LUNA*

GAINED 1300 EURO A MONTH

Implemented: Patreon superfans
Pending: first Shopify merch batch

Luna, an alt-folk singer with 50 k monthly Spotify listeners yet making an astounding 7 % on instagram engagement, fell between our typical segments of musician.

We averaged benchmarks to create a “micro-fan” model; top gap was recurring income.

She launched a Patreon with two tiers (€3/€7), pulling **€1 300 monthly recurring revenue** from just 0.4 % of listeners.

Luna is reinvesting into a mini-merch drop—already costed in her playbook—and projects €5 k extra merch profit to fund a summer tour van

*ALL BANDS AND ARTISTS NAMES ARE REPLACED TO ENSURE CONFIDENTIALITY

EXECUTIVE SNAPSHOT

- **Who & where:** Luna — 25-year-old alt-folk singer, Southeastern Europe; **50 k Spotify monthly listeners**, cult Instagram following (7 % engagement rate).
- **Starting pain:** Passionate fans but €0 beyond streaming and café gigs; no e-mail list, no merch store.
- **Sprint goal:** test recurring income from superfans with minimal cash outlay.
- **Headline win: €1 300 monthly recurring revenue** in 28 days from a two-tier Patreon launch (260 patrons).
- **ROI:** consultancy fee recouped **4×** in first month; monthly recurring revenue funding next playbook step (merch drop).

BASELINE HEALTH-CHECK

- **Pre-sprint revenue mix:** Streaming €21 k/yr (95 %) • Live tips €1 k/yr (5 %) • All else 0 %.
- Instagram Live attendance averages 1 200 concurrent viewers
- Heat-map shows **Membership** and **Merch** in red.

Pillar	KPI	Luna (Apr 2025)	Micro-Segment Median	Status
Audience	Spotify monthly listeners	50 k	50 k	✅
Engagement	Instagram engagement rate	7.0 %	3 %	🟢
Monetisation	Membership €/listener	€0.00	€0.08	🔴
Monetisation	Merch €/listener	€0.00	€0.20	🔴

OPPORTUNITY MAP

Why Patreon is prioritized:

•Zero inventory cost; leverages her weekly acoustic Instagram Lives.

•High Instagram Engagement (7 %) predicts >0.4 % conversion.

•Patreon tiers deliver monthly acoustic demos—recorded on phone, zero extra cost.

•Provides cash to fund merch production later.

Play	Effort	€ Upside	Rank
Patreon 2-tier “Campfire Club” (€3/€7)	★★☆☆	€16 k/yr	#1
Mini Merch Drop (Lyric Tea Towels)	★★★☆	€6 k/yr	#2
Email Opt-in at Link-in-Bio	★☆☆☆	€2 k/yr (indirect)	#3

4-WEEK SPRINT ACTIONS

Week	Key Moves	Owner	Output
1	Heat-map call • Tier naming • Reward checklist	Monetization Lab + Luna	“Campfire Club” tiers
2	Patreon page build • Stripe connect • Preview post	Luna	Page in pre-launch
3	IG Live “story behind the songs” • Fan Q&A. IG Live drew 24 % of total followers	Luna	12 k live viewers
4	Launch email + IG reel • Welcome pack (demo MP3, postcard PDF)	Luna	260 patrons (0.52 %)

OUTCOMES & NEXT STEPS

First-month metrics

- **Patrons:** 260 (avg €5) ⇒ **€1 300 monthly recurring revenue**
- **Email opt-ins:** 1 100 (2.2 % of listeners)
- Churn (unsibscribe) projection: 11 % at month 3

Next in playbook

- Invest €1 k monthly recurring revenue surplus into merch (Q3).
- Launch Shopify micro-store with Printful fulfilment.
- Quarterly acoustic Zoom concert for top-tier patrons.

ROI Dashboard

Metric	Pre-Sprint	Post-Sprint	Δ
Membership €/listener	€0.00	€0.31	+€0.31
Annual Recurring Rev	€0	€15.6 k	+€15.6 k