

case study.

bittersweet media social strategy

addison grace





objective

- sustain a regular posting schedule while discovering methods to connect with fresh audiences and discovering distinct approaches to interact with their fan base across all social networks.
- produce content tailored to the artist's concepts and personality.
- addison wanted to showcase all aspects of his personality with music as the number one goal/interest. easily identify that he is a musician on fan's first visit to his page.

strategy

- focus on tiktok and instagram, with syndication to shorts, facebook, and twitter.
- our content strategy was to create more engagement by having conversations in the comments. engage with each video that uses his song/audio, going live once a month and more.
- implement an augmented and sustainable posting frequency.
- showing off more of addison's talents mixed between simple personal posts, and his wonderful voice with acoustic videos!

results

- authentically showcased addison's personality through his music, successfully creating a strong connection between the artist and the audience.
- this approach resulted in the establishment of a loyal fan base that perceives addison not merely as an artist but as a musician whose work resonates with them.
- the strategy went beyond acquiring followers, cultivating genuine fans.

