MobilePaks

Case Study

Rumblefish: Mobile Musician Training

The Challenge

Naturally, most musicians care more about creating their music then marketing it. That's where Rumblefish comes in. As the largest provider of soundtracks for social video, Rumblefish cares deeply about helping its artists sell their music to licensers. As a result, the popularity of Rumblefish has continued to grow and the company is now serving over 20,000 artists, making it increasingly difficult to keep supporting their musicians with a one-to-one style of training and feedback. So, Rumblefish was looking for a quick and efficient way to educate its artist community on how to market their music online.

The Solution

The solution needed to offer the level of personalized engagement its users were familiar with, get the message across simply and be easy to use. Because the artist community that Rumblefish works with is often on the go and mobile-savvy, the company chose to use MobilePaks to build a custom program that would be available on any device. Rumblefish worked with VIA to develop a simple, comprehensive and engaging program providing musicians with step-by-step directions of how to navigate the content ID system in YouTube and promote their music online. Since the solution is a responsive-designed, cloud-based service, artists could access the "how-to" programs from their phone, tablet or laptop.

The Results

By using this new technology, Rumblefish was able to provide simple instruction to approximately 4 percent of the exclusive group invited to participate in the marketing training. In addition, the tracking and reporting analytics in the MobilePaks platform gave the Rumblefish team specific information on whether artists completed the steps. Using PakBuilder, Rumblefish is now able to distill information down to the crucial elements to quickly create Paks on a wide range of topics related to success in the music promotion business with a moment's notice.

About Rumblefish

Rumblefish is a pioneer in music licensing and a trusted provider of music for top television shows, films, ad agencies and video games. The company has always made artists and labels its priority, and has paid millions in royalties to its members for the licensed use of their music. Rumblefish launched the Music Licensing Store in 2006, dubbed "an iTunes for corporate America" (CNBC). In 2008 the company struck a landmark licensing deal with YouTube and today boasts the world's largest music catalog for social media and diverse clientele including Animoto, Virtual Active, Amazon Studios, Kaiser Permanente and Google.

"The artist community we work with varies in their understanding and enthusiasm for marketing and promotion. They live in a mobile world and rely on mobile communication. MobilePaks makes it possible to engage them with valuable 'how-to' advice when and where they want it. Getting the analytics on interactions and consumption gives us an added layer of service that we couldn't easily offer before."

Music Supervision + Editorial Manager Rumblefish

1.800.737.8481
www.mobilepaks.com

MobilePaks, Inc. ©2013 All Rights Reserved.