



STORY TELLERS

Building Fandoms



Introduction

What is a Fandom?

Your first 1000 fans

Levelling up

Turning fans into tribes

World-Building



Introduction

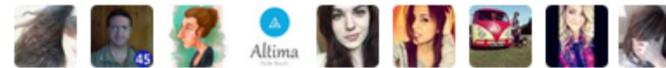


Matt Locke
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Before you laugh at 1D fans crying at split rumours, remember 1m 'adults' signed the Clarkson petition. And drove a tank to the BBC offices.

RETWEETS
3,218

FAVORITES
2,248



9:47 PM - 23 Aug 2015



What is a Fandom?

What is a Fandom?

WHY ARE FANS SO IMPORTANT?

- We are moving from an era of Distribution, to an era of Circulation
- Fans are an essential part of building an audience for a new story franchise
- Movies, Games and Music are almost completely reliant on Fandoms
- Online culture has developed entirely out of Fandoms.
- Fandom is social and performative
- You do not own your Fandom



The number in grey indicates how many spots a title moved up or down from the previous week. Bolded titles weren't on the list last week.

TV SHOWS	Week Ending January 26th, 2015	Week Ending January 20th, 2015
1. Supernatural +2	11. Arrow	
2. American Horror Story: Freak Show +4	12. Teen Wolf +2	
3. The Legend of Korra -1	13. Game of Thrones +3	
3. The Legend of Korra -1	14. Glee -9	
4. Parks and Recreation +4	15. Game of Thrones +3	
5. Steven Universe +14	16. Glee -9	
6. Doctor Who +3	17. Pretty Little Liars +1	
7. Sherlock +4	18. The Vampire Diaries	
8. The 100 +12	19. Star vs. the Forces of Evil	
9. Avatar: The Last Airbender +4	20. Agent Carter -14	
10. Once Upon a Time +7	21. Hannibal	
	22. The Fosters	

MOVIES	Week Ending January 26th, 2015	Week Ending January 20th, 2015
1. Big Hero 6 -1	11. Iron Man	
2. The Hobbit -1	12. Star Trek	
3. 50 Shades of Grey +4	13. Divergent	
4. Lord of the Rings -1	14. The Hobbit: Battle of the Five Armies -11	
5. Captain America: The Winter Soldier	15. Transformers	
5. Captain America: The Winter Soldier	16. The Hobbit: Battle of the Five Armies -11	
	17. Transformers	



Your first 1000 fans

Your first 1000 fans

RESEARCH, EXPERIMENT, LISTEN

- Decide what you think fan activity looks like on your project- is it regular visits, buying something, following, or something else?
- Target networks, not influencers
- Launch early and often
- Reward early fans to keep them loyal
- Use talent where this is authentic
- Focus on one or two calls to action
- Look at the data *every day*
- Change strategy based on what works



Levelling up

REWARDING AND GROWING

- Look for where your next audience will come from
- 'Your Audience has an Audience'
- Make it easy for fans to demonstrate their fandom to their friends
- Create events that can break you out into new audiences/networks
- Use the scale of your fandom to get promo/exposure with partners
- Expect high fan turnover, as new audiences will be harder to convert than hard-core fans
- Ask fans what they value/want from their fandom

I Fucking Love Science Teams Up With The Science Channel To Curate The Best Science Content On The Web

February 9, 2014 | by Elise Andrew



Turning Fans into Tribes

IDENTIFICATION AND MEMBERSHIP

- Create ways for fans to identify with subsets of your story
- Study how fans discuss your stories with each other
- Develop stories that encourage debate and discussion amongst fans
- Create assets or products that help fans signify their identity within the fandom
- Curate more than you create
- Encourage spinoff stories and fanfic





World-Building



World Building

STRATEGY & PARTNERSHIP

- Study other properties that have create 'worlds' around them (eg Pottermore, Marvel, Disney)
- Have a goal, but expect to iterate to get there
- Create a strategic plan based on the ROI of story products on new platforms
- Expect to fail - not all extensions will be things your fans value
- Make sure partners don't own the core relationship with fans





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