

audiense:

# YEEDM Audiences - How to target them



## 1. Lean into cross - genre collabs

Pair country artists with DJs, remix producers, and hip-hop collaborators. Think: Lainey Wilson x Kygo, Luke Combs x Diplo, or unsigned TikTok artist x house beat producer. This audience lives for creative blends.

## 2. Build storytelling - driven visuals

They're not just listening - they're watching. Tap into their love of nostalgia, cinematic drama, and emotional arcs. Music videos should feel like mini-films, not just performance reels.

## 3. Go hard on TikTok and Spotify, but don't ignore desktop

Target them with remix reels, drop countdowns, and artist snippets on TikTok- but also offer deeper content (think: behind-the-scenes docs, curated playlists, desktop listening hubs).

## 4. Create content for at-home and couple moments

This crowd isn't raging 24/7- they're raising kids, decorating homes, and vibing with their partners. Release acoustic versions, mood-based remixes, and content that fits into daily life.

## 5. Show up where they scroll and shop

Explore brand partnerships with home design, premium lifestyle, or even financial services brands. These fans aren't just following artists- they're engaging with full cultural ecosystems.

## 6. Tap into nostalgia and heritage - but reframe it

Give them classic country energy with modern production. Think: Dolly vibes meets dance floor drops. Even vintage merch and retro aesthetics will resonate if packaged with edge.

## 7. Don't treat them like a niche- treat them like a movement

This isn't just a quirky corner of the internet. YEEDM fans are millions strong and reshaping how country is made, marketed, and experienced. Give them real attention- even their own label offshoot or campaign track.