THE EMBERS* BAND

GAINED 18000 USD A YEAR WITH LESS TOURING

Implemented: email funnel, ticketed livestreams
Pending: evergreen Shopify store

The Embers (folk quartet, 60 shows/yr, 120 k monthly Spotify listeners) had no digital income beyond streaming.

Heat-check exposed 5 k un-captured emails per tour.

We installed a merch-table QR opt-in + a MailerLite sequence and mapped two ticketed livestreams.

After only the first stream they netted **€4 k** (avg €6 tip, 650 tickets).

Email list hit 9 k; open rates sit at 41 %. Tour days cut to 45 next year—goal met.

*ALL BANDS AND ARTISTS NAMES ARE REPLACED TO ENSURE CONFIDENTIALITY

Executive Snapshot

- Who & where: The Embers — 4-piece Americana band, constantly on the Northen America circuit of tours; 120 k monthly Spotify listeners.
- Starting pain: 60 club shows a year, zero digital income beyond streaming; no e-mail list, no online store.
- Sprint goal: capture on-site fans and monetize them online so the band can cut touring days.
- Headline win: first ticketed livestream netted €4 050 and built a 9 040-address e-mail list in 30 days.
- ROI: consultancy fee recouped 3.1× in Month 1; 25 % tour-day reduction booked for next season.

BASELINE HEALTH-CHECK

- Revenue mix pre-sprint:
    - Streaming 78 % (€45 k/yr) •
    - On-tour merch 22 % (€13 k/yr) On-tour merch averaged €215 per night but evaporated once the van left town
    - Digital Live 0 %.

Heat-map flagged Digital Live and Online Merch as “critical leaks.”

Pillar	KPI	Band (May 2025)	Segment Median	Status
Audience	Spotify monthly listeners	120 k	100 k	✅
Engagement	Instagram Engagement rate	1.8 %	2.0 %	🟡
Monetisation	Digital Live €/listener	€0.00	€0.05	🔴
Monetisation	Online Merch €/listener	€0.00	€0.20	🔴

OPPORTUNITY MAP

Why QR Email Capture → Automated Funnel is prioritized as #1:

- Requires one QR poster + free MailerLite plan (MailerLite tier remains free under 1 000 sends, preserving cash)
- Captures fans already queuing at merch desk.
- Feeds every future revenue play (livestream, online merch).

Play	Effort	€ Upside	Rank
QR Email Capture → Automated Funnel	★★☆☆	€25 k/yr	#1
Quarterly Ticketed Livestream w/ Tip Overlay	★★★☆	€18 k/yr	#2
Evergreen Shopify POD Store	★★★☆	€22 k/yr	#3

4-WEEK SPRINT ACTIONS

- In-person gig ➜ scan QR ➜ join e-mail list.
- E-mail sequence ➜ sell tickets to an online show
- Livestream via OBS + overlay ➜ real-time tips + ticket revenue.
- Replay e-mail ➜ extra views & late tips.

Week	Key Moves	Owner	Output
1	Heat-map call • Merch-table QR opt-in poster • MailerLite list	Monetization Lab+ Band	QR live, list zero-start
2	4-e-mail welcome sequence • Segment tags (city, show)	Assistant	4 k new subs
3	Schedule Stream #1 • OBS overlay • $8 ticket page	Band	Ticket funnel live
4	Livestream show • Tip jar (average €6) • Replay e-mail + merch upsell (generated extra €450 in late tips)	Band	650 tickets, €4 050 net

OUTCOMES & NEXT STEPS

Launch metrics (Day 30)

- **Tickets sold:** 650 @ €8 → €5 200 gross
- **Viewer tips:** €3 900 ➟ **€4 050 net** after Stripe/OBS fees
- **E-mail list: 9 040** addresses (opt-in rate 2.8 % of show attendees)
- **Tour days planned 2026:** 45 (-25 %)

Next in playbook

- Launch Shopify store (Q3) → target €22 k/yr.
- Quarterly “From the Van” livestream series (Q4).
- Fan-club lite tier after list hits 15 k.

ROI Dashboard

Metric	Pre-Sprint	Post-Sprint	Δ
Digital-Live €/listener	€0.00	€0.033	+€0.033
Annualised Digital-Live €	€0	€18 k run-rate	+€18 k