

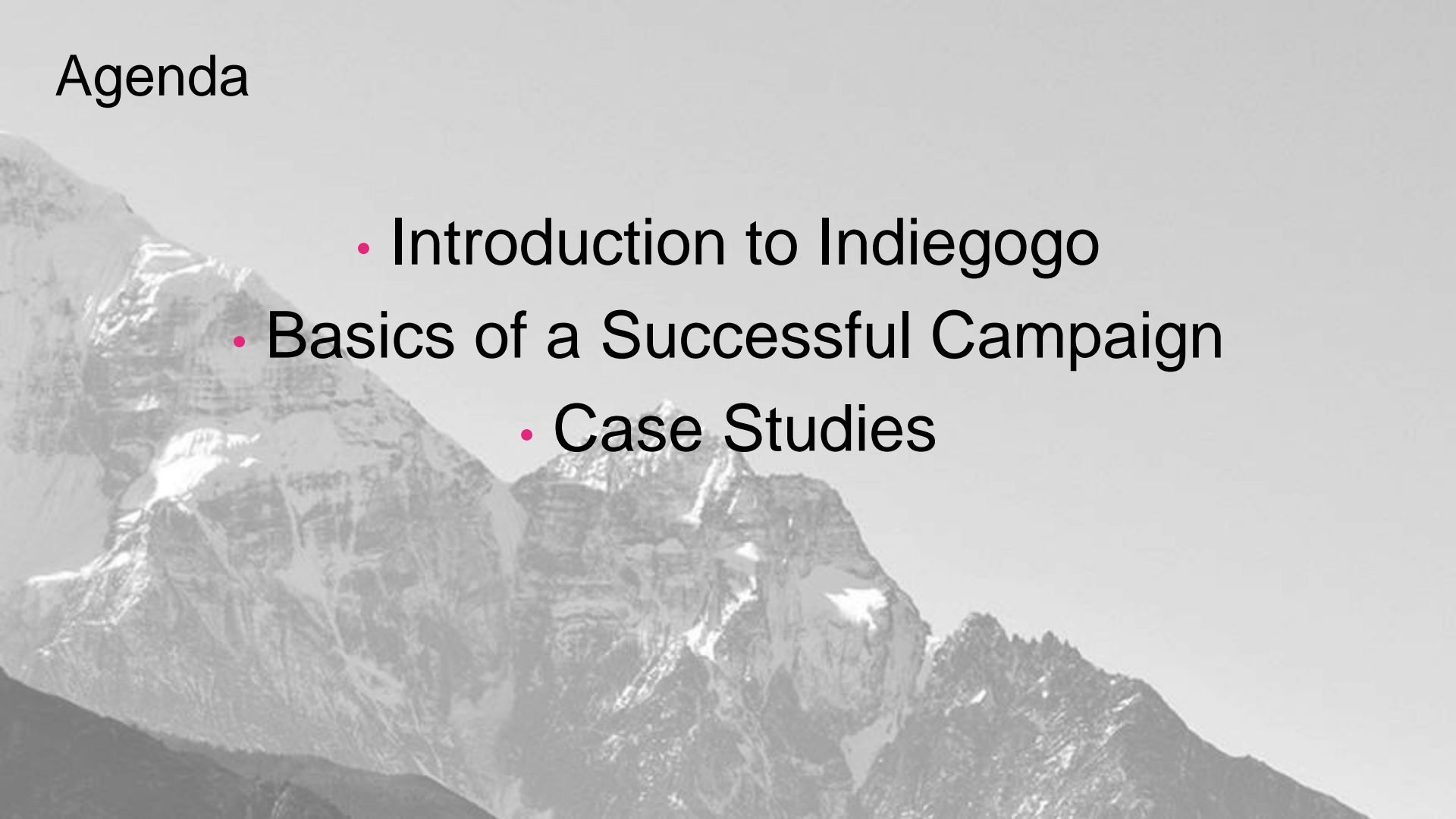


Crowdfunding Best Practices

For Businesses and Musicians

Udayan Sinha
Outreach Manager for Technology & Design
udayan@indiegogo.com

Agenda



- Introduction to Indiegogo
- Basics of a Successful Campaign
 - Case Studies

Our Purpose

We are the world's funding engine, empowering passionate people and organizations to fund what matters to them.



Why Indiegogo?



Global



Open



Customer Focused

Why Crowdfund?

- **Validate audience**
- **Capture data**
- **Interact with fan base**
- **Identify early adopter**
- **Press Mentions**
- **Raise Money**



Getting Started



Example Campaign View

Seiun Players: Hi-Res Audio meets 4K Video

Santa Clara, United States Technology

Story Updates 25 Comments 925 Backers 5771 Gallery 3

- 1.8k
- Share
- Tweet
- 57
- G+
- Embed
- Link
- Follow



The World's First line of Media Players to Combine Hi-Res Audio with UHD 4K Video.

#media #video #audio #android #hifi

\$530,173 USD

total funds raised

InDemand

Original campaign was 1632% funded on December 6, 2015

Perks

Featured

\$180 USD + Shipping

Seiun PRO X

Fashionably Late Bird (384KHz/32bit PCM + Native DSD Audio Player w/1080P Screen and 4K Video-out)

71 claimed

Estimated delivery: March 2015

Ships Worldwide

GET THIS PERK

Marketing Mix Significance (The 4Ps Explained)

4Ps of Marketing Drive Crowdfunding Success

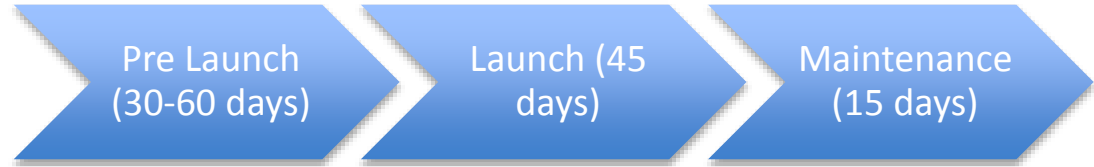
- Crowdfunding campaign derived from highly strategic, formulated marketing mix
- Clearly identified product, price, promotion, and place
- Becomes foundational for successful crowdfunding campaign



Crowdfunding: Timeline Overview

3 Phases of a Campaign

- **Pre-Launch**
 - Customer acquisition (e-mail database building)
 - Content creation
 - Outreach strategy creation
- **Launch**
 - Execution Phase
 - Email customers/begin engagement
 - Press outreach
 - Blog posts
- **Maintenance**
 - Status updates
 - Future plans



Crowdfunding Campaign
Timeline

The Ideal Launch

- Product
 - ✓ Shareable content ready
 - ✓ Ship date < 6-8 months from campaign close
- Promotion
 - ✓ Exciting value proposition/hook in place
 - ✓ Audience segmentation complete
 - ✓ Digital marketing and PR strategy in place
- Price
 - ✓ Low, middle, high price points for contributors
- Place
 - ✓ US and EU markets



Sonia Rao – “Meet Them at the Door”
Campaign

Pre-Launch

Pre-Launch Email Database

- Email brings in **20% more** funding than any other source
- Create landing page for early customer acquisition (pre-campaign)
- Conversion rates dependent on quality of email list



Pre-Launch

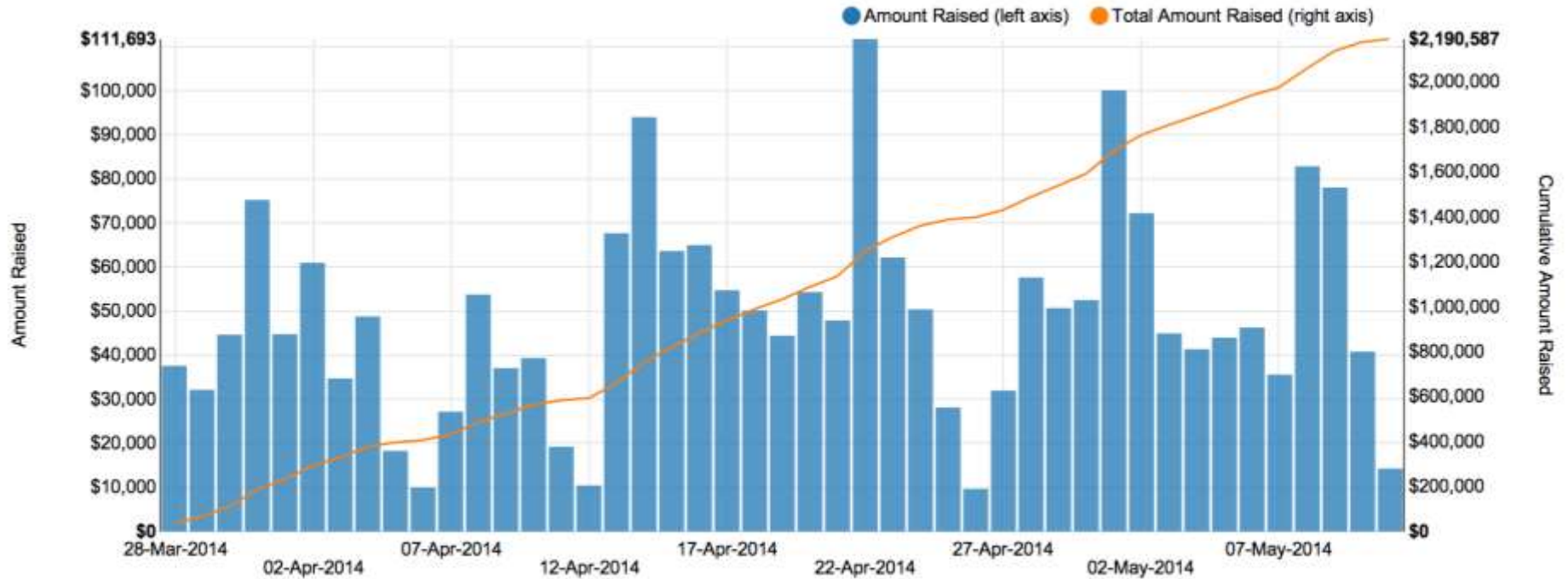
Facebook and Twitter

- Historically, drive 2nd and 3rd most amount of funds in crowdfunding campaigns
- Engage in proactive and reactive marketing campaigns (ex. “Social listening”)



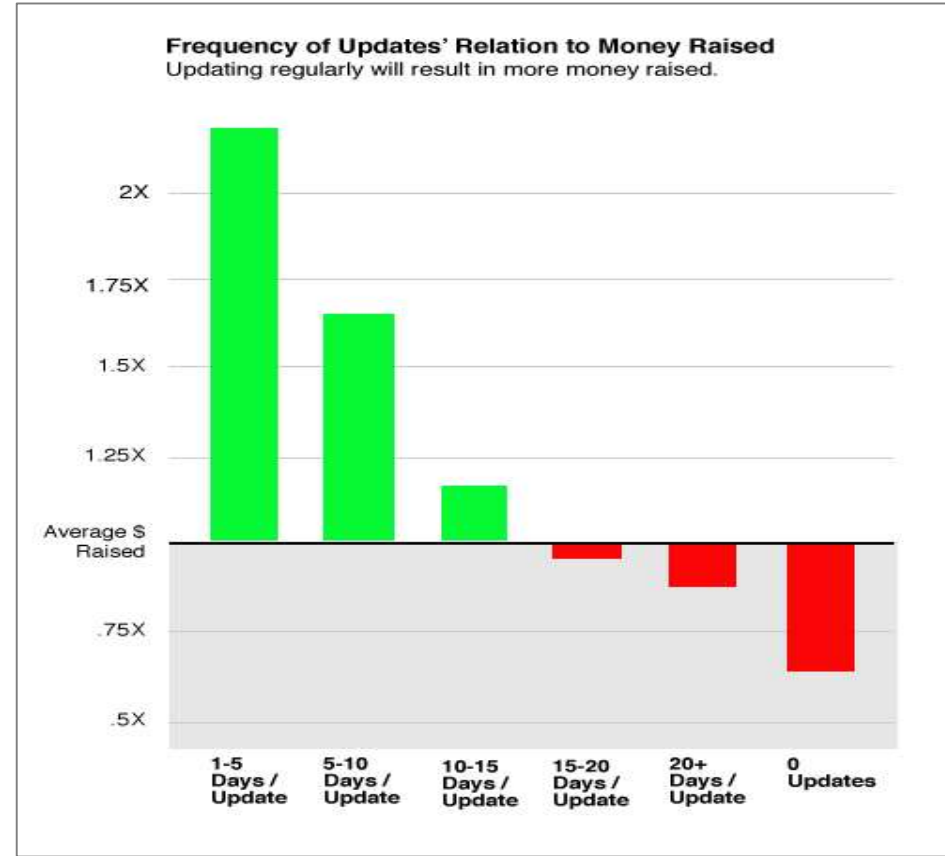
Active Engagement

Keep up momentum



While live

- **Send updates**
 - Celebrate milestones
 - Ask questions
- **New perks**
- **Maximize social media**
 - Thunderclap
- **Contests**
 - Referral



Case Study : Seiun

Seiun: Hi- Res Audio Player

- What: High fidelity audio players for audiophiles
- Funds raised: \$530,000+ USD (> 1600% over target)



Keys to success

- Niche audience engagement
- Constant community discussion
- Crowd “manufacturing”
- Upselling (new accessories/add-ons)
- Constant content updates

Q&A!



**TOGETHER
DO ANYTHING**

indiegogo.com