

# JUSTIN THIELE

## Porfolio Examples: Community Management With Mugasha

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*“Really appreciate all your work on this.  
You have no idea how happy we are to be on Mugasha.”*

**Thomas Carter**  
Stories In Trance  
Record Label

## **Mugasha Artist Strategy: Because Music Sites Need Music**

Artists are a key part of Mugasha’s vision to be the de facto destination for listening to dance music online. We are setting out to form relationships with the best DJs in the world.

### **Standing On The Shoulders Of Giants**

Initially we’re focusing on building relationships with well-respected, established DJs with large fan bases. Hosting a show on Mugasha is “by invite only”. These artists will be “tent-pole artists” as we grow. Once we’ve built up a strong base and established our reputation, we’ll open the site to all DJs.

### **Planting The Seeds**

Forming relationships with these artists is “high touch”. I reach out to them one by one (either directly or through their management) to tell them about Mugasha and invite them to host their show with us. Once an artist comes onboard, I manage their show on Mugasha on their behalf. This helps solidify a personal relationship with each artist, because I’m able to frequently correspond with them to put up their new episode.

### **Keep Moving The Needle**

One benefit to artists is that we provide an efficient way to promote their content. We work hard to continually show them value. Amongst other things, we do this by promoting our artists through our blog/Facebook/Twitter, giving them ad placement, and doing cross-promos on exclusive, Mugasha-only content.

### **Results**

- *We’ve built relationships with some of the most popular dance music artists in the world, including #2 ranked Tiesto and many of the Top 20. We have relationships with about 100 high profile artists and work ongoing with around 60.*
- *We released an exclusive song by Tritonal that I was able to generate a lot of buzz around; including press mentions on Mashable and G4tv.*
- *Exclusive content and artist relationships act like celebrity endorsements. Our reputation and credibility is growing fast.*
- *We receive emails everyday from DJs and management companies wanting to host shows on Mugasha. We are not yet open to all artists, but are on track to open up in the next 3-4 months.*

*“Mugasha is incredible.*

*If you can’t see a DJ, bring them into your home and turn the speakers up!”*

**Logan Murphy**  
Superfan

## **Live Internet Broadcasts: Superfan-Making Machines**

We go to so many events and work with so many promoters that it was only natural for us to experiment with doing live internet broadcasts of DJ concerts. These broadcasts have turned out to be amazing for community building. They are like the Crab Nebula for making “superfans” (hyper-engaged users that constantly interact with other users, spread the word, invite friends, etc).

### **Internet Bonding**

The setup is simple. On the left side of the page we have live video of a high-profile DJ playing at a club. On the right, a chat room for people to interact with each other. The live aspect turns out to be hugely important. It creates shared experience for viewers and gives them a sense of belonging with each other, Mugasha, and the DJs. People (myself included) chat about the DJ, Mugasha, the tracks that are playing, and even their personal lives. Users form strong bonds with Mugasha and with each other during the few hours they spend together.

### **Quality Trumps Quantity**

The number of people who watch live broadcasts is actually fairly modest, ranging from a few hundred to a few thousand each. It’s the quality of the visitors that makes the events so incredible. It takes a certain type of fan to watch grainy video of a DJ playing in a club for 3+ hours. These are people who have an emotional connection to the music and are deeply connected to the scene. Exactly the types of people that become superfans. By investing time and effort in them, they’ve become the backbone of our community.

### **Results**

- *The broadcasts spur conversations all across the web, especially on dance music forums. It’s great for creating goodwill and bringing in new users.*
- *Many of our most active users and superfans visited Mugasha for the first time during a live broadcast.*
- *Superfans are 10x more active on the site than regular users: they listen to 10x more music, make 10x more comments, ‘like’ 10x more tracks. Several have listened to more than 10,000 songs on Mugasha.*
- *They bring lots of friends. Typically about 3.5 each.*
- *They often want to get more involved. Not only does this help us out, but it also strengthens the relationship because they have “skin in the game”. We have fans that edit our videos, write stories for our blog, post photography from events, etc.*

*“Like electronic music? You’ll love Mugasha.”*

**The Washington Post**

## **The Mugasha Launch: Heading Out Into The World**

Mugasha had been in “beta” for a few months while we fixed technical bugs and built relationships with artists and record labels, but we were now ready to do an official public launch. We aimed to grow our user base and raise awareness of Mugasha in the tech and music communities. The goal would be to hit 250,000 pageviews in the first month after launching.

### **The Trickle Down Effect**

Technology blogs see more traffic than any other type. If we were able to attract the attention of one or two of the most popular tech blogs, we’d generate a huge amount of buzz that would spread to smaller outlets. The major tech blogs are intensely focused on getting the scoop, so to help us break through the noise, I would approach these blogs with an exclusive offer to break our news. Once our news was out, I’d use the buzz to stir up press in the music media.

### **Seek & Retain**

Press mentions often result in a short term spike in traffic but don’t lead to long term users. To boost user retention and drive social network conversation, I developed a content strategy around the music. On Launch Day we would release four brand new shows on Mugasha by high-profile DJs and announce that we’d be releasing one new show every day for the rest of the week.

### **Results**

- *TechCrunch (the 2nd biggest blog in the world) took me up on the exclusivity offer and wrote an extremely positive piece to break our news.*
- *The TechCrunch story was then reposted to The Washington Post’s blog.*
- *After our news broke, I approached Mashable (the 3rd biggest blog) and was able to get another outstanding story written about us.*
- *The combination of TechCrunch, The Washington Post, and Mashable spurred a firestorm of coverage. Stories came in from LifeHacker (#14 biggest blog), LifeHacker Japan, Excite.com Japan, Make Use Of, and several other outlets.*
- *The content strategy was really effective. We had traffic spikes, but we were shocked by the amount of user engagement on Mugasha. On an average visit, a user typically listened to about 7 songs and spent 19 minutes on the site.*
- *Conversations on Twitter were widespread, consisting of 1072 mentions for the month.*
- *Our total pageviews for the month reached 932,268 (almost 4x goal).*

*“omg!! why do u guys tell everyone soo late!!! Thats hella LAME Mugasha!!  
Could of seen my favorite DJs live last night if i was INFORMED A LITTLE  
EARLIER!!! FUCKING LAME MAN!! U GUYS SUCK!!!!!!!!!!”*

**Darren M.**  
Unleashed The Rage

## Dealing With Negativity: Haters Gonna Hate

If you're doing good work, there are always people out there who are going to try to bring you down. You can't control what people post, so you just have to put your brand in a good position when the negativity surfaces. Step one is being active on the social networks and working to build a strong community. That way when a hater crops up, the brand's presence is authentic and the community should be supportive. It's important to know when to respond and when not to:

### When To Respond

- *If you screwed up, you should respond by taking responsibility and try to make it right.*
- *If the poster made an honest mistake and misstated the facts.*
- *If the post is starting to pick up steam and garnering a lot of attention.*

### Using The Silent Treatment

In some cases you don't want to respond and give the post any more attention or "Google juice". It's a judgement call. In these situations, monitor the conversation and only respond if it starts getting a lot of attention.

- *Don't respond if the poster is ranting, behaving irrationally, or like a troll.*
- *Don't respond if the poster is deliberately misstating the facts to make an airtight case against your brand.*

### Smush It

Here is a situation where I quickly squashed the negativity when it crept up (screenshot on the next page). Two active community members (Tosh and Edgar) asked why we hadn't announced a live broadcast sooner. Fair question. Then a new user (Darren) went off the rails ranting about how "F#&%ING LAME" we are. I felt obliged to respond to the thread since Tosh & Edgar are good users and deserved an explanation. They have both always been really positive about Mugasha, so I was confident that they'd be understanding and back me up if Darren went off again. I responded very matter-of-factly and quickly moved on, ending on a positive note. Tosh and two other users quickly jumped in and showed their support for Mugasha. The negativity was extinguished and that was the end of it.



# Mugasha

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>>

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Mugasha makes it really easy to listen to Electronic Music podcasts and long sets from World Famous DJs.

You can call Mugasha the "Hulu for dance music".

Listen Now:  
<http://mugasha.com/browse/sets>

Follow us on twitter:  
<http://twitter.com/mugasha>



**Mugasha** Guess what?! We are streaming live from the Myon & Shane 54 show right now!



Yo guys, guess what! We are broadcasting live from the Myon & Shane 54 show tonight, errr, I mean, RIGHT NOW! Don't miss another minute, head to [mugasha.com/live](http://mugasha.com/live) now. If you hurry you'll see openers Aram and Zaka playing a rockin set and then THE ONE ...  
[Read more on Mugasha Aux](#)

**P** April 30 at 8:59pm via Posterous · [Comment](#) · [Unlike](#) · [Posted to Mugasha Aux](#)

You, [Sony Jacob](#), [Paul Van Lara](#) and [Martin Kulakowski](#) like this.



**Tosh Giles** Why wasnt this talked about sooner?  
April 30 at 9:07pm · [Like](#) · [Delete](#) · [Flag](#)



**Edgar Madrid** i know right.  
April 30 at 9:22pm · [Like](#) · [Delete](#) · [Flag](#)



**Sean Lum** Myane ftw!  
April 30 at 10:02pm · [Like](#) · [Delete](#) · [Flag](#)



**Darren Miranda** omg!! why do u guys tell everyone soo late!!! Thats hella LAME Mugasha!! Could of seen my favorite DJs live last night if i was INFORMED A LITTLE EARLIER!!! FUCKING LAME MAN!! U GUYS SUCK!!!!!!!  
May 1 at 11:44am · [Like](#) · [Delete](#) · [Flag](#)



**Mugasha** Sorry, we didn't announce it sooner, but we weren't sure that we'd have the equipment and people in place to make it happen. We figured it would be better to do the broadcast and announce it late instead of not doing it at all. Thanks to everyone that watched on short notice. Great time and killer show!  
May 1 at 12:23pm · [Like](#) · [Delete](#)



**Tosh Giles** Dude!  
Its better than not doing it at all... Don't be a douche!

Mugasha! THANK YOU  
It helped me stay entertained while my wife watched The Backup Plan... hahah  
...

[See More](#)  
May 1 at 12:27pm · [Like](#) · [Delete](#) · [Flag](#)



**Sony Jacob** Thanks Mugasha for bringing it to us for free all they from DC !!!  
May 1 at 2:46pm · [Like](#) · [Delete](#) · [Flag](#)



**Carlos Rangel** Thanks mugasha.. missed the show, but i will be on the look out for the next one.  
May 1 at 3:09pm · [Like](#) · [Delete](#) · [Flag](#)

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