

## What Makes The Band Perry's Fan Club Tick?

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CMA members will be treated to a story in the Feb/March 2015 issue of *CMA Close Up* on fan clubs for Country artists – specifically, how three of them, representing artists at three levels of achievement, serve the interests of their favorites and vice versa.



The Band Perry interacts with The Fans Perry.

Photo by Owen Thomas

One of the clubs is known as The Fans Perry. Their heroes are The Band Perry – no surprise there. But what may be surprising is their level of dedication in honoring the trio and how innovative they're willing to be to champion the trio more effectively, as the group's social media guru Owen Thomas explains.

### **How often do you update TheFansPerry.com?**

Really, The Band Perry's fans do most of the updating themselves on our message boards. That's what it's designed to be. The forums are really communities that belong to those fans to discuss anything pertaining to the band. They're diehards that really curate the identity of the fan club website.

### **How involved do the artists themselves get with their fan club?**

The band is very committed to engaging with fans personally as much as possible. At shows, on the street, online, whatever, they're always grateful to meet people. I've seen them stand for hours after a show to meet every kid in an arena. And then, we have an official fan club party every year where the band performs, hangs out and gives awards to their fans. You never know when one of the band members will pop in on a forum or on the message boards. And the band loves Twitter and Instagram and has constant dialog with its followers there.

### **How does TheFansPerry.com complement the group's official website, TheBandPerry.com?**

Our fan club, The Fans Perry, is actually built into our main website and both point to the URL **TheFansPerry.com**. We made the decision to name the fan base that a few years ago as a way to give distinction to our fans. The main website works well as a creative hub too, but the integration allows for one stop.



The Band Perry invites fans to perform "Done."

Photo by Owen Thomas

**Have you been able to gauge the impact of TheFansPerry.com on marketing concert tickets, album sales and merchandise?**

Definitely. We like to reward diehard fans for their loyalty, so they get first crack at most everything: tickets, news, info on new merch, contest announcements special offerings, etc. When given those opportunities, the fans react, and we're able to maintain a mutually beneficial, direct relationship with the core base.

**How many members does the fan club have?**

The band's total online reach is deep into the millions now, and the fan club is growing very quickly. For 2014, we strategically revamped membership offerings and put on an epic fan club experience during CMA Fest, where fans actually got a behind the scenes tour of the band's full production and staging with interaction amongst touring personnel. It's really pretty awesome to me to watch it all grow stronger. As the band's popularity grows, I think fans want to share in their success as much as possible and communicate with the band as closely as they can. It feels like one big story we're all sharing together. So we try to facilitate that, really letting those fans know we care about them and that they're integral to this story. We couldn't do any of what we do without them and we've found that super-serving fan club members is ultimately very rewarding.