

# Fan Profile

## FOLLOWING

So now that your fan profile is set up and looking great, we need to try to nudge as many people as possible to check it out.

If you look at your fan profile, you'll already see two tabs displaying people you're following, and people who are following you.

If you haven't already, it's worth seeing if there's anyone in your followers list that you should be following back.

After that, the goal is to find those Bandcamp users who you think would love your music and then follow them.

The most obvious way to do this would be to identify a few bands who you feel are making similar music to you.

You can navigate to their artist page and check the grid of people who've actually bought their music.

Not only do these fans like the band, they've actually spent money on Bandcamp to support them. In terms of selling music, that's an immensely more qualified lead than someone who hits the like button of Facebook or Spotify.

So I'd recommend starting with people who took the time to write a mini-review for the album and visit their profile. If, after checking out their bio and musical tastes, you feel they could be a useful connection, hit the follow button and then repeat this with more fans.

Another way to find new people to follow would be to see who follows your followers. For this, you'll just navigate to that tab on your profile, click on someone and then find their followers' list.

Of course, you'll need to carefully go through to find people who have an interest in the style of music you're playing, but it's a great way to build out your community.

The final strategy we'll use to find new people to follow is via the Discover tool. Searching for new releases in your specific niche will not only allow you to find relevant fans, but also ones that have been active on Bandcamp very recently.

So when you're going through this process, just be aware of the type of account you're following. Unless you genuinely want updates and news from a band, it should be 'fan' profiles that you follow, rather than artist ones.

So the task for this lesson is to spend a few minutes finding some relevant artists and then following their supporters.

Whilst Bandcamp haven't published any information on limits for this, it's generally good practice on any platform not to suddenly start following hundreds of people at once, so just try to do this work steadily and make sure that your followers grow at a similar speed to the number of people you're following.