

CASE STUDY

STEREOGUM

How Stereogum Supported Emerging Musicians Through Crowdfunding

Stereogum's journey to supporting emerging musicians

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COMPANY NAME

Stereogum
www.stereogum.com

HEADQUARTERS

New York, USA

INDUSTRY

Entertainment

SHIPPING & FULFILLMENT PARTNER

Powered by Easyship

Stereogum is the "world's best music blog" and was founded by editor-in-chief Scott Lapatine in 2002. It is a place where music lovers can find out the latest news and updates from the music industry. Imagine a world without Spotify and other music streaming apps. Rewind to 2002 and this was the case. Music blogs were trending and were what people turned to when they wanted the latest industry news. Stereogum is not just a blog but a community full of music lovers, musicians, and like-minded people with the same passion.

Campaign Stats

\$371,822 USD

Funds Raised

11,246

Backers

36

Countries

Save Stereogum: An '00s Covers Comp

In the midst of the COVID-19 pandemic, Stereogum began to struggle and ad revenue dropped. So Stereogum's founder Scott Lapatine decided to turn to their loyal fan community. Fans were asked to help save the website and in return, they would get a one-of-a-kind 2000's covers compilation with all the top contemporary artists of the era. This was when they decided to launch their crowdfunding campaign with the help of Indiegogo and Easyship. Indiegogo provided campaign strategy advice and marketing support to raise awareness for the campaign, and reach backers from all over the world.



Delivering Exclusive Perks

Stereogum wanted to deliver perks to their fans as part of their first crowdfunding campaign, such as hoodies, T-shirts, pins, and bundles. However, they didn't have any idea where to start when it came to shipping them out. Indiegogo connected them with Easyship as they required expertise in shipping and fulfillment to support their campaign.



Finding a Reliable Shipping Partner

Stereogum needed a hands-on approach when it came to shipping. That's where Easyship came in. Easyship provides a personal crowdfunding representative to guide you through the shipping process and answer any questions that may arise.

Easyship assisted Stereogum by setting up a shipping budget and outlining a shipping strategy. With Easyship you can access pre-negotiated shipping discounts from over 250 global couriers so there are plenty of options available. They also have a free shipping calculator that shows you the cheapest, fastest, and best value shipping options so you can decide what option is best for you.

Stereogum gained access to Easyship's global network and shipped from their Utah-based fulfillment partner which also provided them with the necessary packaging materials. Easyship was able to offer an average discount of 70% on global shipping and their fulfillment partner was able to ship goods to over 11,000 backers within a few weeks. Stereogum now successfully ships to fans across the world, from the US and Canada to the UK and Australia.

The Results

With the help of Indiegogo and Easyship, Stereogum raised \$371,822 from 11,246 backers from their campaign and successfully shipped to fans across the world, from the US and Canada to the UK and Australia. Today, Stereogum continues to be the home of music journalism, publishing groundbreaking articles and interviews with musicians and bands, and sharing industry news.



Book a Shipping Consultation with Easyship

Easyship and Indiegogo work together to help entrepreneurs from the factory floor to the front door by providing shipping and fulfillment services. Easyship will connect you with the resources and experts you need, whether it's finding the right couriers, fulfillment centers, or simply the most affordable pricing.

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