

Case Study: Proverbs Reggae Band – 14-Day Organic Social Media Campaign

Client: Proverbs Reggae Band

Industry: Entertainment / Music / Cultural Arts

Campaign Duration: September 26 – October 19, 2023

Platforms: Instagram, Facebook

Role: Social Media Strategist, Content Creator, Copywriter

Objective

To grow Proverbs Reggae Band's social media presence organically across Instagram and Facebook by:

- Increasing follower count and post engagement
- Showcasing the band's identity, values, and live performance energy
- Encouraging audience interaction, community awareness, and local visibility ahead of upcoming performances

Strategy

1. Baseline Audit & Goal-Setting

- Reviewed existing social content, follower behavior, post frequency, and engagement rates
- Identified branding inconsistencies and underutilized content opportunities
- Set short-term goals for visibility, follower growth, and community alignment

2. Content Development & Publishing

- **Visual Assets:** Curated a mix of performance clips, behind-the-scenes photos, and nostalgic band throwbacks
- **Copywriting:** Developed consistent Afro-Caribbean-flavored captions with Afrocentric voice, music-forward themes, and culturally resonant hashtags
- **Schedule:** Published content strategically over 14 days, aligned with audience behavior insights (weekday evenings & weekend peaks)

3. Community Engagement

- Actively responded to comments and direct messages
- Tagged relevant venues, cities, and pages to expand reach
- Invited audience to follow, share, and comment on posts to enhance organic growth

4. Data Tracking & Weekly Analysis

- Monitored growth weekly on both platforms
- Adjusted messaging and post frequency based on performance trends

Execution Breakdown

Content Themes Included:

- “Proverbs Thursdays” throwbacks
- Uplifting song lyrics in post captions
- Short-form video teasers of live performances
- Shoutouts to fans, venues, and local community leaders

Tone: Afrocentric, inclusive, grassroots, joyful, and culturally rooted

Results

Instagram:

- **Starting Followers (Sept 26):** 671
- **Ending Followers (Oct 19):** 795
- **Net Gain in 14 Days:** +124 followers
- **Current Total (May 6, 2025):** 811 (ongoing organic growth)

Facebook:

- **Starting Followers (Sept 26):** 1,583
- **Ending Followers (Oct 19):** 1,654
- **Net Gain in 14 Days:** +71 followers
- **Current Total (May 6, 2025):** 1,662

Engagement Insights (During Campaign):

- Average engagement increased by an estimated 25% (based on post likes, shares, and reach)
- Several older posts revived in circulation via comments and reshares
- Two performance videos surpassed prior benchmarks for reach within 24 hours

Key Takeaways

- Authentic, community-centered storytelling significantly boosts grassroots music engagement
- Consistent Afrocentric voice and branded visual identity helped connect new followers to the band’s cultural mission
- Even a brief, targeted organic campaign can yield lasting growth when data, culture, and content align