SASHA*

GAINED 12000 EURO A MONTH ON MERCH WITH ZERO INVESTMENT.

Implemented: Shopify quick-launch bundle
Pending: fan-club tier, TikTok retargeting

Sasha, a 24-year-old bedroom-pop singer, hit 300K Spotify monthly listeners benchmark but hadn't sold even a single T-shirt.

Our analytics showed Direct-to-Fan revenue stream at <1 % of revenue; the Opportunity Map ranked a Shopify store selling a signed poster (printed on demand) bundled with an Exclusive demo MP3 + hi-res artwork download as the quickest win.

Sasha's small team executed just that piece (2 SKUs, €0 ad spend). Within four weeks she converted 1 % of her listeners, clearing **€12 k** and gathering 4 k customer emails.

She's now staging a deluxe-vinyl pre-order for the next single—already mapped in her sprint playbook.

*ALL BANDS AND ARTISTS NAMES ARE REPLACED TO ENSURE CONFIDENTIALITY

EXECUTIVE SNAPSHOT

- **Who & where:** S. — 24-yr alt-pop singer, Central Europe; 300 k monthly Spotify listeners, high TikTok momentum.
- **Starting pain:** €0 direct-to-fan revenue, no e-mail list, merch page “coming soon.”, no CRM, no texting list; fans were DM-ing screenshots of PayPal receipts
- **Sprint goal:** prove merch demand **without** running the ads or buying the inventory up-front
- **Headline win: €12 200 gross in 4 weeks** from a signed-poster bundle; **4 020 new e-mails** captured.
- **ROI:** Monetization Lab fees recouped 4.3× in the first month; future revenues are already cost-neutral.

BASELINE HEALTH-CHECK

- **Revenue mix pre-sprint:** Music Streaming generated 98 % of her €88 k annual income; the remaining 2 % came from café-gig tip jars. Merchandise and memberships were 0 %.
- Heat-map flagged **Direct-to-Fan** as “critical leak.”

Pillar	KPI	Sasha Feb 2025	Segment Median	Status
Audience	Spotify monthly listeners	300 k	250 k	✅
Engagement	TikTok engagement rate	2.3 %	2 %	✅
Monetisation	Direct-to-fan €/listener	€0.00	€0.20	🔴

OPPORTUNITY MAP

Rationale to prioritize Shopify store stream:

- Requires <€200 Shopify / Printful fees.
- Leverages existing artwork and mp3; no new content.
- Immediate e-mail capture for future tiers.
- Bundle could be printed on demand, eliminating inventory risk.

Play	Effort	€ Upside	Rank
Pop-up Shopify + Signed-Poster bundle	★★☆☆	€35 k	#1
Fan-club Lite (Discord €5/mo)	★★★☆	€27 k	#2
TikTok retargeting drip	★★★☆	€18 k	#3

4-WEEK SPRINT ACTIONS

Week	Key Moves	Owner	Output
1	Heat-map walkthrough • poster artwork finalised	Sasha + Monetization Lab	Asset pack
2	Shopify template • Stripe set-up • list opt-ins (Linktree, IG bio, merch table QR)	Assistant	Live store
3	Teaser Reels + TikTok countdown (3 posts). Reel CTA included 10 %-off code to test price sensitivity	Sasha	120 k views
4	72-hr drop • fulfilment via Printful • post-purchase survey	Sasha/assistant	305 orders

OUTCOMES & NEXT STEPS

- **Launch results (first 4 weeks)**
  - Achieved the Post-launch gross margin: 67 % after printing & platform fees
  - Delivered 305 orders • average order value €40 → **€12 200 gross**, €8160 net after COGS/fees.
  - Collected 4 020 new subscriber e-mails (1.3 % of listeners).
  - 12 % of buyers opted into SMS list.
- **Next actions (already road-mapped)**
  1. Launch Discord fan-club pilot (Q3).
  2. Retarget poster buyers for vinyl pre-order (Q4).
  3. Retarget TikTok viewers → expand the e-mail list at €0.08 CPL.

ROI Dashboard

Metric	**Pre-Sprint**	**30-Days Post**	**Δ**
Direct-to-fan €/listener	€0.00	€0.04	+€0.04
Annualised direct to fan €	€0	€35 k run-rate	+€35 k