



Customer Story

Dead Space

Sector
Music

Profile
Hobby Community

Key market
Worldwide

5*

rating on the App Store.

100%

data ownership.

“The feedback I have received so far has all been incredibly strong and the subscribers love all the media and music. Disciple has allowed me to create a great user experience for the fans to gather”

About Dead Space

Dead Space is a community set up for fans of a band called the ‘Grateful Dead’. The community was set up by David, an avid fan who wanted to connect with others who shared a love for the band and the ‘jamband’ era.

OBJECTIVE

David, the founder, was unable to build a real community with fellow Jamband music lovers on social media due to its limitations. He began looking for an interactive space that could let him engage with his community.

STORY

Before reaching out to Disciple, David had been using Facebook and Instagram to connect with fans. He started to feel frustrated with the limitations these platforms provided him with. His posts weren’t getting the exposure he wanted because of the constant algorithm updates and he also felt that newsfeeds being cluttered with ads and negative content wasn’t allowing him to truly create the community he’d hoped for.

David really wanted to create a fun and interactive space where his audience could focus on their mutual love for music and build genuine connections – without all of the digital noise that he’d struggled with on social media.

Since launching his platform with Disciple, not only does David’s community have a much better user experience, but they’re also able to access everything they need in one place. Everything from music, videos, photos, tickets and the community itself are all easily accessible, directly from his community platform.

David has created a “first of its kind” platform for lovers of the ‘Grateful Dead’ band. Since launching, he’s noticed much higher engagement rates and his community members often comment on how much they love the better quality of content and the ease of being able to source everything they need in one place.