



You Don't Need A Million Fans

A Lean Salesforce Framework for Independent Artists

PRESENTED BY: Christopher Sauer • Renaissance Man

I'm The Plug



TITAN



Nutrient



Calendar
Anything



SAASTEPS



Sweep



DataGroomr
Data Quality Perfected by AI



kubaru



Ascend
TECHNOLOGIES



sFiles®



Blackthorn



CloudAnswers



FormAssembly™

Coastal[®]



Gearset



SALMON



slack
from Salesforce



Growth Heroes



Kemocard
DIGITAL PASS SOLUTION

Introduction

Hi.

"Who's the man, who's the boss?"

– Lil Keke

...and his own story was as curious as his narrative



Christopher Sauer

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Blazin' on a Sunny Afternoon

- 10+ years as end user, solution consultant, developer, business analyst, administrator.
- 5x certified, Denver Admin User Group Co-Leader, Princess of Agile Methodology, husband of Alexis, father of Sailor (10), Scout (4), and Mountgomery Todd McSummitface (a mountain).
- BS, Music Industry Studies, Loyola University New Orleans

Please hire me! I want to work with you.

Strategy

Chessboxin'

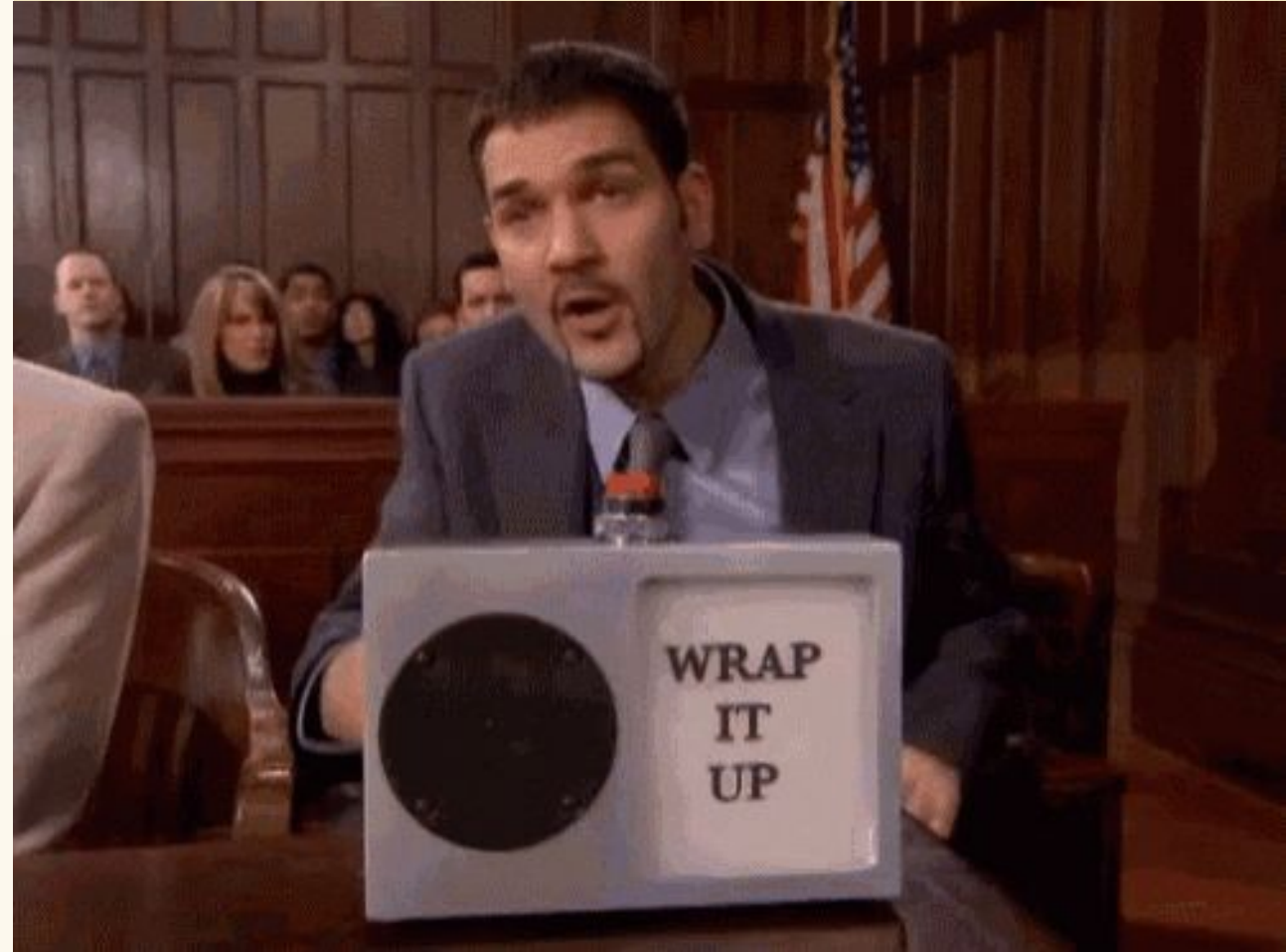
"The game of chess is like a swordfight, you must think first before you move"

– Wu-Tang Clan

The Message

Architectural restraint is a strategic advantage.

- identify valuable supporters, increase that value on a recurring level
- deepen direct fan relationships
- surface lapsed high-value fans
- measure releases, shows, campaigns, and offers
- reduce manual operational work

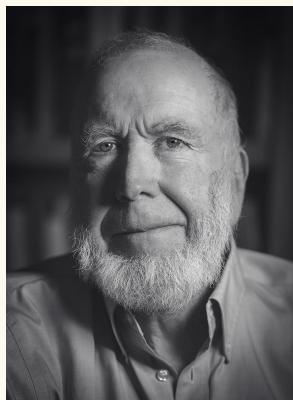


B-Boy Document

” First, you have to create enough each year that you can earn, on average, \$100 profit from each true fan.

Second, you must have a direct relationship with your fans. That is, they must pay you directly.”

— Kevin Kelly, 1,000 True Fans



Discovery

FEEL.

"Do you believe in self-discovery?"

– Kendrick Lamar

Questions that need Answers

“I’m not a businessman, I’m a business, man”

– Jay-Z

- Who are my most valuable supporters?
- Which high-value fans are becoming inactive?
- Which efforts generate direct revenue?
- Where is manual coordination wasting time?
- What requires attention this week?



Can you see yourself making assumptions?

- Solo artist with limited budget and admin capacity
- Multiple income streams
- External commerce, payment, email, ticketing, membership platforms remain in use

Everybody Got Choices

“Nope...Yup...” – E-40

- Standard > Custom
- Flow > Code
- Free > Premium
- Simple > Complex
- Relationship quality > Audience size



Design

A Dream

"Nobody built like you, you designed yourself"

– Jay-Z

Phase 0 'til Infinity



Phase 0: Foundation

- Confirm platform capabilities
- Fan record strategy
- Confirm MFA
- Naming conventions
- MVP scope and intake



Phase 1: Data Model

- Config leads / contacts
- Fan identity and engagement fields
- Create consent fields



Phase 2: Data Hygiene

- Matching rules
- Duplicate rules
- Lead intake path
- New Fan Intake Flow
- Testing

That's Risky Business!!!

Risks

Fragmented source data

Duplicate fan records

Poor consent consistency

Manual entry does not scale

Failed imports/integrations

Low adoption

Over-customization

Tech debt

Shelfware

"The more money we come around, the more problems we see"

Mitigations

Standard imports and source mapping

Match rules, duplicate rules, merge procedures

Controlled consent/source values

Precise high-value automation

Exception monitoring

Narrow MVP and weekly dashboard ritual

No-code, standard-first

Complexity only with demonstrated value

Designed around weekly business decisions

"They say snakes in the grass, I'm gonna cut the \$#!+"

WAP, WAP, WAP, that's that **Well-Architected Principles**



Trusted

- single person org
- MFA required
- no payment data
- explicit consent
- opt-out processes
- monitoring
- error handling



Easy

- Built around a few outcomes
- Automated tiering, journeys, flagging
- Simple list views
- Dashboards
- Guided actions



Adaptable

- No custom code means resilient system
- Loose integrations mean future channels can be added or replaced

Implementation

Grinding All My Life

"Dedication, innovation, starin' at the map"

– Nipsey Hussle

(RIP)

There's levels to this \$#!+

“We built a family out of words, a kingdom out of rhyme”

– Lupe Fiasco

- Listener: Not yet purchased (Lead)
- Buyer: Have purchased once (Contact)
- Repeat Buyer: Multiple purchases
- True Fan: \$100/year value
- Patron: Recurring monthly supporter



...and my Flow is impregnable

- Fan information is filled in a screen flow
- The system grabs any matching leads and contacts
- If duplicates are found, the flow will tell you the record that is duplicate.
- Consent preferences and source are tracked
- If the fan has consented to communication, the date will be time-stamped
- The rest of the fan details are added
- The lead is created
- Success screen to end the flow

Numbers is hard and real and they never have feelings

“Nobody knows what it means...but it’s provocative...it gets the people going”

5

KPIs

Fan Count # of people who have supported

Direct Revenue \$ after cuts are taken

Repeat Buyer Count # of people with 1+ purchases

Lapsed High Value Count # of fans who used to spend \$100/year, do not currently

Campaign Conversion % of efforts executed successfully

Conclusion

Bye.

"To live is to suffer, but to survive is to find meaning in the suffering."

– DMX

(RIP)

Last donut of the night



This Presentation

Did you like my session?

Here it is!



GitHub Repository

Notes about a more full
implementation of this project.



Mile High Dreamin' Playlist

Every song I referenced in the
presentation in the order that I
referenced them.

It makes a really good playlist!



Session Q&A

Thank you so much for attending!

Please remember to complete your session feedback survey in the event app!