

CKooliente: Integrated Creator Growth Campaign

A multi-platform organic growth campaign designed to build awareness around the **Gettin' Jiggy** movement, strengthen the artist's digital brand, and create a foundation for audience growth, partnerships, merchandise, and future monetization.

208K+	5	1 WEEK
ORGANIC VIEWS & IMPRESSIONS	SOCIAL PLATFORMS	MEASUREMENT WINDOW

THE CHALLENGE

CKooliente needed to expand awareness and prove audience demand without relying on a large paid-media budget. The challenge was to create a recognizable digital world around the artist and turn individual music releases into a coordinated, repeatable content experience across multiple platforms.

THE OBJECTIVE

Build organic reach, increase visibility for the **Gettin' Jiggy** movement, strengthen direct fan engagement, and establish measurable momentum that could support future brand partnerships, merchandise opportunities, live appearances, and music promotion.

MY ROLE

Campaign Strategy Defined the multi-platform content approach and rollout priorities.	Content & Brand Direction Helped shape performance content, skits, news-style segments, and website messaging.
Digital Growth Tracked platform performance and used results to identify growth opportunities.	Partnership & Monetization Support Supported outreach, merchandise planning, and audience-to-business opportunities.

Role: Artist Manager / Digital Marketing & Content Strategy **Brand:** CKooliente

Building a Connected Content Ecosystem

The campaign was designed as an ecosystem rather than a series of isolated posts. Each platform supported a different part of the audience journey while reinforcing the same artist identity and campaign theme.

1. CREATE REPEATABLE CONTENT PILLARS

- Performance content:** Showcased the music and artist directly.
- Channel 6 Jiggy News:** Added a recognizable entertainment format around the brand.
- Original skits:** Expanded personality-driven content beyond traditional music promotion.
- Freestyle and release content:** Supported discovery and credibility, including On The Radar-related content.
- Direct fan engagement:** Used social platforms and CKooliente.com to deepen the connection beyond individual posts.

2. USE EACH PLATFORM FOR A DISTINCT GROWTH FUNCTION

Platform	Campaign function	1-week performance
Instagram	Primary awareness and organic reach engine	163K
YouTube	Longer-form discovery and video visibility	23K
X / Twitter	Conversation, impressions, and cultural visibility	13K
Facebook	Additional audience reach and content distribution	5.7K
TikTok	Short-form discovery and creator-growth opportunity	3.4K

3. CONNECT CONTENT TO BUSINESS OPPORTUNITY

The strategy extended beyond awareness. Website experiences, merchandise concepts, partnership outreach, live-performance opportunities, and release promotion were treated as connected parts of the artist's growth funnel. This created a clearer path from **content discovery** -> **audience engagement** -> **owned digital experience** -> **monetization opportunity**.

CAMPAIGN PRINCIPLE

"Build organically, prove demand with measurable audience behavior, and use that momentum to create stronger partnership and monetization opportunities."

From Audience Growth to Business Learning

The campaign generated more than 208,000 organic views and impressions in one week across five social platforms. Beyond the headline number, the performance created a useful baseline for understanding where the brand was gaining traction and where additional testing could improve the content mix.

RESULTS

163K	23K	13K
INSTAGRAM	YOUTUBE	X / TWITTER
5.7K	3.4K	208K+
FACEBOOK	TIKTOK	TOTAL ORGANIC

KEY INSIGHTS

- 1. Organic storytelling can create meaningful scale.** A coordinated content system produced significant visibility without depending on paid reach.
- 2. Platform performance should guide resource allocation.** Instagram was the strongest awareness channel during the measurement period, while TikTok represented a clear opportunity for additional experimentation with native short-form formats, stronger hooks, and creator-led storytelling.
- 3. Creator growth is stronger when content and commerce are connected.** Audience momentum becomes more valuable when it leads to owned experiences, merchandise, partnerships, and other monetization paths.

HOW I WOULD BUILD ON THE CAMPAIGN

For the next phase, I would formalize campaign KPIs by content pillar, track engagement rate and click-through behavior, use tagged links for website and merchandise attribution, test multiple creative hooks, and develop creator/brand partnership experiments tied to measurable conversion goals. This would move the program from strong organic awareness toward a more complete creator-commerce measurement framework.

RELEVANCE TO INTEGRATED MARKETING & CREATOR COMMERCE

This project demonstrates hands-on experience translating a creative brand idea into a coordinated multi-channel campaign, measuring audience response, collaborating across content and business priorities, and identifying ways to convert engagement into growth and monetization opportunities. It reflects the same combination of marketing judgment, analytics, creator strategy, and entrepreneurial execution that I would bring to an integrated marketing team.

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