

**FANMANAGER**

Full-Service Street & Digital Marketing



**Infected Mushroom  
Case Study  
2007 - 2011**

# INFECTED MUSHROOM KEY INFO

Israel natives Infected Mushroom have become one of the biggest electronic dance acts on the planet. Pioneers of the Psychedelic-Trance genre, the L.A. based duo bring a frenetic rock energy to their live show, featuring guitars, live drums, intensely passionate vocals and groundbreaking multimedia and lighting.

Infected started as 2 DJ's (Amit Duvdevani and Erez Eisen) in 1998, with their debut album "The Gathering". The album is considered both a benchmark and a blueprint for the future of Trance.

Due to years of constant live touring, festivals, and DJ sets around the world, the band can now boast...

- 7 full albums and over 50 placements on compilations
- Over 400,000 records sold worldwide
- On tour worldwide over 150 dates per year
- Concert attendance of over 500,000 per year
- Over 600,000 Facebook friends



# INFECTED MUSHROOM CASE STUDY

## KEY METRICS

Fan Manager onboard since 2007

Helped band finish in Top 10 of DJ Mag Top 100 poll for 2 years

20 Social Networks Created

25,000 registered on e-mail list

2,500 on street team

Twitter - 10,000 members

Facebook - 600,112 members

Myspace - 90,000 members

Last.FM - 482,435 members

ILike - 152,811 members



# PROJECT HIGHLIGHTS

Upon FanManger's introduction to Infected, the band was almost unheard of in the US and had no online presence besides a very outdated website. Additionally, the band had no email list database or street team. We built both, from the ground up...

As of May 2011, our current social media impacts include 10,000 Twitter fans, 100,000 Myspace fans, and an astounding 600,000 Facebook fans.

FM integrated 15 other social networks using many other music-based platforms: Last.FM Ning, Say Now, YouTube, PureVolume, ILike, Flickr, and Reverb Nation to expand on the bands online reach.

We built an Infected-devoted street team and email list on Myspace and Facebook, gaining over 25,000 new Fans on the email list and 2,500 street team volunteers. With the band's heavy festival presence, we also created a successful street team campaigns at major festivals like Coachella.

A major priority for the band was placement in the dance music bible, DJ Times, in their "Top 100 DJ's" competition. With a multi-platform viral and email campaign, we landed the band in the Top 10 for 2 years in a row and in the Top 15 for the following 2 years.


The band is now selling out major venues across the United States and headlining at music festivals around the world.

# INFECTED MUSHROOM STREET TEAM


## TEAMS

### INFECTED MUSHROOM

**REPORT YOUR WORK HERE!**



Welcome to the Team



Welcome to the Infected Mushroom Street Team Page on FanManager. On this page you will not only find news and updates about the band, the new album **Legend of the Black Shawarma**, and the street team, but many other useful tools as well. We have all the online tools for you to use such as the animated banners below, where you can grab code and place them into your social network pages (Facebook, Myspace, etc.)

**Featured Tracks**

Smashing the Opponent - Infected Mushroom

**Twitter Updates**

Chicago!! Where you at on Thursday June 10th? @TheMidChicago? Great...us too! <http://bit.ly/krWshp> #windycity about an hour ago

Pink nightmare update today from the studio..... about an hour ago


Sorry for the confusion guys! This Thursday is the Indy show at The Vogue and this Friday is the Chicago show at... <http://fb.me/v4dsmaOa> about 2 hours ago

Tickets still available for the show @TheMidChicago on June 10th. Let's take over the #windycity together! <http://bit.ly/krWshp> 1 day ago

Hey Chicago, don't miss Infected at The Mid this Thursday June 10th! Tickets are still

**Street Team Tools**

Infected Mushroom - Smashing the Opponent - O.



```
<object width="425" height="344">  
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value="http://www.youtube.com  
/v/ahmzAj3k2kQ&rel=0&
```

# INFECTED MUSHROOM FACEBOOK

The screenshot displays the Facebook BandPage for Infected Mushroom. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a large banner with the band's name 'INFECTED MUSHROOM' in a stylized, golden font. Below the banner is a music player for the track 'Project 100', which is currently playing at 00:00 / 09:38. The player includes a vinyl record icon, a play button, and a 'Share this track' button. To the right of the player, there are 'Share' buttons for the track and its album. The page also shows a list of likes, including Shpongole (Simon Posford), Free Steven Slater, Randy Seidman, INCONCERT3D, and Gunslinger. The left sidebar contains navigation options such as Wall, Info, Events, BandPage, Music, Photos, Merch, and Discussions. The right sidebar includes sections for Admins (12), Use Facebook as Infected Mushroom (Official), Notifications (99), Promote with an Ad, View Insights, Suggest to Friends, You and Infected Mushroom (Official), Quick Tips, Sample Ad: Infected Mushroom..., and Sponsored Story.

facebook Search Home Profile Account

Infected Mushroom (Official) BandPage  
Musician/Band - Edit Info

Share

Admins (12) See All

Use Facebook as Infected Mushroom (Official)

Notifications 99

Promote with an Ad

View Insights

Suggest to Friends

You and Infected Mushroom (Official)

75 friends like this.

Shpongole (Simon Posford), The Doors, Gunslinger

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Infected Mushroom...  
Your ad text here.

Like - Erik Korral likes this.

Advertise Page

Sponsored Story

Christian Collard likes Franklin & Bash.

Wall

Twitter | infectedwitt

BandPage™ by ROOTMUSIC™

All posts · Just posts by this artist

Share: Post

Write something...

67 posts

Wall

Info

Events

BandPage

Music

Photos

Merch

Discussions

More

About WE LOVE OUR FANS! Edit

606,646 people like this

Likes See All

Shpongole (Simon Posford)

Free Steven Slater

Randy Seidman

INCONCERT3D

Gunslinger



FanManager began as a grass roots street team management company in 2005, focusing mainly on bands within the jam band scene. FanManager quickly expanded into a full-service marketing powerhouse in just a few years time.

The company has worked on campaigns for artists such as **Depeche Mode, Shakira, The Crystal Method, Paul Oakenfold, Infected Mushroom, Disney's Imagination Movers, The Disco Biscuits**, and many others.

The state-of-the-art FanManager website hosts a broad database of over 100,000 street team members worldwide, and has unlimited flexibility using our exclusive FanManager CMS software.

We create and deliver powerful viral marketing campaigns, social media platforms, events, web and graphic design and web with powerful social media technology, widgets and other digital tools.

Based in Los Angeles, California, the company also services film projects, non-profit organizations, and music festivals.

We will be celebrating our 7th year in business in March, 2012.

[WWW.FANMANAGER.NET](http://WWW.FANMANAGER.NET)