

**Ace Entertainment Services** is a talent management company with an impressive portfolio representing both recognized artists and rising stars. They are at an industry-high and recognized for their services in managing and building the brands of their talent.

### The Challenge

AES has to balance between fulfilling their management role and creating new opportunities for their portfolio. Lately they have lost talent to a new competitor in the business. In response, they created unique value for their portfolio and adopted new social media practices. AES implemented eSimon as a social commerce “tool” that would provide interactive and immersive social engagement between fans and their idols, and then monetize the fan relationship through eCommerce.

### Roles in Social engagement

With the wide range of social media options available to the entertainment community, AES struggled to contribute and manage the brand building of each talent. It required massive amounts of resources just to effectively manage two or three different channels like Facebook, Instagram and Twitter for each client so AES appreciated eSimon providing the multi-media capabilities of popular social sites in one application.

In creating the right balance of contribution to keep “conversations” personal but also relative, AES found *Roles Control* in eSimon an effective way to distribute contribution across different sources. By assigning the *editor* role to their staff they managed the overall feel and appeal of content but *contributor* roles were assigned to the artist themselves, their PR and 3<sup>rd</sup> parties to keep the content fresh and relative. This efficiently created a rich contribution of content from multiple sources. *Roles control* also permitted rising stars or celebrities to effectively offer endorsements to 3<sup>rd</sup> parties.

### Revitalizing eCommerce

Apart from managing, promoting and building the brands in their portfolio, AES wanted to add value to their talents and monetize their brand assets. Having previously launched an eCommerce site, they found it difficult to import traffic from the wide variety of social media sites used by both their talent and their company.

Using eSimon meant they didn't have to struggle with diverting traffic from different social platforms. For the social engagement they assigned a *Hub* to each artist, which included an eCommerce *Shoppe*. Essentially, each talent had their own unilateral multi-media channel to communicate with their fans, and a *Shoppe* in the marketplace for merchandizing.

Individual *Shoppe*'s in the market place meant artists could promote their own merchandise, paraphernalia or personal picks to their respective fans. A “walled garden” around each *Hub* prevented one artist from poaching the fans of another, although fans were free to select which artists they wanted to follow.

The *Shoppe* was a completely new revenue stream for artists, and those without established brands could benefit just as much although they had to make a bigger marketing effort.

The *Shoppe* also allowed artists to promote their individual tastes, as some rising stars ventured into design and either collaborated with their friends who were also rising designers, or worked alone to create a line of products.

In this manner, eCommerce became

How a Talent Management Company builds a successful B2C business on eSimon

a key opportunity for artists to not only expand their revenue channels but also to build their brand. To this end, artists are able to promote and position concert tickets, new album launches and playlists with their fans.

### Creating intrinsic Value

A Sponsored *Community* made AES's role easier in managing the *Shoppe*'s and contributing to the artist's brand building and career. As the *Community*-owner, AES was able to oversee and administrate a number of *Hubs* and gather vital statistics on the performance of each *Hub*. Statistics such as social media insights, trending posts and eCommerce performance allowed them to identify and adjust what worked and what didn't, making their role in managing the artists that more intrinsic to their artist's growth.

### Changing the Industry

The role of talent Management Company's and the relationship artists have with their fans have changed forever. Apart from eCommerce, eSimon has created new opportunities to generate revenue including more interactive endorsement, advertising and promotion through interactive video streaming and Artificial Intelligence.

Now the relationship between fans and artists has a greater monetary value.

