

THE ENTERTAINER'S HANDBOOK

I am ENTERTAINMENT

INSIDE THE FILM & MUSIC BIZ WITH...



Film & TV Actor
IronE SINGLETON
(The Blind Side, One Tree Hill)



LOUISE WARD
UTA Talent Agent
(Channing Tatum's agent)



JON ZELLNER
Sr. VP of Programming
CLEAR CHANNEL



TV & Film Actress
LYDIA BLANCO
(Southland, Better Off Ted)



Grammys Talent Exec.
RON BASILE
AEG EHRlich VENTURES



EXCLUSIVE:

Chandra Lynn

She's The Entertainment Marketing Whiz You Need To Know. Ask **TYRA BANKS!**

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Chandra Lynn

See Why Glow Marketing's Clients Come To This Marketing Guru For Rebranding in 2010

The Founder of Entertainment Marketing Firm, Glow Marketing, Explains Why RE-Branding In 2010 Is Important To The Entertainment Industry & Those Who Want To Be Successful This Year

When interviewing people for this issue of IAE Magazine, and talking to our readers, we kept hearing the word “marketing.” With 2009 being a difficult year for many, everyone is trying to figure out how to refresh their brands. Whether it be through finding their place on the “wild west” of social media or joining the do-it-yourself (DIY) movement, more entertainers, Film, TV and Music companies are realizing that they need to find better ways to stand out in 2010.

In response to the heightened interest in marketing, we are featuring Chandra Lynn, Founder of Glow Marketing LLC. Glow specializes in entertainment marketing, for such brands as Apple Computer, Tyra Banks, LMG Touring, and many more.

IAE: What college(s) did you attend and what was your major?

CL: I received my MBA from Golden Gate University in San Francisco. My career has included management positions with successful and legendary entertainment producers, publishing companies, and media outlets. Most notably, Avid/Digidesign, the makers of some of the leading audio and video soft and hardware; Tickets.com; Bill Graham Presents/Live Nation; New Bay Media; *San Francisco Focus Magazine*; and KFOG Radio/Cumulus Media, Inc.

IAE: What influenced you to enter the entertainment business, instead of a regular corporation?

CL: When I started out, a few bands I knew were waking up to the reality that their burn rate far exceeded their record company advances. In addition to that, they had little or no, rights to their music and branding. So I initially set out to fight for their rights and began working toward an entertainment law degree. While in school, I fell in love with marketing and realized that I could help artists without legal battles. I started creating do-it-yourself [DIY] strategies and embraced the Internet as a marketing and distribution vehicle from its inception. The aim was to help level the playing field and give artists more control over their futures.

Also, I get bored easily [laughs] and I like excitement in my life. I find that the more I feed my passions, the happier and more fulfilled I am. Music and film have always been personal passions of mine, so it made sense to go into the entertainment industry at the beginning of my career.

I’ve been fortunate enough to have been able to manage numerous events and lead successful marketing programs with A-list recording artists like The Black Eyed Peas, Brooks & Dunn, Linkin Park, Nine Inch Nails, Peter Gabriel, Sting, and so many others.

IAE: What is Glow Marketing and what do you do there?

CL: Glow specializes in integrated marketing communications for the entertainment industry. That means we work with brands and bands to increase their profile and customer/fan base. To accomplish this, a scalable Glow team develops and executes unique programs customized for each client. Campaigns often start with brand strategy but may also include PR, promotions, web dev, social networking, artist relations and creative services.

I’m the owner of the company so that means I do everything! Mainly, I promote the business; manage accounts; create marketing strategies; pull together task forces of best-of-breed freelancers to deliver results; and manage all aspects of implementing campaigns. All of this and a 4 year old keep me extremely busy!

IAE: How has working for companies like Avid/Digidesign, and Bill Graham Presents (now Live Nation) helped you build a successful marketing and branding firm?

CL: Two ways – great relationships & hard core experience. The doors that these companies opened for me was incredible. Working for them gave me golden keys to the upper echelon of artists and industry pros. But, for every door that was unlocked, I had to “bring it” or “lose it”, and that made me good at negotiating and creating value for both sides. Glow’s success is largely due to the strength of the relationships I’ve maintained, and referrals that have come as a result.

IAE: When it comes to promoting a recording artist or actor for sponsorship, what are the most important factors to consider before approaching a possible sponsor?

CL: Before approaching sponsors, define your audience demographics in terms of quantity and quality, and devise a sponsorship program that offers companies creative ways to engage your audience. Sometimes sponsors simply want exposure to your audience, but these days it’s more attractive when companies can

interact with your audience to build direct relationships. They often measure results by how many new customers are converted. This can mean that they have purchased their products, become a fan of them on Facebook, follow them on Twitter, or opt-in to their email newsletters.

It's also important to make sure your brand image matches their quality expectations. For example, if you offer them logos on your website and promotional materials, they are going to expect them to not only be professionally designed, but to communicate something special and creative. They are looking for ways to stand out and they are aligning themselves with bands, tours and other "properties" as a way to extend their brand equity. Make sure the brand extension you are offering is *extending* in the right direction for them!

IAE: You've mentioned branding a few times, what can you tell people about its importance?

CL: Branding is your first impression on your target audience. It communicates what is important for them to understand about you. It can make or break whether people want to work with you or become a fan.

I just taught a seminar in January [2010] with Grammy Nominees, Dave and Lisa Hampton, on modern branding techniques at 'The NAMM Show' in Los Angeles. I told the attendees to come up with three adjectives that they want people to think about them. In most cases, their marketing materials did not come close to communicating those three simple things. Mostly, it's because they never thought about what image they wanted to convey so their messages weren't clearly integrated into all of their touch points. IAE readers can email me at chandra@glowmarketing.com if they want the DVD or my notes from the NAMM presentation.

IAE: So what were some of your recommended "modern branding techniques"?

CL: Here are a few directed at do-it-yourselfers:

- Utilize widgets like Topspin and FanBridge for email capture and e-commerce. Be prepared to give away something to build your list.
- Embrace and engage people on Facebook & Twitter – establish a personality that you want to share through these mediums. What voice are you going to take? The more personal your approach is, the more interested fans will be; but you have to be careful about how much you want to let fans into your real life.
- Take advantage of the viral nature of YouTube & Flickr by hosting your media there and bringing it

into your site and social networks.

- Web cast and stream live events, for example, Ustream.tv allows you to broadcast live from your iPhone. This is a great way to promote tours, movies, and provide behind-the-scenes content such as working in the recording studio.
- Identify and engage "Super-Fans." Know who your Super-Fans are and keep them engaged. Super-Fans are evangelists for you and will do a lot to help your products, company, or career. They might spread your "gospel" throughout the internet or take it to the streets. They may host a fan club site or help you sell merch. Do everything you can to identify your Super-Fans and keep them close through rewards and recognition. Social networking is a great way to identify them. They are the 5% of people making 90% of the commenting, rating, sharing and purchasing.

IAE: In your opinion, what are the top 3 mistakes that you've seen bands or companies make when trying to build a following online?

CL: My top three are:

- 1) Building a website with static content and no way for fans/customer to interact. Sites with community-building features, including rank & reputation tools are able to identify their SuperFans and reward them.
- 2) Not doing any outbound marketing. Just because they have a website, it doesn't mean people will come to it or buy anything.
- 3) Using upfront sales messages, but not offering premium content and reasons to come back.

IAE: From a marketing standpoint which social networking site is the best place to market and build a following online, and why?

CL: My favorite is Facebook. It's easy to use, build fans, integrate events, share media, etc. It's not great for customization but it allows for reasonably genuine connections. I just launched a new fan page called Glow Circles, it's part of my 2010 networking initiative to help people move beyond their inner circle. It's an area for connecting with people who can help you reach your goals for business success. It will eventually be a website and event networking mobile app, which I will announce via Facebook and IAE Magazine. Go to www.glowcircles.org to join the fun, also visit <http://facebook.com/glowmarketing>.

IAE: If you could change one thing about the entertainment industry, what would it be and why?

CL: More support of original content. Every film out seems to be a remake or based on something successful from the past. In music, most popular artists are performing, but not creating new material.

IAE: Anything else in closing?

CL: I'd like to invite your readers to check out www.glowmarketing.com and become my Facebook friends/fans so that I can get to know them. That's about it for now. Thanks so much for this wonderful opportunity to be in IAE. You guys are wonderful and I see great things in your future!

>>>MOVE BEYOND YOUR INNER CIRCLE



Starting this month with a Facebook community, **Glow Circles** will expand to include new tools for helping you connect with the right people. Join the conversation.

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>>>MOBILE

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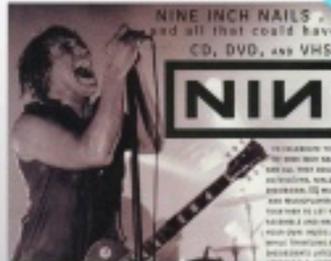
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THE ONE TO CALL **TO MAKE THINGS HAPPEN**, GET INFO, ETC...A TOTAL PRO!

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