

Social Media Planetary Group

What We Do:

We provide our clients with a full social media campaign for their releases. For each campaign, we plan an optimized content calendar, promote posts to targeted audiences, book Takeovers, Livestreams, and much more – whatever will get audiences excited about your music and make them feel connected to you. Because of its accessibility, social media is crucial to build a dedicated fanbase. If you want to use it to its fullest potential, we can help you.

Case Studies:



The Sleeping

- Sold tour tickets to locally targeted fans at **\$0.54 a ticket**
- Facebook likes **up by 232.7%**
- Instagram followers **up by 329.3%**
- Sent biggest and most engaged fans to listen to new album for just **\$0.13 each**

Cloud Cult

- Social media promotion & management, surrounding their album Metamorphosis
- The album campaign had a reach of **444k**
- We ran 2 contests & 2 live streams ahead of the album release, each resulting in **high fan engagement**





Bonnie Raitt

- Social media promotion for her show at the Merrill Auditorium in Portland, Maine
- **833 link clicks** in 8 days (incl. pre-sale) + **tickets sold out** within hours of release
- Overall CPC (cost per click) of \$0.25

The Drowns

- Advertising for European tours and West coast tour resulted in **selling out multiple shows**
- Increased Instagram followers by **256%**
- Increased Facebook followers by **230%**



Sandy Bell

- Grew her followers on Instagram by **106% in 2 months with 145% increase in engagement**
- **Increased followers on Facebook by 112%**
- Sold-out album release show by using locally targeted ads to fans
- created a campaign for her single that converted at **\$0.30 each**



Amber Wild

- Increased Instagram followers by **135%**
- Increased Instagram engagement by **91%**
- Created social media profile on Facebook and **gained 2k followers In the span of 2 months**
- Promoted their North American tour opening for KISS - **sold out their own headline shows in NYC and LA**



Case Studies - SXSW Showcases



FOCUS Wales

- Social media promotion ahead of the FOCUS Wales Showcase at SXSW
- 809 link clicks
- High CTR (Clickthrough Rate)
- High attendance at the showcase

Montréal Mish-Mash

- Social media promotion ahead of the Montreal Mish-Mash Showcase at SXSW
- 809 link clicks
- High CTR (Clickthrough Rate)
- High attendance at the showcase



We Can Help You Next.

If this sounds like the right fit for you and you would like to learn more, contact our Social & Digital Manager at Brett@planetarygroup.com