

How Hoerr Solutions delivered exceptional results on Traceless' single "I'm Fine" which garnered over **120,000 views on YouTube** & over **1 Million streams** on Spotify landing them a **sync deal with The Orchard**



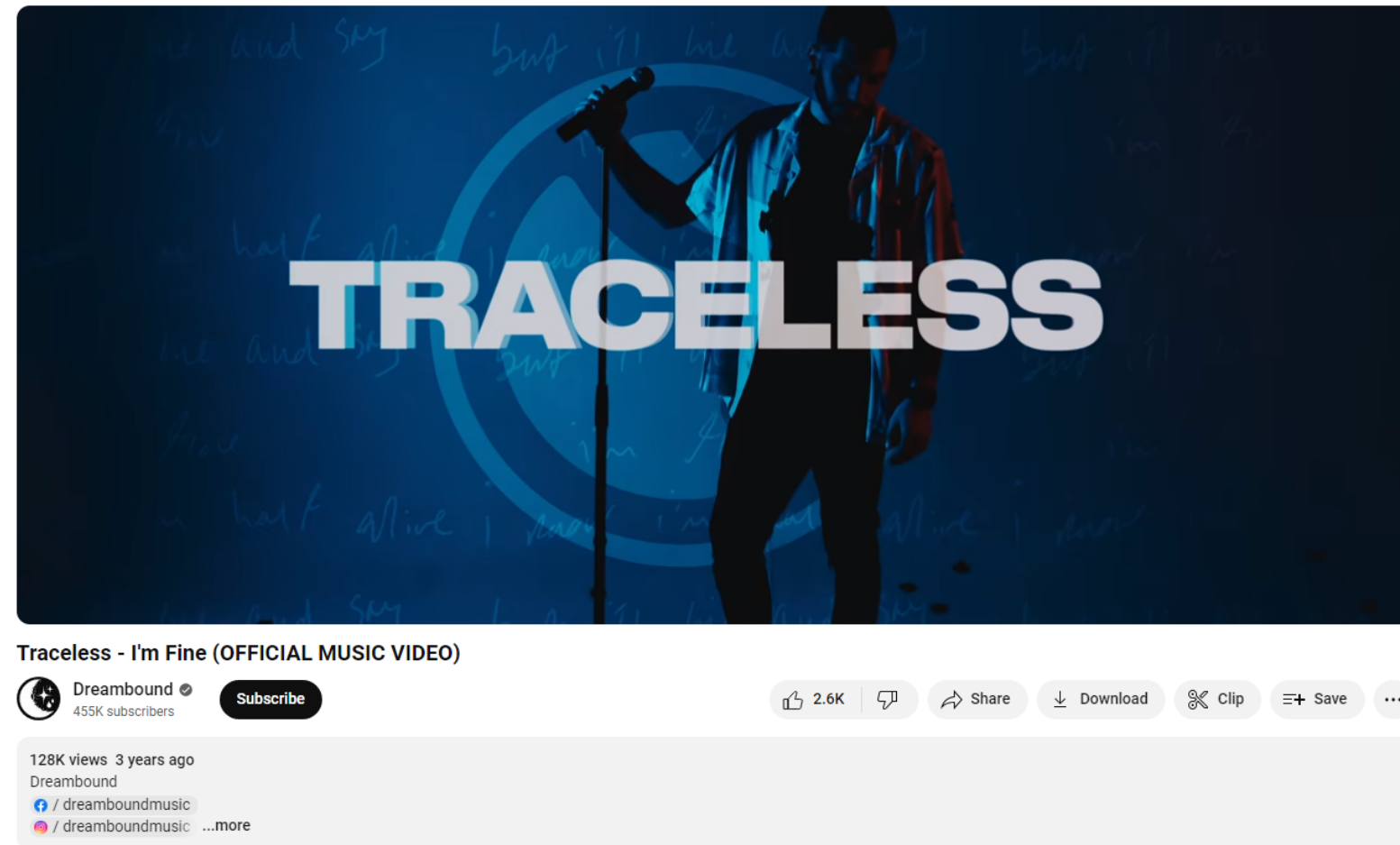
Case Study: Music Release

Objective: Traceless had recorded a new single and music video for their track “I’m fine.” Traceless wanted to push their release as far as it could go. Hoerr Solutions put together a plan to successfully market their new song.

Strategy: We put together a large audience of previous concert goers, hard rock fans, alternative rock fans, and their own followers to push on Instagram, Facebook, and YouTube. Our goal was to build lifelong fans, not create a bump of streams.

Execution: Hoerr Solutions proactively setup a social media campaign to target the interested audience, and share across Instagram and Facebook within the U.S. We also setup brand awareness and video view campaigns on Google Ads to reach new listeners through YouTube.

Ads: Drive Engagement



Placement: Story creative and feed creative were placed on Facebook, and Instagram to drive engagement directly to their song on Spotify while simultaneously running brand awareness ads on a collaborative YouTube channel where their music video premiered.

Audience: Using our research, the custom audience and campaigns reached over 6 million active listeners across all channels. This audience mix increased their Instagram engagement, Spotify profile, and YouTube channel.

Results: New fans, and increase in streams

Hoerr Solutions' omnichannel campaign successfully assisted in driving over 1,000,000 streams on Spotify, 120,000 music video views, and increased their page followers over a two month period. The success of the release landed Traceless a sync deal with Sony's "The Orchard."

