



## **Fancorps.com Launches New Powerful and Interactive Street Team Management Community**

*Utilizing the best in Web 2.0 features, Fancorps provides countless communication tools for an artist or label to organize and manage a street team.*

Dallas, TX (Billboard Publicity Wire/PRWeb) May 18, 2007 -- Essentially, a [street team](#) is a grassroots based organization of fans who work to promote their favorite bands. Now anyone can create and manage their street teams with military like precision with the new interactive web based [Fancorps](#) system. "We initially developed Fancorps out of my need to manage the massive street teams of [Blue October](#) and [Bowling For Soup](#) " says Mike Swinford of Fancorps. "Once we started building it we realized what a powerful tool we had; whether you're a band, band manager, or a record label, we have everything it takes to build and maintain a focused team of supporters." Although the site was designed for musicians in mind, it can be used to manage any type of street team such as independent movie releases or any product to be promoted at a grassroots, hands on level.

The system relies upon an incredibly detailed and fun Web 2.0 based application that combines the best of database management and [Myspace](#) inspired interactive social networking. It uses a point and ranking system to give members of a team an incentive to do anything from posting comments and flyers around the Internet, to going to stores and putting up posters, to calling radio stations and requesting airplay of a single. Tasks are created and assigned by team leaders and members of the band's team login and have the option to take on and complete those selected tasks and then be rewarded for them. The site also encompasses an impressive database or "intel" section that includes traditional retail stores and college/commercial radio stations, along with more "lifestyle locations" such as tattoo shops, coffee shops, clubs, and anywhere else you could think of to promote a band or musician.

"I think the biggest thing that separates us from all of the other street team platforms out there, is that we put the emphasis on building a world class team from the foundation of your own fans and keeping them for yourself," says G.I. Sanders, one of Fancorps founders. "These other sites try to build one big street team and then convince kids to work for the band they like plus 20 bands they may not like." For the band itself, the difference is not only the powerful interactive experience you get with Fancorps but also it's price. Bands can sign up for a FREE trial to learn the system and when they are ready to build an army, plans are available anywhere from \$15 a month for the local active band to \$300 a month for a large touring act who needs a national reach with an unlimited number of street teamers.

Over 300 bands have already signed up during the early beta stages of the site and so far the feedback has been very positive.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**

