

Loudly

**SOUND
TRACKS**

How to Use Music to Connect with Your Audience

Music Tips for Creators and Influencers



Table of Contents

Introduction	1
THE CREATOR ECONOMY AND MUSIC	2
What Do We Mean by the Creator Economy?	3
The Role of Music in Creative Content	5
Using Music to Manage Audience Expectations	6
The Benefits of Using Music to Build a Rapport with your Audience	8
CONNECTING WITH YOUR AUDIENCE THROUGH MUSIC	9
What Is the Science Behind Music and Its Impact on Our Behavior?	10
Building Brand Awareness Through Music	11
Helpful Guidelines for Music Customization	13
THE INS AND OUTS OF ROYALTY-FREE MUSIC	15
Benefits of Royalty-Free Music	16
What to Look Out for When Considering the Use of Royalty-Free Music	18
AI-Powered Software: Its Role in Music Customization	19



How to Use Music to Connect with Your Audience

You could say that music is ever-present in our day-to-day routine. We hear it as a soundtrack for ads, movies, YouTube videos, and for many, it becomes a soundtrack to life itself. However, music is even more complex and powerful than you might think. It can influence the way we act, think, and perceive a situation - often without us even noticing.

Music has been seen as a powerful tool in building a long-lasting connection with an audience throughout the ages. Whether you are a videographer, vlogger, game developer, influencer, or an advertiser, you cannot afford to ignore the importance of using the right music to strike the right chord with your target audience.

Grabbing your audience's attention is one of the most important aspects for content creators to consider, especially with the continuing growth of the creator economy. This is why we thought it would be best to put pen to paper and create a guide designed to simplify the process of connecting with your audience through music.

Incidentally, this is also our specialty. Loudly provides AI-powered music software designed to help you customize your music for videos and get the perfect soundtrack for your project.

We provide creators with a diverse music catalog including thousands of tracks of a huge variety of genres and moods - as well as the tools you need to easily adjust our music to your own precise needs.

THE CREATOR ECONOMY AND MUSIC

We thought it would be best to start this guide with the basics. This section will look into the creator economy and all it entails, highlighting the relationship between music, creative content, and audience expectations. Lastly, we'll discuss what sectors can benefit the most from using music to build a rapport with their audience.

What Do We Mean by the Creator Economy?

Before we delve any deeper into the creator economy, let's quickly step back in time and look at the changes brought on by the Industrial Revolution. First off, we witnessed an increase in the supply of consumer goods, which also led to the development of mass consumption. Secondly, in order to sell those goods, and boost consumer demand, we saw the advent of mass marketing. All this can be seen as the rise of the **consumer economy**.

Advertising has played an important role in this process and many of today's brands have been built on the backbone of TV advertising. In an era without social media, this was usually the most effective method available for attracting the attention of consumers: it was the time of the **attention economy**.

Nowadays though, in a world flooded with media designed to help us create, promote, and make money through content, we have entered into the age of the creator economy. Essentially, the **creator economy** can be defined as the class of businesses built by over

50 million independent content creators, curators and community builders. This includes the software and finance tools designed to assist with the growth and monetization aspects of content creation.

Even though the creator economy is still new, it is the fastest-growing area of small business, as social media platforms offer the possibility of connecting with billions of people, allowing anyone with talent and ambition to launch a meaningful business.

For proof of how likely the creator economy is to continue growing, we need only look at one statistic: One interesting statistic is that 28% of Generation Z want to become full-time content creators when they grow up compared to 11% who still chose the more traditional 'dream' of being an astronaut.

If you're reading this, it likely means you are a creator and part of this massive global revolution. So, let's explore how you can connect more deeply with your audience and grow your business.





60

PERCENT

of creators already integrate music
into their content or plan to do so.

The Role of Music in Creative Content

It doesn't matter what type of creative content you produce: films, explainer videos, games, or commercials. Using music helps you achieve a very important goal – connecting with your audience. You only have to look at the success of silent movies to appreciate the power that music has in eliciting a response from an audience.

Some advantages of using music with your content include:

It creates an emotional response to the content viewed or listened to.

- Musicologists have found that tempo, harmony, and the choice of instruments all play a critical role in the so-called “mood technique” – this involves choosing the right mood filters for the music you select, to make sure it corresponds with your own emotion or the emotions desired in your audience.

It acts as an identifier for your brand.

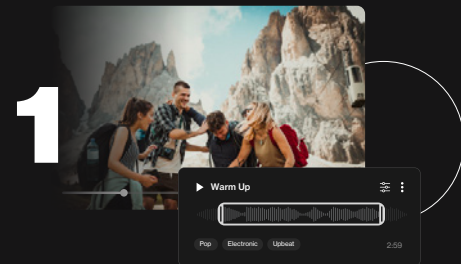
- With the right soundtrack to your content, you speak directly to your targeted audience. If the message is strong enough, customers will directly imagine your identity as a brand.
- If you know what kind of music your audience probably likes, it makes sense to serve up the genres which might align and therefore resonate with them.
- Any brand, whether personal or commercial, requires consistency – and the same goes for the genres of music you use to connect with your audience.

1

The Creator Economy and Music

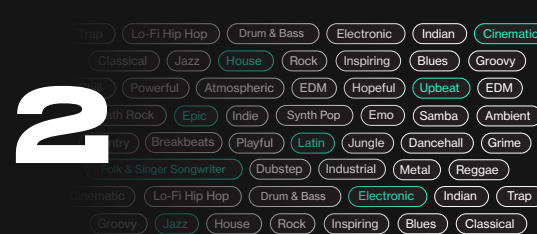
Using Music to Manage Audience Expectations

Now that we have explored how music can only strengthen your content, it is time to look at a few basic rules to follow when trying to manage the expectations of an audience:



Make sure to match the aural tone to the visual tone

- This might be the most fundamental part of adding music to your video. The choice of song or composition will need to complement and reflect the intended tone of the visuals. For example, a slow-moving time-lapse video won't usually work with a racy rock backdrop.
- Pay close attention to the lyrics of the chosen song. An upbeat melody may work perfectly fine with an upbeat video but if the chosen song has sad lyrics, it might not have the desired results because the lyrics are too contrasting.



Learn the rules of curation, so you can break them with purpose

- This has everything to do with taking your audience by surprise. Some filmmakers deliberately select an inappropriate musical backdrop to a scene. They might choose a calm soundtrack to a chaotic scene and vice versa. But if you're doing this, make sure you know why!



Make use of both diegetic and non-diegetic music

- Simply put, **diegetic music** is a sound that comes from a source within the world of the video/film itself. For example, an alarm clock ringing within the scene would be classed as diegetic music. **Non-diegetic music** on the other hand, is music added outside of the storyline. Practically, this can be any song or composition that you add as a basis for the emotional tone.
- Used in combination, an audience can feel truly immersed within the story and will be directly impacted by the music.

1

The Creator Economy and Music

77

PERCENT

of Gen Z face numerous obstacles
in their efforts to create good content.



The Benefits of Using Music to Build a Rapport with your Audience

Some might say that the most important thing to understand is the internal experience of listeners. In Alfred Hitchcock's words, once you know how to play your audience "like a piano", the possibilities are endless.

For now, we'd like to show how influencers and advertisers can use music to form a rapport with their audience. With the rise of influencer marketing, thanks to apps such as Koji, TikTok, and Triller, the use of music in video editing is at an all-time high. Largely thanks to the ease of adapting remixes to videos, content creators on these apps can come up with productions that become huge hits overnight.

For example, the FlipTheSwitch hashtag that challenges couples to change clothes at the flick of a switch has collected more than 3.6 billion videos for over 500,000 remixed versions of Drakes' 2018 song entitled 'Nonstop'. Such a level of audience engagement has benefits for both the artist in question and the influencer, to the point that you could say content creators nowadays are their very own production powerhouses.

When it comes to advertising, music is integral to creating brand awareness. It does so by:

- Bridging the gap between consumers and a brand through building a strong emotional connection
- Creating excitement and buzz beyond a brand's core offering
- Empowering consumers by offering them valuable content to discover and share
- Providing the missing link in the battle for attention, allowing for a genuine connection to develop between a brand and their target audience



2

Connecting With Your Audience Through Music

CONNECTING WITH YOUR AUDIENCE **THROUGH MUSIC**

With the basics mastered, it is time to turn our attention to how exactly you can connect with your audience through music. In this section we will look at:

- The science behind music and show how it can influence our behavior without us even realizing
- The method of building brand awareness through music and how different genres can help a business connect with different target groups
- Helpful guidelines for music customization depending on several areas of expertise

2

Connecting With Your Audience Through Music

What Is the Science Behind Music and Its Impact on Our Behavior?

Music is everywhere around us. Go shopping and you will notice the local mall is rarely silent; go to a school and you will hear children learn the alphabet through song; go to a church and you will most likely hear songs accompanying a sermon.

We have shown snippets of how powerful music can be in determining the way we look at a brand. But just how much can this ever-present art affect us really? Research demonstrates that the impact music has is extremely significant. It can influence our productivity, our spending, the way we deal with an illness, our mental state, and most importantly of all, our perception of the world.



The power of music over our feelings

A study conducted in the UK on the influence of drill music on the up-and-coming youth mindset has shown clear links between the lyrics, rhythm, and vibe of this particular kind of music and gang formation or attention-seeking violence.

It goes without saying that music can make us feel certain emotions depending on our connection to what we hear. Sometimes the reaction created can be negative, as shown above; but more often than not, music generates positivity. According to the director of the McMaster Institute, as far back as we have records, music has been utilized as a means to bring people together, in times of both distress and celebration.

Is our perception of the world influenced by music?

The answer to this question is a resounding yes. The easiest way to provide some evidence for this statement is by presenting a simple yet effective experiment conducted by the University of Groningen.

Essentially, the experiment involved 43 students that were given both sad and happy music to listen to in the background while they received certain tasks to complete. One of these tasks was to identify sad and happy faces. As you would expect, the students who listened to happy music were more prone to spot the happy faces whereas the opposite was true for students who listened to sad music.

This clearly shows that besides putting us in certain moods, music can also influence what we are likely to notice in our day-to-day lives.

Building Brand Awareness Through Music

From what has been discussed in the previous section, it is clear that music will influence how we perceive and connect with brands and their marketing campaigns. However, you do need to have certain know-how to select the right music for your brand and what it stands for. Your target audience will also play a very important role in your selection of music.

For example, if your brand strives to come across as cool and vibrant, you might choose to break a new artist as part of your marketing campaign. This can bring with it some important advantages:

- Immediate spotlight for your brand by being the first to use the breakout song of the artist
- Longevity in terms of time spent in the center stage of your target audience - this is directly correlated with growing together with the act you helped build.

Let's set aside for a moment the "new to market focusing on building the brand" mindset and have a look at the other side of the coin. You are an established brand, with a considerable following on your social media platforms. This sounds like a dream come true. Why change then? Simple. In order to keep your brand's momentum, there will be times when you will need to reinvent yourself as a business.

By simply selecting an unlikely genre or composition in your campaigns, it will give you the opportunity to add a new dimension to your brand, reinvent yourself and gain a whole new audience as a result.

Since we broached the subject of genre, it is extremely important to choose one that fits with your audience and still aligns with your approach to marketing your brand. Below are some examples of likely fits for certain genres:

Hip-hop

This genre speaks to a more youthful demographic that is characterized by creativity and open-mindedness when it comes to products new to the market

Dubstep/EDM

This genre works well if you want to position yourself as a trendsetting 'to-watch' brand

Cinematic/Classical

We could class this as the "Guinness" approach. This brand is known for employing cinematic commercials in combination with vivid imagery, intense sound effects, and breath-taking music that is sure to leave a long-lasting impression on an audience.

Ambient music

This is ideal for when your brand message is delicate and it is more often useful for raising awareness on sensitive issues or conveying a calm and relaxing tone.

2

Connecting With Your Audience Through Music



90

PERCENT

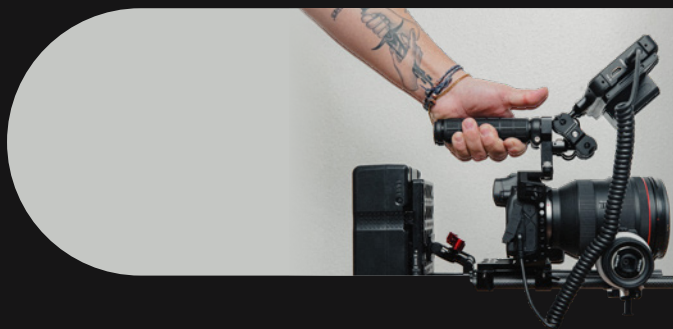
of creators are forced to edit
and modify music to fit their video.

2

Connecting With Your Audience Through Music

Helpful Guidelines for Music Customization

Like many things, music can be tailored to your area of expertise. Different rules will apply depending on the field you specialize in. For example, a video creator will have to approach things differently to a game developer or an e-learning specialist. We decided to dedicate this section to these categories, as the focus so far has been primarily on influencers and advertisers. So, let's dive right in:



Tips for video creators

- Organize your music library into playlists dedicated to popular tags such as tempo, instrumentation, and mood
- Calm footage? Ambient music is your solution
- For fast-paced videos, you would be better off selecting music with beats directly correlated to a faster BPM (beats per minute)
- Be consistent with your overarching theme - this is key to building a loyal following

Tips for E-learning experts

- The music must truly be in the background – be careful with setting the right volume so as to not distract from the core message of the video
- Instrumental songs should be your go-to choice – with instructional videos the star of the show is you, or more precisely your voice. It shouldn't have to compete for the attention of the learner with the vocals from a song
- Research your audience demographic to help you choose the right music for enhancing the learning experience

Tips for game developers

- Become one with the sound – it might seem silly, but you need to spend some time exploring the sound to find out what sound effects and audio tracks to focus on
- Sound effects and music need to provide a seamless experience – the sound effects from the game itself have to match the tonality of the music. The key here is to avoid dissonance between sound effects and the backing soundtrack
- A lot of high-quality music and sound effects can be found on royalty-free music websites, which are budget-friendly and remove the risk of copyright infringement

2

Connecting With Your Audience Through Music

52

PERCENT

of creators spend \$10 – \$200+
per month on music licensing.



3

The Ins and Outs of Royalty-Free Music

THE INS AND OUTS OF **ROYALTY-FREE MUSIC**

Up to this point, we hope that the connection between music and quality creative content is clear. However, just saying that you need to use music is not enough: there are other aspects that you need to navigate before you can finally use music in your video. This is what we will be clarifying within this section of the guide. Not only that, but we will also provide a clear understanding of what royalty-free music is and how to use it in your creative projects.

3

The Ins and Outs of Royalty-Free Music

Benefits of Royalty-Free Music

In a competitive market such as the creator economy, setting yourself apart is essential. For this reason, many video creators include slick graphics, fast edits and, of course, great music in their content. The part where it all gets tricky is in finding and selecting the music for their creation.

Many creators don't understand copyright laws and their videos get pulled down as a result. This makes the proper use of royalty-free music vital. Essentially, royalty-free music is the only way to avoid both copyright infringement and the high costs associated with acquiring the license for a particular song - as well as a lot of stress!

How does it work? It's quite simple actually. You pay a small fee for a license to use music, typically to a company offering a royalty-free music library, which then allows you to safely use their tracks in your project.

Platforms such as YouTube, TikTok, Instagram, and Vimeo are armed with strong tools specifically designed to detect videos infringing on copyright and, if found, the consequences can be the following:

- The audio for your video can be muted
- Your video can be removed entirely
- The platform can maintain the rights to monetize your video for themselves (YouTube)
- Your channel or profile can be removed from the platform

In order to avoid such scenarios, you are best off curating the tracks you use with royalty-free music in mind from the start.



3

The Ins and Outs of Royalty-Free Music



22

PERCENT

of creators face problematic usage rights for integrating music with their content.

3

The Ins and Outs of Royalty-Free Music

What to Look Out for When Considering the Use of Royalty-Free Music

One thing to bear in mind when it comes to using royalty-free music in your video is that finding high-quality songs to fit with your video's vibe accordingly requires patience and a sharp ear. Luckily, our music library has a diverse offering of royalty-free music of many different genres, curated and tagged by hand to fit the mood, genre, and energy level you need.

Another common bump in the road that creators run into is setting their hearts on the music of a particularly popular artist that fits well with their audience and can ensure immediate traction for their videos. However, going down this route more often than not ends in disappointment, as working with a well-known artist can be expensive and normally is not possible without special connections.

An alternative to this, would be to opt for Type Beats, which are tracks made with a specific artist, often a rapper, in mind. Essentially, *Type Beats* involve creating styles using instrumentals that remind listeners of a more famous artist. It represents an easy alternative to connect with your audience and grow a following. Our music library has a wide array of type beats emulating great artists such as Taylor Swift, Nicki Minaj and Drake, to name just a few.



3

The Ins and Outs of Royalty-Free Music

AI-Powered Software: Its Role in Music Customization

Artificial Intelligence (AI) has seen a rise in popularity within the music industry in recent years. This rise to fame is based on its innate adaptability to serve various functions needed in the music industry, such as:

- Augmenting the experiences of listeners through personalized playlists
- Solving the problem of filters for search engines
- Providing intuitive insights and data to be used in the creative process of artists and musicians
- Simplifying the process of audio mastering and helping musicians achieve the same polished sound as they would do in a professional studio but for half the cost and time.

As a creator, you simply cannot ignore the importance AI can play. The great David Bowie probably summarized this best:

“I use it as a basis for improvisation, which might be enough to send me off to writing a song. It’s kind of like a technical dream in its own way, it will give me access to areas that I wouldn’t be thinking about otherwise.”

Once you wrap your head around the idea that AI can be used as a sound basis upon which you can create, the possibilities are limitless. No wonder we can call the period we live in today the era of the AI composer.

In such an era, the importance of using the right tool is key. Our music AI is currently the most powerful one in the world. Trained on a catalog with 10 million music tracks, it can:

- ▷ Generate music compositions with minimal user input
- ▷ Intelligently sequence audio loops into full tracks based on a pool of 200,000 professional loops
- ▷ Provide you with a cutting edge platform based on deep learning audio technology

We firmly believe that the future of music will mean limitless variations across genre, sequence, mood, instrumentation and melody, accessible for anyone to experiment with, not just professionals. All of this will be possible because of advancements in AI music production.



3

The Ins and Outs of Royalty-Free Music

53

PERCENT

of creators want a service to integrate music with their video but lack a solution. That's where Soundtracks comes in.





Ready to Use Music in Your Creative Content?

Our objective when we decided to write this guide was to make it as comprehensive as possible and cover the many facets of music. Considering how it can affect the way we feel, behave, perceive the world around us, connect with a brand, or even grow a base of loyal followers, its influence in our society cannot be underestimated.

With the growing advances of AI software and its increasing popularity within the music industry, we believe the music world is ready for a revamp. In such circumstances, the tools you have at your disposal and the savvy use of royalty-free music can become your best friends in order to make it in the creator economy.

No matter your needs, be they royalty-free songs for your videos, or a user-friendly cutting edge AI platform to use to find your sound, we here at Loudly are ready to provide everything you need to succeed.

Still can't find what you are looking for? Get in touch and let's see if we can help.

**SOUND
TRACKS**

AI STUDIO

