... and the Digital Domain

The end game of the dance industry - #IMS2017
The internet is a digital ecosystem. A dj and his fans are digitally connected and influence each other continuously. All stakeholders are interconnected via internal and external networks and systems.

Only by creating awareness within the organization and understanding of the context within the ecosystem an optimum relationship with fans can be realized.

The life line of the businessmodel is the artist fan relationship.
Facts

- Less than 50% not ready for digital marketing
- Less than 19% change of the organization is the key to success
- Less than 5% real digital vision
The businessmodel changed drastically

From Egosystem to Ecosystem

Context of the bigger picture
Digital Ecosystem

Data driven controlled campaign in the digital ecosystem
Transition

Content -> Service -> Network
You can’t reach the moon by bicycle.
Therefore you need to build a rocket.
Business model is **digital first**

- **Value**
  - Content = Relation = Information
  - Intellectual Property = Data

- **Partners**
  - Suppliers
  - Media
  - Social Media

- **Activities**
  - Finance
  - Production
  - Clearing
  - Storage
  - Community
  - Data

- **Resources**
  - Software
  - Distribution
  - Know How

- **Relations**
  - Individual
  - Bloggers
  - Media
  - DSP

- **Segment**
  - Electronic Dance Music

- **Costs**
  - Production
  - Distribution
  - Handling
  - Marketing
  - Software
  - Data

- **Revenue**
  - Sales
  - Company Value
  - Interest
  - Handling
  - Data

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Digital Maturity

Ad Hoc
- No Management
- No Budget
- No Structure
- No Resources
- Experiments

Engaged
- Executive Awareness
- Some Management Engagement
- Pilots
- Part Time Resources

Structured
- Dedicated Budget
- Roadmap
- Management Responsibility
- Formal Projects
- High Level Formal Roles

Managed
- Active Execution
- Daily Management
- Program
- Professional Staff
- Roles & Responsibilities
- Requirements Driven

Optimized
- Strategic Focus
- Significant Budget
- Multichannel Initiatives
- Business Unit
- Center of Excellence
- Business Intelligence

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Goals

- Equity
- Reputation
- Efficiency
- Acceleration
- Activation
## Business Acceleration Framework

<table>
<thead>
<tr>
<th>#</th>
<th>Goal</th>
<th>Purpose</th>
<th>Main KPI - primarily Measured by</th>
<th>Sub KPI’s - supporting Measured by</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Brand Equity</strong></td>
<td>Chart potential Business Value of Fan Base</td>
<td>Fan profiles + Term of completeness</td>
<td>1a Profiles / connections</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Business Value - allocated</td>
<td>1b Characteristics</td>
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<td></td>
<td>Business Value - non-allocated</td>
<td>1c Customer Income options (now only ticketing)</td>
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<td></td>
<td>Reach (widenss and depth)</td>
<td>2a Reach - acquisition</td>
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<td>2b Reach - activation</td>
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<td>2c Reach - retention</td>
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<td>2d Reach - revenue</td>
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<td></td>
<td>2e Reach - referral</td>
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<td></td>
<td>Quality of Reach</td>
<td>2f Engagement (IPM)</td>
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<tr>
<td>2</td>
<td><strong>Brand Reputation</strong></td>
<td>Connect with and reach to (target) audience</td>
<td>Reach (width and depth)</td>
<td>2a Reach - acquisition</td>
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<td>2b Reach - activation</td>
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<td>2d Reach - revenue</td>
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<td>Benchmarking</td>
<td>2e Reach - referral</td>
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<td></td>
<td>Cost of Sales and ROI on AARRR</td>
<td>3a A, A, R, R, R / Cost</td>
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<td></td>
<td>Total Revenue (per revenue stream)</td>
<td>4a ARPU</td>
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<tr>
<td>3</td>
<td><strong>Marketing Efficiency</strong></td>
<td>Return On (Marketing) Investment / Engagement</td>
<td>ARPU (Average Revenue Per User)</td>
<td>4b Customers</td>
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<td>4c Retention</td>
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<td>4d Customer Lifetime Value</td>
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<td>Total Revenue (per revenue stream)</td>
<td>5a ARPU</td>
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<tr>
<td>4</td>
<td><strong>Business Acceleration</strong></td>
<td>Increase revenue from exiting business models</td>
<td>ARPU (Average Revenue Per User)</td>
<td>5b Customers</td>
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<td>5c Retention</td>
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<td>5d Customer Lifetime Value</td>
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<tr>
<td>5</td>
<td><strong>Business Activation</strong></td>
<td>Increase revenue from additional business models</td>
<td>ARPU (Average Revenue Per User)</td>
<td>5b Customers</td>
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<td>5d Customer Lifetime Value</td>
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</tbody>
</table>
Analyses and data first

Sales based on databases, Event, Social Media and Commerce platforms

Sales acceleration by using other ways of advertising such as Google Adwords, Facebook Advertising, Earned Media and Traditional Media

Volume

Time

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The communication will be completely automated
Why blockchain
Transition

Content

Data → Blockchain → Bot

Usage Info
How to start

- Goals
- Organisation
- Infrastructure
- Budget
Thank you
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DDMCA is currently working to refine the models based on data from several social analytics from different social media channels. Questions how to evaluate an organization? Need a full report or benchmark for an organization? Information can be required via the details below.

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