

SONGFLUENCER

INTRODUCING OUR NEW SERVICE OFFERING: 

WHAT IS TIKTOK?

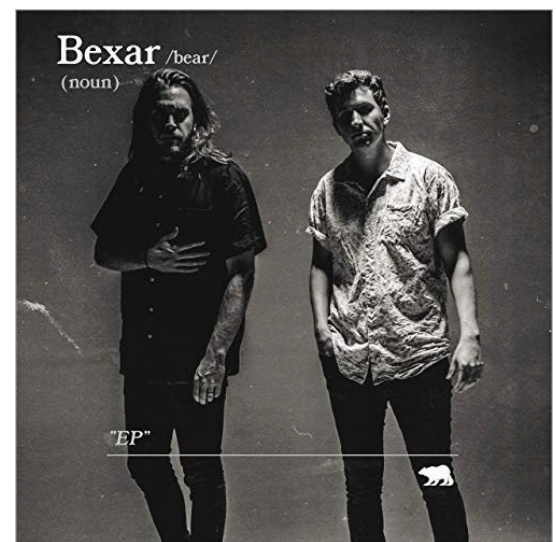
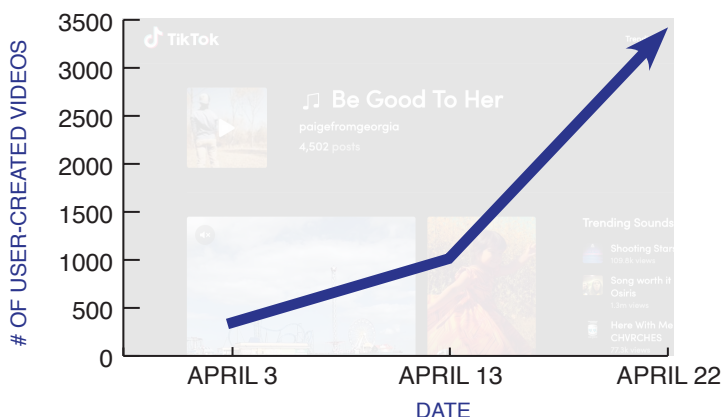
- **TikTok** (formerly Music.ly) is an app where users create and post short videos (think: Instagram stories) that are **always set to music**.
- Recently surpassed Instagram, YouTube and Snapchat as the **top free app in the App Store**.
- Users can export and email mp4 files, post clips to other social media sites, or text links to friends. In other words, **discovery is easy even for those without the app**.

CASE STUDY: COUNTRY/POP DUO BEXAR

SongFluencer partnered with **8 influencers** between **March 28 - April 10** (13 days), having them **post videos** using Bexar's song *Be Good To Her*.

- By **April 3**, the song had **348 users** who created videos using *Be Good To Her*.
- By **April 13**, the song had **1,012 users** who created videos using *Be Good To Her*.
- By **April 22**, the song had **3,410 users** who created videos using *Be Good To Her*.

All paid promotions ended on April 10.



- Of the **top 3** performing videos on TikTok using *Be Good To Her*, 1 of them came organically and was not a paid promotion.
- Of the **top 9** performing videos, 4 of them came organically.

Bexar's *Be Good To Her* averaged **250+ videos per day** between **April 17-23, 2019** (experiencing an organic ripple effect 7 days after the paid promotion ended).