songfluencer

MIRANDA LAMBERT
Velvet Rodeo
THE RESIDENCY

CAMPAIGN OVERVIEW:

Miranda Lambert recently announced that she is expanding her **Velvet Rodeo** – The Las Vegas Residency at Planet Hollywood's Zappos Theater to include 2023 dates. As part of the second run launch, the Miranda Lambert team worked with Songfluencer to hire TikTok creators to promote the new leg of shows on their social media platform.

CLIENT GOALS

- Drive ticket sales using social media creators on the TikTok platform.
- Create FOMO effect for all Miranda Lambert fans that might not have heard of her residency.
- Make Miranda Lambert's Velvet Rodeo the #1 Las Vegas residency for all country music fans.
- Build buzz around Miranda's announcement on December 2nd and promote the presale on December 7th.

Photo : Miranda Lambert Instagram

CAMPAIGN STRATEGY:

In Phase 1 of the campaign, Songfluencer worked with the Miranda Lambert team to identify, recruit, and activate country-themed, rhinestone-packed, western-wearing TikTok creators to promote the 2023 fall show dates.

Once target creators were identified and approved, Songfluencer activated 6 creators between December 2 - December 9 with the following objectives:

- Create a unique and compelling TikTok video showing enthusiasm for Miranda's announcement of the second leg of the residency.
- Provide text showing all date, time, and location information. Use the phrases "coming back!", "returning", and/or "phase 2" to show excitement for the residency return.
- Share a ticket purchase link in bio, and drive audience to click this link in the TikTok content.
  - Songfluencer provided each creator with a unique tracking link so that we could help Miranda's team monitor audience engagement and collect geographic information regarding clicks from audience members of each specific creator.
- Every creator was instructed to use one of Miranda Lambert's trending songs in their TikTok video.
- Songfluencer gave creative freedom to creators to make their preferred on-brand content, but they were encouraged to use the Velvet Rodeo show flyer in their post in some capacity.
  - Although all creators had creative freedom with their content, Songfluencer required all creators to submit a draft of their content for pre-approval before going live.
- Each creator had their own unique presale code, corresponding with the title of a trending Miranda Lambert song, which they had to include to promote their ticket purchase link.
- And finally, use Miranda's official **#VelvetRodeo** hashtag in the caption of your video or as in-video text.

EXAMPLE CONTENT:

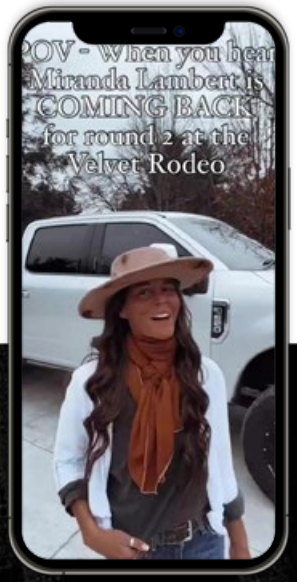


Photo : Miranda Lambert Instagram

CAMPAIGN PERFORMANCE:

All 6 creators posted between December 2 - 9
maximizing the team's marketing efforts!

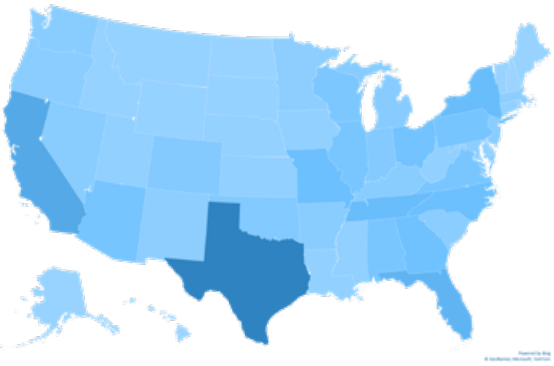
188.7K impressions throughout campaign

CPM = $32.07

2.6K clicks to ticket link throughout campaign

CPC = $2.35

5 Top States accounted for **33% of all link clicks**
Texas, California, Florida, Tennessee, North Carolina



#VelvetRodeo 4m+ impressions

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