



# SOCIAL MEDIA REPORT

## E'MAJOR BRAND

By Digimillennials



# Summary

**E'MAJOR is a musical artiste born and bred in Nigeria but based in the United State. His style of music promotes the Igbo culture and the Nigeria culture at large. His goal is to have an impact on the music industry by infusing culture and outstanding lyrics.**

**He approached Digimillennials with the goal to raise awareness for his brand , epecially his new project 'THE GOOSE AND GANDER EP' online.**

**Through growth hacking techniques in PR, Social media and Social Advertising we grew their digital presences from nothing, we are able to build a solid online presence for his brand in the music community.**

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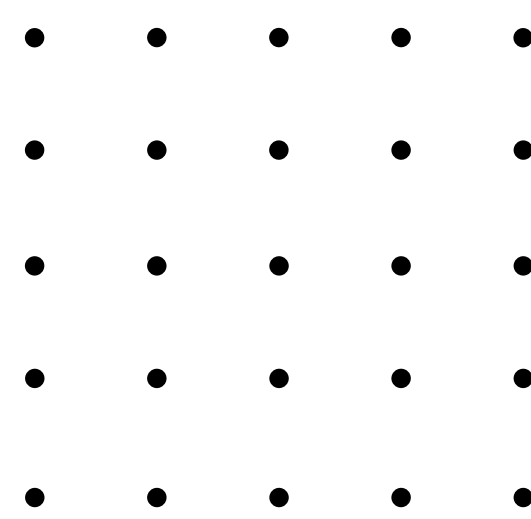
# CHALLENGES

E'MAJOR had no facebook page, little engagement on his other social media platforms and public awareness and were planning to roll out an EP.

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# TACTICS



**Once we created a facebook fan page for the brand we developed an engaged following on his pages. Worked on organic contents outside of music (His workout sessions e.t.c ) to introduce audience to the brand and also connect to his personality.**

**We promoted these contents across all channels, posting and updating his pages weekly to ensure a continued interest and the pressure to engage with his music.**

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# TACTICS

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**To engage the Larger community we used PR to engage micro Tiktok influencers to promote his music with short videos and also we engaged third party platforms to promote his content on their blogs and social media channels.**

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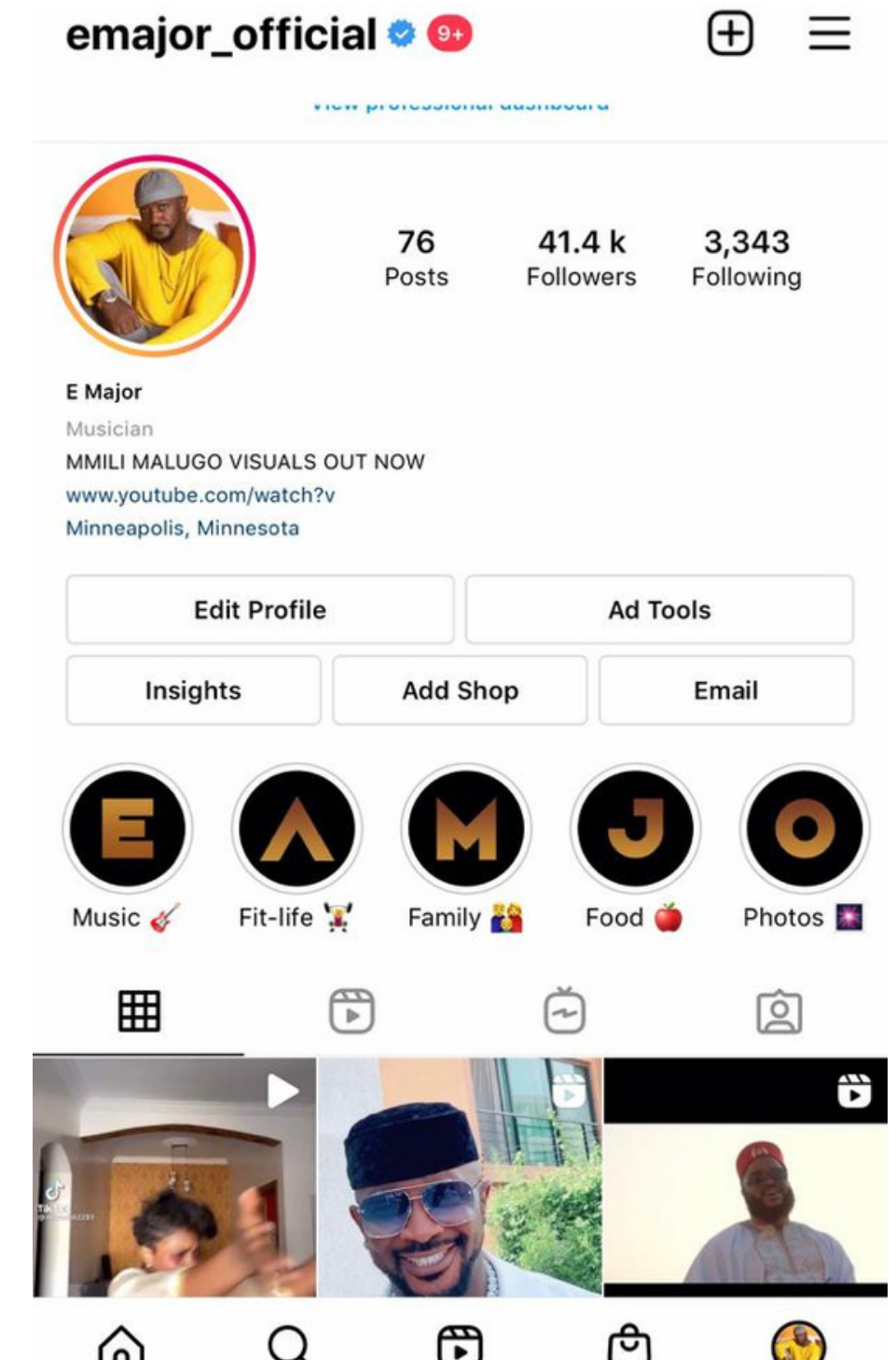


# CHANNELS

## TWITTER



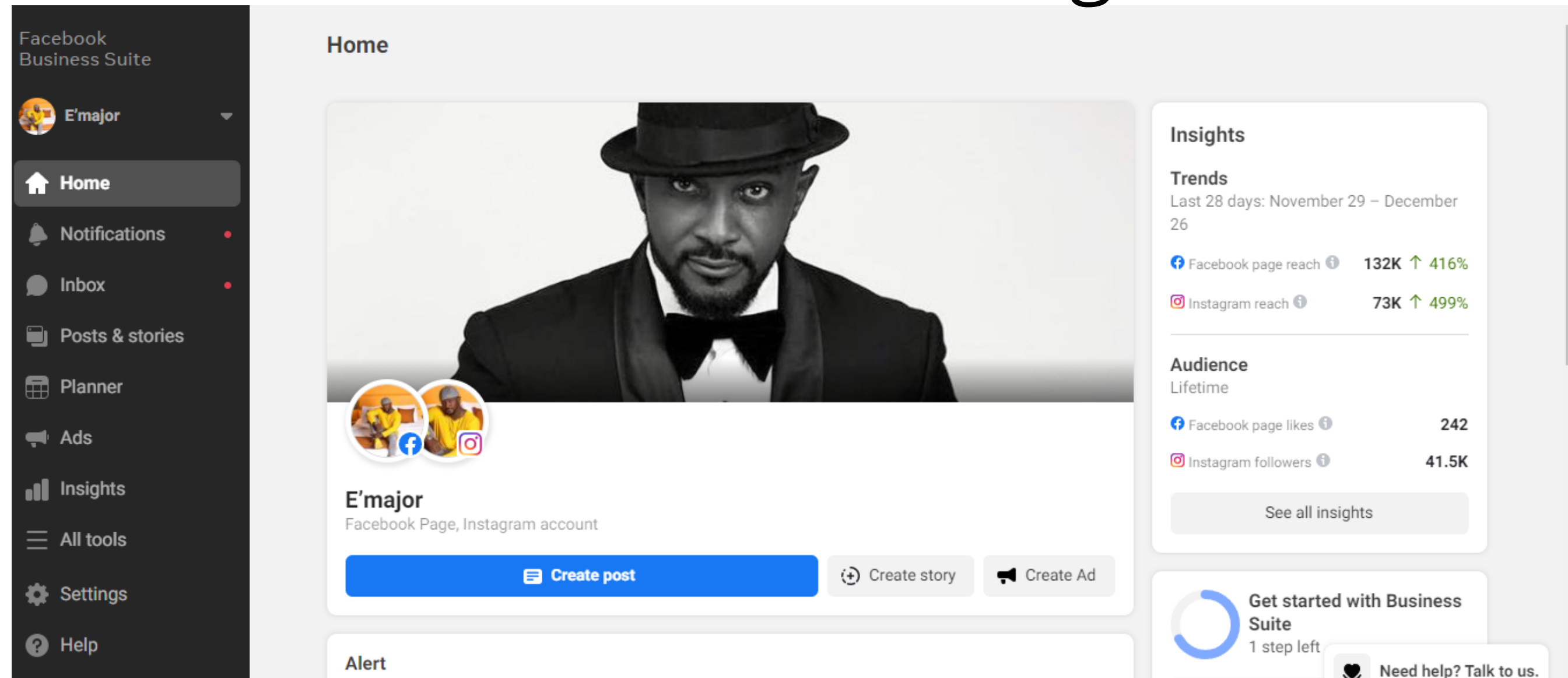
## INSTAGRAM



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# CHANNELS

## Facebook Fan Page



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KPIs

Facebook Page

0-300

Followers in 3 months

Ad Reach

387.3k



Facebook Page  
Reach

407k

Facebook Page  
Likes

240

Ad Impression

593.5k

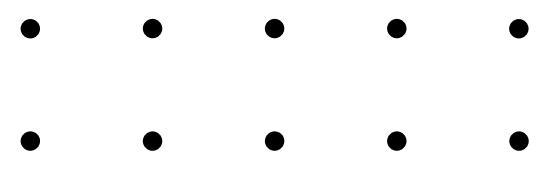
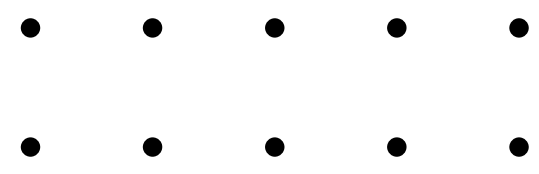
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**MORE  
KPIs**

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**11.6k**  
New followers in 3  
months

**375k**  
Page Impressions

**12k**  
Profile visits

**1.3k**  
WebsiteTaps

**13.3k**  
Accounts Engaged

**218k**  
Accounts Reached

**12.9K**  
Followers



**MORE  
KPIs**

**1.1 M views**



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