



Social Media & Content

Record once. Create seven angles.

Before filming, secure permission for the space, performers, audio and any third-party visuals. Choose a quiet location, test sound, clean the lens and leave room for captions. Preview the actual recording on a phone before wrapping.

Capture a usable source session

Record a complete performance, a clean chorus, an artist introduction, the reason behind one lyric and a short rehearsal conversation. Keep original files and a simple asset list so the next editor can find the best takes.

Seven edits: 1. Start with the strongest chorus. 2. Explain a lyric, then play it. 3. Show rehearsal becoming performance. 4. Introduce the artist through one musical moment. 5. Ask listeners a relevant question. 6. Show an alternate arrangement. 7. Make the campaign invitation with a performance excerpt.

Change the experience

Repurposing means a new angle, opening or purpose. Repeating the identical clip and caption gives listeners little reason to return. Keep a record of what you used; retain strong footage for a genuinely different edit.

Batch only what the artist can approve. An efficient session that produces unusable audio or unclear rights is expensive, even when the camera was free.

Diagnose the gap. Then change one thing.

Track the outcome and the steps leading to it. Views show exposure; they are not purchases. A link visit shows interest; it is not a completed signup. Keep the units separate.

A fictional campaign review

Maya records 80 visits to her signup page and 12 completed signups during the test. The observed visit-to-signup rate is $12 \div 80 \times 100 = 15\%$. This is arithmetic for this example, not an industry benchmark. Different measurement tools may count visits differently.

Match the fix to the problem

Low attention: test the opening or relevance. Attention without visits: clarify the offer and invitation. Visits without completion: check the page, form and promised value. Completed actions without business value: reconsider the offer or audience. Never assume one weak post proves a strategy failed.

Run a fair comparison

Change one major variable, such as the opening, while keeping the purpose and destination similar. Compare at similar publication ages. Record what else changed, including spend, collaborators and release activity. Small samples are clues, not certainty.

For sales, subtract campaign costs, refunds and delivery costs before describing profit. Do not attribute every sale to a post simply because both happened in the same week.