

**Case Study:** digital launch of HARIKIRI's album launch through strategic social media management.

China 



#### **Client Overview:**

Name: HARIKIRI

Genre: Rap Music

Location: China

Objective: To gain key exposure and boost album launch through Chinese social media platforms, specifically Netease and Weibo.

#### **Agency Background:**

Amigo Social Media

**Vertical Expertise:** Specializes in social media management, content creation, and digital marketing for musicians and artists.

Location: Chengdu, China

#### **Challenges:**

**Brand Awareness:** HARIKIRI is a well known music producer in the mainstream music scene in China. Managing the digital marketing campaign for the album launch's success was crucial.

**Fierce Competition:** China's music industry is highly competitive, with numerous emerging artists vying for attention. The challenge was to stand out amidst this competition.

**Navigating Chinese Social Media:** Navigating and effectively using Chinese social media platforms like Netease and Weibo required a deep understanding of the local culture and social media landscape.

#### **Strategies and Solutions:**

**In-Depth Market Research:** The agency conducted extensive market research to understand HARIKIRI's target audience, their preferences, and the competitive landscape.

**Strategic Content Creation:** Engaging and culturally relevant content was created, including teasers, behind-the-scenes videos, and visually appealing graphics to pique interest.



**Localized Approach:** Given the uniqueness of the Chinese social media ecosystem, the agency tailored content to align with the preferences of Netease and Weibo users while incorporating elements of HARIKIRI's distinct loved style.

**Interactive Campaigns:** Ran interactive campaigns and contests to engage the audience, encouraging them to participate and share content related to HARIKIRI's album launch.

**Consistent Engagement:** Maintained active and responsive engagement with fans, promptly addressing comments, and fostering a sense of community around HARIKIRI's music including monitoring and leading conversations in WeChat groups.

**Metrics and Reporting:** Provided daily reporting to client's team on social media channels which included sentiment analysis, engagement, peak times, and response time. This allowed for timely strategic adjustments when necessary.

#### Results:

**Increased Album Launch Awareness:** Through a carefully executed social media strategy, HARIKIRI's album awareness surged significantly, reaching a broader audience.

**Viral Content:** Several posts and videos went viral on both channels, generating substantial organic engagement and shares.

**Album Sales:** The heightened visibility translated into a notable increase in album pre-hype, sales and downloads, surpassing initial expectations.

**Ongoing Success:** HARIKIRI's online presence continued to thrive post-album launch, laying a solid foundation for his future music releases and career growth.

#### Conclusion:

By strategically leveraging Netease and Weibo and employing a culturally sensitive approach, Amigo Social Media successfully propelled HARIKIRI's album launch to new heights. Our holistic approach to content creation, and community engagement not only boosted album awareness, but also contributed to increased album sales, firmly reaffirming HARIKIRI as a notable producer in China's music industry scene.

**Update:** HARIKIRI was signed to Universal Music following this album release and many other of his successful music projects.