

M-XCLOUD



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SELECT CREATOR GUIDE

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INTRO TO ∞ MIXCLOUD SELECT

WELCOME TO MIXCLOUD SELECT

EARN MORE 

TAKE CONTROL 

GET CLOSER 

With Mixcloud Select, we're giving you the tools to earn from your shows and get to know your biggest fans. Think of it like a next generation fan club. Your fans subscribe to directly support you, plus all the music and artists you play.

We're building this fan-to-creator model in partnership with you – but you are in control of your own channel. Your success depends on how much you put into it.

From publishing your page, to promoting your channel and getting paid, follow the tips in this guide to hit the ground running.

With love, Team Mixcloud

THE STRENGTH OF THE SUBSCRIPTION MODEL

Building a subscription audience takes time, but it's worth it!

With commitment, you can build a strong subscriber base which will give you regular, recurring, reliable revenue.

Allowing you to focus more on what you love.



WHAT FANS ARE SAYING ABOUT SELECT

“

Mixcloud Select allows me access to exclusive content and more listeners to the mixes by my favourite DJs.

“

Support the creators that make the mixes you listen to.

“

If you enjoy quality music content, this is a way to give back in a responsible way.

“

You can pay to subscribe to a creator's specific music channel and they get paid directly.

HOW TO BE A GREAT MIXCLOUD CREATOR



HOW TO BE A GREAT MIXCLOUD CREATOR

Upload Regularly

The most successful creators upload daily, weekly or monthly. Consistency is key to building a loyal and engaged listener base.



Tell Your Story

Pick a strong title and include a summary in the description.

Pro Tip 1: Don't just name it 'Mix # 406' – get creative!

Pro Tip 2: Try and avoid using dates in the title as this can age your show.

Keep It Looking Fresh

Create a visual brand for your channel with consistency, whilst also using new and interesting imagery that suits your personal brand.

HOW TO BE A GREAT MIXCLOUD CREATOR



Provide a Tracklist

As an extra benefit, your subscribers will be able to view the full list of music in your shows before they hit play... but only if you provide a tracklist! We encourage you to provide a timestamped tracklist of the music in your shows when you upload. This guarantees that your listeners get accurate track IDs.

Get Your Tags on Point

Every show can have up to 5 tags. Tag well as they are essential for discovery, charting and search.

DO: Tag with genres and tag accurately

DON'T: Tag with your name or show name as this is duplication.

Start Your Show Strong

It sounds simple, but make sure you have a strong start to your show as often people drop off in the first minute.

HOW TO SET UP SELECT



YOUR SELECT SHOP WINDOW

After accepting your invite to join, it's time to set up your Mixcloud Select page. Click the link in your email invite to get started.

Your page includes a personal message from you and highlights your recent public shows and exclusives. Think of this as the shop window to your channel. Use it to promote to your fans and encourage them to support.

MIXCLOUD LIVE Select Categories Upload Login JOIN

SELECT

GET CLOSER TO JOHN DIGWEED

Show your support for the shows and music you love to listen to.

SUPPORT FOR £3.99/MONTH

PRO TIP 💰

The price you set directly impacts how much you earn.

- Are you regularly uploading?
- Are your fans super engaged?
- Will you upload additional exclusive content?

If you answered yes, feel confident to charge more.

SUBSCRIBE FROM £4.99

SUBSCRIBE FROM £2.99

SUBSCRIBE FROM £3.99

MIXCLOUD

YOUR SELECT MESSAGE: GET YOUR STORY STRAIGHT

When you're setting up your page, it's important to get your message to them right. Think about why the support matters to you. Come up with a plan for how you'll reward your subscribers for supporting you and put it into your message.

Ask yourself:

- What is it about the content you put out into the world that's unique and authentic?
- What do your listeners love most about your shows and what keeps them coming back?

PRO TIP💬

- ✓ Describe the shows you regularly upload
- ✓ Say why the support matters to you
(plus the artists you play?)
- ✓ Maybe mention what you'll use the money for
- ✓ Talk about how you'll reward your supporting fans
- ✓ Describe the creative process behind your shows
- ✓ Avoid copy-pasting what's on your profile already
- ✓ Keep it human and authentic.
- ✓ Leave the technical stuff to us.

TAKE A NOTE FROM OUR CREATORS

“

If there's one thing I love the most in life it's Sharing other people's music. Being a platform to play an artist no matter how big or small they are is a duty I don't take lightly. Every month I'll be uploading Club Jamz mixes which will showcase club culture and the producers & sounds I love spinning in the club. I'll also be recording sets from Future Bounce nights with some of my favourite DJ's. It's you listening that will keep me going & It's you subscribing which will allow the producers I play to get paid. Keeping the scenes alive and keeping the great music rolling!

– JAMZ SUPERNOVA



“

WOW. I can't thank you enough for subscribing and supporting! YOU are the reason that DJs like myself are able to continue sharing our art to the rest of the/world... don't ever think that goes unnoticed! Cheers, friend!

– MATTHEW LAW

Choose Your Look

Pick a quality image that represents your channel and brand. Avoid duplicating what's already on your Mixcloud profile.

Say Thanks

When writing your thank you note, make your fans feel special. Welcome them to your inner circle.

Tailor Your Select Offering

You can now choose the Select subscriber benefits that make the most sense for you and your fans.

Choose Your Categories

You can also add up to two genres that represent you to make it easier for fans to discover you.

Hit Publish, Go Live

As soon as you hit publish, you will be up and running on Select. One week later (give or take), all your Mixcloud followers will get an email announcing you're now on Select.

CHECK INTO YOUR DASHBOARD

TRACK YOUR PROGRESS

Your Select Dashboard lets you keep track of how many subscribers you have, who they are and how much you're earning. This is also where you can make edits to your page. Find your Dashboard in the top right drop down under your Mixcloud name or add "dashboard" at the end of your URL.

Get Paid

Select subscription payouts are made on a monthly basis, provided your estimated balance reaches a certain amount.

SELECT

Dashboard Subscribers

16

Total subscribers

135

Estimated balance

£18.20

Total earnings paid

£240.68

Recent subscribers



Subscriber

Location

Subscribed date

Subscription price



Emi Sanchez

United Kingdom

12 Aug 2019

£2.99 GBP



Zona Libera

South Africa

12 Aug 2019

\$5.00 USD



Tuyên Ruõiii

Russian Federation

12 Aug 2019

\$2.99 USD



Zona Libera

Germany

12 Aug 2019

€4.00 EUR



Linh Tatoo

Mexico

12 Aug 2019

\$2.99 USD

[Frequently asked questions](#)
[About exchange rates](#)

<http://mixcloud.com/yourusername/dashboard>

Keep It Looking Fresh

Check our Help Centre at help.mixcloud.com to get the full breakdown on payments and currency conversions.

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A photograph of a man with dark hair tied in a bun, wearing a grey hoodie and large black headphones. He is smiling and looking down, standing in what appears to be a music studio with various equipment and a geometric patterned wall in the background. The photo is centered on a dark teal background.

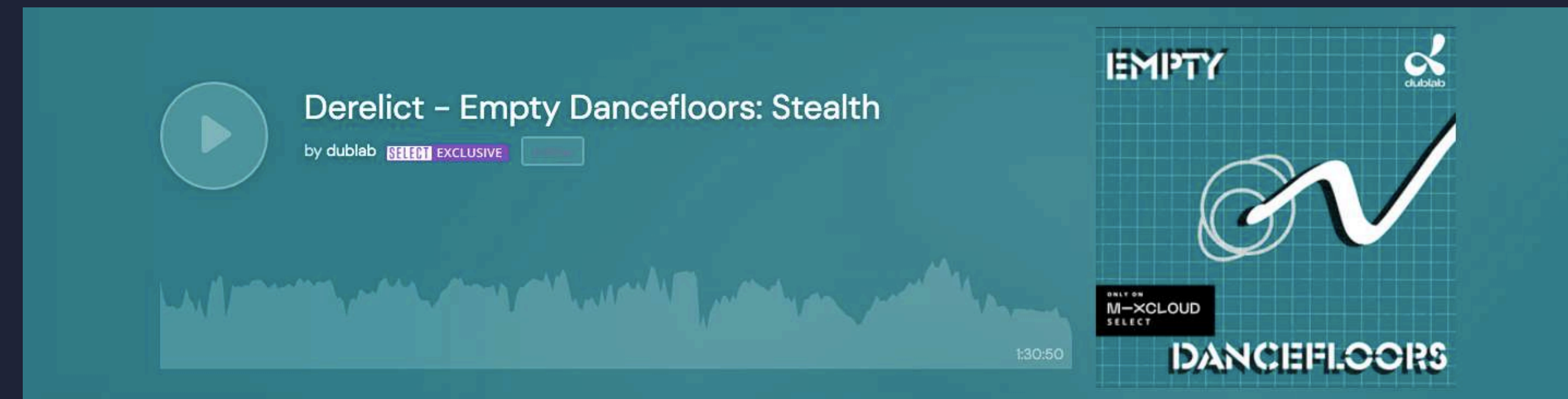
USING SELECT FEATURES FOR SUCCESS

INCENTIVISE & REWARD YOUR FANS WITH EXCLUSIVES

A Select exclusive show will be visible by everyone, but only your subscribers will be able to listen.

Uploading exclusives is a powerful way to get your fans to subscribe, because they want to get full access. The most successful creators on Select are using exclusives regularly.

You can choose how and when to use exclusives to reward your fans with extra shows. You're in control.



DO

Make a show exclusive in your first week or month to show you're on Select.

DON'T

Make shows exclusive if they are available to listen elsewhere for free! Not a good look.

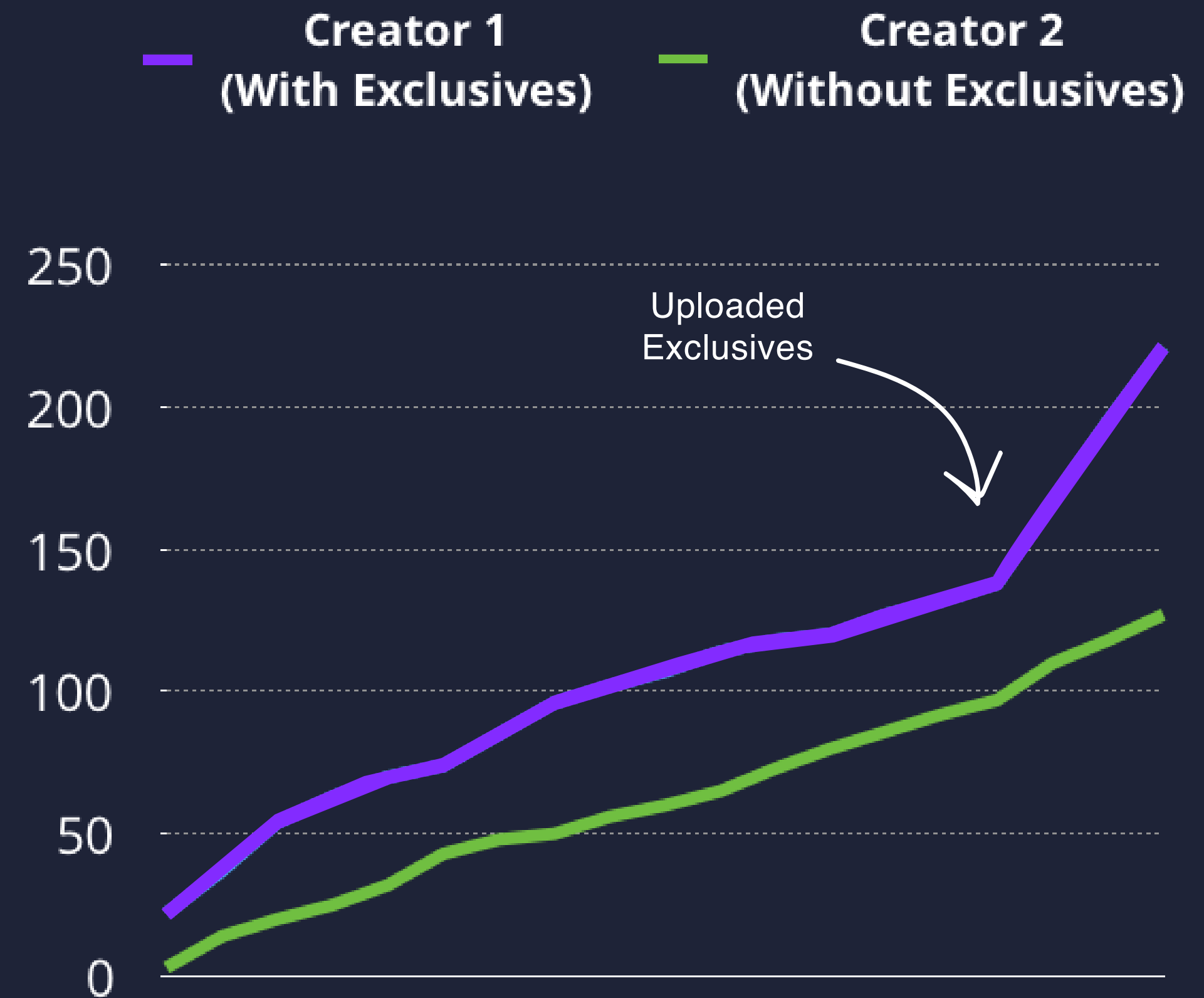
INCENTIVISE & REWARD YOUR FANS WITH EXCLUSIVES

- On average, creators using Select Exclusives are driving over 250% more subscriptions compared to those who don't.
- 18 out of top 20 Select creators are regularly using Select Exclusives.

PRO TIP 💬

Communicate your Exclusives strategy clearly!

Make it clear to your fans if you're offering exclusives — let them know your strategy in your Select message, via Posts and through your socials.



BEST WAYS TO USE SELECT EXCLUSIVES

Here's how we're seeing creators use exclusives successfully:

EARLY ACCESS

Keep your new shows exclusive for a limited amount of time, and then go public.

BONUS CONTENT

Upload extra or rare content like extended interviews, extra commentary, rare live sets or special guest mixes.

PLAYLISTS

For maximum success, consider compiling a playlist with all of your Select Exclusives. This will give your listeners an easy access when they subscribe.

EXTENDED B SIDE

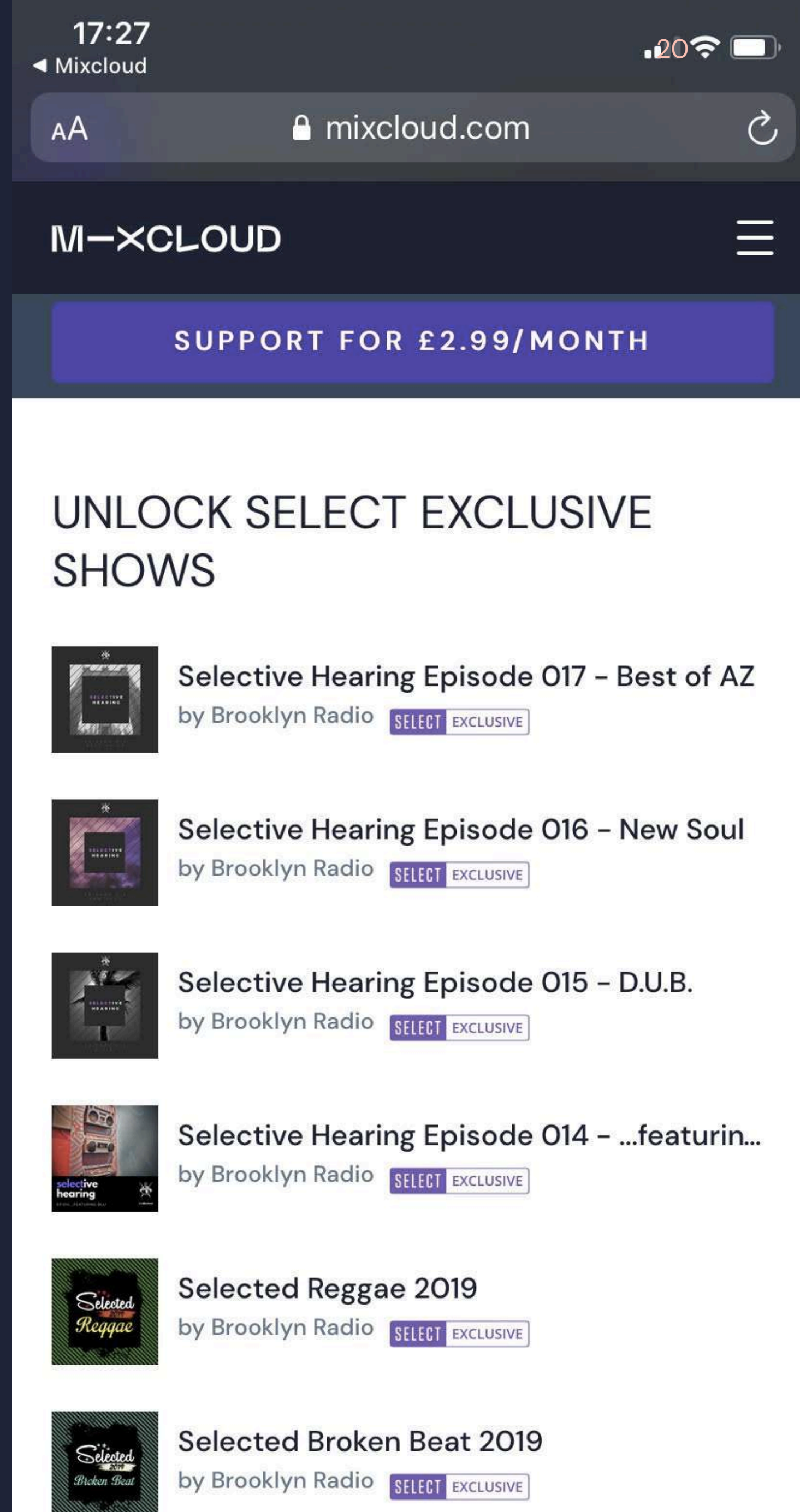
Create extended versions of your shows – make the first part free, and the second part exclusive.

DEDICATED SERIES

If you're feeling particularly creative, put together a bespoke series of shows dedicated to your subscribers.

DIG DEEPER >>>

[CLICK HERE](#) to visit our dedicated blog post on Exclusives to learn more and see examples from creators.



INCENTIVISE & REWARD YOUR FANS WITH POSTS

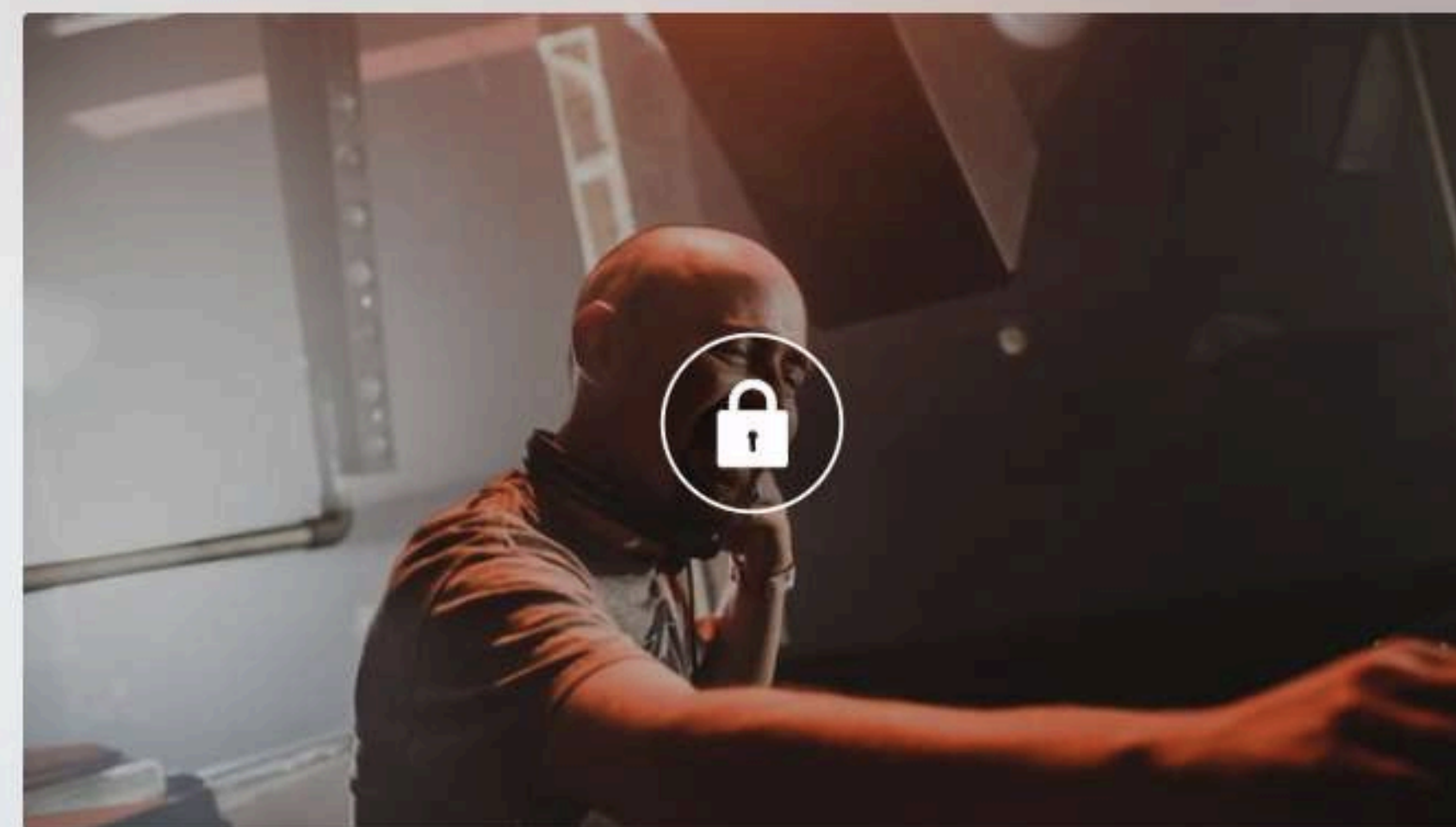
Posts are a great way to communicate directly with your fans, make announcements, offer give aways to your subscribers, and other rewards.

From within your Select Dashboard, you can create “public” Posts, available to all your followers, or “exclusive” Posts that only your Select subscribers can access.

Pro Tips:

- KEEP IT INTERESTING — do NOT just notify your fans about your latest upload, offer them something that they can't get elsewhere. Basically, don't spam 😊
- KEEP IT PERSONAL — your fans want to hear from you, so write in the first-person.

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SUPPORT MR. SCRUFF

Show your support for the shows and music you love to listen to. Subscribe directly to this channel to become a supporting fan of Mr. Scruff and get access to exclusive rewards.

SELECT EXCLUSIVE

Subscribe to Mr. Scruff to read this exclusive post.

SUBSCRIBE MONTHLY

A thank you from Mr. Scruff and your chance to be a 'Mixcloud Select Mix Selector'

8 months ago

by Mr. Scruff

Thanks for your support by signing up for Mixcloud Select. We are doing a thing/thang clumsily titled 'Mixcloud Select Mix Selector' where our small but perfectly formed group of subscribers get to pick a Scruff gig recording, perhaps from a gig t...

Exclusive Posts available with a [Select Subscription](#)

Mr. Scruff uses Posts to thank his Select subscribers, offering them the unique opportunity to co-curate his exclusive 'Mix Selector' series.

This in turn incentivises new fans to subscribe!

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HOW TO PROMOTE YOUR CHANNEL



DON'T FORGET THE BASICS

Self promotion isn't easy. But, it's the best way to get heard and build up your supporters and sometimes the simplest things are the most effective. We break down the basics on how to promote your Mixcloud channel online, from pre-launch tactics and social media 101, to how to get creative and build hype for the next content drop.

PRE-LAUNCH TACTICS

Get ahead of the game to make the biggest impact. The month before you launch is as important to the moment you go live, so use it to prepare your yourself and your fans for what's coming.

- Prepare your launch announcement posts
- Create a social media calendar: plot out reminders and teasers around each release
- Ask your fans what they want to hear from you
- Use any opportunity to capture content (in-the-studio, etc) and create a content bank to keep your social posts on point



Pro tip: Ask your followers for feedback on what you plan to release on Mixcloud – they may surprise you and help shape what you release on your Select channel altogether!

Create a social calendar

March 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
23	24	25	26	27	28	29
1	2	3	4	5	6	7
	MIXCLOUD CHANNEL ANNOUNCEMENT ACTION: SOCIAL PROMO CHANNELS: FEEDS & STORES			CONTENT TEASER ACTION: SOCIAL PROMO CHANNELS: STORES & TWITTER	MIXCLOUD RELEASE: PODCAST ACTION: SOCIAL PROMO CHANNELS: FEEDS & STORES	
8	9	10	11	12	13	14
CONTENT REMINDER ACTION: SOCIAL PROMO CHANNELS: FEEDS & STORES			CONTENT TEASER ACTION: SOCIAL PROMO CHANNELS: STORES & TWITTER		MIXCLOUD RELEASE: TBC ACTION: SOCIAL PROMO CHANNELS: FEEDS & STORES	CHANNEL/CONTENT REMINDER ACTION: SOCIAL PROMO CHANNELS: STORES
15	16	17	18	19	20	21
	CONTENT REMINDER ACTION: SOCIAL PROMO CHANNELS: FEEDS & STORES			CONTENT TEASER ACTION: SOCIAL PROMO CHANNELS: STORES & TWITTER	MIXCLOUD RELEASE: TBC ACTION: SOCIAL PROMO CHANNELS: FEEDS & STORES	
22	23	24	25	26	27	28
CONTENT REMINDER ACTION: SOCIAL PROMO CHANNELS: FEEDS & STORES			CONTENT TEASER ACTION: SOCIAL PROMO CHANNELS: STORES & TWITTER		MIXCLOUD RELEASE: TBC ACTION: SOCIAL PROMO CHANNELS: FEEDS & STORES	CHANNEL/CONTENT REMINDER ACTION: SOCIAL PROMO CHANNELS: STORES
29	30	31	1	2	3	4
	CONTENT REMINDER ACTION: SOCIAL PROMO CHANNELS: FEEDS & STORES			CONTENT TEASER ACTION: SOCIAL PROMO CHANNELS: STORES & TWITTER	MIXCLOUD RELEASE: TBC ACTION: SOCIAL PROMO CHANNELS: FEEDS & STORES	

Announce your launch in advance



MIXCLOUD

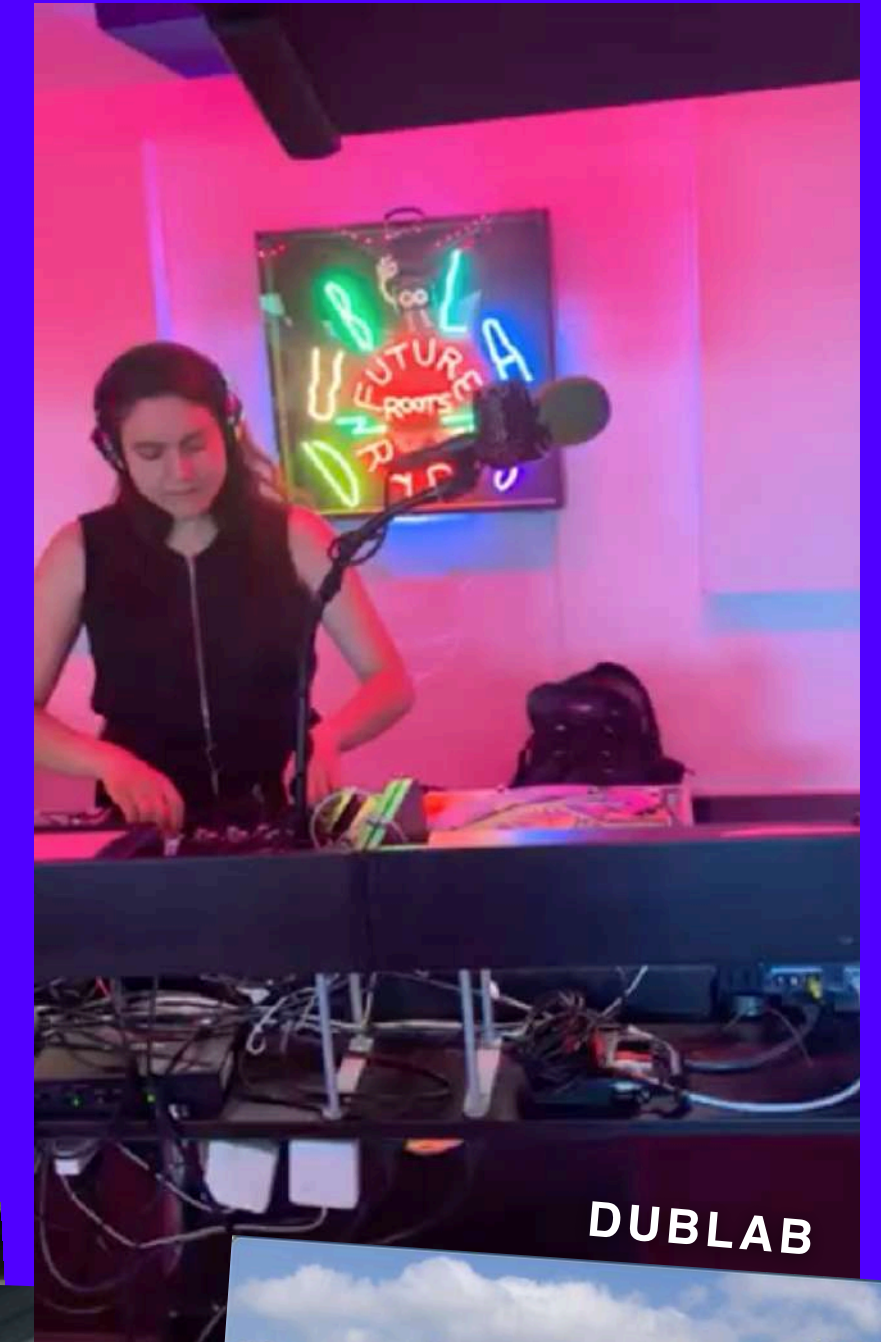
SHOUT OUT IN YOUR SHOWS

Your fans are already listening. Shouting out in your shows is the most direct and effective way to get their attention.

- If you talk in your shows, talk about Select
- Create a script for your radio show hosts
- Create a jingle to break up a mix
- Put a bespoke message at the start or end
- Hype up your exclusives in the description



Pro tip: Keep your supporters coming back for more: shout out what shows, collaborations or special content drops you've got coming up that month



INTRODUCE YOUR CHANNEL

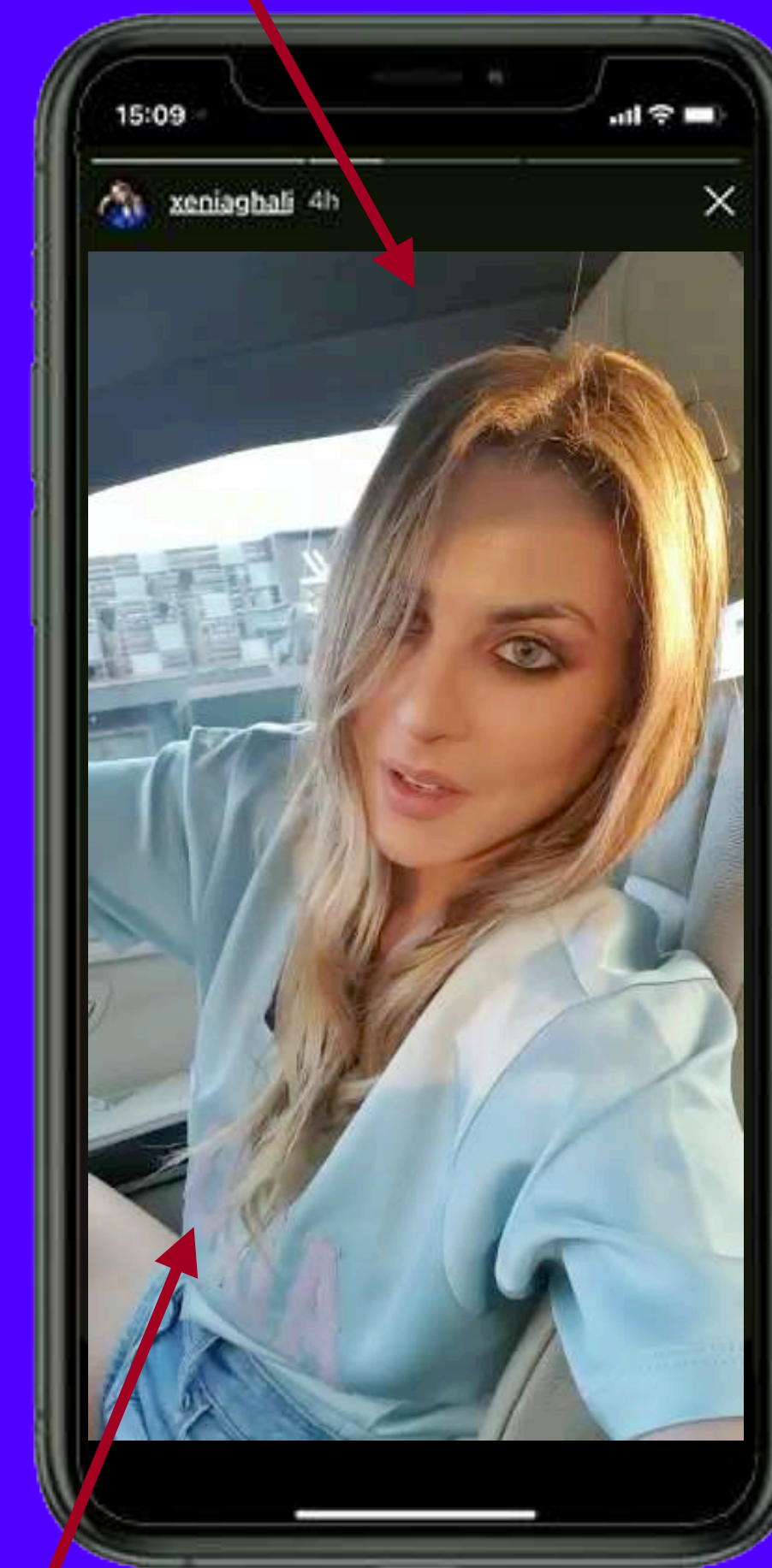
Share a short personalised video announcing your Mixcloud Select channel across your socials to get the ball rolling. Don't forget to mention:

- What Mixcloud content you'll be dropping
- Why their support matters to you
- Call-to-action for support e.g. "Join me on Mixcloud for exclusive shows each week"
- Where to find you e.g. "Hit the link in bio" or "Head to mixcloud.com/lefto now"



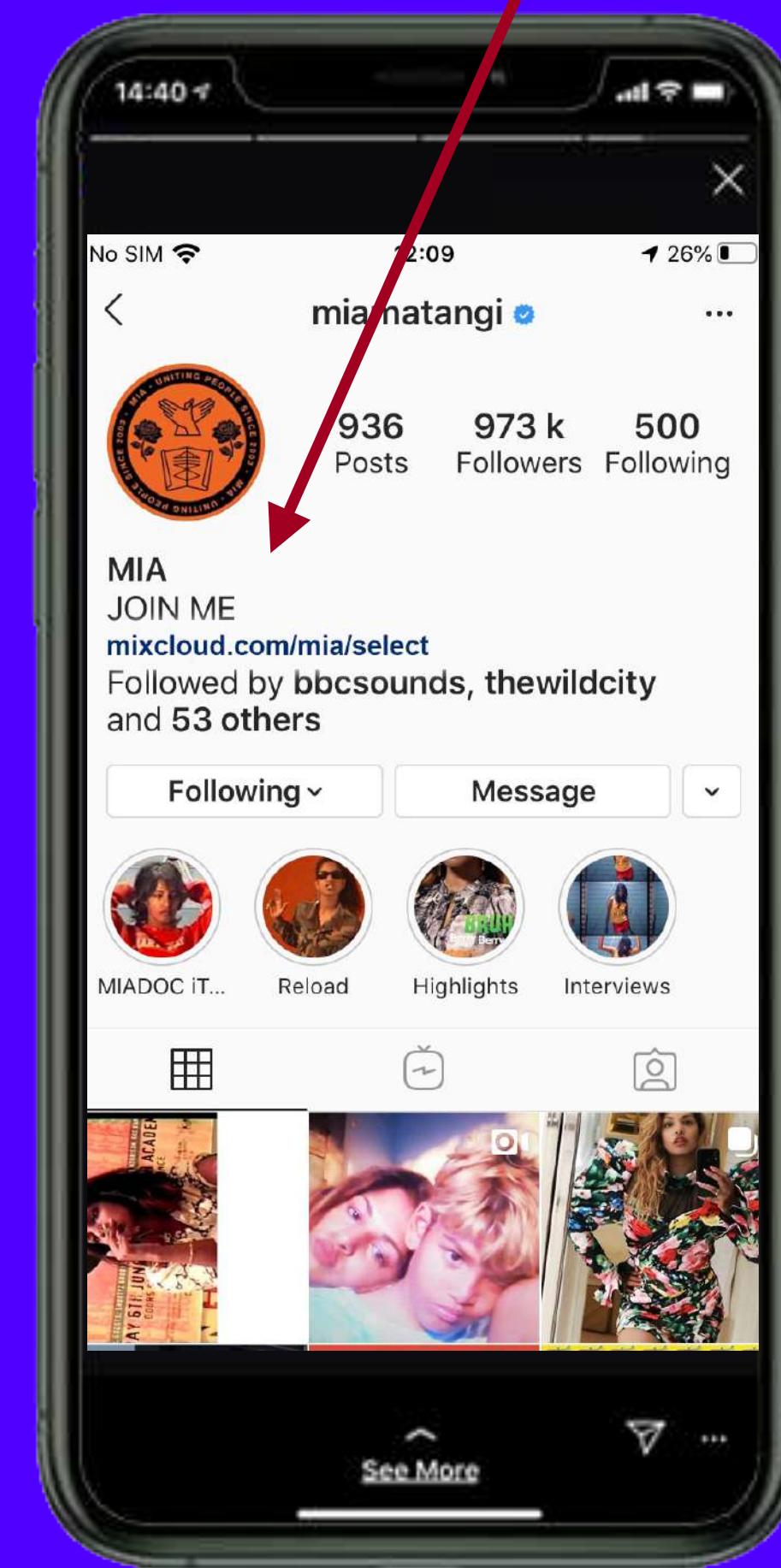
Pro tip: Can't fit it all in one video? Publish a longer clip on why you're building a next-gen fan club to IG:TV

CLICK



Record a selfie video

Add your Mixcloud link



MIXCLOUD

SOCIAL 101

Overwhelmed by social media? We are too. Get set-up for success with simple tips, tricks and hacks to make your voice heard.

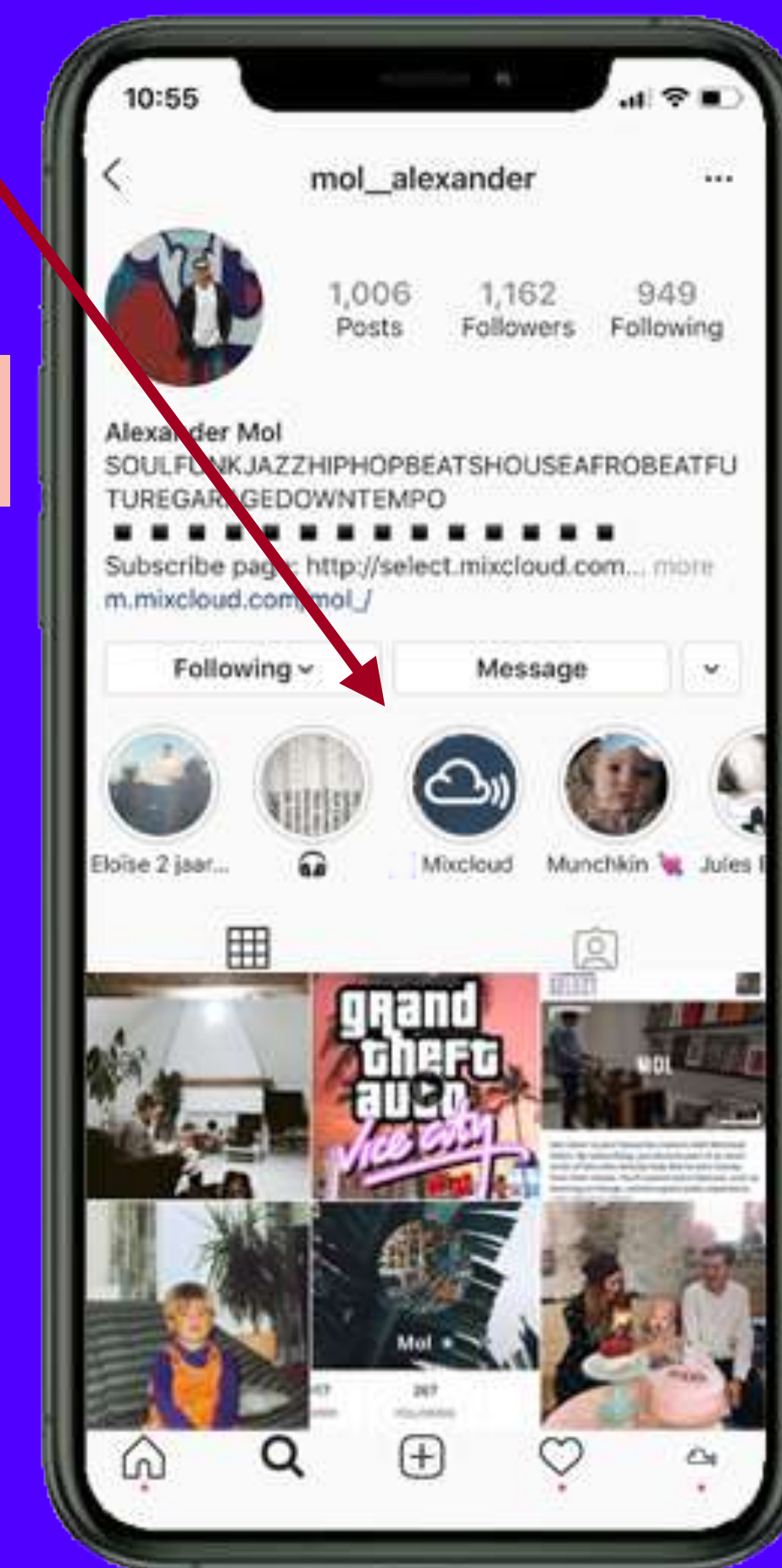
- **Get Discovered** – add your Mixcloud Select link to your social bios to boost discovery
- **Tag Us** – tag @mixcloud on socials so we can cross promote your posts
- **Use Hashtag** – add #MixcloudSelect, #Mixcloud to all your Mixcloud posts
- **Be Consistent** – dedicate social posts to your



Pro tip: Use Instagram Stories 'swipe up' to link direct to your Select page or show!

Add a Story Highlight

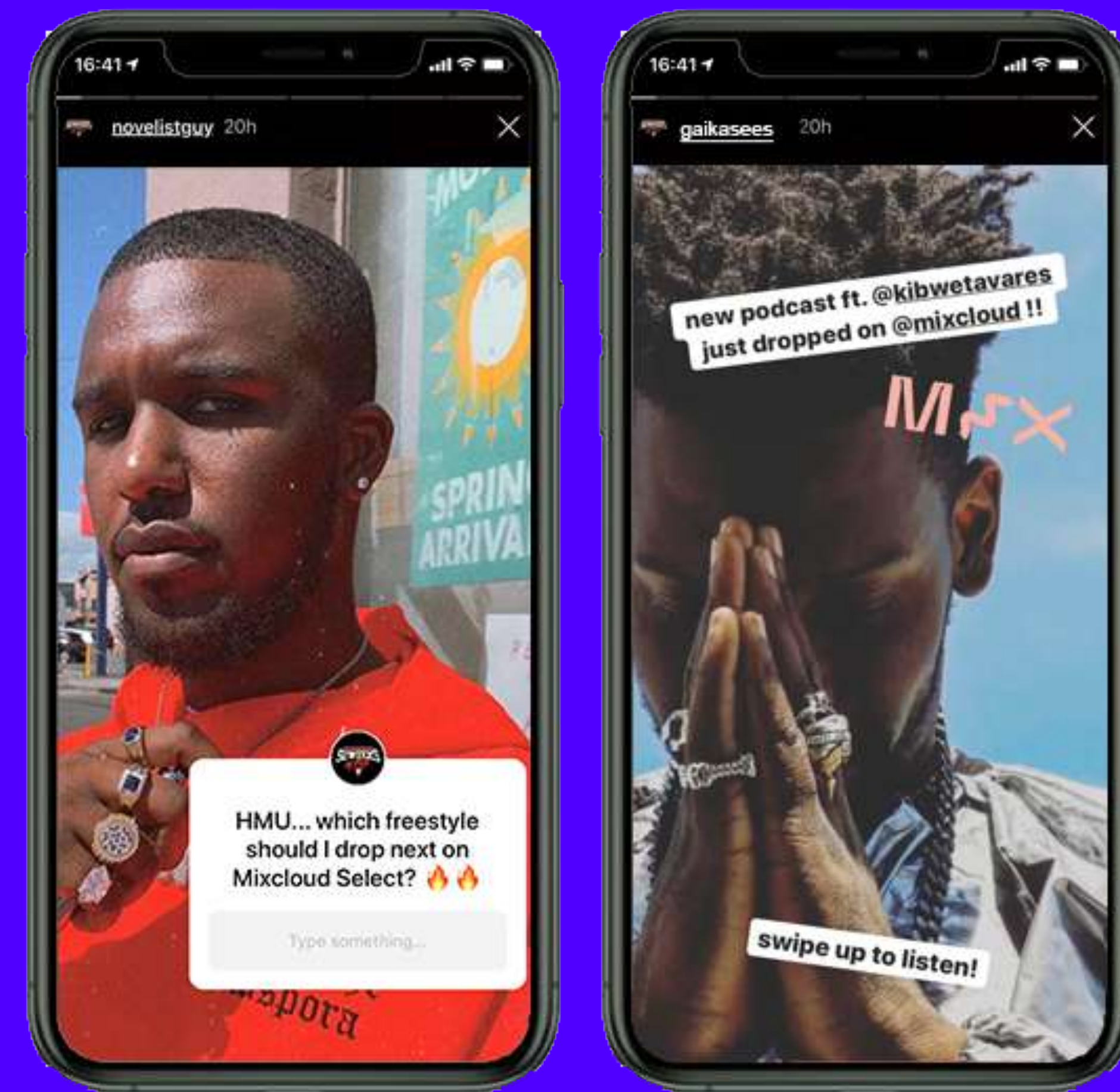
Tag us so we can cross-promote!



GET CREATIVE

You've nailed the basics – don't stop there. Bring your Mixcloud story to life on socials in simple, but effective ways!

- **Level up your visuals –**
Use our toolkit of visual assets to customise your content, easily!
- **Share your craft –**
take your fans behind the scenes or in-the-studio
- **Make your fans part of the creation process –**
crowd-source ideas from your community
- **Get involved with us –**
take over Mixcloud's Instagram Stories



Pro tip: Use Stories 'Questions' to ask your fans what they want to hear next

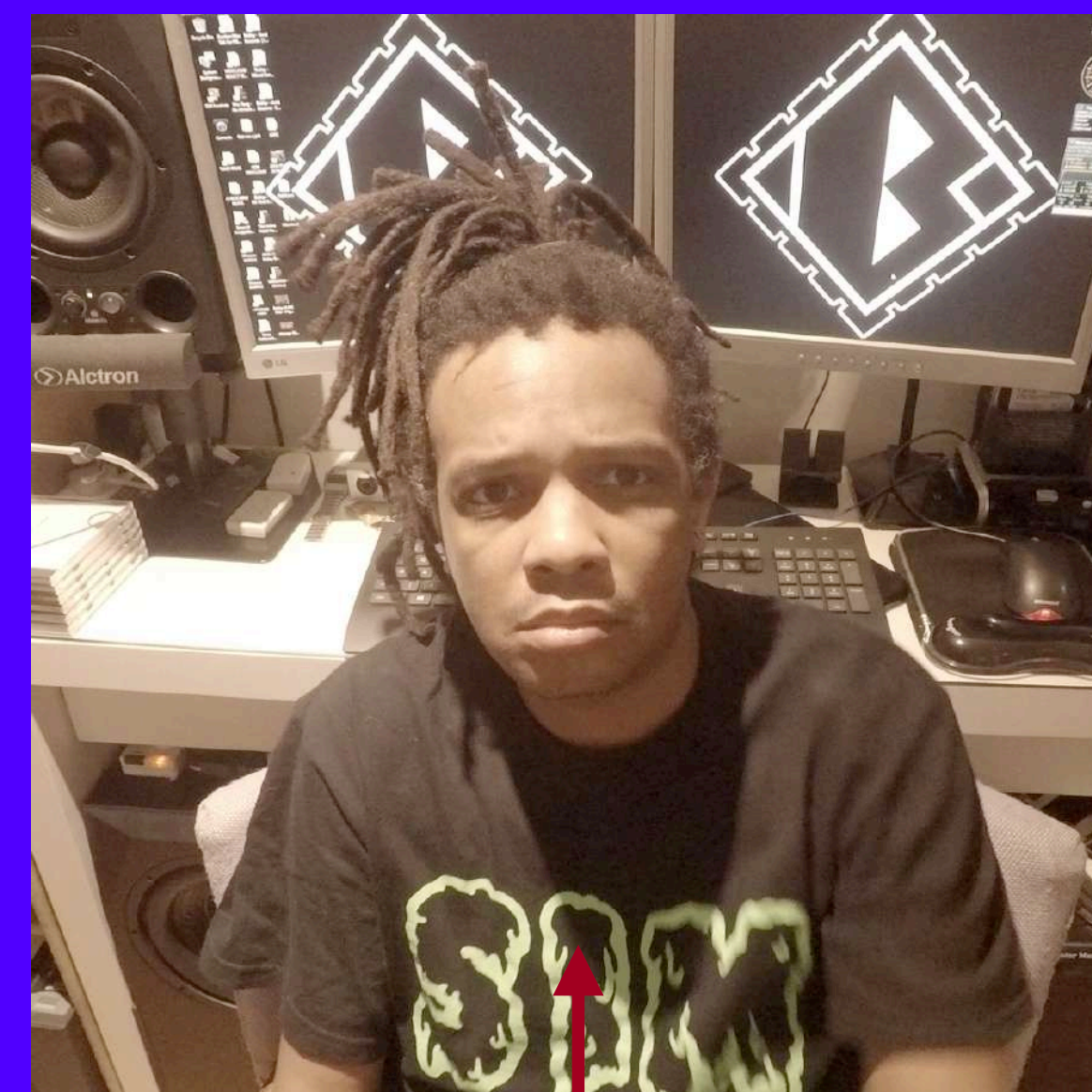
BUILD HYPE

Attention spans get shorter by the day, so keep generating noise around each Mixcloud release to get heard.

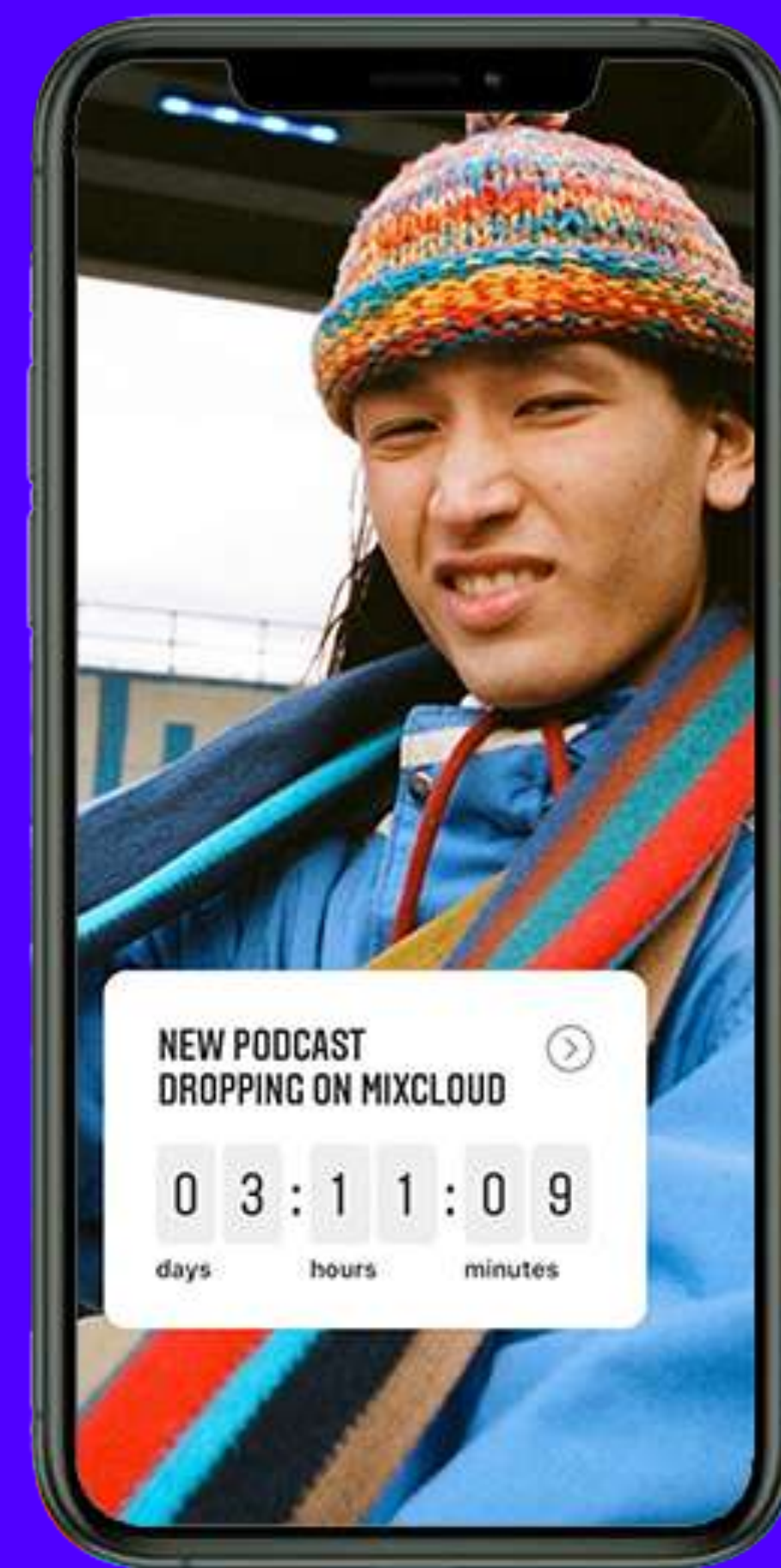
- Tease your Mixcloud content – get fans hyped for the next drop with teasers each week
- Get your peers involved – fellow artists or collaborators, ask them to shout about your channel
- FOMO is real – talk about your Select channel organically alongside other posts to drive intrigue and mystery about your new fan club
- Be patient – slow and steady wins the race and we've got your back all the way



Pro tip: Use Instagram Stories countdowns to build excitement before next content drop



CLICK



MIXCLOUD

MIXCLOUD STICKERS

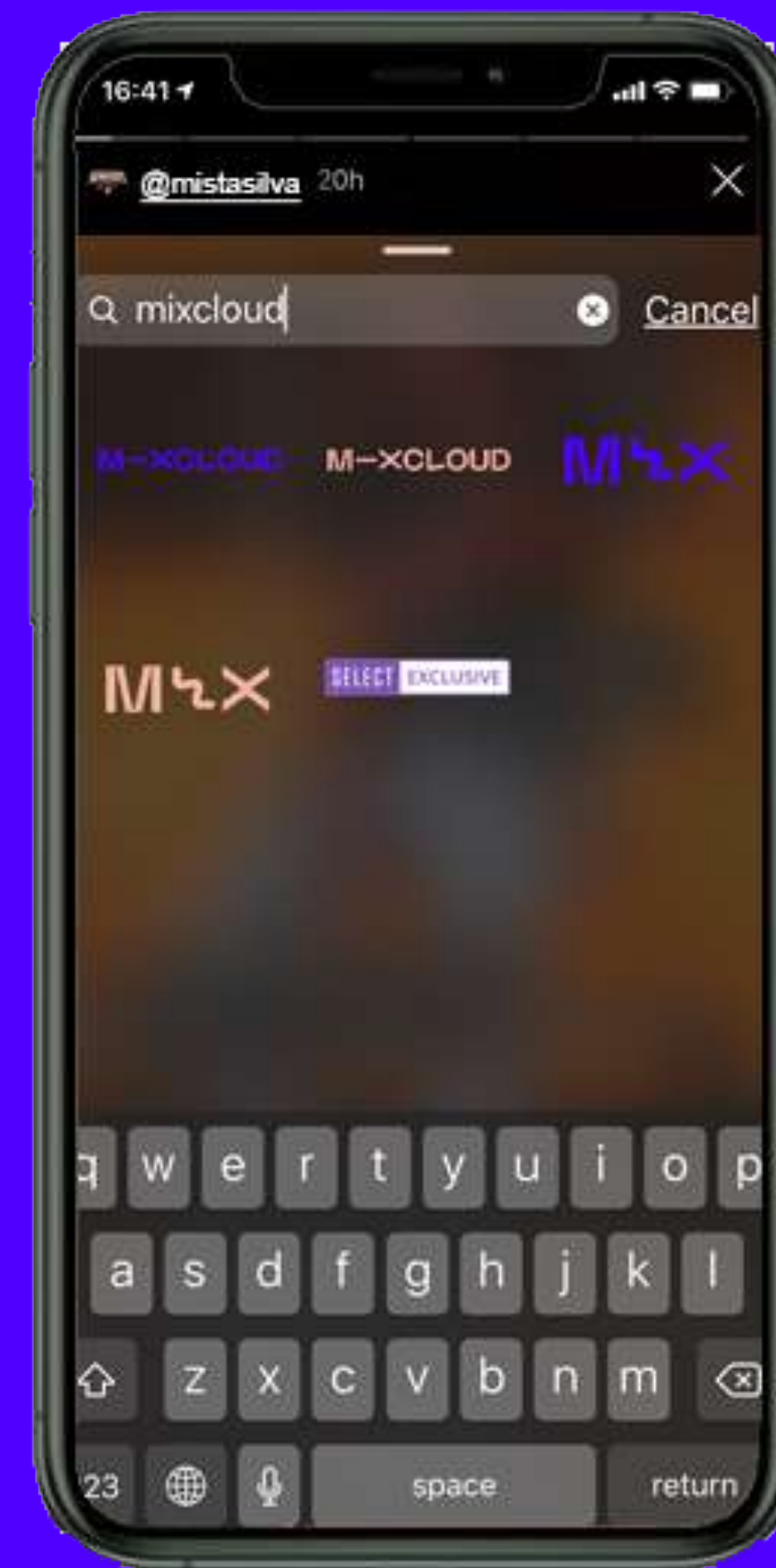
Level up your Instagram Stories content with our new Mixcloud stickers.

1. Record your story
2. Open your Instagram Stories
3. Search for "Mixcloud" in GIFs
4. Sticker away!

Step 1



Step 2



Step 3



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THANK YOU
FOR LISTENING

