

"Promo tips and tricks"

### **Street Promotions:**

Street Promotions are quiet but quite creative. Here is where we do our promo blitzes. It is also important to remember that you represent Wondaland so don't be a major nuisance to the crowd. You're free to be as creative as possible but here are the basics of flyer, quarter card, sticker, webtools (coming soon), and radio promotions:

### **Flyer promotions:**

- Be sure to put your flyers in creative places but don't wallpaper the whole place. Location is important.
  - Opt for places that seem available to promotion materials:
    - Phone poles/street lights poles
    - College campuses
    - Community billboards
    - Your cat

Remember to print on White paper only! Remember, we're Wondaland, there's no need for any other color. Not only, but BxW has an underground look and stands out. Make as many copies as you need. Cut them out, paste them up, go mad! These flyers (and quartercards) can be given to anyone, anywhere. At the mall, at a concert, at school or even put them on your car or your cell phone, notebook, wherever! But don't be a nuisance to security, you don't want to be driven off.

### **Stickers:**

Stickers are great, stick them about! Leave a stack by the quartercards! Pass them out with the quarter cards, pass them out instead of the quartercards, totally up to you! Slap one on the side of your head and walk about!

### **Quartercards:**

Quartercards are fantastic for record stores, small places like coffee tables and if you want to leave a stack behind (no more than 8 or 10). Like flyers, they're great for walking traffic but remember, flyers are great for if they need to be viewed from a distance, quarter cards are more for closer foot traffic.

### **Music store/section etiquette**

Politeness goes a long way:

- Respect the rules of the store/section. If you can't post a flyer, you can't post a flyer. If there is a special place for quartercards to go, do so. And don't be afraid to ask "Can I put these here?"
- If you meet a person who strongly dislikes any of the music of Wondaland, don't blow up and argue, it's just a slippery slope of subjectivity that no one is happy at the end of. Just say, "That's fine. I don't think her/their/his music is terrible, I really like it! Just respect that." Chances are stupidly good you're not going to go head to head with an industry insider or a

highly skilled and truly well rounded audiophile so it would be pointless to argue music points anyways. It's okay to defend your preference of music but don't get belligerent about it. Which leads to the next point:

- No putting down other artists.
  - I understand, being negative is easy and making fun of people is what some folks like to do but don't do it here. You're a representative, an extension of Wondaland's visage so try not to appear viper and start making fun of another artist. You're here to support Wondaland, not put down other artists, their careers, their fans or the store that carries their music. Pulling the "Keyshia Cole/Panic at the Disco/Yellow Magic Orchestra is crappy, carry Janelle Monae/Deep Cotton instead" card is a remarkably bad look and you may convince the store that maybe they don't want to carry Wondaland *anything* if this is how their fans act. Class and civility goes a really long way and people actually do appreciate it.

### **Radio Station etiquette**

- Call in, call in, call in. Music that is often requested tends to get played. Don't wait for the station to pick up and put a Wondaland song on rotation, request. Thankfully, the versatility of Wondaland's music makes it capable to be requested on Alt. rock and R&B stations so do so. Call in and be polite. Network and team up with other Fandroids and find a radio station (rock and R&B stations) and call in
  - Remember! Make sure they are in your listening area! They may not play and will grow weary of your requests if you keep requesting Wondaland music but do not live in the broadcast area, they won't want to apply to that request
  - Create your own local email lists, FB groups, G+ hangouts, whatever! of local Fandroids and supporters to help you get the job done and email them when new songs are released and you feel you're not hearing enough Wondaland on the radio
  - Call/tweet/text 2 or 3 times a day on different phone lines and at times when different DJs are on so you're not calling the same one over and over. Radio stations do have Caller ID so don't ring them every 15 minutes. We don't want the DJ to cringe every single time they hear "Janelle Monae" and refuse to play the songs.
- Be Nice
  - If the DJ or the assistant says anything negative about Wondaland or just in general, just play it cool and try not to tick them off but let them know you really want to hear them. Try not to get hurt with them if they try to say negative stuff. They're DJs and sometimes that's part of their show persona.
- Thank them for playing
  - Did you hear someone from Wondaland on the radio? Awesome! Thank the DJ so they know that there's support for the music and that it is appreciated what they did.

### **Online Promotions**

- Represent Wondaland correctly!

- Should you join a message board, a fan page or any social networking site/message board, it is important that you don't simply join, talk about an upcoming Wondaland album and leave. Stick around for a few weeks, get to know the people, and then seamlessly introduce the music and try to positively contribute to the culture of the site if possible. People are more receptive when you come at them on their level in opposed to trying to sell them something. Plus it comes off as spamming. Spamming is bad.
- If you don't have a homepage for your social sites/message boards, use Wondaland.com instead
- The link is more so subtle and may not always target what Wondaland wants us to promote exactly so it is important to use avatars (coming soon), FB/Twitter banners, Tumblr layouts and more
- The best promotions is constant promotions but we don't want to drive people mad with over-promotions. Be subtle in your promotions: use online promotions so that you can still promote but not shove it down their throats. If people see Janelle Monae, Deep Cotton and the rest of Wondaland through FB avatars, Cover Pages, Tumblr.gifs, stickers, flyers, it reminds them each time and it'll really stick in their heads. Besides subtle promotion provokes curiosity and we of Wondaland know exactly the impact what a little bit of curiosity can do.
- Don't give in to the immature posters. You're there to promote, not engage in a flame war. It's tough but try to keep your head screwed on straight.

### **Dealing With Rude People/DJs/Etc.**

Remember to play it cool both on and offline and represent Wondaland in a positive way. Keep your cool and try not to let agitators get the best of you.

### **Using Web Tools (Banners, Avatars, Etc.)**

- Make sure all linkable banners lead back to either jmonae.com, deepcotton.net (depending on which group is promoted, their main site will be used) or Wondaland.com
- On your social media site (Facebook, Tumblr), create a post explaining why you think people should check out the newest Wondaland album
- Suggest it to your friends on their pages (remember, no spamming though) and write about it in the groups that you are a part of

### **If you have a blog:**

Be it Wordpress, Blogger, Xanga, Livejournal, etc etc, you can use the banners and avatars to promote.

### **Stay updated with Wondaland Street Team Newsletters**

These mass mailouts are key to knowing what is going on with Wondaland. The Wondaland Street Team strives to be the first to drop the news on anything Wondaland related. It also connects you to other street team reps and will help keep you motivated with new ideas to keep Promotions going

## **Send Street Team Reports**

We can't tell who is doing a good job or an outstanding job if you don't send in weekly reports. We need to know who is doing what for Wondaland in their local areas and we can properly thank you and give you the hook up whenever possible! It takes only a little time out your day.

What goes into a Street Team report? Pictures, video, writing of what you did, fan reactions, anything that reflects your hard work.

## **Tour promotions:**

On tour, you're a physical representation of the band as the fans so here is what to do/not to do at your local show:

### **Be cordial**

Everyone wants to have fun so be nice. Also, these are all ages shows so try to not use foul language and don't be abrasive to those who don't agree that the show was to their liking. Ask about, see how everyone felt about the show.

- Did the fan like the show? Awesome! Be sure to tell the local Street Team head blitzer or put it in your Street Team Report
- Did the fan dislike the show? Try to figure out why and if those complaints are really informative, pass that onto management or the local promotion crew head
  - Informative Complaint: "I tried to buy a ticket but the scalpers got to them. I had to pay over 100 for a ticket! It was supposed to be 25! And I missed the meet and greet because the email said meet at door 3F but I found out after the show it was supposed to be 9B. I'm blown, I really wanted to meet Janelle Monae."
  - Non-Informative Complaint: "I couldn't meet Deep Cotton! I came all the way out here and paid for a ticket. Why can't I meet them? I just want them to talk to my grandma! No, I don't wanna meet Brandon. I wanna meet DEEP! COTTON! Yes, I know this is a Janelle Monae show, I 'on't care! I want my money back!"

### **Make sure the fans and the band have a good time**

Remember, happiness is awesome but you gotta occasionally mediate that happiness so no one becomes unhappy

- Is a band member visibly tuckered out? Either ask if they're okay and/or just tell fans that maybe that member might need some "me time", touring isn't always easy and people do need to decompress
- See a super hyper fan? Try to calm them down before they meet any band members by talking to them. That way, a fan can have a great experience, the band member will be happy and the moment will be memorable
- Is a fan disappointed or sad? Ask why. Some fans have traveled far and wide to be at the show, some fans are dumbfounded when near their favorites. Try to relate and make sure they have a good experience by asking questions of what would make them feel better and answer with rational thought but promise *nothing* because it may not be able to happen. Them be the breaks, kiddos.

- Fan: "I really wanted to say hi to George 2.0 but he just walked right by me! I didn't know what to say so I just squeaked and he didn't even notice me!"
- Promo member: "Aw, well, I'm not sure if he's around..."
  - If Wondaland member is (and doesn't look tired): "But there he is! Don't be scared, he's a person just like you. Just say 'hi' and 'I like what you do'. Really easy to remember and say. It's that simple. I know it can be so spooky but keeping short and sweet helps me!" And try to assist fan so they won't feel put on the spot
  - If Wondaland member is (and looks exhausted): "I think I see him but, man, he looks like he could use some sleep! Maybe you should try again at the next show. You want him to remember you, he barely looks alert. I'm sure when you're tired, you probably don't want to keep meeting people who are between you and your bed so let's let him rest. But I'm sure he appreciates the fact you really like what he's doing. What did you like about the show?"
  - If Wondaland member is nowhere to be seen: "I don't know where he is, he *was* out here but I guess he's inside now. How'd you like the show?"
- Also remember, if the member doesn't want any fans around them, try to corral the fans away from the member and try to best explain to the fan (without giving super explicit reason (in case you heard one)) that while their attendance is highly appreciated, Wondamember-xyz doesn't feel like talking to anyone. Just say, "They want me time, touring is tough." And you're done.

### **Corral the nutty fans! Develop an ear and eye to detect and divert crazy**

Fans are great! And sometimes they're not. It's up to you to discern the two, which is really tricky for noobs because some conceal the nutty well until the last possible moment

- How to tell the difference (a basic format)
  - Over-Exuberance:
    - Good Fan: "I see Roman! Ohmygodohmygodohmygod, RomanRomanRoman. He's here. Same room as me. We're breathing the same *air*. Watch me say something real stupid, ohmanohmanohman."
    - Bad Fan: "I see Roman! That's my husband, who is that hussy he talkin to! I WANNA TALK TO HIM! His songs speak to me. HE RETWEETED ME ONCE, THAT MEANS WE'RE MARRIED."
      - (Notice one person is rooted in reality (although a bit derpy) and the other isn't and may act out as a result)
  - Intense Personal connection
    - Good Fan: "Janelle Monae is my life! I feel like she knows my story and I just...I just *feel* everything! My feelz! They're everywhere! She's like the older sister I've always wanted. She is my spirit animal."
    - Bad Fan: "I love Janelle Monae sincerely! I love her so much. I think we would be great together. And if I can't have her...no one can. She has to be with me! No one understands her like I do."
      - (Notice one person may be a spaz case but she's alright. The second person has showed a likelihood of being a potential threat. That's not

good. And not everyone shows they're a potential threat that clearly. Just look for over obsessive tendencies)

- "I Bought You"
  - Good Fan: There isn't a good version of this. They're all bad fans. Really entitled, bad fans.
  - Bad Fan: "I got *The Electric Lady* and *The Arch Android* the day it came out. I have three copies of *Metropolis: The Chase Suite* and I know *The Audition* like the back of my hand. What do you *mean* I can't meet Janelle Monae and get an autograph from her? Bad enough I paid these crazy prices for her concert. The fans make the band, don't she know that or is she too good to meet the people who helped put her on?"
    - (Wondaland is happy you guys are ensuring their lights stay on and their bills are paid but that doesn't mean you own them. A concert ticket just means you bought entry to a show and if you managed to get through the doors, then you are getting the experience your ticket afforded you. An album just means that you have paid for a copy of their music, that's it.)
- The Banshee
  - Good Fan: Again, not really a good version of this. You are actively talking at 120 dbs., nothing good comes from that.
  - Bad Fan: "HI KELLINDO. HI! I LOVE YOU SO MUCH, YOU ARE AWESOME. WHY YOU AWESOME? CAN I TOUCH YOUR HAIR? IS THAT YOUR HAIR? WHY ARE YOU SO AWESOME? IS THAT ISIS? HI!"
    - (No. Fans can be happy, of course, but no one should be putting their eardrums at risk. If you spot this, try to calm them down with a "They can hear you! Stop shouting or they may go away. They want to hear in the morning and might find you scary next time." The last part usually can get a fan calm pretty fast.)
- Remember body language is important and since fans are usually pretty star struck, their body language is really easy to read
  - Does the person seem visibly frightened (e.g., shoulders rucked up to their ears, arms very close together) or glued to the spot?
    - Talk. To. Them. In case you haven't caught on, you're pretty much the watershed for fans to the band (if there is interaction between fans and band) so the fans can be of a more sociable demeanor when or if they approach the band that benefits both parties. This is because they see you as normal as them, which is good. It gives them a sense of familiarity. Try to make the fan calm or ask "Would you like to ask [Wondamember] a question? I can ask for you," and keep the fan with you should you have to pass on a question so the fan can hear and see the interaction as if it were their own:
      - "Ok, Mike's right there. What did you want to ask? Okay, you want to ask, 'How long have you been drumming and what set did you start out with?' Alright, that sounds like a pretty good question. Come with me and we'll ask Mike together, okay? Just

be cool, I'll ask and all will be fine, I promise. Alright, there's Mike, I'm about to ask, okay?"

- Is the person freaking out? Like, legit freaking out? Such as uncontrollable screaming, shrieking, jumpy movements, expressing an unclear thought process, not making sense, possibly crying?
  - Talk to them to make sure if they do talk to the band, they have the mental and physical facilities to do so. If they seem too errant and out there, don't have them talking to the band. Seriously, they'll have a terrible memory, both the band and the fans. The band (okay, bands in *general*) does not want to experience highly unsettled people and fans generally do not want to be a big pile of tears and spotty sentences when they meet their favorites.
  - If they're too incoherent and spazzy, try to calm them down if possible or better yet, ask them if they came with someone and track that person down if you can. If they came by themselves, just try to find security and explain "This person is really freakin out, could you help them?" or if it isn't *that* bad, just talk with them for a bit and before leaving say, "I think you should stay right here until you feel better. Don't worry about missing Wondaland, there's always next time. Always. Okay? Try not to leave your spot until you're calm, alright? I think there's water in the venue if you need it. I gotta go back but try to feel better."

### **Alright, here's what you DON'T do:**

#### **Be rude**

Seriously, no need to be a jerk. If you're that bad with people, just stick to regular street/online promotions. That means no:

- Making fun of the fans, especially when said fan is in visibility/earshot. You were that happy once, too. Some fans act derpy but making fun of them won't make it better, it could make the whole situation worse because if you're laughing at them, they'll think the band will too (did you forget that "representative" part?) and thus their personality will take a turn for the worse. Be empathetic instead
- Playing tricks on the fans. Don't lie and say you saw Jovi turn the corner when you very well know she is either still inside, on the tour bus or just on the other side of the crowd just so you can see someone amble about as if they were in a game of Pikmin. It's not funny. You wouldn't appreciate it if the same were done to you.
- Getting sharp with a fan. Some fans are really irritating, that's no lie, but you can't just bite everyone's head off. I'm not saying don't defend yourself should you be facing a disrespectful fan but you can't fly off the handle. And especially no getting moody at fans just because you had a bad day/concert experience/life/week/travel/whatever
- Getting clique-ish. No. Absolutely not. Do *not* do this. As the street team gets older, you're going to have some nifty fan experiences pretty unique to the job but let's get one thing crystal clear: It is not an exclusive club you are part of. It is not fair nor nice to pretend that it is and no need to make the fans feel like an outsider for even *talking* to you. It is disrespectful. You are not in Wondaland, either. What you have is a fan

privilege, which can get taken away quickly. The street team is to make the experience welcoming. Do not spend most of your time talking to other street teamers or Wondaland members. Talk to the fans. Be approachable.

### **Be creepy**

You're a fan too but don't use this as your access pass to being weird and creepy to both fans and the band. Especially the band.

- Try not to get star struck. This goes away over time so allow yourself to make teeny flubs but, no following the band members around like a lost puppy and apologize if you still do or other star-struck things.
- No asking creeptastic questions to the band. We don't want the fans doing it, same goes for you. Wondamembers can tell you to get lost if you squick them out too much
- No asking creeptastic questions to the fans. This is not your time to pick up people with your perceived connection to the band. Just no. If the fans feel uncomfortable, that's a problem. Especially for you, who thoroughly risked their membership to the Street Team

### **Use this as a step ladder to promote your own art**

Some street team members are really creative and make their own art, which is nifty. But now would not be the time to promote that art. It looks tactless and really shifty. When you are representing Wondaland on the street team, represent Wondaland. Promote yourself another time. And do not use the fact that you're in the street team as a method to stay in the ear of Wondaland about your music. That will annoy them. And everyone else. Don't do that.

### **Be immature**

We get it. The booty don't lie. Please say something besides that so you don't turn an interesting lyric bit into an aggravation. Opt for being professional. It will come off as immature and in some respects, really creepy because people will wonder why you are so hyper focused. And the Wondamembers will probably appreciate it even less.

It may seem like a lot but most importantly, have a good time at the show! You're there to have fun so do so!