

# case study.

## *bittersweet media* marketing strategy

hot mulligan





## objective

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- grasp the attention of their large community of fans to pre-save the album using creative marketing ideas, such as toneden giveaways.
- get the band to buy into tiktok and take advantage of conversations already happening on the platform about hot mulligan as a marketing tool.
- make sure that content and marketing initiatives are informative and engaging, without compromising their unique voice and online presence.

## strategy

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- implement unique digital marketing initiatives that remained aligned with their quirky and unique personality on socials.
- create pre-save giveaways with exciting and unique prizes that drove fans to save the album.
- create a consistent and sustainable posting schedule. strategically engage with fans posts on TikTok that had generated organic traction and use those opportunities to talk about the new album.



## results

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- the band had a very successful record release!
- successfully identified and grew their TikTok audience, and generated conversation and awareness about the album on the app within the fans.
- the band had a solid and consistent post strategy and has continued to grow their audience across all platforms post record release.