



10

**WAYS TO BE A
MARKETING
GENIUS LIKE**

**LADY
GAGA**



Lady Gaga is not your average pop star.

Age:

24

Albums sold:

15

Million

Singles sold:

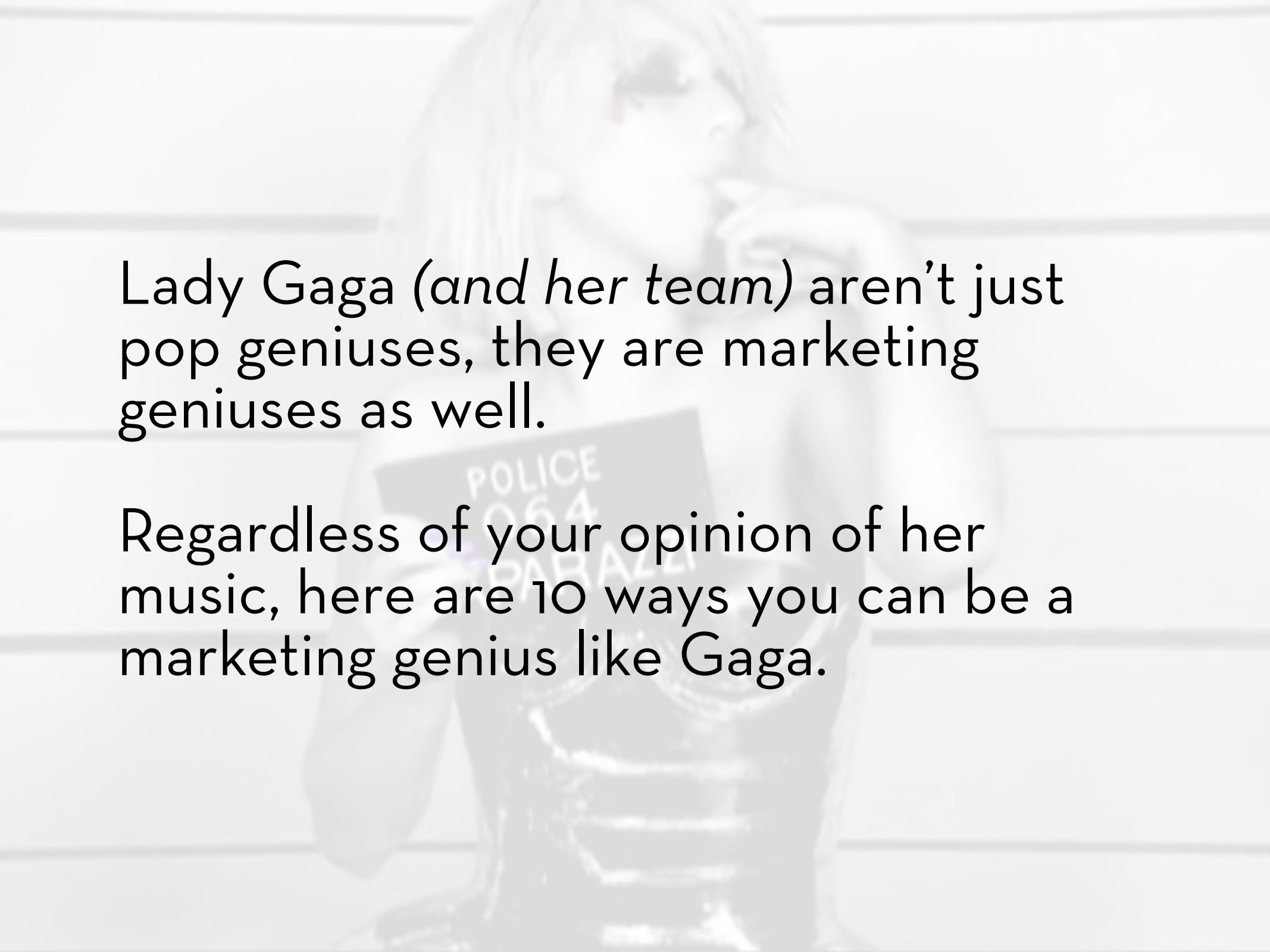
40

Million

Grammys:

2

(6 nominations)



Lady Gaga (*and her team*) aren't just pop geniuses, they are marketing geniuses as well.

Regardless of your opinion of her music, here are 10 ways you can be a marketing genius like Gaga.

"THERE IS NOBODY LIKE ME, AND THERE NEVER WAS."

There is nobody like me, and there never was.

thank you. ...ion-plus copies ... Fame Monster ... copies since its ...cially reached ...ing popularity ...anytime soon. ...e single-most- ...with more than ...more than the ...ged as a fully ...ert generation; ...0 years of pop ...influenced as ...nd Mercury as ...ty culture and ...ced American ...he Fame made ...7-year history ...chart to score ...debut album, ...nned electro- ...s, "Paparazzi," ...me."

("So Happy I Could Die") and sexual insecurities ("Dance in the Dark"). With such esoteric influences as the industrial crunch of '80s dance band Propaganda and the sweeping synth melodies of Dupéche Moda, the new songs boast a rich depth that's entirely Lady Gaga's own. "I'm in a deeper, more compassionate place than where I was when I wrote *The Fame*," Lady Gaga told *L.A. Times* pop music critic Ann Powers in a recent interview. "The truth about *The Fame* is that so much of myself as a woman is hinged on the idea that I can self-empower. I don't care if you love me, I care if you love yourself." For someone who so famously sang, "We're plastic, but we still have fun" ("Paparazzi"), Lady Gaga has proven to be anything but. Tirelessly championing gay rights, she even challenged President Obama during a speech at the 2009 National Equity March in Washington, D.C., declaring, "We demand change now!" Not many artists have the range to perform for the Queen of England at the annual Royal Variety Performance, as well as a duet with hardcore Miami rapstress Trina (Lady Gaga is featured on "Let Them Hoes Fight," a track on Trina's forthcoming full-length).

Also: Noble march. Stars of Gaga love dress



Have an opinion

Gaga regularly speaks out on issues she feels strongly about.

In doing so, she keeps herself in the public eye.

Picking a side helps you attract the right people.

It's easy to be opinionated when you're passionate.

2.

c.com/lmaeq - the real
poster. photography and
by. haus of gaga

Leverage
social media.

Gaga has worked tirelessly on accumulating over 5 million Twitter followers and 14 million Facebook fans.

She drives loyalty by tweeting her fans directly (*sometimes on an hourly basis*) ever before she opened the Grammy Awards.

My little monster sweeties are already camped outside today show! I love u! Will be sending u pizza and water all day! And a suprise 2moro!X

-@LadyGaga



GRAMMY® AWARDS



GRAMMY® AWARDS

3.

Be different

AWARDS

Differentiate wisely.

There are too many normal people
doing normal things.

Show, don't tell.

You are extraordinary so show it.

"I used to walk down the street like I was a f*cking star... I want people to walk around delusional about how great they can be - and then to fight so hard for it every day that the lie becomes the truth."

– Lady Gaga

4.

Don't be
afraid to make
lots of money

Finance your efforts through meaningful opportunities.

Being starving is not fun.

10 products are explicitly advertised in “Telephone”.

Why not?

If making a ridiculous amount of cash is what you want to do, go for it.

5.



Give your fans
something to
connect with.

Gaga calls her fans Little Monsters and gives them a shared symbol. The official Little Monster greeting is the outstretched "monster claw" hand.

This allows fans to identify each other and connect.

Even Oprah knows the Little Monster greeting.

6.



Love your
Little Monsters.

BAD ROMANCE

Treat them well and they will make you a superstar.

Professional photographers are barred from concerts but she allows her fans to record and distribute videos of her live performance on YouTube.



7.

Don't be afraid to
piss people off.

You can't please everybody, right?

Gaga routinely takes it a step further and pisses off the people that she isn't going to please anyways, keeping her in the news and reinforcing her message.

Some people won't like you. Trying to be a people-pleaser just makes you boring and dry.

"Well, that's your opinion, isn't it?
And I'm not about to waste my
time trying to change it."

– Lady Gaga



8.

Have the right
people on
your side.

Gaga has a long list of supporters.

Celebrity blogger Perez Hilton
being one of the biggest.

Befriending someone like Perez is a
perfect ally in her quest for pop
world domination.




9.

Produce
killer stuff.

Gaga writes amazingly good pop hits.

She doesn't produce a huge amount of them, but everything she does is done very well and is worth talking about.



10.

Have a purpose.

The Gaga brand is very calculated.

Everything she does is on purpose.

"Some women choose to follow men, and some women choose to follow their dreams. If you're wondering which way to go, remember that your career will never wake up and tell you that it doesn't love you anymore. "

— Lady Gaga

Gaga and the PR and marketing experts behind her did not invent the wheel. They just took what works best today (like social media) and used it to their advantage.

Gaga is a reminder that it can pay very well to be fearless in how you grow and engage with your customers.

"All that ever holds somebody back, I think, is fear. For a minute I had fear. [Then] I went into the [dressing] room and shot my fear in the face..."

– Lady Gaga

It is not rocket science,
it's how marketing and PR works in 2010.

"And now, I'm just trying to change the world, one sequin at a time."

-LADY GAGA



THANKS!

Twitter:

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