STORYTHINGS

Building Fandoms

Introduction

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3 *Levelling up*

4 *Turning fans into tribes*

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Introduction

Matt Locke
@matlock

Before you laugh at 1D fans crying at split rumours, remember 1m 'adults' signed the Clarkson petition. And drove a tank to the BBC offices.

RETWEETS 3,218 FAVORITES 2,248

9:47 PM - 23 Aug 2015

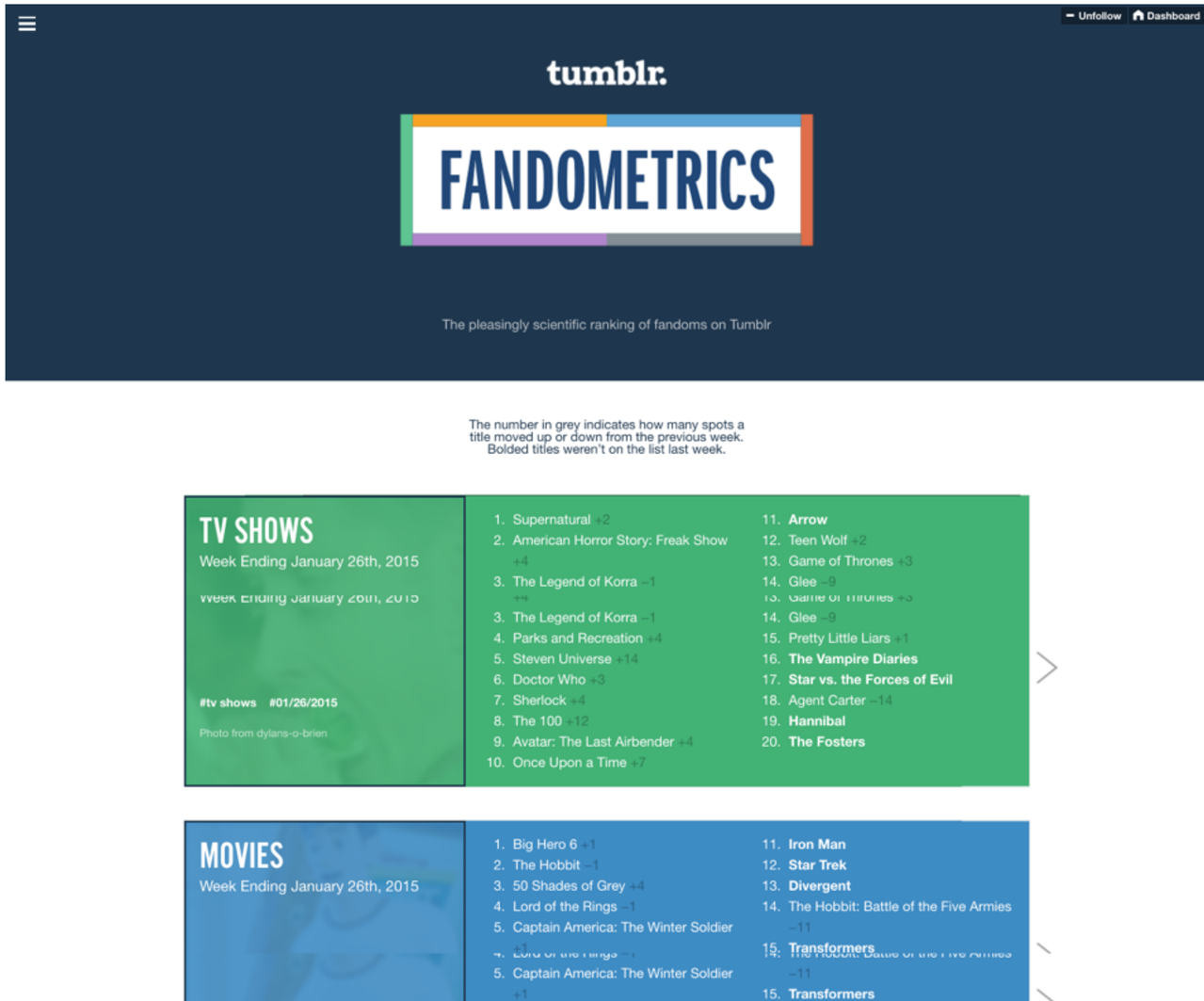
1

What is a Fandom?

What is a Fandom?

WHY ARE FANS SO IMPORTANT?

- We are moving from an era of Distribution, to an era of Circulation
- Fans are an essential part of building an audience for a new story franchise
- Movies, Games and Music are almost completely reliant on Fandoms
- Online culture has developed entirely out of Fandoms.
- Fandom is social and performative
- You do not own your Fandom



2

Your first 1000 fans

Your first 1000 fans

RESEARCH, EXPERIMENT, LISTEN

- Decide what you think fan activity looks like on your project - is it regular visits, buying something, following, or something else?
- Target networks, not influencers
- Launch early and often
- Reward early fans to keep them loyal
- Use talent where this is authentic
- Focus on one or two calls to action
- Look at the data *every day*
- Change strategy based on what works

3

Levelling up

Levelling up

REWARDING AND GROWING

- Look for where your next audience will come from
- ‘Your Audience has an Audience’
- Make it easy for fans to demonstrate their fandom to their friends
- Create events that can break you out into new audiences/networks
- Use the scale of your fandom to get promo/ exposure with partners
- Expect high fan turnover, as new audiences will be harder to convert than hard-core fans
- Ask fans what they value/want from their fandom

I Fucking Love Science Teams Up With The Science Channel To Curate The Best Science Content On The Web

February 9, 2014 | by Elise Andrew

3.8K 9

4

Turning Fans into Tribes

Turning Fans into Tribes

IDENTIFICATION AND MEMBERSHIP

- Create ways for fans to identify with subsets of your story
- Study how fans discuss your stories with each other
- Develop stories that encourage debate and discussion amongst fans
- Create assets or products that help fans signify their identity within the fandom
- Curate more than you create
- Encourage spinoff stories and fanfic

5

World-Building

World Building

STRATEGY & PARTNERSHIP

- Study other properties that have create ‘worlds’ around them (eg Pottermore, Marvel, Disney)
- Have a goal, but expect to iterate to get there
- Create a strategic plan based on the ROI of story products on new platforms
- Expect to fail - not all extensions will be things your fans value
- Make sure partners don’t own the core relationship with fans

STORYTHINGS

www.storythings.com
matt@storythings.com
@storythings