



# Web Service Adoption Famecast



## Background

Wiredset was tasked with garnering artist sign-ups and driving adoption for Famecast; an online competition for unsigned artists which launched in December '06.

## Strategy

- Established promotional partnerships with contextual sites and networks to brand Famecast on destinations with large and trusted audiences
  - i.e. PureVolume, Epic Tunes, Wonkavision Magazine, Starpulse, Bebo
- Hand to Hand / Band to Band Outreach – Leveraged Craigslist, MySpace, and PureVolume to contact unsigned artists on a one to one basis to show both the personal side and value of Famecast
- Secured effective online advertising at deeply reduced rates

## Outcomes

- Series 1 of competition a massive success
  - 875 artist sign-ups (client goal was 600 – exceeded that by 45%)
  - 12,000 registered fans
- Drove massive site traffic that allowed for Famecast to sell on site advertising
  - 800,000 unique visitors / month site traffic and growing
- Garnered over 150 news items and promotions on various entertainment, unsigned artist, music, lifestyle, and regional sites
- Client extended our term on the project twice (and still going)