

PAUL OAKENFOLD

Paul Oakenfold has long been one of the most important - if not the most important - name in modern club culture. People who don't know that much about DJ culture or the music itself are familiar with Oakenfold's name and what he represents. With more than 135,000 friends on MySpace, Paul is always looking for ways to keep his fan base active and engaged.

"I spend a lot of time on the road, DJ'ing in clubs all around the world," says Oakenfold. "Ensuring that my fans know where I'm going to be is extremely important. When I saw Gydget for the first time, I knew it would provide a great solution for keeping my fans up to date."

A gydget is a fan-based widget that is built to be shared among fans on social networking sites. An artist can create a gydget in minutes on gydget.com with no coding or design expertise. A gydget can contain video, news and events, and can be customized to represent the look of the band.

Within days of posting his gydget and alerting his fans through his MySpace blog, Paul Oakenfold's fanbase responded. "I was amazed when I looked at my tracking numbers and saw my fans responding. My gydget was on hundreds of fan pages across MySpace, Facebook, and other sites." Paul said.



Paul Oakenfold gydget by the numbers
Number of days live: 14
Number of gydget views: 70,600
Number of locations on the web: 551

gydget

GRAB YOUR WIDGET

Gydget provides a social marketing platform, which enables organizations in the sports and entertainment industry to reach their audiences where they congregate most: at social networking and fan-oriented websites. Gydget also helps these organizations acquire new fans via their fan's networks of friends. Its core product, gydget, is a stand-alone, viral web application widget that can be created by anyone, without complex and expensive Flash development or expertise with disparate social network APIs.