

Message Territories



Rivet

10/12/23
UPDATED

FULTON EAST

Rivet Message Territories

Problem to Solve: Introduce and explain Rivet to the world; differentiate from pure-play competitors; show that Rivet supports both business and art

Focal Points: Growing your community; understanding your fans; a better front-end experience for fans & a backend ally for musicians; platform-agnostic for fans

Desirables: Seen as... modern; supporting artists; in the industry; made for successful artists; helpful for managers; a human connection; spur the use of “Rivet” as a verb

Undesirables: Seen as... exploitative of fans or musicians, an extra burden for fans, only about business, only for up and coming artists, too techy

“Connect Direct”



One-Liner	Connect directly with your fans	
Description	Musicians today must connect with their fans in new ways if they are to grow their communities. Rivet helps musicians to better understand and engage with their top fans through direct, personalized outreach leveraging recommendations from AI. This leads to a closer, more human relationship between artist and fan. It allows artists to reward their fans with exclusive access, and lets fans upgrade themselves through interacting with their favorite artists. Rivet doesn’t require fans to adopt a new platform -with Rivet, artists can meet fans where they live to provide Riveting experiences!	
Key Points	Direct fan relationships; exclusive access; rewarding fans; gamification	
Tagline Variations	Connect Direct Get Closer Rivet Your Fans Upgrade Your Fans Where the Mic Drops	Find Your Fans Your Fan Base The Digital AfterParty The Digital Green Room Behind the Curtain

“Engagement Ally”

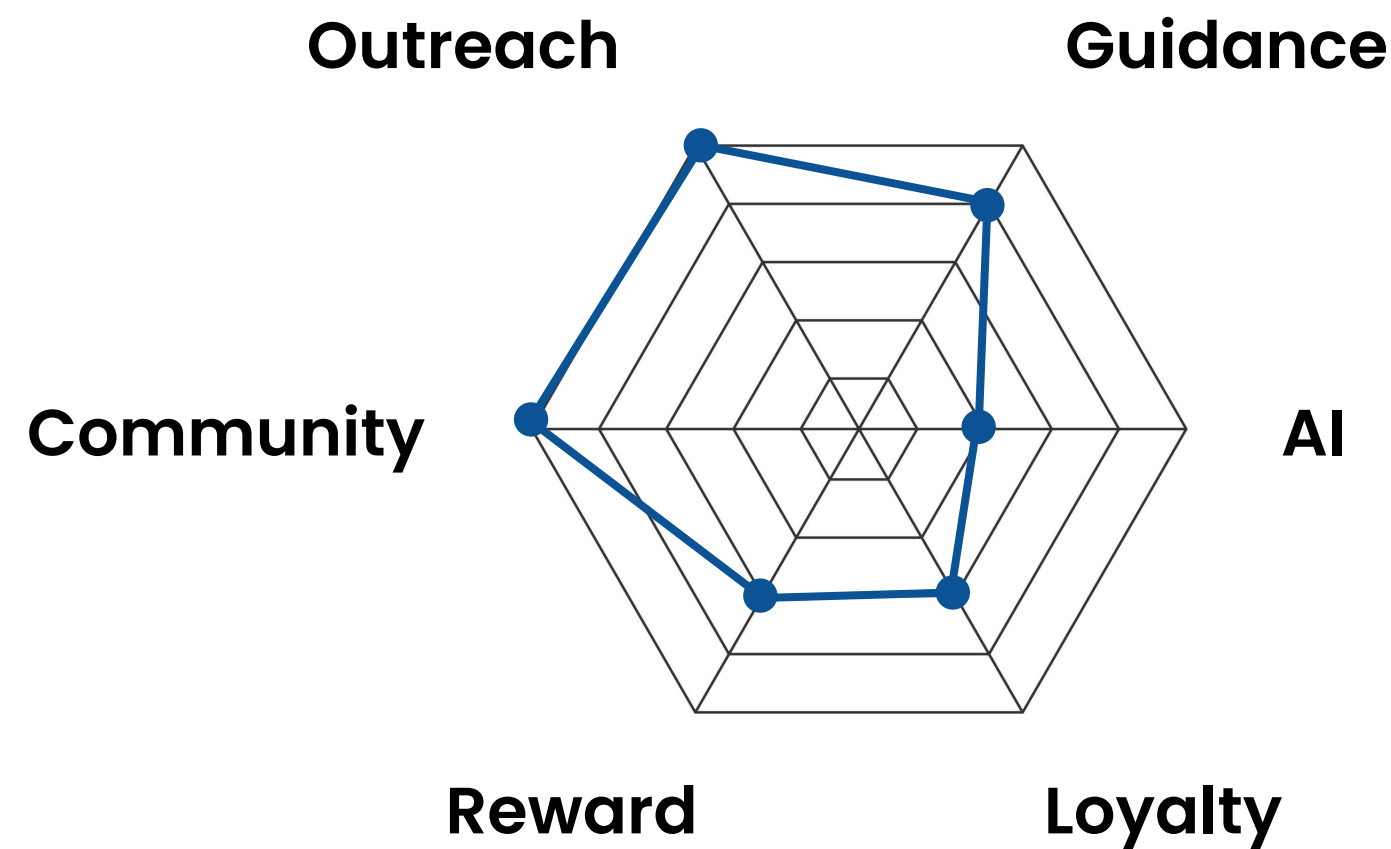


The world's easiest fan engagement tool	
Success in the music industry is about more than music; artists must nurture their fan base and build community-driven businesses. Rivet is their ally behind the scenes to handle the business of music. Rivet is a fan engagement tool that works across social and commerce platforms to help artists save time, unlock more revenue and drive fan loyalty – all without special marketing or technology expertise, and without the need for fans to use another platform. Rivet provides actionable recommendations for outreach so artists can build their communities, and provides strategic guidance to help grow their businesses through creating riveting experiences for their fans. Rivet makes sense of the data so that artists can focus on what they love - making music.	
Saving time; focus on the music; business of music; recommendations for action	
Beyond the Show Power Your Art Set the Tempo The Business of Community Power to the Creator	Behind the Creator More than Music Your AI Roadie The Beat To Your Business

Messaging Focus

We must find the balance between 6 unique message vectors:

clusters
(estimated)



Outreach

Direct to fans
Engagement tool

Community

Build your fan base
Tailored to your fans
Cross-platform

Reward

Gamification
Up-level fans

Guidance

Find your top fans
Business guidance
Saves time

AI

Powered by AI / ML
Recommendation
Data done for you

Loyalty

Retention
Monetization

Example Creative #1

Territory: CONNECT DIRECT

“Behind the Curtain”



For artists, fans mean everything. They give their time... their love... to the music they connect with. When they do, it's magic.

But fans don't see what's behind the curtain.

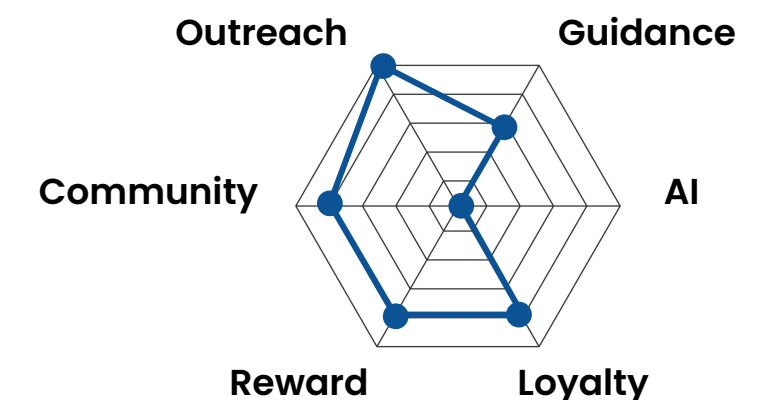
Until now.

Rivet is an AI platform that creates direct access between fans and creators. Artists find their top fans, without the need for another platform, while fans engage with their favorite performers, who reward their loyalty.

With Rivet, artists meet fans where they live to provide Riveting experiences. On Autopilot.

And fans... can find their way back stage.

Rivet. Behind the curtain.



Example Creative #2

Territory: ENGAGEMENT ALLY

“Beyond the Show”



Being an artist takes more than great music.

Before you ever step on stage, you have to engage your fans.
Build your community.

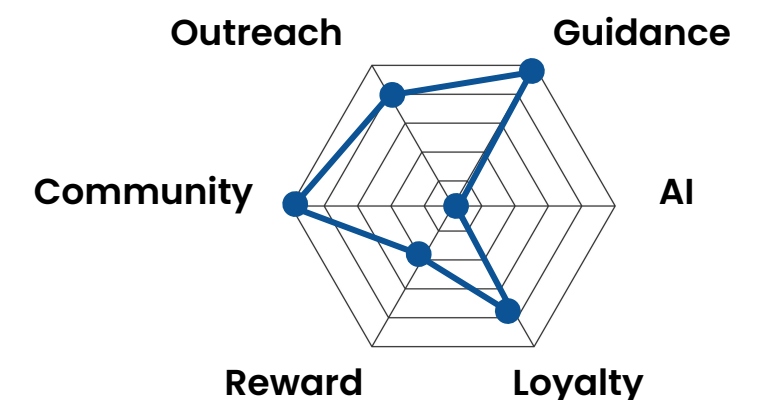
Fortunately, you’re not alone.

Rivet is your ally behind the curtain, a community engagement tool that saves time, unlocks revenue and drives loyalty.

We use AI to find and understand your top fans and handle the business of music, so that you get back to what you love - making art.

From before the gig to after the album drop,
Rivet lights the way to your fan base.

Rivet. Beyond the show.



Example Ad Creative #1 - Revised

INSERT VIDEO CLIPS

“Connect Direct”

Imagery

It’s moments before the show is supposed to start. Excited action is everywhere and there is a buzz in the air - tonight could be special. More so because we have special access to this show, seeing the side of music that fans dream of but rarely experience. A beautiful and packed theater rumbles out front, but a different activity is happening behind the scenes.

We are moving in a point of view shot, slowly walking along a very excited crowd lined up to go into the concert. We see all sorts of fans, anxiously awaiting entrance to the show. We keep walking past the line and towards what must be a back entrance. [Think the famous unbroken shot in Goodfellas]. We enter past a velvet rope and a large bouncer in a nondescript alleyway door... we walk through different hallways seeing last minute preparation all around... stage managers walkie-talkie to each other...equipment is being moved...we see between curtains that side musicians chew gum nervously and toss it at the last minute...a roadie tunes several guitars... the stage is cleared.

Before us is not the stage, but a green room. Inside - alone - is an artist preparing in silence... calm before what could be the performance of a lifetime.

Cut to the artist catching one last deep breath before walking out through a dark tunnel to the stage...

Lights up! The show has started to the roar of the crowd.

Copy

For artists, fans mean everything. They give their time... their love... to the music they connect with. When they do, it’s magic.

But fans don’t see what’s behind the curtain...Until now.

Rivet is a tool that creates direct access between fans and creators. Artists find their top fans, without the need for yet another platform, while fans engage with their favorite performers, and reward their loyalty.

With Rivet, artists meet fans where they live to provide Riveting experiences.

And fans... can find their way back stage.

Rivet. Behind the curtain.

Example Ad Creative #2 - Revised

INSERT VIDEO CLIPS

“Engagement Ally”

Imagery

It’s 6 hours before the show and 4 hours before doors open. Activity is buzzing and every part of a huge production prepares for a major performance. Equipment is trucked in behind the stage... letters are being added to the marquee outside... bottles are stacked in bars...drums are being set up on stage...microphone cables are rolling out... incredible lighting sequences are tested to a large, empty theater...

In the green room - alone - an artist prepares in silence and in peace... listening to headphones... perhaps doing vocal warm ups...changing a direction on sheet music with a pencil... the calm before what could be the performance of a lifetime. And never having to worry about all of the business going on around her.

Back to the front of the house, it’s moments before doors open. The action becomes more frantic, quickly cutting between scenes of last minute preparation. Levels are being checked at the soundboard... a roadie tunes several guitars... the marquee lights are turned on and begin to glow in the excited evening darkness...

Cut to the artist catching one last deep breath before walking out through a dark tunnel to the stage...

Lights up! The show has started to the roar of the crowd.

Copy

Being an artist takes more than great music.

Before you step on stage, you must engage your fans. Build your community.

Fortunately, you are not alone.

Rivet is your ally behind the curtain, an engagement tool that saves time, unlocks revenue and drives loyalty.

We find your top fans and handle the business of music, so that you get back to what you love - making art.

Before the gig to after the album drop, Rivet lights the way to your fan base.

Rivet. Beyond the show.

How to Test

Landing Page Factorial

How?

Test two different landing page versions, each with identical design and layout, but with messaging from a different territory driven to by social media advertising. We could also use different ad creative messaging focused on these different territories. Response in terms of both engagement and conversion with these digital assets will provide clues to the effectiveness of different messaging. Ideally, we can then segment response by artist / manager size.

[Link to Test Outline Doc](#)

Key Metrics:

- CTR on ads
- Time on page
- Benefits highlighted in heatmapping
- Conversion Rate on each landing page

Success Measures:

- Significant increases in CTR
- Greater than ~20% difference on any metric that does not meet statistical significance

Qualitative / Quantitative

How?

- 1) Interview 10+ musicians (5 each in two categories - those with large audiences (~10K+ followers) versus up and coming artists), and 5 managers. Discuss what they see as the major benefits of Rivet, and talk through both messaging territories to collect their feedback.
- 2) Survey current clients (n = 200), as well as potentially prospective artists (n = 100) driven by FB ads and using SurveyMonkey. Preview both messaging territories to test for affinity and fit. Include demographic identifiers to segment audience response using factor / cluster analysis.

Key Metrics:

- Clustered themes across interview
- Survey response by segment

Success Measures:

- The emergence of significant clusters of response
- Significant divergence in affinity and fit response

Email Variation Sprints

How?

Test multiple variations using sprint-based rounds of A/B testing of subject lines and email copy expressing each messaging territory. These can sent to both new prospects, and to existing clients, in a 2X2 factorial test as well.

Key Metrics:

- Open Rate
- Response Rate
- Conversion Rate to 1st Meeting

Success Measures:

- Significant divergence with variants + with benchmarks
- Greater than ~20% difference on any metric that does not meet statistical significance

Session # 2 Discussion Notes

[Link](#)

Positioning & Messaging



Rivet

SESSION #2

8/18/23

DRAFT

FULTON EAST

Session # 1 Discussion

Audience:

- musicians or creators?
 - cross-platform a differentiator for musicians over creators
 - a different relationship with fans
- managers parallel path
- any issues with term “fan”?
- OK to be seen as businesses (artists with teams find the most value)
- open question how “independent” we want to target

Benefits:

- move away from “data ownership”
- empowering artists [to help them make a living is an underlying mission]
- direct to fans is important
- Building a more human relationship between artists and fans
- Bringing together artists and their fans through personal outreach driven by cross-platform integration and AI recommendations
- we need to give specific examples to explain value to artists

Category:

- fan engagement platform
- some sort of outreach and come analytics are points of parity

Session # 1

Continued

Differentiators:

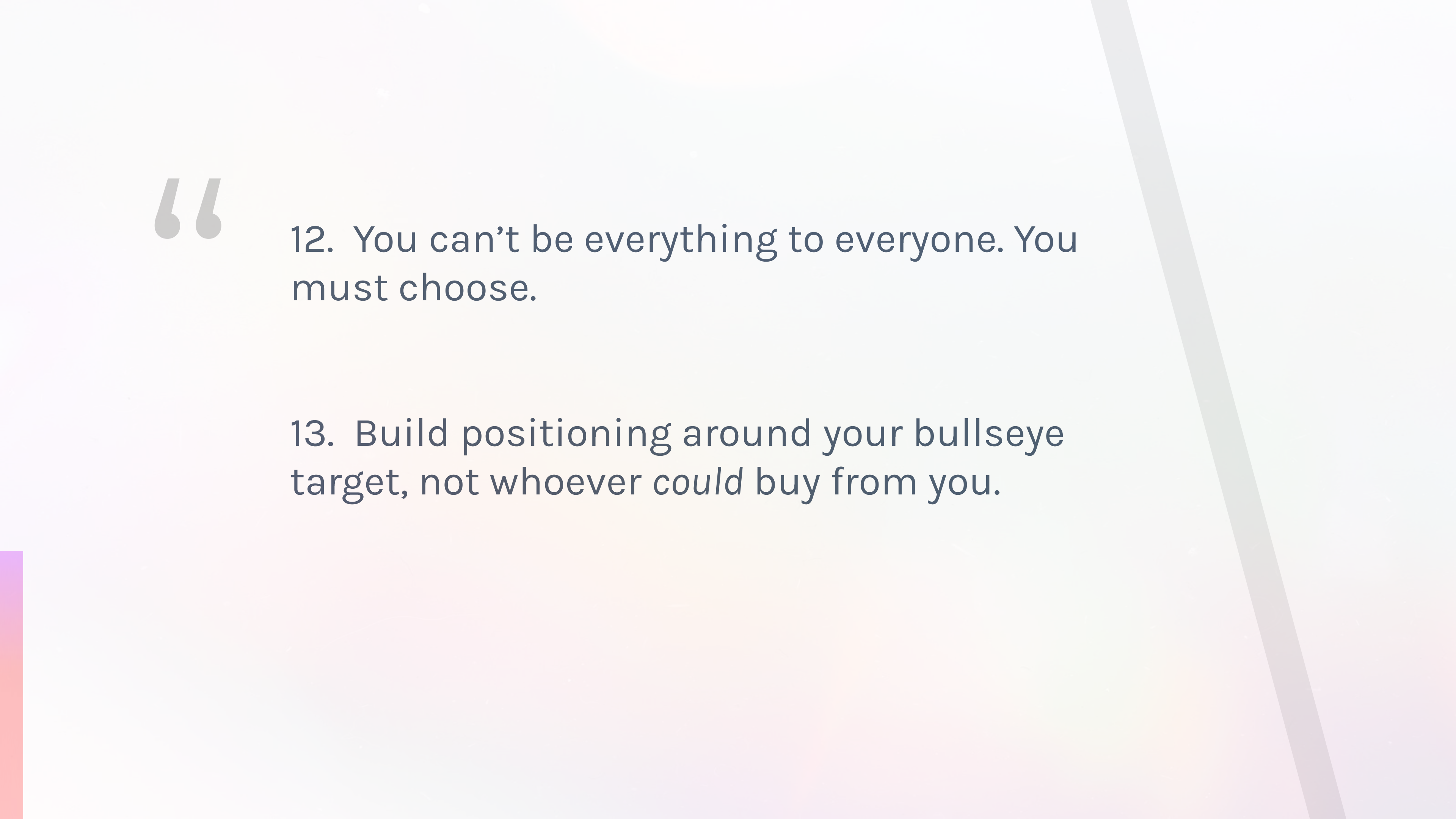
- cross-platform, fan-centric
 - Is this understood? Be more specific? (Integrate merch + tickets + social / email)
- specific, tailored recommendations (playbooks) driven by AI
 - [AI is more about recommendations/ outreach, less about segmentation]
- ease of use (creator-friendly)
- we quantify the value of fan engagement
- we do a better job as a direct-to-fan channel

Blockers /Things to Avoid:

- artists can feel that tech is outside their purview
- don't want to be exploitative of fans, seen as sell-outs
 - “monetize” and “activate” could be issues with some artists
- misunderstanding that Rivet is another platform for fans, not decentralized

Messages to Convey:

- Rivet is on your side
- empowering artists
- give you control
- meet fans where they live (cross-platform), keep them warm
- Rivet tells you what to do next, not just what's going on now
- upgrade your fans to the next level



“

12. You can't be everything to everyone. You must choose.

13. Build positioning around your bullseye target, not whoever *could* buy from you.

1. Target audience
2. Category in which you play
 - a. Points of parity / table stakes
3. Primary benefit
 - a. Reason(s) to believe
4. What you're up against (alternative)
5. What makes you unique that also supports the benefit (differentiator)

For (target customer)

Who (statement of need or opportunity)

(Product name) **is a** (product category)

That (statement of key benefit)

Unlike (primary competitor)

(Product name) (statement of primary differentiation)

AUDIENCE

Musicians

3500+ followers, actively releasing

Managers / Labels

BENEFIT

Empower artists to better understand and connect with fans

Grow and cultivate a following

Reach fans directly for new revenue opportunities

[Activate and monetize fans](#)

Build community-driven business

Save time managing platforms

Reduce fan churn

Upgrade your fans

Create a riveting experience for your fans

Make a living as an artist

Grow your talent faster (for management)

REASON TO BELIEVE

Cross platform integration

Recommendations driven by AI / ML

Direct, personalized outreach

Auto-generated fan segmentation

Musician founder

Smart peeps

COMPETITIVE ALTERNATIVE

Manage many platforms

Spreadsheets

Become a marketer

Become a data scientist

Rely on a label

Go broke

DIFFERENTIATOR

fan-centric not platform-form centric

Specific, tailored recommendations

[Direct-to-fan outreach channel \[parity? reason to believe?\]](#)

Easier to use

One-stop shop

A more human connection between artist and fan

CATEGORY

Fan engagement platform

Music technology startup

POINTS OF PARITY / TABLE STAKES

some form of analytics

some form of outreach

For (musicians and their management teams)

Who (build businesses through connecting with fans)

(Rivet) is a (fan engagement platform)

That (helps to understand, **activate and monetize fans**; and to cultivate a following)

Unlike (going at it alone, spending time marketing and managing many disparate platforms; or needing to work with a label)

(Rivet) (provides better recommendations for tailored, direct outreach through AI and an understanding of fan behavior across platforms, without the need for fans to utilize another tool. This one-stop shop is easier to use than other tools, and leads to more fans, better engaged fans, more money from fans, and a more human and direct relationship between artists and their fans).

v.2

Being a successful artist today takes much more than making great music, and yet they have more opportunities than ever to connect directly with their audiences. Rivet is a fan engagement platform that brings together musicians and their fans through personalized outreach driven by AI recommendations. Rivet works across social and commerce platforms to help artists discover their top fans, unlock more revenue and drive better fan engagement – all without special marketing or technology expertise, and without the need for fans to use another platform. Grammy nominees, chart-toppers, podcasters, and other creators are using Rivet to build strong communities and to create riveting experiences for their supporters. Get started within minutes and build your community-driven business empire with Rivet.

Elevator Pitch

v.2

Agenda

Branding Primer

Workshop Positioning

Thought Starters

Positioning & Messaging



Rivet

SESSION #1

8/14/23

DRAFT

FULTON EAST

Agenda

Branding Primer

Workshop Positioning

Thought Starters

So Why?

Positioning → **Strategy**

Branding → → **Messaging**

→ **Marketing...**

Content...

PR...

Output:

→ Positioning strategy / statement

→ Key message blocks

→ Decisions, not answers

Your category answers the prospect's question: "What are you?".

Categories are how the target market segments use the options available to them to satisfy a particular want or need. This may be very different from the way you segment those options.

The objective of defining your category is to identify with existing brands so that prospects will better understand your offering. Your category is all about highlighting what makes you the same as other brands that prospect's will see as competitors, not what makes you different or better. These are points of parity or table stakes - what it takes to even play the game.

Don't use your category to differentiate. Use your value proposition and specific positioning to differentiate within your category. Resist the temptation to get too creative with category.

Since this is an attempt to find your space in the prospect's mental market landscape, it is important to talk with them and use their categories (in their words), not your own.

Category Consideration

6

“

7. Differentiation lies not in the product, but in the total experience. This is where value is created.

Disney

“

8. A positioning statement is not ad copy. It's internal.

For (target customer)

Who (statement of need or opportunity)

(Product name) **is a** (product category)

That (statement of key benefit)

Unlike (primary competitor)

(Product name) (statement of primary differentiation)

1. Target audience
2. Category in which you play
 - a. Points of parity / table stakes
3. Primary benefit
 - a. Reason(s) to believe
4. What you're up against (alternative)
5. What makes you unique that also supports the benefit (differentiator)

For (target customer)

Who (statement of need or opportunity)

(Product name) **is a** (product category)

That (statement of key benefit)

Unlike (primary competitor)

(Product name) (statement of primary differentiation)



For (World Wide Web users)

Who (enjoy books)

(Amazon) **is a** (retail bookseller)

That (provides instant access to over 1.1M books)

Unlike (traditional book retailers)

(Amazon) (provides a combination of extraordinary convenience, low prices and comprehensive selection)



Rivet

© 2021 Google

FULTON EAST

WHAT

Fan engagement tool

Fan relationship management is crucial

An AI-driven fan CRM platform

Community management platform

the world's most creator-first platform

A new era of artistic connection and monetization.

WHY

helps creators build community-driven businesses through data ownership

AI-driven platform that uses machine learning to find and understand their high-potential fans

help artists make a living through bringing together the best of analytics, segmentation and AI technology

Auto-generate fan segments and leverage machine learning to guide you with recommendations on how to best reach out

With the tools to understand, activate and monetize fan communities, and foster creator ownership

Rivet is a fan management platform that helps creators discover their top fans, activate them with exclusive content and perks, and build strong, monetizable fan communities through direct, personalized outreach.

Connect with superfans, monetize your work, and cultivate a loyal following on your own terms.

creating a **riveting experience** for our artists and creators



WHO ARE WE

Dedicated to providing support resources for musicians
Help run yourself as a business; manage yourself as a brand
Get closer to your supporters
Transform individuals into engaged fans
Optimize for loyalty
Increase social and monetary value of creator brands
One-stop shop

HOW DO WE DO IT?

UX focused on busy-artist archetype
Use AI for tailored recommendations
Utilize exclusive content as an engine to mobilize audience
Stitching data across the fragmented artist-fan interaction ecosystem
Segmenting audience in meaningful ways
Integrations with social and commerce platforms
Intelligent email builder that is powered by this data
Scores to make engagement outcomes easier to quantify and digest
Data-driven recommendations to guide outreach for artists
Give ways to activate fans
Tools, strategies and intelligence personalized to the artist

BENEFIT

Help make a living from music
Identify true fans (turn “eyes” into “superfans”)
Integrate streams of data together
Efficiency booster in automations, cross-platform integrations
Consistent and targeted outreach to fans
Run better events
Create cool (riveting) experiences for fans
Easier direct communication with fans
Manage fan engagement

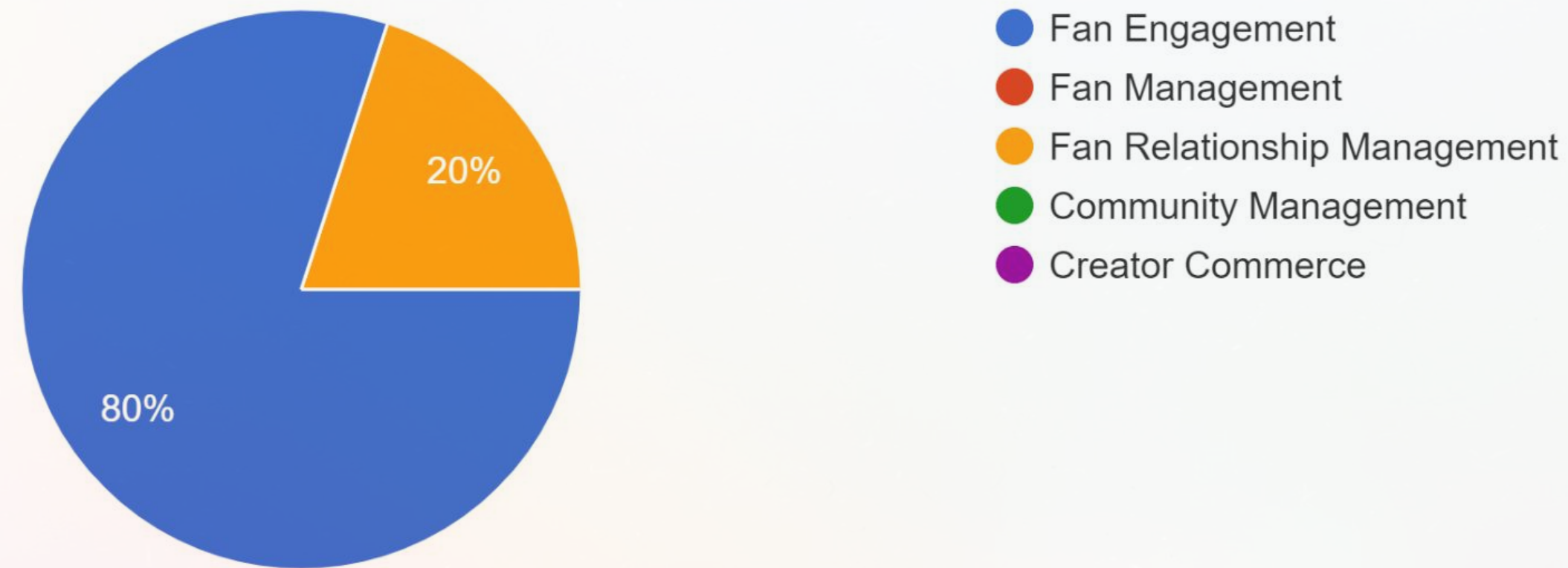
DIFFERENTIATORS

Meet fans where they are (plus into existing ecosystems)
One-stop shop
Focus on independent artists
Customized guidance
By creators, for creators
An ally in the tech space

Who Are We?

If you had to choose one, which of these best describes our category?

5 responses



Who Are We?

**Some
Questions**



Creators = Businesses

→ How do we walk in two worlds and speak both languages?

AI > Analytics > Segmentation > Automation > Outreach Tools > Marketing + Data w/o special skills

→ Spectrum of sophistication?

→ Today versus the Rivet of 2024+?

Musicians / Creators > Managers

→ How do we extend the brand?

Fan Engagement > Fan Relationship Management > Fan Management > Community Management

→ What are we?

→ And who are we talking to?

→ How independent are our target artists?

Competitor Messages

even.biz

Discord

Laylo

Bandsintown

Bandzoogle

Patreon

Mailchimp/ActiveCamp

Openstage

Symphony

Toneden

Featurefm

Fourthwall

Convertkit

Beehiiv

Fangage

Fancircles

Linktree

Beacons

Bandcamp

→ All about access

→ an invite-only place where you belong

→ Drops fans love

→ Never miss a show, stay connected [fan view]

→ Build a stunning band website and store

→ creativity powered by membership

→ Email Marketing, Automation, and CRM

→ Value your fans, fan engagement, D2F

→ Exclusive concerts by the greatest orchestras

→ social marketing platform, reach and sell

→ Marketing, built for music.

→ power shops & memberships, creator commerce

→ creator marketing platform

→ newsletter platform built for growth

→ Create, monetize, and control

→ Your Own Community Engagement Platform

→ music sharing, monetization, all from one link

→ link in bio, build creator store

→ discover and directly support musicians

1. Target audience
2. Category in which you play
 - a. Points of parity / table stakes
3. Primary benefit
 - a. Reason(s) to believe
4. What you're up against (alternative)
5. What makes you unique that also supports the benefit (differentiator)

For (target customer)

Who (statement of need or opportunity)

(Product name) **is a** (product category)

That (statement of key benefit)

Unlike (primary competitor)

(Product name) (statement of primary differentiation)

AUDIENCE

Musicians

Creators

3500+ followers, actively releasing

Managers / Labels

BENEFIT

Understand, activate and monetize fans (\$\$)

Simplify and strengthen engagement

Cultivate a following

Reach fans directly for new revenue opportunities

Build community-driven business

Make a living as an artist

Saving time managing platforms

Reduce fan churn

Turn your fans into superfans

Create a riveting experience for your fans
grow your talent faster (for management)

REASON TO BELIEVE

AI / machine learning

Cross platform integration

Data ownership

Auto-generated fan segmentation

Direct, personalized outreach

Musician founder

Smart peeps

COMPETITIVE ALTERNATIVE

Manage many platforms

Spreadsheets

Become a marketer

Become a data scientist

Rely on a label

Go broke

DIFFERENTIATOR

Better segmentation through AI / ML

Consolidated fan profiles

Integrate merch + tickets + social / email engagement

Easier to use

?

CATEGORY

Fan engagement tool

Fan relationship management

AI-driven fan CRM platform

Community management platform

Data / Fan intelligence platform

Creator marketing

Music technology startup

POINTS OF PARITY??

For (musicians, creators and their management teams)

Who (build businesses through connecting with fans)

(Rivet) is a (fan engagement platform)

That (helps to understand, activate and monetize fans, and to cultivate a following)

Unlike (going at it alone, spending time marketing and managing many disparate platforms; or needing to work with a label)

(Rivet) (provides better fan segmentation through AI / ML and an understanding of fan behavior across merch + tickets + social. This one-stop shop leads to more fans, better engaged fans, and more money from fans).

Being a successful artist today takes much more than making great music, and yet creators have more opportunities than ever to connect directly with their audiences. Rivet is a fan management platform that helps artists discover their top fans, activate their fans with exclusive content and perks, and build strong communities through direct, personalized outreach. Rivet brings together social and commerce platforms, and uses AI to guide creators on how to unlock more revenue and drive more engagement with fans– all without special marketing or technology expertise. Grammy nominees, chart-toppers, podcasters, and other creators are using Rivet to build and own their communities. Get started within minutes and build your own community-driven business empire with Rivet.

Elevator Pitch