DJ Mag

In one or two words, the best of the clubbing experience is...

The combination of the amazing shows of the best festivals in the world and simply a night out with friends!

PROMOTION

"We focus more and more on online marketing, instead of offline media like newspapers or flyers"

TONE

"For online communication, we maintain the same kind voice we want our crew to use at the club during our events, giving our fans a feeling of equality and accessibility"

CRISIS

"Rumours are often harmless and are ignored. Sometimes an event is allegedly sold out, creating a rush on the last tickets, so that's not a bad rumour to have"

conversing with... MATRIXXX

bad rumours or just plain lies are often answered publicly in order to provide clarity. We mostly try to make something positive out of the attacks or bad publicity.

What kind of content gets you the best engagement results?

Definitely pictures. Pictures combined with a call-to-action are an easy way to create huge traffic or social activity. It's an easy form of media to share with friends through various social media platform or mobile devices. All other forms of content are specifically for a limited number of platforms. These can be used in their own specific way or function.

If you had to mention just one or two ideas, which is

the most effective way to engage with fans?

The like & share actions are not very original, but still seem to create a lot of engagement with the fans. Everything that's free is interesting, right?

What has your club learned from the interaction with fans?

It's very important to maintain one tone of voice to your audience and to be consistent in what you say online. Don't say one thing on Twitter and another thing on Facebook. That's confusing for people.

How does your club measure the success of your digital strategy?

We occasionally monitor sales

figures before and after specific online campaigns to get an idea about what type of online campaign work and what doesn't.

Could you imagine electronic music could have reached today's pinnacle without social media?

No. It has become so easy to spread the music you like with friends from all over the world, that local DJs can become superstars within a year. Plus the amazing content that is generated from these EDM events are spread all across the globe, even by people that don't listen to EDM.

Do you think electronic music has peaked? Or can it grow even more?

It can still grow, as long as it gets a



15,000

FACEBOOK
FANS



6,700

TWITTER
FOLLOWERS



1,200

SOUNDCLOUD
FOLLOWERS



700

INSTAGRAM
FOLLOWERS



1.7 M

YOUTUBE
VIEWS



MATRIXXX



Photo credit: FIESTAINFO.COM

conversing with... MATRIXXX

solid fanbase in every country it sets foot in. Without a solid base, it will be nothing more than a hype and it will be gone in a few years.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

No, we like evolution in all forms. *Standstill is downfall* is a Dutch saying, meaning that without evolution, it's actually getting worse. As long as the present mainstream electronic music is able to make so many people enjoy it, forget about their daily routines and have a great night out, who are we to judge the quality of music?

DJs, clubs, festivals, record labels... In your opinion,

which one sets the trends in electronic music?

DJs are and will always be the heart of the scene. Some artists are lucky enough to get hyped by a club, festival or record label, but in general the scene would not be as it is today without the DJs and the producers. They are the creative minds that come up with new styles and genres. Record labels are the ones that should be alert and pick up new artists that could sell a lot of records. The job for clubs and festivals is to give the crowd what they want and to listen to their desires. It's not their job to *educate* them.

The season 2014 is upon us. What does it look like?

Bright! A lot of new EDM festivals

are popping up and the big festivals are getting even bigger. It might be a hard year for clubs, but festival organizers will have a good year!

Note:

This interview was conducted in January 2014

CONTENT

"Pictures combined with a call-to-action published on various social media platforms or mobile devices are an easy way to create huge traffic or social activity"

FUTURE

"Electronic music can still grow, as long as it gets a solid fanbase. Without that, it will be nothing more than a hype and it will be gone in a few years"

QUALITY

"As long as the present mainstream electronic music is able to make so many people forget about their daily routines and have a great night out, who are we to judge it?"



Photo credit: SPACE SHARM EL-SHEIKH

SPACE SHARM EL-SHEIKH

SHARM EL-SHEIKH, EGIPTO

📍 Next to Naama Heights Hotel
Sharm El Sheikh 375

🕒 Established in 2010

👤 5.000 people

www.spacesharm.com 
facebook.com/SpaceSharm 
twitter.com/SpaceSharm 
soundcloud.com/spacesharm 
youtube.com/SpaceSharm 
instagram.com/spacesharm 



CHRISTIE ROBERTS

Marketing

“Without the social media EDM would be nothing. If anything, it has brought more people to showcase their talents”

📍 Born in UNITED KINGDOM

🕒 Age: 21

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

They expect to be updated at all times on the brand's future plans and upcoming events. Fans want to be entertained in the way that we launch competitions for them to participate and be rewarded. Clubbers like to see interesting content such as pictures from the events and flagship nights and tune into aftermovies or promo ads. Last but not least, to interact with the audience.

How is the mobile revolution challenging your clubs' digital strategy?

People can be online at all times whilst being out and interact. Also can take pictures and videos and share to social media.

If you could only use one social platform, what would it be?

Facebook because it can provide our brand with the most online exposure and males and females of

all ages all over the world use it. Again, engaging with our audience using original content, photos and videos can generate more likes, shares and comments.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We reply and retweet on both social media platforms in a casual and genuine way because it makes the customer feel connected to the brand.

What do you think is the best way for clubs to make music available on the Internet?

Music gets more exposure from the podcast. We tend to share podcasts to the SoundCloud and Mixcloud channels.

Being electronic music all about the live experience, how do you use your digital

INTERACTION

"We reply and retweet on Facebook and Twitter in a casual and genuine way because it makes the customer feel connected to the brand"

resources to highlight it?

We share YouTube videos and link pages to ensure the highest amount of exposure possible to target a wider audience.

How do you handle attacks and rumours?

We respond in a honest, polite manner and respect people's negative comments because this way we can take it on board and learn from it.

What kind of content gets you the best engagement results?

Pictures.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

Thinking outside of the box, using day to day marketing tools such as asking questions eg: What music are you listening to right now? Is anyone planning a trip to Sharm el-Sheikh anytime soon? Sharing and retweeting pics is also another effective way.

What has your club learned from the interaction with fans?

We have learned to talk about suitable and relevant topics. Or even start a discussion about news that is trending worldwide.

How does your club measure the success of your digital

SOCIAL PLATFORMS

"Facebook can provide our brand with the most online exposure and male and females of all ages all over the world use it"

ENGAGEMENT

"You need to think outside of the box, using day to day marketing tools such as asking questions: What music are you listening to? Is anyone planning a trip to Sharm el-Sheikh?"

CONTENT

"Clubbers like to see interesting content such as pictures from the events and flagship nights and tune into aftermovies or promo ads"

conversing with... SPACE SHARM EL-SHEIKH

strategy?

Interaction.

Could you imagine electronic music could have reached today's pinnacle without social media?

I think without the social media EDM would be nothing. If anything, it has brought more people to showcase their talents.

Do you think electronic music has peaked? Or can it grow even more?

It can still grow more.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

The success of EDM has brought it to a wider audience. More people can appreciate it and

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Ibiza

And during winter?

Sharm el-Sheikh

Best electronic music song or mix in 2013?

Dusky - Careless

Your favourite DJ?

Carl Cox

A club in the world you love (apart from yours)?

Space Ibiza

Your favourite magazine or website to stay up-to-date with music news?

DJ Mag

In one or two words, the best of the clubbing experience is...

The music and the atmosphere

produce it now.

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

We will say festivals because it brings all the record labels and artists together in one place.

The season 2014 is upon us. What does it look like?

2014 looks very bright indeed as more and more people are heading towards the EDM scene.

Note:

This interview was conducted in November 2013



79,000

FACEBOOK
FANS



10,000

TWITTER
FOLLOWERS



3,800

SOUNDCLOUD
FOLLOWERS



1,600

INSTAGRAM
FOLLOWERS



2.6 M

YOUTUBE
VIEWS



SPACE SHARM EL-SHEIKH



Photo credit: FOUNDATION NIGHTCLUB

FOUNDATION NIGHTCLUB

SEATTLE, USA

 2218 Western Ave Ste 100,
Seattle, WA 98121

 Established in 2012

 550 people

www.foundation-nightclub.com 
facebook.com/FoundationNightclub 
twitter.com/FoundationSEA 
youtube.com/FoundationSEA 
instagram.com/foundationsea 



TREVOR LEON

Marketing coordinator

"Fans love personal interaction and they love to be heard. When you talk to them to address their suggestions or comments, it strengthens the brand loyalty"

📍 Born in USA

🕒 Age: 24

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

Fans expect info, show announcements, photo galleries, and ticketing links.

How is the mobile revolution challenging your clubs' digital strategy?

As people are shifting away from computers and more towards mobile devices, we are focusing on posting smaller and more digestible content. Less copy with posts and more images.

If you could only use one social platform, what would it be?

Facebook. The majority of our fans are on Facebook.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We try to be a friendly, personable brand on all social network platforms. We reply to all customer questions and retweet positive remarks that show

excitement around the club nights.

What do you think is the best way for clubs to make music available on the Internet?

SoundCloud.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

We want to share photos and videos that capture the excitement of the moment. Because of this, we use Instagram photos and videos and post those as the event is happening.

How do you handle attacks and rumours?

We try to see every customer complaint from their perspective before addressing it. We respond to most complaints in a friendly manner and try to take the

complaint into a private chat or email to resolve it.

What kind of content gets you the best engagement results?

Photos gets the best engagement results.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

Photos, and funny posts often yield high engagement from our fans.

What has your club learned from the interaction with fans?

Our club has learned that fans love personal interaction and they love to be heard. When you talk to them to address their suggestions or comments, it strengthens the brand loyalty between the club and the customer.

How does your club measure the success of your digital strategy?

We measure by fans, reach, and conversions into ticket sales.

Could you imagine electronic music could have reached today's pinnacle without social media?

No. Social media is a critical factor that has contributed to the rise of EDM

LIVE EVENTS

"We want to share the excitement of the moment. Because of this, we use Instagram photos and videos as the event is happening"

CRITICISM

"We try to see every customer complaint from their perspective, we respond to most of them and try to take them into a private chat or email to resolve it"

PERSPECTIVES

"Tighter regulations and increased health and safety programs will surround dance music in 2014"

THE GENRE

"Social media is a critical factor that has contributed to the rise of Electronic Dance Music"

conversing with... FOUNDATION NIGHTCLUB

Do you think electronic music has peaked? Or can it grow even more?

Electronic music can definitely grow more.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

Yes. Dance music becoming mainstream has helped everybody in the industry immensely.

DJs, clubs, festivals, record labels... In your opinion, which one sees the trends in electronic music?

Record labels.

The season 2014 is upon us. What does it look like?

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

The Gorge in George, WA

And during winter?

Miami

Your favourite DJ?

Eric Prydz

A club in the world you love

(apart from yours)?

Space

Your favourite magazine or website to stay

up-to-date with music news?

Dancing Astronaut

In one or two words, the best of the clubbing experience is...

Simply enjoying the music, atmosphere and good vibes!

Tighter regulations and increased health and safety programs will surround dance music in 2014.

Note:

This interview was conducted in January 2014



22,000

FACEBOOK
FANS



3,400

TWITTER
FOLLOWERS



2,100

INSTAGRAM
FOLLOWERS



20,600

YOUTUBE
VIEWS



FOUNDATION NIGHTCLUB



Photo credit: PAUL UNDERHILL

THE ARCHES

GLASGOW, UNITED KINGDOM

- 📍 253 Argyle Street
G2 8DL Glasgow
- 🕒 Established in 1991
- 👤 2,600 people

www.thearches.co.uk 
[facebook.com/TheArchesGlasgow](https://www.facebook.com/TheArchesGlasgow) 
twitter.com/RosieArches 
[youtube.com/ArchesGlasgow](https://www.youtube.com/ArchesGlasgow) 



ROSIE DAVIES

Music programme marketer

"It's easy for promoters to get bogged down in the admin side and forget the feeling that the fans have, and this comes across in the language used online. Genuine enthusiasm is infectious"

📍 Born in UNITED KINGDOM
🕒 Age: 27

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

First and foremost they're looking for up-to-date information about what's on at the club. But they're also looking to become part of the community around that club - they want fun links and posts which relate to them, their experience of clubbing, and the music that acts as the glue between each individual user. They want to be entertained - your company represents part of the fun side of their life, and your online brand should show this.

How is the mobile revolution challenging your clubs' digital strategy?

Customers are getting used to having their questions answered 24/7, and with the late night nature of clubbing, it's expected even more. So we've got someone monitoring our online feeds regularly, to make each customer feel that not only that there's someone there to help and that the

club is a thriving, dynamic place - essential for our livelihood and brand. We're also looking at introducing fun mobile elements, such as real-time updates syncing to everyone's phone when there's a huge drop, and some other things... Watch this space!

If you could only use one social platform, what would it be?

Facebook. As well as each post having much more longevity, you get that real showcase of text and words which you just don't get on Twitter. Digital content such as beautiful artwork, or an exciting description of a club night, really get space to breathe, whether the customer's looking on a mobile device or a computer screen. Possibly the best thing about Facebook, though, is that it also allows you to create mini, pop-up communities through comments box, and larger communities in terms of groups and pages.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We try to reply as quickly as possible to any questions as we recognise that Facebook and Twitter are being used more and more by our audience, who tend to be aged around 18-35, as opposed to phone and email. It's of

paramount importance that we get back to them through the medium they're actually using as sometimes it can be the difference between someone buying a ticket or going elsewhere. We deliberately created two Twitter accounts so customers can choose which method of 'customer service' they prefer. Whereas @ArchesGlasgow is purely a one-way information feed, pumping out event info and set times and so on, our @RosieArches account is a real live staff member chatting more informally to customers. Many people prefer the latter in terms of complaints or queries as they know they're getting an upfront, public and honest discussion, not a spambot or faceless employee. I've found that it forces you to care more if you know your name and face is out there.

What do you think is the best way for clubs to make music available on the Internet?

We have two regular promoters here at The Arches, namely Pressure and Colours, and both use the services differently depending on their audiences. With a more mainstream programme, the Colours' YouTube channel goes down exceedingly well, for example, whilst the nights

PLATFORMS

"On Facebook, each post has more longevity and you get that real showcase, which you don't on Twitter. Digital content such as a beautiful artwork really gets space to breathe"

LIVE STREAMING

"Clubbing is about being in one space at one moment and really experiencing it. Watching a buffering live stream from elsewhere seems to go against its essence"

CRITICISM

"When we get harmless rumours we just let these circulate. You can't control the Internet, and it looks unprofessional to respond defensively in public"

conversing with... THE ARCHIES

appealing more to dance music and/or equipment geeks tend to do well with SoundCloud and also individual podcast series.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

The majority of our events are filmed and photographed. These are then a big part of our digital marketing campaign to create an image. Whilst we do occasional live streams, as an organisation we feel that this never does a club justice in capturing the atmosphere. Clubbing is about being in one space at one moment and really experiencing it, and as such, watching a buffering live stream from elsewhere seems to go against the very essence of what clubbing is about.

How do you handle attacks and rumours?

Our policy is to always respond to any valid complaints or statements. If the customer is not being threatening or aggressive, we reply immediately giving them a phone number and email address, and then delete the post. If it's a harmless rumour, which isn't offensive or defamatory, we just let these circulate -you can't control the Internet, and it looks so unprofessional to respond defensively in public to a harmless comment.

What kind of content gets you the best engagement results?

For some reason audio never goes down as well as an image. Whilst more people might genuinely engage with a mix from their favourite DJ, on a superficial and visible level (i.e. in terms of likes, comments and RTs, for example), people's attention span gets the better of them and they want instant gratification. An image is the easiest way of satisfying this.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

First, treat them like human beings, not faceless customers. If you make it clear that you're the same as them, e.g. just a music fan looking to have a good time, you build a genuine bond instead of forcing marketing material down their necks. Secondly, show some enthusiasm. It's easy for clubs or

promoters to get bogged down in the admin side of organising a club night and forget the feeling that the fans have, and this comes across in the language used online. Genuine enthusiasm is infectious and makes fans feel like they're involved in something exciting rather than a business.

How does your club measure the success of your digital strategy?

Mainly likes, comments, RTs, clicks and views. In terms of number of fans, this can sometimes be misleading, and we have processes in place to try to achieve quality rather than quantity -befriending people who genuinely come to the club and care about our posts.

Could you imagine electronic music could have reached today's pinnacle without

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Barcelona

And during winter?

Berlin

Best electronic music song or mix in 2013?

Wankelmut & Emma Louise - My Head Is A Jungle (MK remix)

Your favourite DJ?

Argh! Too tough. Ultimate favourite has to be ex-Hacienda DJ Greg Wilson.

A club in the world you love (apart from yours)?

KaterHolzig in Berlin

Your favourite magazine or website to stay up-to-date with music news?

Resident Advisor

In one or two words, the best of the clubbing experience is...

Space, escapism, the opposite of reality

COMMUNITY

"The number of fans can be misleading, and we try to achieve quality rather than quantity. How? By befriending people who genuinely come to the club and care about our posts"

social media?

I think it would always have enjoyed the current resurgence, as music has always boomed at different times. The big thing now is different countries being more aware of what's happening in small pockets around the world, so it's opened up new genres and new social phenomena, making clubbing and dance music that much richer and more interesting.

Do you think electronic music has peaked? Or can it grow even more?

It's impossible to really imagine something changing or growing until you see it happen, and then it feels impossible to imagine a world without it. I think electronic music is exactly the same -no-one foresaw acid house or trance or garage, as such, and now they're all such solid staples which are all,

THE SCENE

"With social media, different countries are more aware of what's happening around the world, so the genre has opened up new social phenomena, making dance music that much richer"

equally, still growing. So yes, more will come, it will adapt and change every day. It might just be that it shrinks back from the mainstream again.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

I think if you still want a smaller, 'purer' experience, then it's still there for you, you just need to go out and find it, and that might require a bit more effort. 50,000 people going mental for a stadium-sized more commercial DJ isn't necessarily stopping that. A lot of this debate is people feeling their scene has been infiltrated by people who are less big fans, but that conversation has always, always surrounded music scenes of any form!

THE BOOM OF EDM

"50,000 going mental for a stadium-sized DJ doesn't necessarily impede getting a purer music experience, but lots of people feel their scene has been infiltrated by people who are less big fans"

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

I don't really know enough to comment.

The season 2014 is upon us. What does it look like?

We're currently enjoying a lot of the big house names of the moment and are currently planning a huge Easter weekender with a massive mixture of names, from the big hitters such as John Digweed, David Morales and Frankie Knuckles to showcases from labels such as Hot Creations, Young Turks and One Records. Keep an eye out!

Note:
This interview was conducted in January 2014

conversing with... THE ARCHES



49,000

FACEBOOK
FANS



18,500

TWITTER
FOLLOWERS



82,000

YOUTUBE
VIEWS



THE ARCHES



Photo credit: THE WRIGHT VENUE

THE WRIGHT VENUE

DUBLIN, IRELAND

📍 South Quarter, Airside Retail Park
Swords, Co. Dublin

🕒 Established in 2009

👤 2,700 people

www.thewrightvenue.ie 
facebook.com/TheWrightVenue 
twitter.com/TheWrightVenue 
youtube.com/WrightVenue 
soundcloud.com/thewrightvenue 
instagram.com/TheWrightVenue 



GRACE McALEESE

Events, Marketing & Sales

"It's important that we portray one voice and keep spreading the same message. People can really connect if they feel a personality behind the brand image online"

📍 Born in IRELAND

🕒 Age: 29

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

We find that fans want full details on each event, they want a cool, quirky brand and it needs to excite people. Obviously the more renowned entertainment line-up you have, the better! We also find they want value for money so what we tend to do is release a certain amount of early bird tickets for big DJ events so the hardcore fans are getting value. We have to remember that some of these people travel around the world following their favorite DJs & acts. We constantly look to book the next big act so keep interest levels high in the club and be known for hosting the best shows in Ireland.

How is the mobile revolution challenging your clubs' digital strategy?

We don't find it a challenge. We think it's an opportunity to connect with fans and customers all the time. Most importantly

everything with mobile is instant. If we don't post before, during and after an event we're not keeping our fans in the loop and they'll lose interest. We have to stay connected with our fans and customer base 24/7. The Internet doesn't operate on a 9am-5pm day!

If you could only use one social platform, what would it be?

I think we would choose Facebook. Facebook itself is rapidly expanding, that in itself is a good indicator of where the market is looking for information and socialising online. Our most growth online through digital mediums is by far on Facebook.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We constantly interact online. People expect instant answers these days and if we don't respond promptly we may lose their booking to another club. It's important that we portray one voice that goes out online and keep spreading the same message. People can really connect if they feel a personality behind the brand image online!

What do you think is the best way for clubs to make music available on the Internet?

SoundCloud is great. It can be uploaded to our website, Facebook... And our resident DJs also send us their mixes so we can easily promote them also and build their profile with our brands.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

We would always book a videographer for our large DJ nights so they can capture the energy, atmosphere from the clubbers and show our state-of-the-art sound system being used by a world class DJ. We also make sure to include entertainment highlights such as our light shows, CO2 Cannons, our amazing dancers and performers and any other such production we have in place. We love changing up our stage with over sized props and are always looking for innovative and cool ideas to bring to our events!

How do you handle attacks and rumours?

It is so important not to attack back online in front of your audience. It can turn into a huge debacle and that can turn into a huge online forum of negativity. What we do is contact the person privately and talk about the issue. If its valid and we feel like they should give us another go, we'll

PROMOTIONS

"Fans want value for money so what we tend to do is release a certain amount of early bird tickets for big DJ events so the hardcore fans are getting value"

MOBILE

"Everything with mobile is instant. If we don't post before, during and after an event we're not keeping our fans in the loop and they'll lose interest"

ATTENTION

"If we repeat the same posts each day people lose interest quickly. Facebook posts shouldn't always be about what club night you're promoting, you should mix it up a bit"

conversing with... THE WRIGHT VENUE

invite them back out for a night with us. If the attack is unfounded and nonsensical, then I think other online users can pick up on this and take our side!

What kind of content gets you the best engagement results?

We find pictures with some text offering a promotion or competition gets us the best engagement online. People love an offer and seeing value for money, they also love to see the winners so they know we actually follow through with the prize!! We recently gave away a trip to Cancun for our New Years Eve party, that got a huge pick-up online.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

We've made impromptu videos of the office staff giving away a prize to be put on Facebook but we mix it up and make it funny so our online followers tend to share it in turn with their friends. People like to know what goes on behind the red curtain, its a machine that works 24/7. We never stop!

What has your club learned from the interaction with fans?

If we repeat the same posts each day people lose interest very quickly. Facebook posts shouldn't always be just about what club night you're promoting, you should mix it up a bit. For some reason, funny photos of animals seem to get a lot of likes!

How does your club measure the success of your digital

strategy?

We offer promotions online such as door and drink offers that people can sign up to. On the night their name is on our guest list and we can run a report on how many people actually showed up! Its really important to measure all mediums of marketing activity so you can grow on what you're doing. We compare year on year to constantly improve what we're doing online.

Could you imagine electronic music could have reached today's pinnacle without social media?

To be honest, yes. Music in itself constantly changes and evolves and EDM is what is most current today. Who knows what music will have evolved to in 10 years time!

Do you think electronic music has peaked? Or can it grow even more?

Yes, it can definitely still grow. DJs are always throwing in new beats and sounds for music to grow on, eventually I think it will slowly evolve into the next big thing.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Ibiza

And during winter?

Miami

Best electronic music song or mix in 2013?

Martin Garrix - Animals

Your favourite DJ?

At the moment its TJR. I change every few months!

A club in the world you love (apart from yours)?

XS in Las Vegas is amazing

Your favourite magazine or website to stay up-to-date with music news?

DJ Mag

In one or two words, the best of the clubbing experience is...

Great music, great crowd, great venue. Once these three ingredients are in place the experience is incredible!

CRITICISM

"It is so important not to attack back online in front of your audience. It can turn into a huge debacle and that can turn into a huge online forum of negativity"

CONNECTION

"We constantly interact online. People expect instant answers these days and if we don't respond promptly we may lose their booking to another club"

THE GENRE

"In earlier times the DJs weren't commanding such fees. To get in the good DJs a venue must have a large capacity to make a profit, so electronica going mainstream sits really well with us"

Our club has a capacity of 2,700 so the fact that it is more mainstream is better for us as we reach out to a larger audience. When it first came onto the scene it worked really well in underground small venues and the DJs weren't commanding the fees they get paid today. To get in the good DJs a venue must have a large capacity to make a profit, so it sits really well with us!

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

I think it's a mix of everything. Festivals and clubs are now setting the trends in terms of who they are

booking. They are the ones taking the risk on DJ bookings and people are really influenced by the acts that are booked for their chosen clubs and festivals. However that said, a lot of the international DJs in summer 2013 started playing Martin Garrix's Animals and this was essentially how he was launched worldwide at such a young age. He played with us in November and was amazing!

The season 2014 is upon us. What does it look like?

Its really exciting. We have TJR, Sander Van Doorn, Cedric Gervais, Quintino & Sandro Silva all booked in before the end of

March. We're also looking to branch out this summer internationally and bring our brand on tour to put on our famous shows that are infamous among party goers all over Ireland. We want to show everyone what we can do!

Note:
This interview was conducted in January 2014

conversing with... THE WRIGHT VENUE



70,000

FACEBOOK
FANS



16,000

TWITTER
FOLLOWERS



110

SOUNDCLOUD
FOLLOWERS



1,500

INSTAGRAM
FOLLOWERS



30,000

YOUTUBE
VIEWS



THE WRIGHT VENUE



Photo credit: CECILIA SECCHIERI

LINK

BOLOGNA, ITALY

-  Via Fantoni 21
40127 Bologna
-  Established in 1994
-  2,000 people

www.link.bo.it 
facebook.com/linkassociated 
twitter.com/linkassociated 
youtube.com/linkassociated 
soundcloud.com/link-associated 
instagram.com/linkassociated 



LUCA SANTARELLI

Promoter & organiser

“We want to convey the idea that behind a brand there are many people working with passion, people you can talk to and share the experience at the club with”

📍 Born in ITALY

🕒 Age: 47

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

Continuity in the communication of news, constant presence and humanity: conveying that behind a brand there are many people working with passion, people you can talk to and share experience at the club with. Also timely response to user inputs, particularly when it comes to a negative feedback. They also want plenty of multimedia contents and web-based features to improve the clubbing experience: online tickets, guest list reservation, web contests and more...

How is the mobile revolution challenging your clubs' digital strategy?

Being always in contact with our audience has changed our digital communication strategy: everything is more direct now, there's an overload of information and the quality of digital contents makes the difference. People get

our news in real time and there are many web channels to be followed continuously. That led us to a big effort, forcing us to completely reorganize our communication area. Anyway, we strongly believe that's a big opportunity too, making it easier to spread our news to a bigger audience in a faster way.

If you could only use one social platform, what would it be?

Probably Facebook. It's still the most widely used social platform, especially in Italy. Therefore it allows to reach the largest number of users. Twitter and Instagram are also a must-have in our days, they're based on a more direct communication with our followers, but they're also more limited in terms of the content we can share, while Facebook gives a great visibility to many different types of content.

What's your policy regarding replying and retweeting on Facebook and Twitter?

We try to keep communication warm, retweeting official posts or tweets that speak about us or our guests, replying to every question or complaint, because we believe that behind the social networks there are people, not just a brand.

What do you think is the best way for clubs to make

music available on the Internet?

We use a SoundCloud profile to spread the podcasts of resident artists and guests that join our parties. People get a lot more info about our music proposals listening to those mixes than reading a boring bio. In addition, we usually reshare and post videos on our YouTube channel, that's a great alternative way to promote our gigs.

Being electronic music all about the live experience, how do you use your digital resources to highlight it?

Nowadays, digital communications needs to be live too. Posting pictures in real time during our parties through an Instagram profile makes attending people feel an essential element for a great party. Live streaming is also a good way to share your live show's feelings, even if we believe that over exposure of events makes them less attractive: people need to be curious in these times where anyone can find information with just one click.

How do you handle attacks and rumours?

We respond to complaints but we ignore senseless offences that bring to pointless discussions. We are always happy to create a situation

OBJECTIVE

"We want to convey the idea that behind a brand there are many people working with passion, people you can talk to and share the experience at the club with"

MUSIC

"We use SoundCloud profile to spread the podcasts of resident artists and guests that join our parties. People get a lot more info that way than reading a boring bio"

WORKLOAD

"There's an overload of information and the quality of digital contents makes the difference. That led us to a big effort, forcing us to reorganize our communication area"

conversing with... LINK

of open and clear dialogue in order to improve our services.

What kind of content gets you the best engagement results?

Involve them in the evolution of the club, by listening to their proposals, meeting their needs and satisfying, if possible, their tastes.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

The best way to engage new fans is making them an active actor of our shows, and, of course... Posting dozens of photos concerning them!

What has your club learned from the interaction with fans?

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Barcelona during Sonar

And during winter?

Berlin

Best electronic music song or mix in 2013?

1) KMFH feat. NAS1 - 12 doors

2) Quarantena - Quarantena

Your favourite DJ?

DJ Sotofett

A club in the world you love

(apart from yours)?

Goa (Rome)

Your favourite magazine or website to stay

up-to-date with music news?

Resident Advisor

In one or two words, the best of the club-

bining experience is...

Dancing girls!

In an utopic world, we would like to deliver a one-to-one communication service. In addition to creating content, we want to give a space of action to our fans, allowing them to participate in contests and workshops. In the digital era, we find a lot of people need visibility for their creativity, and that's a great opportunity for creating big synergies with new artists and realities.

How does your club measure the success of your digital strategy?

By the growth of fans and followers on social networks, especially by the quantity and active interactions and feedbacks returned to us. Most of the social networks now offer



27,000

FACEBOOK
FANS



500

TWITTER
FOLLOWERS



11

SOUNDCLOUD
FOLLOWERS



85

INSTAGRAM
FOLLOWERS



50,000

YOUTUBE
VIEWS



LINK



Photo credit: CECILIA SECCHIERI

conversing with... LINK

comprehensive statistic tools to steadily monitor our audience and its interaction with our profiles.

Could you imagine electronic music could have reached today's pinnacle without social media?

Social media has opened a mainstream way in electronic music.

Do you think electronic music has peaked? Or can it grow even more?

We think that electronic music will still grow more. It's a young art.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

Electronic music is pure energy. Luckily, we still retain something of those times.

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

Basically, music does. Now, unfortunately, the DJ is an icon.

The season 2014 is upon us. What does it look like?

Something like a big mess.

Note:

- (1) This interview was conducted in January 2014
- (2) In the interview also participated Tommaso Meletti, Edoardo Mazzilli, Francesca Buscaglione, Mike Subdual and Enrico Gasperini

PLATFORMS

"Twitter and Instagram are must-have in our days but they're also more limited, while Facebook gives a great visibility to many different types of content"

ENGAGEMENT

"We try to involve fans in the evolution of the club, by listening to their proposals, meeting their needs and satisfying, if possible, their tastes"

TALENT

"We find a lot of people need visibility for their creativity, and that's a great opportunity for creating big synergies with new artists and realities"



WOO MEDIA

IBIZA, SPAIN

-  Carrer de Dalias, 5
07840 Santa Eulària des Riu, Ibiza
-  Agency established in 2012

www.woomedia.es 
facebook.com/woomedia.es 
twitter.com/woomedia_es 
youtube.com/woomediaofficial 



IBAI CEREIJO

CEO of Woo Media / Editor of this study

“Clubs are places where magic happens. On the Internet we should convey all the beauty and vitality. You have to give clubbers a place to escape from Monday to Friday”

📍 Born in Spain

🕒 Age: 34

WE CONVERSE ABOUT...

- the strategy
- the day-to-day work
- the feedback
- the boom of electronica
- the future

What do fans expect from their clubbing brands on the Internet?

Clubs are places where magic happens. The public goes to them to flee from their predictable lives. Everything there is nice, you can express and relate with freedom, you get to meet interesting people, you come in contact with the latest in music, fashion, trends, entertainment and conversation ... We should convey all the beauty and vitality through a creative and participatory story. You have to give clubbers a place to escape from Monday to Friday.

How is the mobile revolution challenging the clubs' digital strategy?

More and more clubs prohibit taking photos and videos with a smartphone. So they think they are creating an area of freedom, especially for VIPs who want to lose inhibitions. I think it's a mistake. The best tool for promoting a music event is the

customers' phones. The smartphone is increasingly present throughout the life cycle of the business of the club: promotion, sale, operation and post-sales service. Investing in mobile technologies means more visibility, more sales and more brand loyalty.

If you could recommend only one social platform to be used, what would it be?

Of course, Facebook. One of six people in the world is on this platform. Enough said. However, I would also like to highlight YouTube and Vimeo. The digital video format is the most successful in terms of views, going viral and lead generation.

What's should be the clubs' policy regarding replying and retweeting on Facebook and Twitter?

The audience wants to relate to brands that have a human face. That means talking, cooperating, laugh, and assume mistakes when necessary. Social media have once again highlighted the importance of being good conversationalists and to know in depth the art which we speak of. That's where trust and bonding between brand and customer is created .

What do you think is the best way for clubs to make music available on the Inter-

net?

SoundCloud and Mixcloud, are true technological wonders. If the legal issue of licenses is surpassed, uploading complete sessions recorded in the club is priceless. It is also a valuable tool to add value to the relationship with journalists, bloggers and other prescribers. You have to tag the tracks with intelligent metadata that facilitate discoverability in the middle of the vast existing supply.

Being electronic music all about the live experience, how should clubs use their digital resources to highlight it?

It is a crucial point. A good narration of the event enhances the experience of those attending the club and allows gaining thousands of new fans eager to become customers. The connection with social media must be present for the planning of the show from scratch. It is a must to invest in human resources, quality equipment and technology to ensure connectivity and create an exciting visual narrative.

How to handle attacks and rumours?

We have to assume that not everyone is going to like you and that there are unsatisfied professionals who enjoy attacking

MOBILE

"More and more clubs prohibit taking photos and videos with a smartphone. I think it's a mistake. The best tool for promoting a music event is the customers' phones"

CONNECTION

"Social media have once again highlighted the importance of being good conversationalists and to know in depth the art which we speak of. That's where trust is created"

CONTENTS

"I recommend Images that blend photography and creative graphics and also videos, especially aftermovies. Also contests or competitions to encourage users to create branded content"

conversing with... WOO MEDIA

successful brands. When these two points are accepted, the times when we are involved in a crisis are reduced. We must respond by pointing the facts and assuming the errors that have been committed. However, it is best that the attacks and rumors are headed off by users, not by the club. Therefore it is very important to build a true community and have identified opinion leaders and brand advocates.

What kind of content gets the best engagement results?

Images that blend photography and creative graphics and videos, especially party after movies. I recommend creating contests or competitions to encourage users to create branded content. Participation is really high and creates a showcase of great value to the rest of the community and casual digital visitors.

If you had to mention just one or two ideas, which is the most effective way to engage with fans?

Beauty, creativity, surprises, conversational environment, incentives for participation.

What can clubs learn from the interaction with fans?

To conduct market research and satisfaction surveys is difficult and expensive. Social media allow clubs to have a permanent thermometer on the market, but we must know how to ask the

right questions and learning to listen in the noise.

How should club measure the success of their digital strategy?

There are some amazing digital analytical tools that provide detailed information about which content and strategies work and which do not. I advise using them to discover patterns, routes and user trends, but without giving up to trusting intuition. It is about communication between people and an artistic phenomenon: music. Subjectivity is part of the game.

Could you imagine electronic music could have reached today's pinnacle without social media?

Electronic music has been a minority genre for decades. It had never reached the general public because the traditional powers of music did not understand it, or they even feared it. Users, driven by new digital technologies, were gathering in communities and have elevated the genre to where it is now. Without the Internet, blogs, or Facebook it would have been unthinkable.

Do you think electronic music has peaked? Or can it grow even more?

I think it's living in a time of euphoria and may continue to grow at this rate for, I don't know, three or four years. Much depends

VERY PERSONAL...

A location in the world to enjoy electronic music during summer?

Ibiza

And during winter?

Miami

Best electronic music song or mix in 2013?

Commercially, Daft Punk's Get Lucky and Avicii's Wake me up were amazing hits. I pick Solomun remixing Vois Sur Ton Chemin de Les Choristes at the IMS Grand Finale back in May.

Your favourite DJ?

Sander Kleinenberg and the former Swedish House Mafia guys

A club in the world you love?

At Space Ibiza I've lived some moments for eternity.

Your favourite magazine or website to stay up-to-date with music news?

Pulse Radio, Inthemix, Music Week

In one or two words, the best of the clubbing experience is...

Dancing anonymously surrounded by thousands of clubbers. Or if you prefer, socializing in an atmosphere free of inhibitions.



Photo credit: LOREN WOHL

conversing with... WOO MEDIA

on how the market evolves in the U.S. and how that impulse spreads to the rest of the world. There, the EDM movement is gaining historical dimensions. It is a true cultural phenomenon that will shape the identity, the social habits and the consumption patterns of an entire generation.

Do you like how mainstream electronic music has become? Do you miss previous times, when it was smaller and perhaps purer?

I've never been interested in cultural debates about essences. They seem elitist and nostalgic to me. I understand that many artists are outraged at how their lifestyle is being invaded by commercial

trends of dubious quality, but it is also true that many of them had always wished that electronic music was being considered. I like the present moment. It is refreshing, innovative, fun ... Still, I do not like that a great deal of the commercial electronic music sounds all the same.

DJs, clubs, festivals, record labels... In your opinion, which one sets the trends in electronic music?

It's the big question: why do people go to a live electronic music event? Because of the club or festival? Or the DJ? I go mostly for the club, but I think the DJs are the undisputed leaders of the genre and that festivals are attracting

growing attention and audience.

The season 2014 is upon us. What does it look like?

Very exciting. A lot of projects related to electronic music, creativity and communication

Note:

This interview was conducted in January 2014

LIVE EVENTS

"A good narration of the event enhances the experience of those attending the club and allows gaining thousands of new fans eager to become customers"

THE GENRE

"I like the present moment. It's refreshing, innovative, fun... Still, I don't like that a great deal of the commercial electronic music sounds all the same"

THE INDUSTRY

"The future of the genre depends on how the market evolves in the U.S. and how that impulse spreads to the rest of the world. There, the EDM movement is gaining historical dimensions"

C'EST TOUT

HAVE YOU ENJOYED THIS STUDY?
HAVE YOU BEEN ENTERTAINED?
HAVE YOU LEARNED ANYTHING USEFUL?
IS THERE ANYTHING YOU DON'T AGREE ON?
DO YOU WANT TO DISCUSS IT?
DO YOU WANT TO LEARN MORE?

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DIGITAL COMMUNICATION & PUBLIC RELATIONS

Woo Media is a Ibiza and Bilbao-based company founded in Spain in 2012. We are dedicated to helping clients who need to spread a message and rely on creativity and experience to obtain success. We feel comfortable in all leisure and entertainment-related sectors. Music, live events and sports are our natural habitat. We like to observe consumer behaviour in order to find the most efficient channels and to shape the right messages to reach him/her. We use public relations (media liaison, event planning, lobbying) and new digital media (websites, blogs, social networks). We master technology, but our approach is not technological. We are natural-born communicators. We enjoy talking to people.

GLOBAL CLUBBING DIALOGUES

Ibiza, 10th February 2014

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