

## Case Study - Firefalldown Social Media Marketing, PR & Promotion



### The Brief:

Firefalldown is a major rock/indie/funk band based in London. The band briefed us to:

- Increase awareness for Firefalldown amongst its target audience
- Increase presence via the major social networks
- Boost video exposure for their music video 'Commissioned'
- Drive MP3 sales of their EP release 'Commissioned'

### What We Did:

- Indigo Sky created profiles on Facebook, MySpace, Last.fm, MUZU.tv, YouTube, Twitter, Bebo, Garageband.com and Scuzz.tv, then used our unique 'advocate strategy' to build viral friend/fan bases. We used positive viral awareness to promote Firefalldown gigs, music videos, MP3s, and wallpapers across all social media networks
- We increased viral awareness for their music video 'Commissioned' by syndicating the video across 30 video networks
- We ran targeted Google & Facebook pay-per-click campaigns to drive new fans to their Myspace pages and Firefalldown.com. We also ran a successful search engine optimisation (SEO) campaign to improve search rankings & drive targeted traffic

### The Results:

- Attracted over 3,000 Facebook friends, 2,700 Myspace friends and 7,000 video views for the music video 'Commissioned'
- Gained positive acclaim and reviews in Clash magazine, Kerrang & Big Cheese

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