



ΔCΔEDIA Δ
CD RELEASE
CAMPAIGN

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**BUILDING A STRONG AUDIENCE AND LOYAL
CUSTOMERS THROUGH EMAIL AND CONTENT
MARKETING**

OBJECTIVE

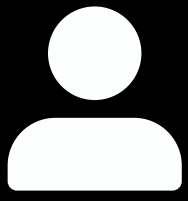


Increase revenue by maximizing pre-orders and purchases of CDs & merchandise.

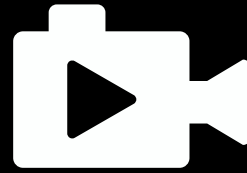
Acaedia is an independent hard rock/heavy metal band. In 2017, the band recorded a 5-song record titled "Void." With a predominantly online presence, Acaedia sought to develop a digital and social media marketing campaign that could maximize their CD sales to increase revenue as well as use as leverage for future opportunities. Being an independently funded music project, the budget was substantially limited. Nonetheless, we developed a comprehensive strategy that involved content marketing, email marketing, and social media advertising.



RESULTS



20K+
Followers



8M+
Video Views



5K+
Email
Opt-ins



1300%
ROI

Through the campaign, the band successfully generated multiple revenue streams. When adding the revenue generated from Spotify plays, YouTube ad revenue, digital & physical album sales, and online merch sales, the band achieved a 1300% ROI. The band's social media accounts gained 20,000+ followers cumulatively. Through the email opt-in offer, we succeeded in acquiring 5000+ email addresses, which was a 2000% increase from the starting point..

Sure enough, the "Acaedia Army" email list became a valuable asset in increasing album sales and pre-orders. Although we closely tracked physical album sales (as they carried a higher profit margin), digital sales pushed the band's album onto #14 in the iTunes Metal Charts upon launch (reference in the samples section). This put them in a list associated with top-selling albums from notorious metal bands such as Metallica, Disturbed, and Avenged Sevenfold. The band also received coverage from large media networks such as CNN and Huffington Post. This campaign proved that, even industries as competitive as the music industry, success can be found without a record label



STRATEGY

Develop and execute a Social Media Campaign to increase online presence of the Organization.


- Release Hard Rock/Heavy Metal cover of popular radio song with a music video and offer listeners to download mp3 for free as an opt-in campaign for Acaedia's email list (known as the, "Acaedia Army").
- Automate series of engaging and conversational emails in order to build rapport with newer subscribers and foster a warmer audience before the CD's launch.
- Offer weekly livestreams on social media with the band participating in unique activities and conversations in order to maintain engagement with their new audience.
- Release a single track from the CD on the pre-order launch date and offer as an immediate download to those who pre-order the physical or digital version of the album.
- Initiate a series of Facebook ads to retarget viewers of the band's previous video content as well visitors of the band's merchandise page via Facebook Pixel integration.
- Incentivize upsells by offering unique bundles of t-shirts, hats, and signed posters.



SAMPLES

Acaedia
July 13, 2017 · 🌐

We are happy to announce that METALCITO is now on Spotify! 🎉🎉
👉
Tag your friends to save a life! 🙌




ΔΔΑΕΔΙΑ
DESPACITO

**NOW ON
SPOTIFY**

👍❤️😂 144 65 Comments 6 Shares

Acaedia
July 6, 2017 · 🌐

20K views in less than 24 hours! 🤯 You guys are amazing!! 🙌
Don't forget that you can download 'Metalcito' for FREE!
👉 smarturl.it/AcaediaDespacitoSong 🙌



ΔΔΑΕΔΙΑ
DESPACITO

FREE DOWNLOAD

👍❤️😂 80 17 Comments 4 Shares

Acaedia
July 20, 2017 · 🌐

Special shoutout to [Bad Hombres](#) and [We are mitú](#) for featuring METALCITO! 🙌

**These badass latinos
made "despacito" into
👉 a metal song! 👉**




[Acaedia - Despacito Remix]

FOLLOW US
@BadHombres f i s t a b i l e

**BAD
HOMBRES**
mitú

Acaedia was live.
July 11, 2017 · 🌐




👍❤️😂 314 319 Comments 27 Shares

SAMPLES

Acaedia
July 19, 2017 · 🌐

6 MILLION VIEWS! AND IT'S ALL THANKS TO YOU! 🎉🙌
Thank you all for sharing METALCITO to the world. Let's see if we can hit 10 million 😊🙌




**THANK YOU
"METALCITO"
OVER 6 MILLION VIEWS**

👍❤️🙌 214 22 Comments 2 Shares

Acaedia
July 7, 2017 · 🌐

METALCITO GOT ON RADIO!
Special shout out to [Q103.3 KTMQ](#) for putting us on air!



👍❤️🙌 353 26 Comments 22 Shares

Acaedia
August 9, 2017 · 🌐

You asked for it! Ya got it! 🙌
Sneak peek of [#DIVIDED](#)
Full song next week. You ready?




NEW SONG

👍❤️🙌 304 53 Comments 36 Shares

Acaedia
August 16, 2017 · 🌐

NEW [Acaedia](#) music video 'D I V | D E D' 🙌🙌
Download this song and our new EP here! - smarturl.it/AcaediaVoid
Tag a friend and SHARE! 🙌



ACAEDIA


**D I V | D E D
MUSIC VIDEO**

👍❤️🙌 592 223 Comments 306 Shares

SAMPLES

Acaedia
September 8, 2017 · 🌐

'ERASE' Music Video
Get this song: smarturl.it/AcaediaVoid




SMARTURL.IT
Acaedia [Shop Now](#)

👍❤️😮 436 119 Comments 186 Shares

Acaedia
September 6, 2017 · 🌐

'Void' is here! 🙌
Find it on iTunes, Google Play, Spotify, Apple Music, Deezer, and more! 🎧




AVAILABLE NOW

👍❤️😮 88 18 Comments 20 Shares

Acaedia
August 24, 2017 · 🌐

Exclusive Void Preorder bundles are available! Who's preordered their copy already? 🙌
Get them before they're gone. 🙌

EXCLUSIVE MERCH




PREORDER 'VOID' EP
ACAEDIA.BIGCARTEL.COM

👍❤️😮 36 15 Comments 5 Shares

Acaedia
September 5, 2017 · 🌐

Physical preorders were shipped today! Who ordered one? 🙌




👍❤️😮 90 28 Comments 3 Shares

SAMPLES

Acaedia
August 30, 2017 · 🌐

Liked #Metalcito? WATCH THIS 🙌
TAG your friends that liked #METALCITO! 🙌
Watch 'Divided' here: smarturl.it/AcaediaVoid
Don't forget to Preorder our EP 'Void' now!

SAW 'METALCITO'?




YOU NEED TO WATCH THIS

0:13 / 0:41

👍👎👉 555 87 Comments 98 Shares

Acaedia
September 24, 2017 · 🌐

Who still jams physical CDs? 🎧










0:00 / 0:23

👍👎👉 226 32 Comments 26 Shares

Acaedia
September 6, 2017 · 🌐

HOLY SHIT! VOID IS #14 ON THE ITUNES METAL CHART

12		Averaged Sevenfold ★★★★★ (4,076)	\$9.99
13		Deadweight Wage War ★★★★★ (164)	PURCHASED
14		Void - EP E Acaedia ★★★★★ (22)	PURCHASED
15		The Sickness E Disturbed ★★★★★ (50)	\$9.99
16		Graveyard Shift E Motionless In White ★★★★★ (311)	\$6.99
17		City of Evil E Averaged Sevenfold ★★★★★ (2,656)	\$9.99
18		Emperor of Sand Mastodon	\$9.99

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👍👎👉 156 42 Comments 9 Shares

TESTIMONIALS



"Leaving behind Latin rhythms, the band Acaedia released a fairly powerful form of "Despacito", the worldwide hit of Luis Fonsi and Daddy Yankee." - CNN Chile

CLICK



a Miami 'metalcore' band that has received millions of views on Facebook for their interpretation of the composition..." - Hoy Los Angeles

CLICK

