

Social Media Marketing (SMM) is the most successful tool helping keep informed and cover your target audience or potential fans. A study hold by the California Polytechnic University clearly shows that the ability to easily and quickly find information about an event boosts interest in it and contributes to taking positive decision of visiting it. Social Media Marketing makes such opportunities possible. Real life shows that social media, attended about 3 hours a day, rule the world of today.

What do we do?

We develop and implement SMM support, including:

1. Shaping your core audience;
2. Competitor analysis;
3. Defining your advertising goals;
4. Selection of social networks;
5. Creation and filling communities with content, including interactive one (events, voting, competitions, etc);
6. Creation and launch of targeted advertising;
7. Attracting new members into communities with the help of targeted ads, interacting communities, and 'viral' effect;
8. Informing community members about events;
9. Maintaining zest of community members in a group;
10. Community moderation.

We provide SMM support for:

1. Road tours and individual concerts;
2. Artist and his/her work in the USA;
3. Ticket offices;
4. Media resources;
5. Concert agencies and event facilitating agents.

Who may benefit from our SMM support?



Our advantages



Focus on a wide audience



The ability of targeting (targeted advertising campaign based on key requirements: gender, interests, age, marital status, etc.)



The ability of continuous keeping up contacts and news providing to potential customers/fans



Creation of and maintaining positive brand image, boosting visibility of and loyalty to an artist/ brand



Continuous boosting a club of community members and, consequently, your potential customers

You can get all these benefits, because we know how to:

Properly produce, launch and arrange your ads



Create pages in social networks and hit your target audience



Boost the activity of fans on a page and spread information about you



Boost ticket sales, concert attendance and your visibility

