

# Martin Sexton

A Viget Labs Social Media Marketing Case Study

## The Problem

For more than 25 years, Martin Sexton has been inspiring fans with his soulful lyrics and spirited music. Like all great artists, Martin has a passionately-devoted group of fans, many of them online. Their experiences with Martin, however, were varied and inconsistent.

To reach new fans and promote his new album, *Solo*, Martin needed an online marketing strategy that not only engaged fans, but was also consistent and reflective of his personality. More importantly, however, it needed to sell records and concert tickets. As an independent musician, that meant going it alone without the support of a major record label.

## The Solution

Martin Sexton engaged Viget Labs to develop a social media marketing strategy to give fans more opportunities to connect with him and each other on social networking sites. We focused on consistent design across all social media sites, delivery of regularly updated content, as well as opportunities for fans to purchase albums and concert tickets online.

Viget Labs worked with Sexton and his team to improve his presence on social music sites across the web. This included updating Martin's MySpace, iLike, and Facebook profiles, launching a YouTube channel and Reverbnation profile, and creating a Flickr group.

## The Results

Social media marketing enabled Martin Sexton to earn new, as well as build deeper relationships with existing fans. Most importantly, Martin's improved online visibility contributed to selling out concerts at each stop along his tour. Other highlights include:

- YouTube video blog debuted as a top-20 music channel
- Facebook fans increased an unprecedented 531%
- Social media sites became the top referring domains delivering traffic to Martin's online music store

## Conclusion

Getting social works. Crafting a relevant, meaningful, and sustainable communication channel can help you better connect with your online audience. Viget utilizes social measurement and analytics tools to monitor the campaigns we put in place for Martin Sexton. And, we continue to make recommendations for engaging fans, promoting records, and selling out shows.






Viget is always looking for opportunities to help clients participate in social media marketing. The results we've seen from our work with Martin Sexton is a strong indication that social media can have a positive impact in not only connecting audiences, but in also growing the bottom line.

## In Their Words

"To promote Martin's album and tour, we knew we needed to connect with fans in a new way. Reaching them through a traditional album launch wasn't going work. Instead, we enlisted the help of Viget Labs to create the video blog, enhance our presence on social networks and provide Martin and fans with more opportunities to connect. Thanks to their help, we've sold out shows across the country and surpassed our goals for album sales."

- Georgeanne Calyanis  
*Manager*  
Kitchen Table Records

## Campaign Statistics

	2,000 views per episode
	531% increase in friends
	Daily engagement increased 62%
	Fan count increased 3%
	404 fans sent music to 2,020 friends