

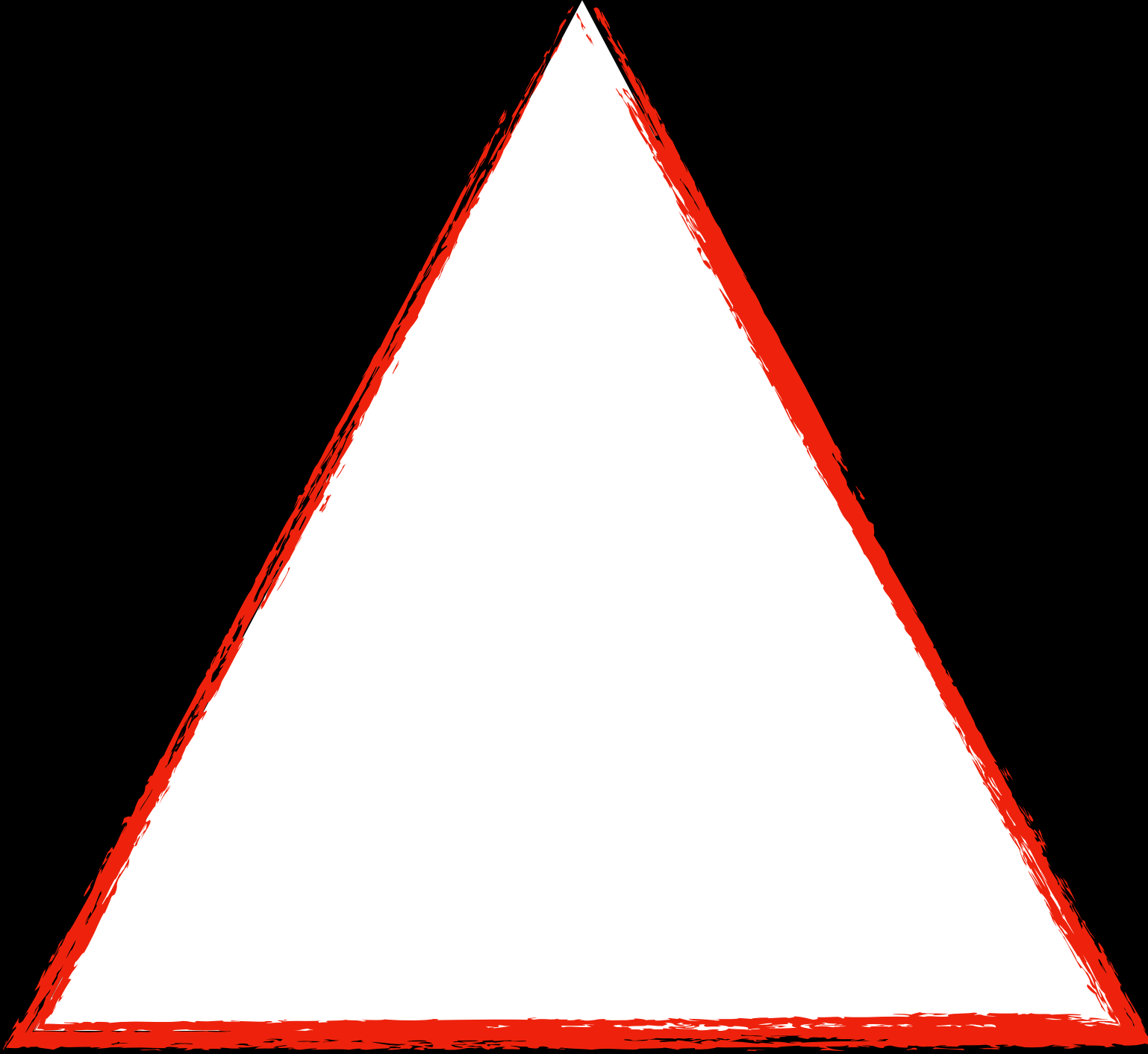
Pink Mario

Social Media Audit - IG + TikTok

Benefits for the brand Pink Mario:

- Auditing Social Media Profiles on IG & TikTok
- Identifying aspects to improve
- Providing actionable, short-term and long-term recommendations
- Growth across Q2 2024 and beyond

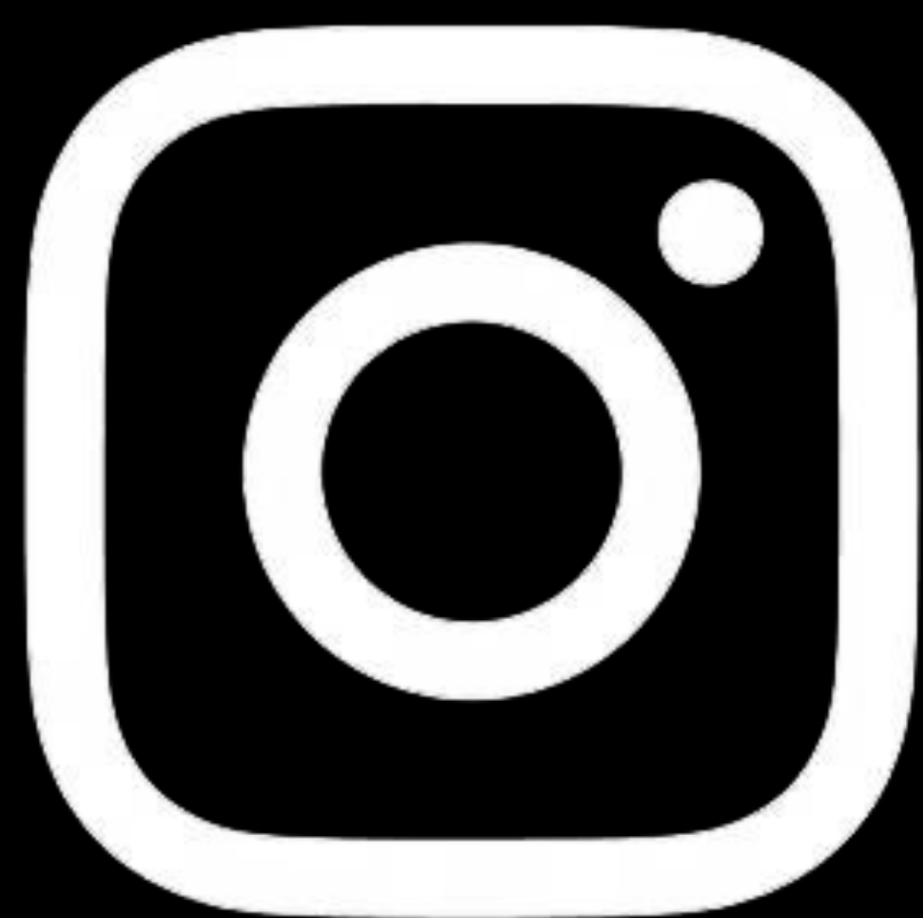
Business Goal:
- Raise the awareness
- Grow the following
- Convert the following into increased streams & sales
(incl. live shows + merch etc.)



Brand Goal:
Be a recognisable singer/songwriter, associated with high-quality music and a go-to person for great songs within both the relevant niche and a wider audience

User Goal:
Find and enjoy music that's intellectually and spiritually stimulating, widening the horizons and providing a pleasant experience while listening to.

Social Media
Purpose



Instagram

Based on Insights from the last 90 days, as guidance and consideration points when creating content:

- Overall Followers are at net -133, with 265 new follows, but 398 unfollows.

What happened?

Most critical dates are: Monday 1 Jan 2024: -8 followers, Sunday 7 Jan 2024: -9 followers, Wednesday 31 Jan: -10 followers. Has there been anything particularly controversial, contentious, divisive (or something that might have been taken as such by someone) posted on Stories, for example?

I appreciate it has been a while, so recollection might not be the greatest, but it would be good to look into what happened if possible, so as to avoid such a massive drop again. Such a dive can be a response of disagreement towards particular content encountered.

- Most followers are/come from London (5%), followed by Berlin (4.6%) and Paris (1.8%). There's a small community in New York and Warsaw (both 0.6%). Might factor that in when creating content, scheduling tours, launching music etc.

- Gender breakdown is:

52.7% women and 47.2% men

Based on Insights from the last 90 days, as guidance and consideration points when creating content (cont'd):

- Age ranges are:

- Combined:

25-34 is the most represented group (42.3%), followed by 18-24 (34.8%), 35-44 (9.9%), 45-54 (5.3%), 13-17 (4.8%), 55-64 (1.6%) and 65+ (0.9%)

- Men:

25-34 is the most represented group (44.8%), followed by 18-24 (30.3%), 35-44 (11.4%), 45-54 (7.6%), 55-64 (2.4%), 13-17 (2.2%) and 65+ (1%)

- Women:

25-34 is the most represented group (45.5%), followed by 18-24 (32.2%), 35-44 (10.4%), 45-54 (5.1%), 13-17 (4.6%), 55-64 (1.1%) and 65+ (0.8%)

- Activity has seen a huge drop: only 8 posts, 14 reels but a fairly lot of stories (pretty much 1/day). Consider varying the content more; don't bet on Stories - they are convenient but it's preaching to the choir; you only talk to your audience as there's very little that can nowadays be done to get Stories in front of non-followers

- The March 15 'Is this real is OUT!!!' post is, by far, the most watched one - but it's been hugely prompted by an ad (out of 10,560 plays, 9,756 were ad-supported)

- The March 19 'Next live show March 30th! Tickets in bio' post was the most watched one in purely organic terms - 4,595 plays without ad support. Consider posting more live/raw-er content, unpolished; performances, work, as this result indicates people like the 'organic you'.

Based on Insights from the last 90 days, as guidance and consideration points when creating content (cont'd)t:

- Despite maxing out on Stories, in the past 3 months it's the Reels, not Stories, that were the most engaging. Reels generated 678 reactions, mostly from followers, whereas Stories about 30% of that at 224. If anything, that's further corroboration of that Reels are the format to go with
- Most active hours, throughout the week, seem to be from 9AM until 3PM, so consider posting on those times for maximum efficiency.

Positives:

- ✓ Good thumbnails:
 - Focus on the person, not on the object
 - Proper framing
 - No awkward crops on thumbnails: no chopped off heads/headless torsos, cropped text etc.
 - A variety of colours (draws attention)
- ✓ A variety of content types: photos, carousels, videos/Reels
- ✓ Decent Engagement Rate on comments left - most of them are at least Liked (not enough, but a good start), there is a healthy amount of replies to the comments out there
- ✓ Good Bio
- ✓ The profile is generally well SEO'd, provides information and some external touchpoints; it also appears to utilise most of the available functionality and does it quite well
- ✓ Videos have captions (subtitles), making it accessible and possible to watch on silent

Now, for the things that need attention...

pinkmariomusic  [Edit Profile](#) [View archive](#) [Ad tools](#) 


226 posts 5,991 followers 615 following

Pink Mario


 pinkmariomusic

Musician/band

The human and the alien

"Is This Real?" OUT NOW! 

Next show: 30.03 @prachtwerkberlin

 pinkmario.space/bio

18.8K accounts reached in the last 30 days. [View Insights](#)



Realtime



Nicethings



Creating



Liveshows



New

Only one link out of 5 available.

Stack 'em up - that's what the option is there for, squeeze as much as you can of this outbound traffic.

Good Followers to Following ratio.

Is there any particular strategy behind it, like, following everyone who actively engages on your profile (Like/Comment), or is it only the accounts of people you personally like/follow?

Do you ever reach out to people who reached out to you - follow them, comment on their content, try to build a connection?

If not - perhaps some strategy behind it would be helpful.

I would suggest an alternative profile photo - well-lit, full view of your face, maybe with the make-up on?

Consider setting up a Broadcast Channel - this is now an option in the EU, great way to keep super fans updated with the latest. Worth rewarding people who join with exclusive previews, early access - but make sure it's not too much and doesn't cut into the Patreon territory you also have.

Consider adding a few other categories of Highlights - including highlighting Stories with Link Stickers that drive traffic to external touchpoint that allow some kind of monetisation: concert ticket purchasers, merch sales, Patreon, YT, DSPs/ streaming platforms, etc.



Missing a third pin - always best to use full 3



pinkmariomusic

pinkmariomusic *fresh news!*

Over the past months, I've spent a long time thinking about how I want to move forward with my music career in a sustainable way.

After those long thinks, I concluded that I wanted to build a more meaningful relationship with the people who like my music and art, and might want to support it directly.

So... I've decided to set up a Patreon!

Patreon is where I'll be sharing a whole load of exclusive content and music dating back to 2010 when I first started dabbling in songwriting and production. To start with, every single month I'll be sharing one never-before-heard song from Pink Mario's distant (and not-so-distant) past. There's already one up there for new subscribers!

Other perks include exclusive pre-release access to new songs and early-bird merch offers and discounts.

If you're interested in reading more about what I'm offering and what your help means, please head over to my Patreon page in my bio link. You can just join as a free member if you'd like to show your support without paying :)

Thanks a lot for reading and I'm excited to share more from my world with you!

PM

P.S. Thanks to @zachow_pictures for the beautiful photo

Edited · 5 w

For you

rodney__smith 5 w · 1 like · Reply

View Insights Boost Post

Liked by denz_thehuman and 113 others

21 February

Hashtags missing from the post - always include at least 3.

Me agreeing with Paul from Marketing so I can get off this soul-crushing call to continue living out my secret second life as a pink-faced alien



pinkmariomusic Pink Mario • Is This Real?

pinkmariomusic Nothing against Paul, he's a decent marketer. And he also loves my new song "Is This Real?" and thinks you would too!

#newmusic #indie #dreampop #newartist #pinkmario #makeup

Cover image: @zachow_pictures
4 d

hopededope And what a ride it's been watching!!
4 d 1 like Reply

[View Insights](#) [Boost reel](#)

Liked by nahuelaspalabras and 77 others
4 days ago

Add a comment... [Post](#)

Make sure you respond to comments within 24h ideally - you can perhaps carve out 15-30 mins every evening to go through comments on both IG and TikTok and make sure they've been responded to. Chances are initially it might be more like 5 minutes between both - but that effort will still pay off long-term.

CamelCase is always recommended for hashtags for accessibility:

- Improved Word Recognition:
Makes it easier for screen readers to distinguish between individual words. Many screen readers are designed to recognise letters starting with uppercase as the start of new words, so #InstagramHashtag will be recognised as "Instagram (pause) hashtag", whereas #Instagramhashtag (or #instagramhashtag) will be treated as a non-existent word "instagramhashtag".

- Enhanced Pronunciation:
By indicating where one word ends and another begins, CamelCase helps screen readers pronounce compound words more naturally and accurately. This is particularly important in coding and online content, where compound words are common.

- Consistency with Reading Patterns:
People who rely on screen readers benefit from consistent patterns in text. CamelCase provides a predictable structure for identifying and interpreting compound words, which can enhance the overall accessibility of digital content.

- Avoidance of Misinterpretation:
Without clear word boundaries, screen readers might misinterpret a compound word, affecting the user's understanding of the content. CamelCase mitigates this risk by clearly delineating word boundaries.



226 posts 5,990 followers 615 following

pinkmariomusic Is This Real?!

pinkmariomusic It's gonna happen!!!

#dreampop #indie #newmusic #alternative #popmusic #pinkmario

11 h

gingerkc70 I'm totally in for this 🍌

11 h 1 like Reply

— View replies (2)

This doesn't seem to be featured in the actual post.

Looks like a still photo taken on the same session, but all feels a bit 'bait & switch', even though I am sure was not intended that way.

This isn't an egregious mistake, because it still keeps the general vibe, but I recommend using frames from the video as thumbnails: this manages and meets people's expectations; anyone viewing knows they'll see what actually made them click (remember, it's really the thumbnail that makes or breaks a video on IG or TikTok, as captions/descriptions are not viewable on a landing page), and you also avoid leaving people frustrated/disappointed, which might happen if the thumbnail isn't representative of the video - and vice versa - and they don't see what they were expecting to watch.

POSTS REELS SAVED TAGGED



pinkmariomusic • Is This Real?

pinkmariomusic OUT NOW! ✨
Sometimes you gotta bloody sing, then you gotta bloody release what you sang. Enjoy!!
Prod @michaekumper
#newmusic #pinkmario #dreampop #indie #spacepop #berlinmusic #releaseday #isthisreal
1 w

For you ▾

salutlesgarcons 1 w 1 like Reply
View replies (1)

daadamusic 1 w 1 like Reply
View replies (1)

asherwitkin Love it!!!! 1 w 1 like Reply
View replies (1)

chrispotdam90 1 w 1 like Reply
View replies (1)

littlebeanbreath another banger! 1 w 1 like Reply
View replies (1)

[View Insights](#) [Boost reel](#)

Liked by iammacul and 119 others
18 March

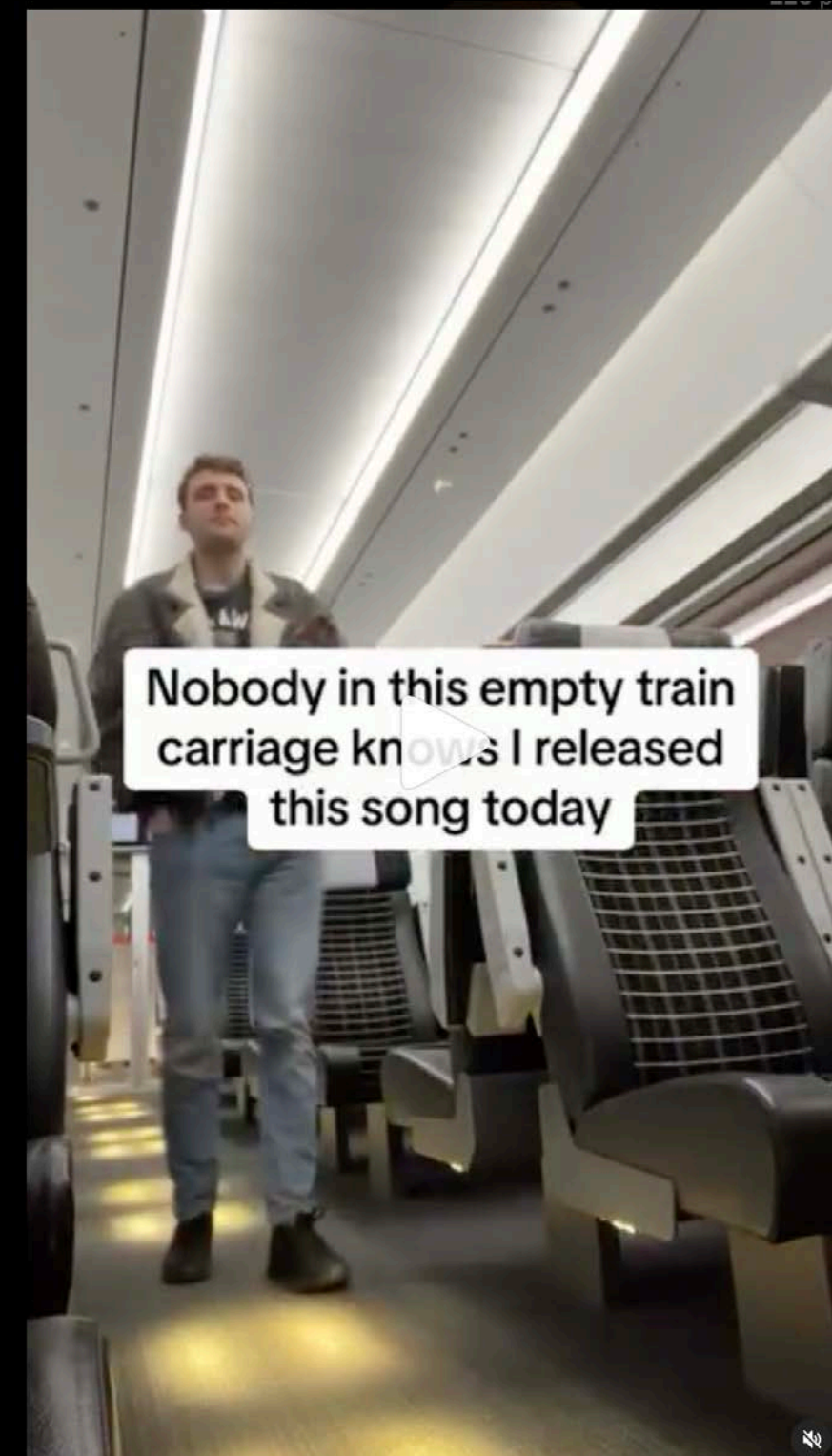
Add a comment... [Post](#)

Doesn't say where - missing out on clicks, streams, conversions right there.

Recommendation: mention online platforms, have a CTA 'Listen via Link In Bio', have a Linktree or similar as your IG Link that will take people to respective platforms.

Note: You can have up to 5 different links in an IG Bio now.

[same here]



pinkmariomusic • Is This Real?

pinkmariomusic Is this real is OUT!!!
Thanks to the OG @michaekumper for production on this one and @walter_yu_studio for the artwork.
Very excited to finally share my latest piece of work with you. Enjoy!!!
#newmusic #newrelease #indiemusic #electronicmusic #pop #alternative #comedy #newmusicfriday #pinkmario #dreampop
1 w

For you ▾

kevin.driscoll Popped up on my spotify homepage this morning! 1 w 1 like Reply
View replies (1)

elenstio This is what the world needed and didnt know about 1 w 1 like Reply
View replies (1)

harshulnarang Listening to it while waiting for my bus!!! I HIGHLY RECOMMEND DOING THIS !! 1 w 1 like Reply
View replies (1)

egzzbenedict19 THIS SONG! soooooo good 1 w 1 like Reply
View replies (1)

[View Insights](#) [Boost Again](#)

Liked by nahuelaspalabras and 280 others
15 March

Add a comment... [Post](#)



pinkmariomusic Original audio

pinkmariomusic A little thing for you this morning 🌞

Is This Real?

Out next Friday March 15th —

— but also available right now on my Patreon.

Thanks @narmland for the footage!

#dreampop #indie #newmusic #pinkmario

Edited · 2 w

narmland ♥

2 w Reply

mexigurl_01 I really wanna know what your handwriting looks like. Yes, I know I'm weird.

2 w Reply

View Insights

Boost reel



Liked by iammacul and 37 others

8 March

Add a comment...

Post

How can I find out more?

I am an audience member - maybe I have been following you, maybe not.

I have been hanging around a bit, and would like to support, see what options are available, but I am not sure where to go, how to find it. Do I need to go on Google? What should I put in - will "Pink Mario" be OK?

All sounds like a lot of trouble - and I got distracted... *Lost a potential supporter just now.*

Recommendation: copy along the likes of "...on my Patreon - you will find the link in my bio", then use it as either one of your 5, or put it as part of the Linktree (or similar).

Could possibly say "google patreon + Pink Mario", but to be honest this is a bit of a hassle, lot of extra steps and people are lazy, easily distracted. Need to give them minimum friction, maximum traction and smooth experience with as few steps as possible.



pinkmariomusic Andromeda Galaxy

pinkmariomusic February, I grabbed my inkwell and thought of scraping you down onto paper, but what is this new inkwell I hold and why is my page not clear?

Main picture @zachow_pictures
Edited · 3 w

mexigurl_01 How many instruments do you play?!
3 w Reply

[View Insights](#) [Boost Post](#)

Liked by **nahuelaspalabras** and **92 others**
4 March

Add a comment... [Post](#)

Cool question - could've been an amazing discussion and seems like someone who's genuinely interested. Make sure you jump on it, and anything else relevant from the past 3 months, ASAP.

Cherish those people like @mexigurl_01 - this could easily be one of the '1000 Superfans'. Remember, you only need 1000 people to give you €10 across 12 months, to have an extra €10,000 a year. If you get them to spend €10 a month, that's €120 a year per person and a whopping €120,000 a year to your bank account.

Never leave people asking questions hanging - it's a lot of effort to get people to care these days, and conversely very easy to lose them and never see them come back.



pinkmariomusic Loophole Berlin

pinkmariomusic I gave out a disposable camera at my show last week and it yielded some absolute gold - thanks to everyone for your selfies and snaps. I think this might have to become a tradition:

muryelmusic 6 w 1 like Reply
View replies (1)

vykamusic stunning stage outfit! 6 w 1 like Reply
View replies (2)

owenmarkhenry 6 w 1 like Reply
View replies (1)

mexigurl_01 I SHALL see you live one day 5 w 1 like Reply
View replies (1)

mexigurl_01 Literally knot in my throat at Goodbye, Baby 5 w 1 like Reply

[View Insights](#) [Boost Post](#)

Liked by denz_thehuman and 112 others
12 February

Add a comment... Post

Love the idea.

If it becomes a tradition, make sure you ask people to give you a shout if they recognise themselves in the photos. Then, once you get some usernames, make sure you tag them. Listeners will love being featured on the account of an artist they love - guaranteed they'll tell their friends about it, put the post in their Stories for their friends to see, etc.

Might also consider working with the scanned photos (I understand that's what happened here, as it was a disposable camera) and turning them into some sort of an animation, slideshow etc. with your music in the background. Idea is, this would technically be a 'video' and you'll get better reach and an algo boost through video itself - images are not getting as much traction these days, people generally love videos, too.



 **TikTok**

Based on Insights from the last 60 days, as guidance and consideration points when creating content:

- Video Views are at 30,125, indicating a 207% growth of 20,379 vs previous period of Nov 28 2023 - Jan 26 2024. As long as this has not been propelled by a campaign optimised from Views, this is an indicator of that things seem to be moving the right way.
- Profile Views sit at 255, indicating a 340% growth of 197 vs previous period of Nov 28 2023 - Jan 26 2024. Again, decent result - over 4 people/day visiting on average.
- Likes have grown by 316%, in a total of 1,739 vs previous period of Nov 28 2023 - Jan 26 2024
- Comments have grown by 700% (49 in total), to a 56 vs previous period of Nov 28 2023 - Jan 26 2024. While, objectively, this is a good tendency, as comments are one of the hardest engagement types to get (due to, generally, requiring most effort: stop, think, contribute; 56 comments over 60 days is still relatively low. Also, based on my research, some of those comments will have been botted/automated, so not really being a reflection of any kind of interest/engagement. Consider posting content and communicating in a way that encourages people to speak up.
- Similarly, Shares have grown overall: +9 shares vs previous period of Nov 28 2023 - Jan 26, but that's only half of the equation - there were only 11 shares in total, which across 3 months and close to 50 pieces of content is rather low. Encourage Shares by networking, collaborating, cross-pollenating, perhaps running some competitions and generally sharing UGC (User Generated Content) on your account while tagging other users

Based on Insights from the last 60 days, as guidance and consideration points when creating content (cont'd):

- Unique Viewers have grown by 25,612, an almost 200% growth vs previous period of Nov 28 2023 - Jan 26 2024
- TikTok audience is heavily female-skewed (67%), with minority of followers (33%) being male
- Age breakdown shows 18-24 being the biggest group (57%), followed by 25-34 (35%), 35-44 (5%), 55+ (2%) and 45-54 (1%)
- Most followers come from Germany (53.6%, Berlin 33.5%), followed by France (23.3% - Paris 14.8%), Italy (6.0%, no data about cities) and Austria (3.6%, Vienna - 6.6%, which seems like an odd discrepancy but perhaps a TikTok error: incorrect setup of Vienna as a location, not counting it as part of Austria?)
- On most of the days followers are most active between 11AM-3:00PM, although on March 24, a Sunday, and March 25, a Monday, there was a spike at 6AM that even eclipsed the afternoon audience. Worth looking into why - and perhaps posting bright an early on Sundays and Mondays would be a good strategy.

Positives:

✓ Good thumbnails:

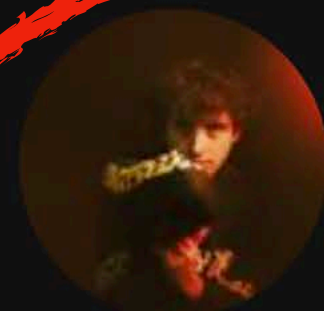
- Focus on the person, not on the object, and with informative headline/caption
- Correct framing
- No awkward crops on thumbnails: no chopped off heads/headless torsos, excessive close-ups, cropped text etc.
- A variety of costumes, environments and colours (all draws attention)

✓ A variety of content types: performances, memes, some behind-the-scenes content

✓ Decent Engagement Rate on comments left - like with Instagram, most of them are at least Liked (not enough, but a good start), there is a healthy amount of replies to the comments out there

✓ Videos have captions (subtitles), making it accessible and possible to watch on silent

Now, for the things that need attention...



pinkmario

Pink Mario

Edit profile

211 Following 1609 Followers 94.5K Likes

The human and the alien

"Is This Real?" OUT NOW!

pinkmario.space/bio

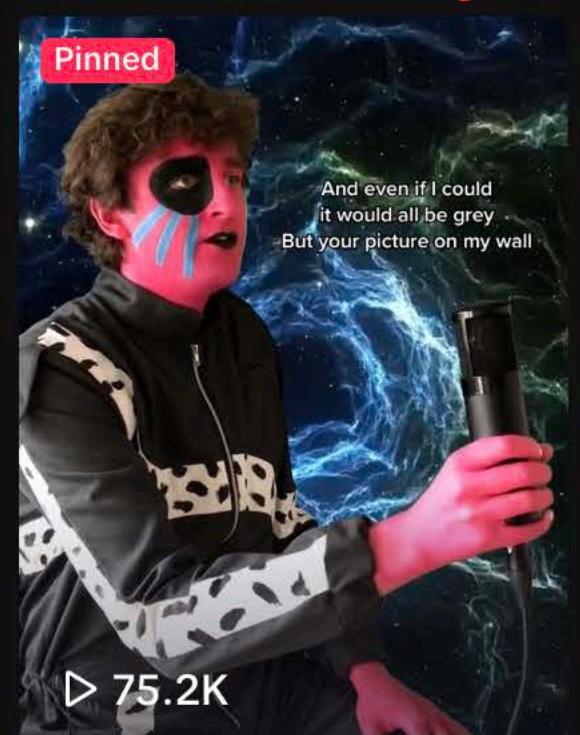


Not actually an Artist Account - missing out on useful features, like:

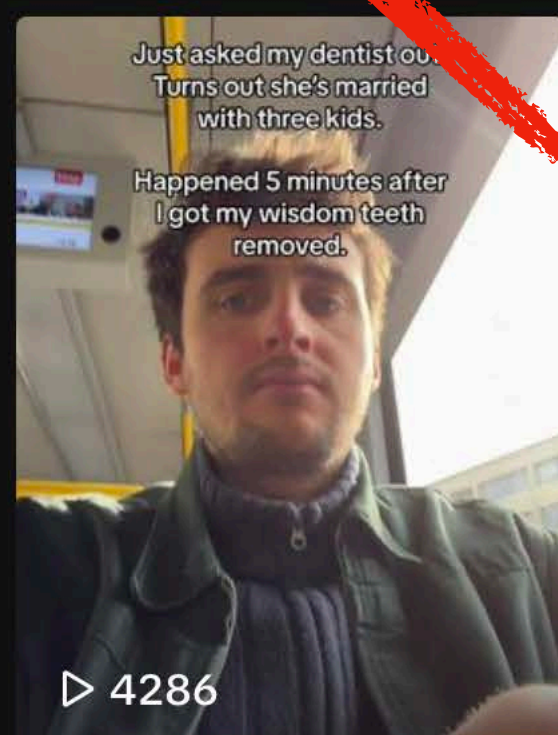
- Artist Tag on the account
- New Release: you can highlight a new track for up to 14 days before release, and for 30 days after release + you can highlight a New Release on discovery pages of catalogue sounds, allowing you to further drive your discovery and gain new followers and fans
- Dedicated Music Tab on your profile: you can curate your catalogue for users to easily access and discover your music on TikTok. This also ensures new music is automatically added there, reducing friction and making it easier for already existing and prospective fans to engage seamlessly with the songs
- 'By Artist' feature on your profile: enhances visibility of songs by allowing you to pin a preferred post to the top of the discovery page, driving awareness to your favourite TikTok video, whether it's hyping a new release or trending clip.

...and more! Drop me a line if you need help, we can go through the application process together and sort it out.

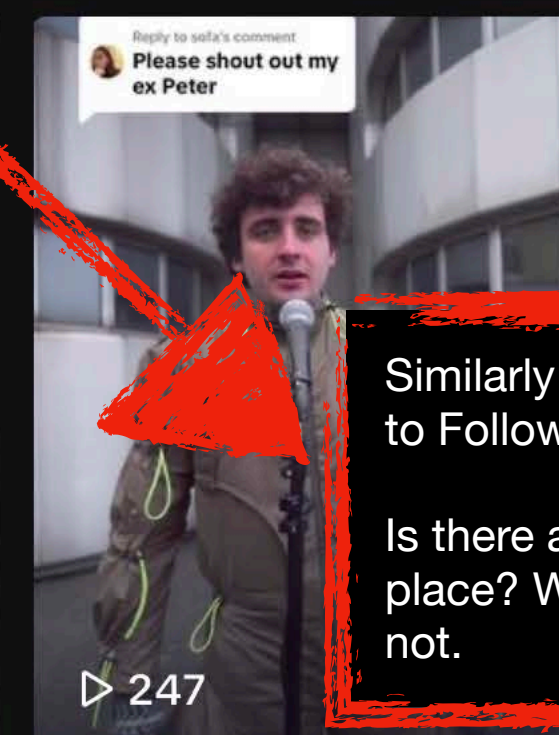
Videos Favorites Liked



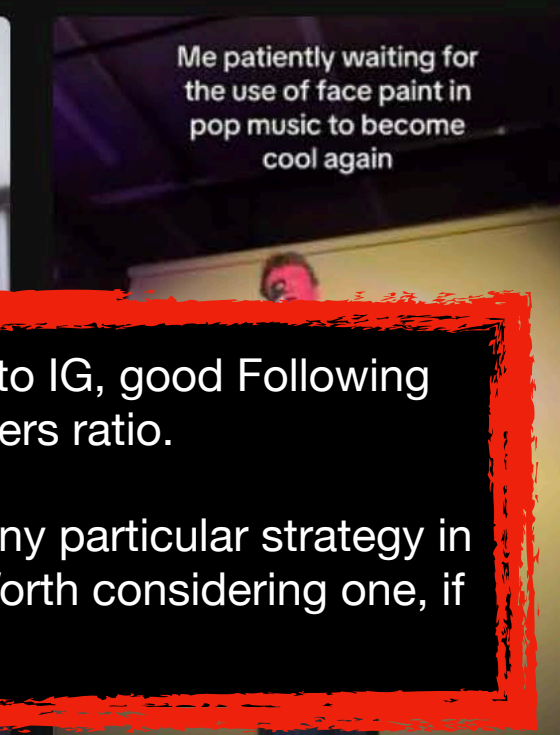
Putting Stan in space ...



I get why they are called ...



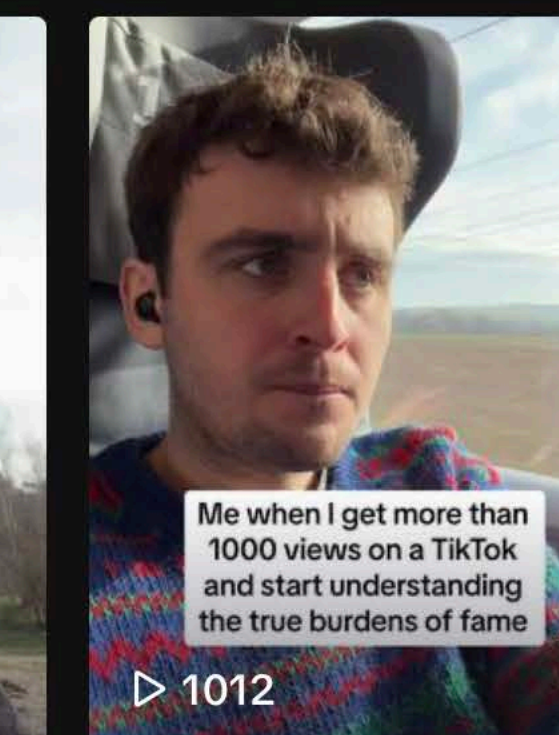
Replying to @sofa weird ...



It's cool I can hang here ...



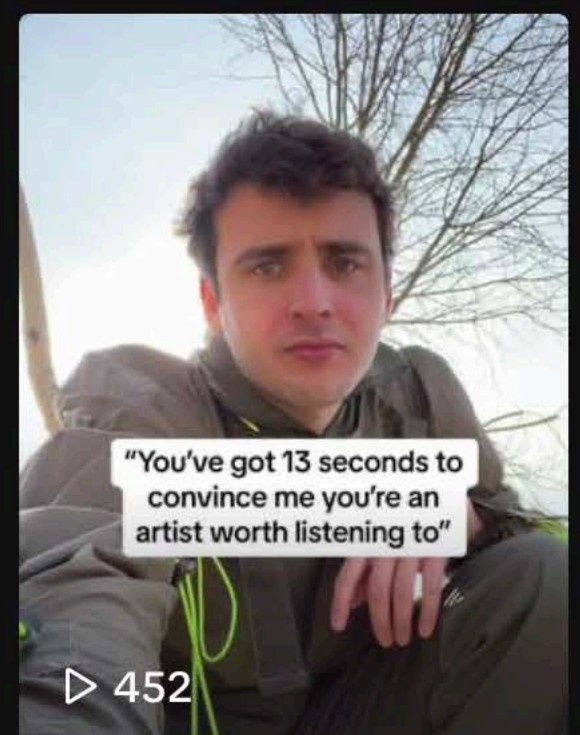
Like we get it Brad #fyp



Annoying #fyp



Nothing against Paul, he' ...



How did i do? #dreampop



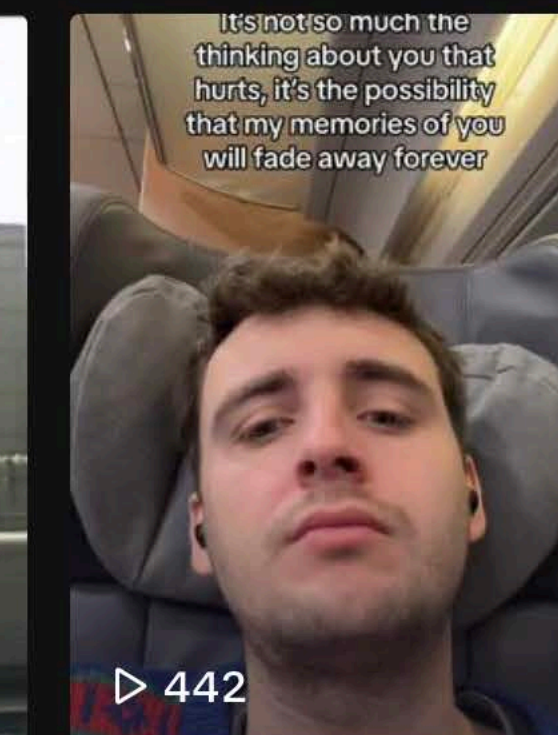
You guys are killing it! ...



Whoops... #fyp ...



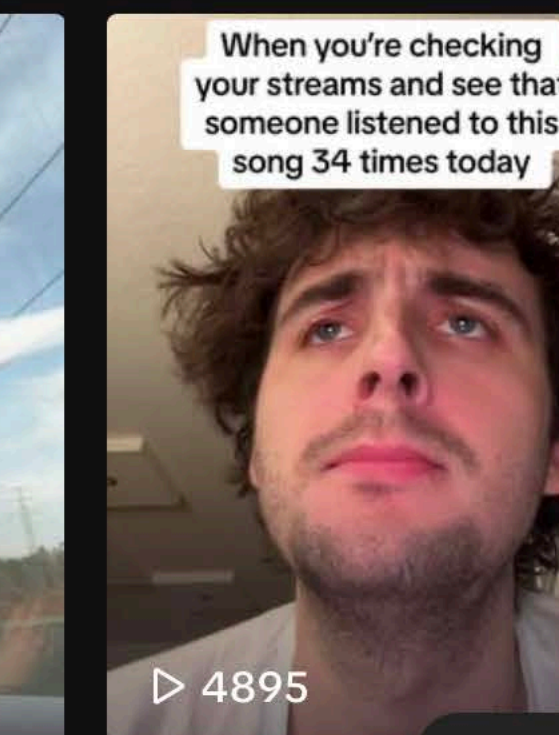
A mini video poem



Sorry too soon



Move out of the country ...



Grateful but corn' ...

Similarly to IG, good Following to Followers ratio.

Is there any particular strategy in place? Worth considering one, if not.

Get app



pinkmario

Pink Mario

Edit profile

211 Following 1609 Followers 94.5K Likes

The human and the alien

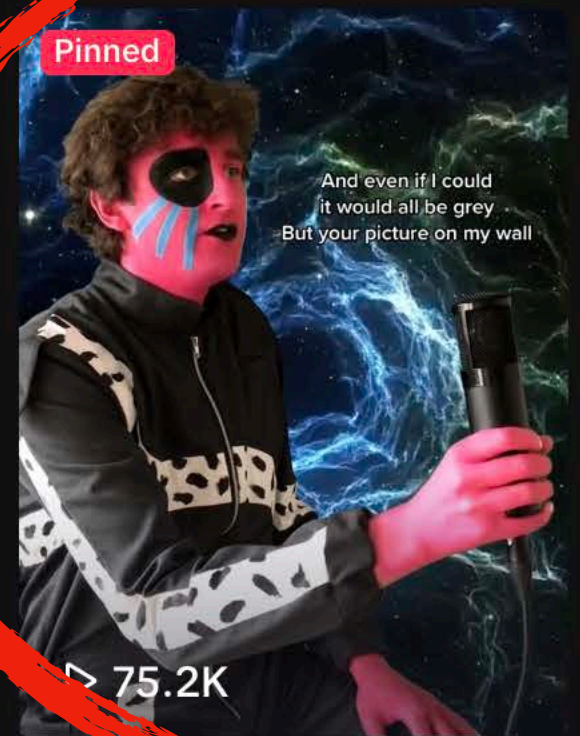
"Is This Real?" OUT NOW!

pinkmario.space/bio

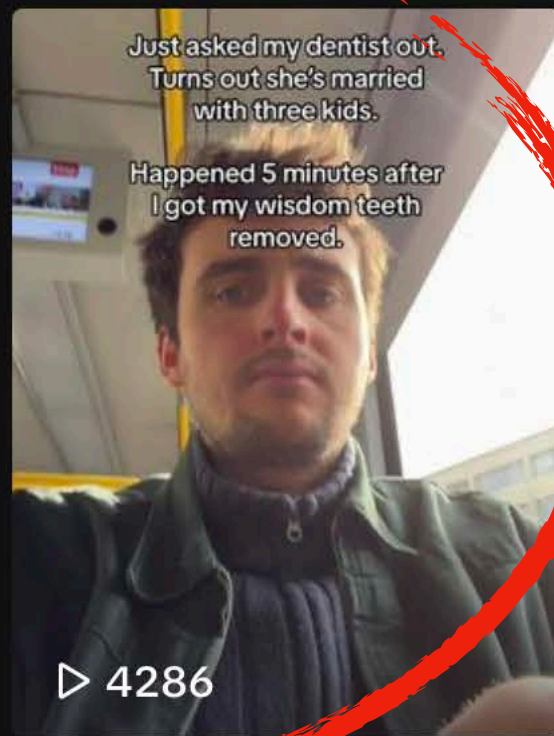


Only one pinned video - make sure you use all available slots to put the video in front of people and get those extra views

Videos Favorites Liked



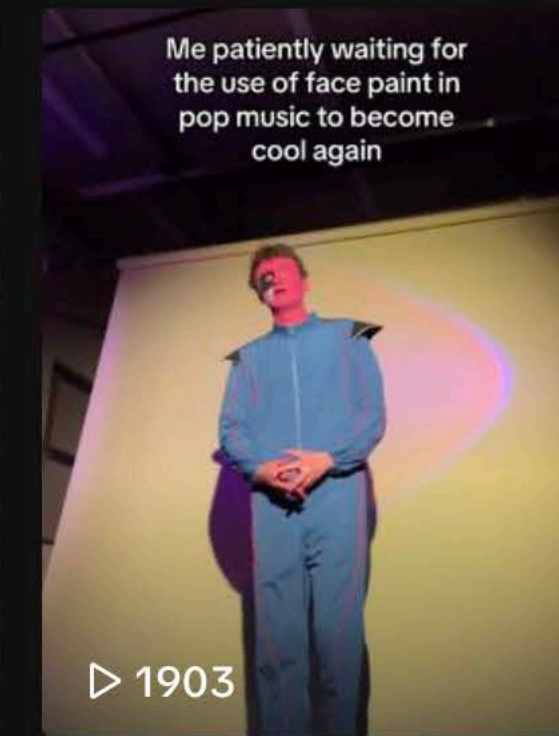
Putting Stan in space ...



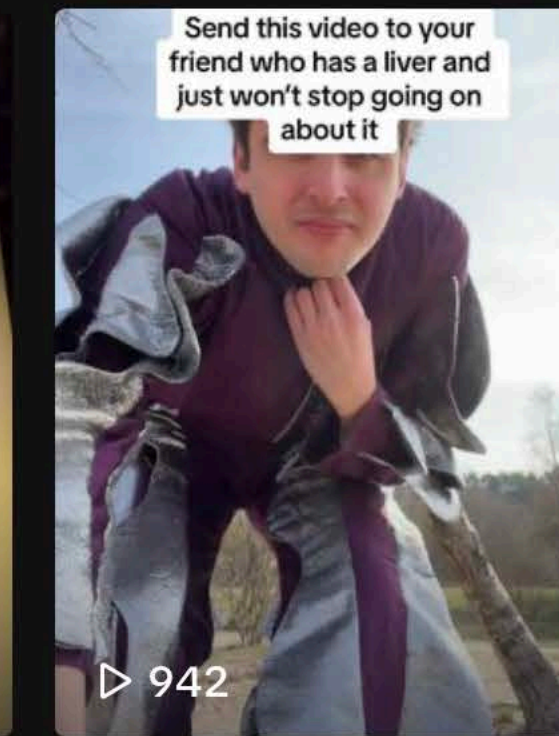
I get why they are called ...



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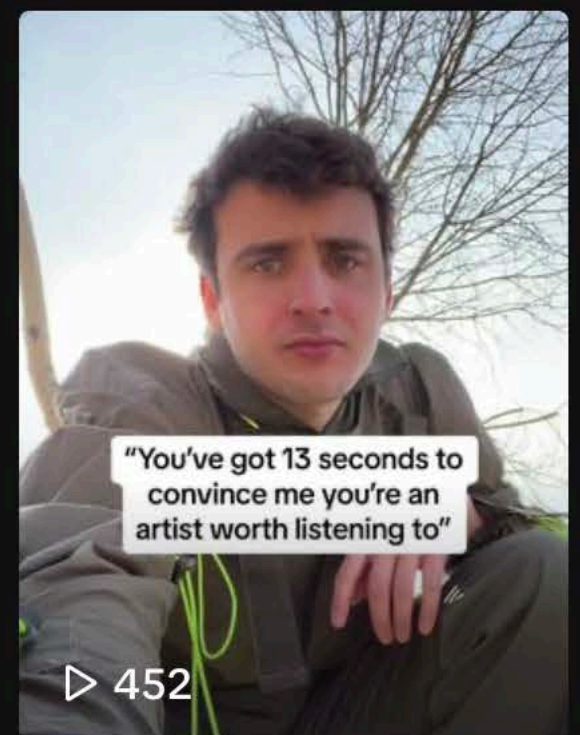
Like we get it Brad #fyp



Annoying #fyp



Nothing against Paul, he'...



How did i do? #dreampop



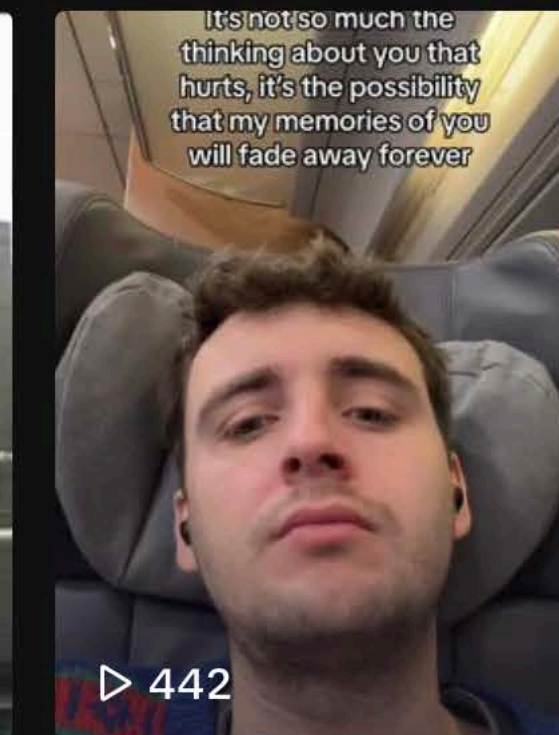
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Whoops... #fyp ...



A mini video poem



Sorry too soon



Move out of the country ...



Grateful but corn... ..

Get app



pinkmario

Pink Mario

Edit profile

211 Following 1609 Followers 94.5K Likes

The human and the alien

"Is This Real?" OUT NOW!

pinkmario.space/bio



Objectively, good quality content - solid mix of proper, music-related stuff and humour.

I do feel it is a bit unstructured in terms of posting frequency &/vs topics. Maybe make sure there are 'themed days' of sorts and e.g. every Monday there's some performance, every Wednesday there's some humour not even related to the music you do, every Friday there's a studio video etc.

Programming can help with retention rates and increases expectations from particular audience segments on particular days.



Videos

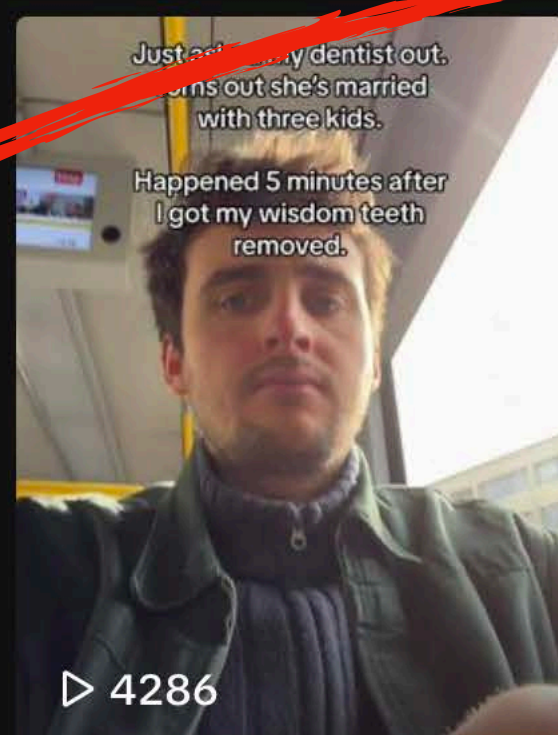
Favorites

Liked



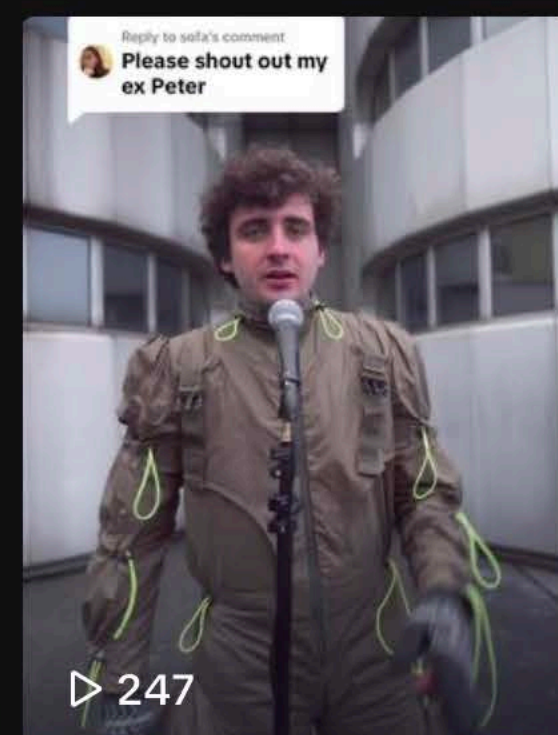
75.2K

Putting Stan in space ...



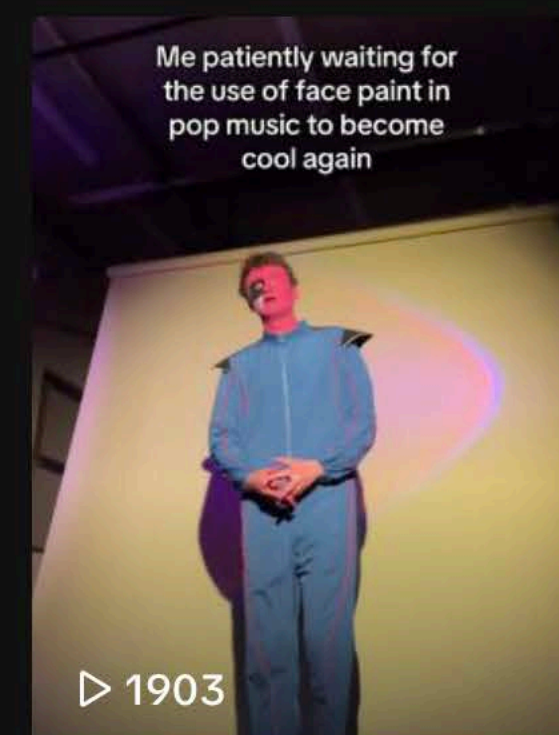
4286

I get why they are called ...



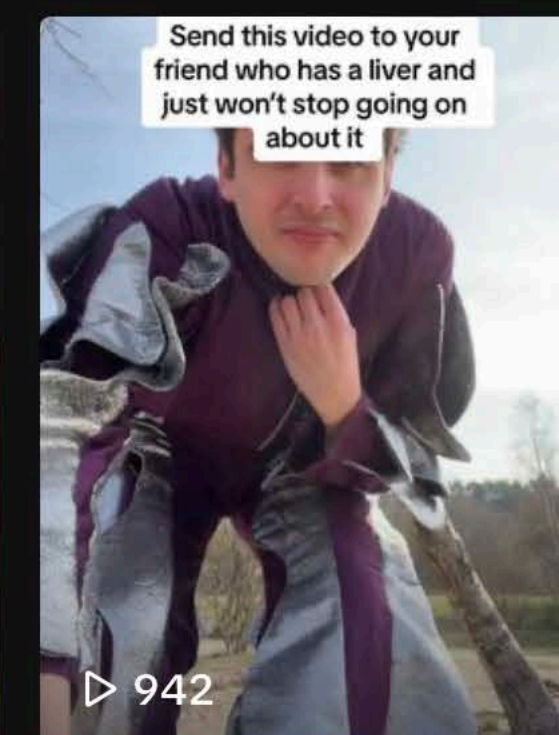
247

Replying to @sofa weird ...



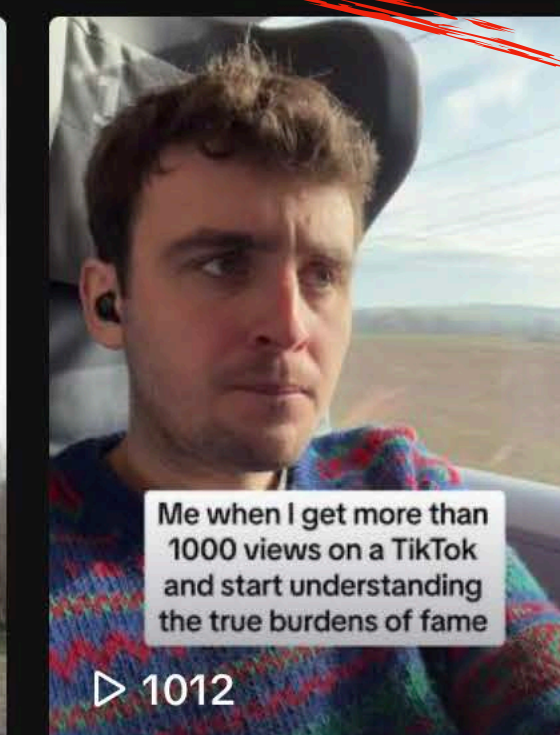
1903

It's cool I can hang here ...



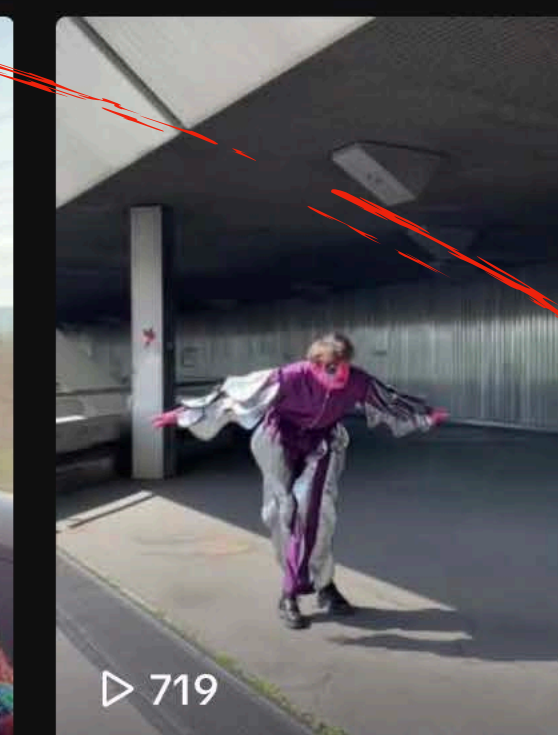
942

Like we get it Brad #fyp



1012

Annoying #fyp



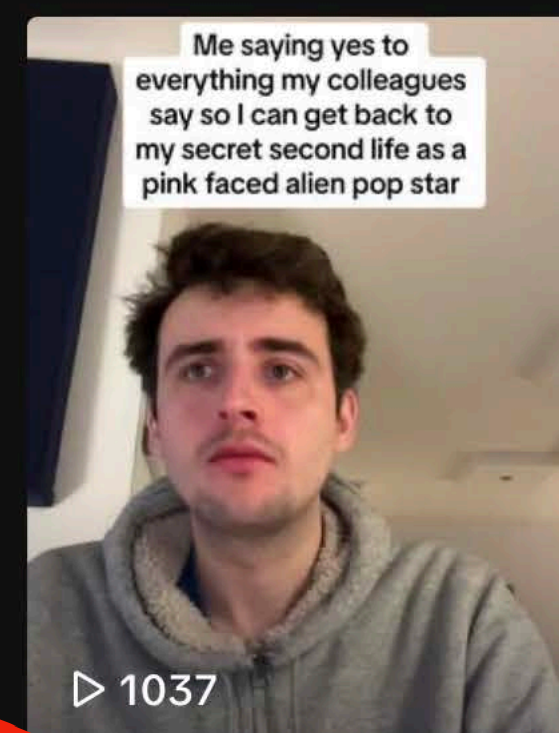
719

Nothing against Paul, he' ...



452

How did i do? #dreampop



1037

You guys are killing it! ...



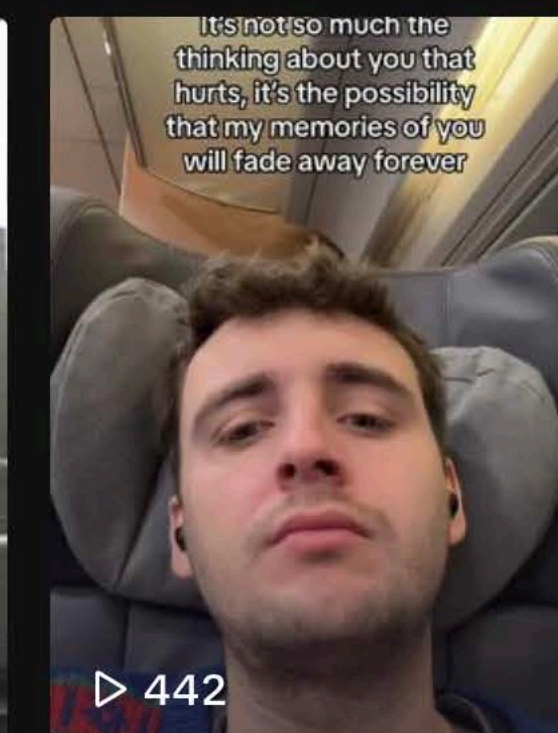
428

Whoops... #fyp ...



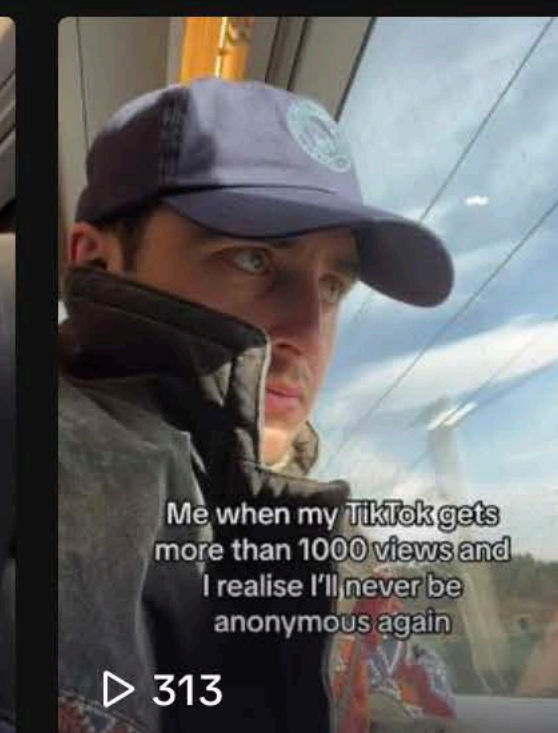
237

A mini video poem



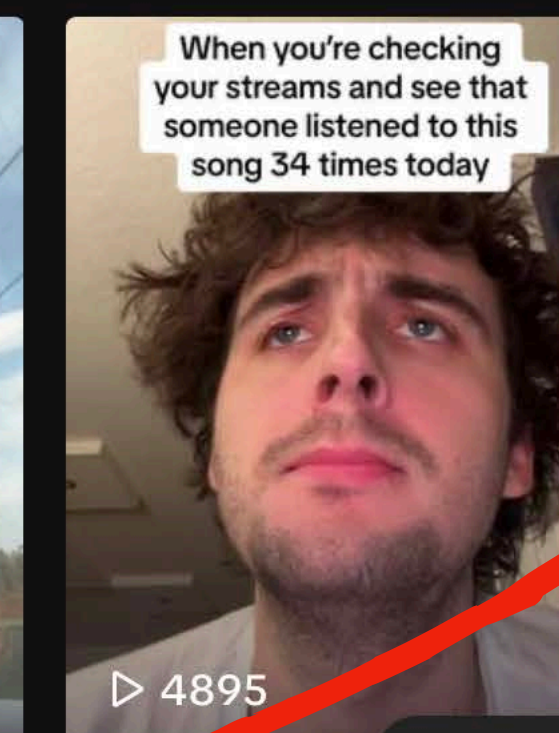
442

Sorry too soon



313

Move out of the country ...



4895

Grateful but corn...

Get app



pinkmario

Pink Mario

Edit profile

211 Following 1609 Followers 94.5K

The human and the alien

"Is This Real?" OUT NOW!

pinkmario.space/bio

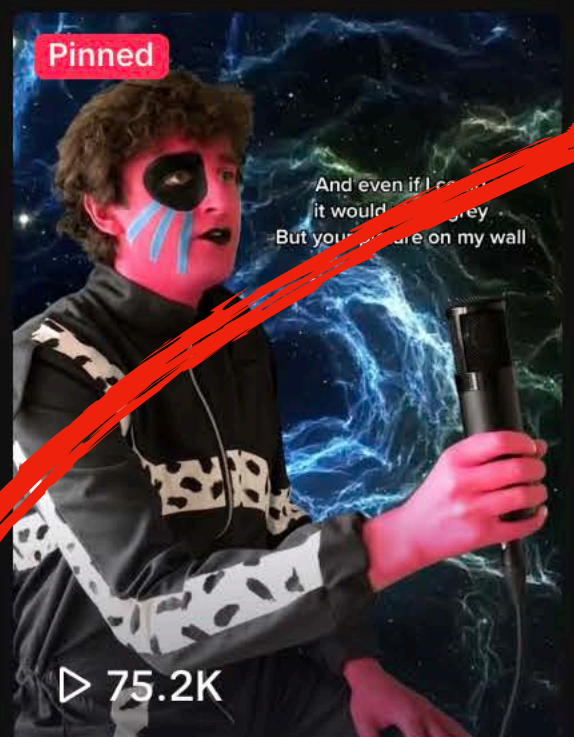
I would also say the content seems to be a bit one-sided, there is some encouragement for people to participate here and there (I talk about some examples later), however I feel there could be more of a dialogue with the audience.

Make use of interactive stickers like 'Polls', 'Add Yours' etc. where people can directly engage and respond to the content.

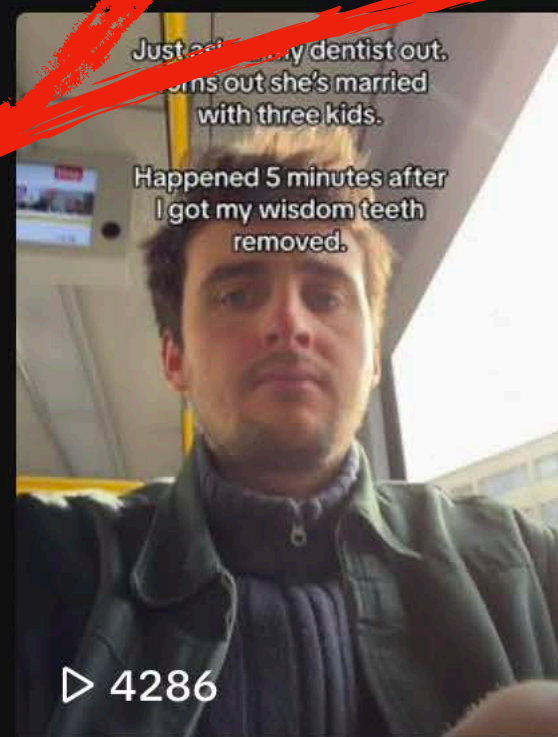
Record videos where you directly address the viewers/audience and talk to them.

Consider scheduled and regular Lives - e.g. performing your music, or an evening of covers in your style, or even general chat or doing whatever it is that you like to do where you would just stream it and chat to your viewers as they come around and hang out with you.

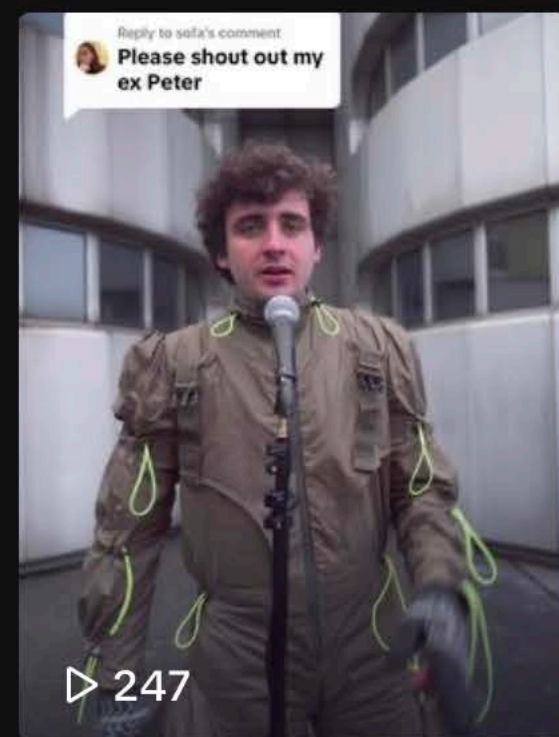
Videos Favorites Liked



Putting Stan in space ...



I get why they are called ...



Replying to @sofa weird ...



It's cool I can hang here ...



Like we get it Brad #fyp



Annoying #fyp



Nothing against Paul, he' ...



How did i do? #dreampop



You guys are killing it! ...



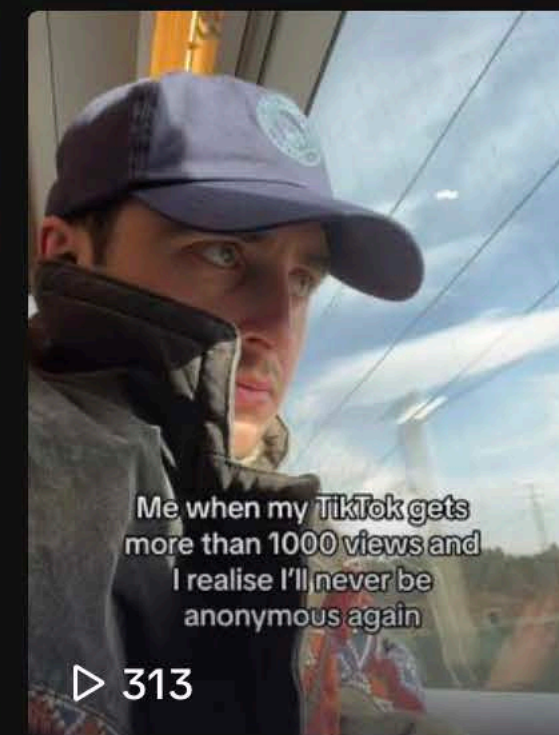
Whoops... #fyp ...



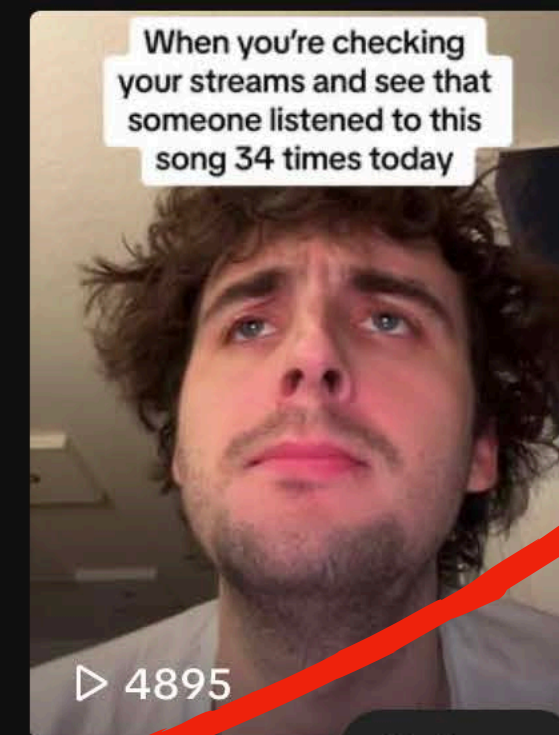
A mini video poem



Sorry too soon



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Pink Mario

Edit profile

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The human and the alien

"Is This Real?" OUT NOW!

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Videos

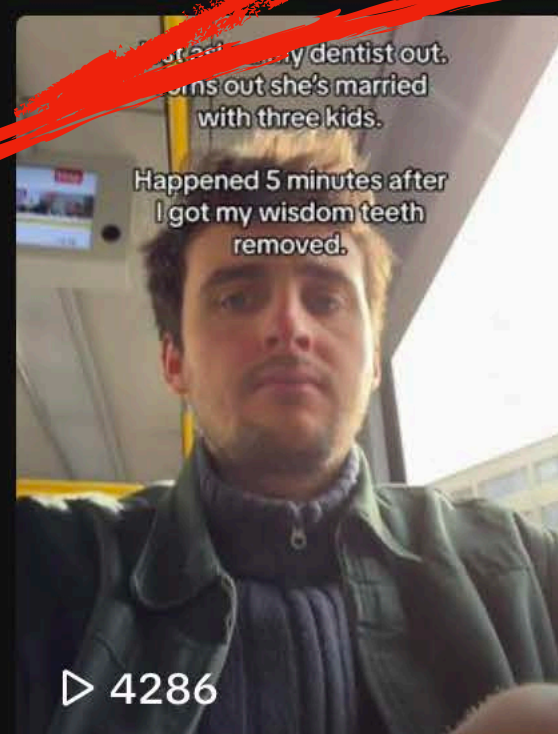
Favorites

Bookmarks



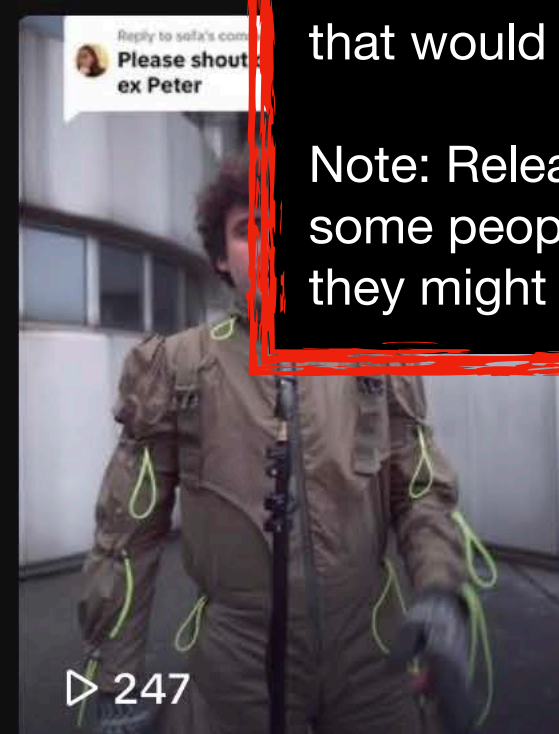
75.2K

Putting Stan in space ...



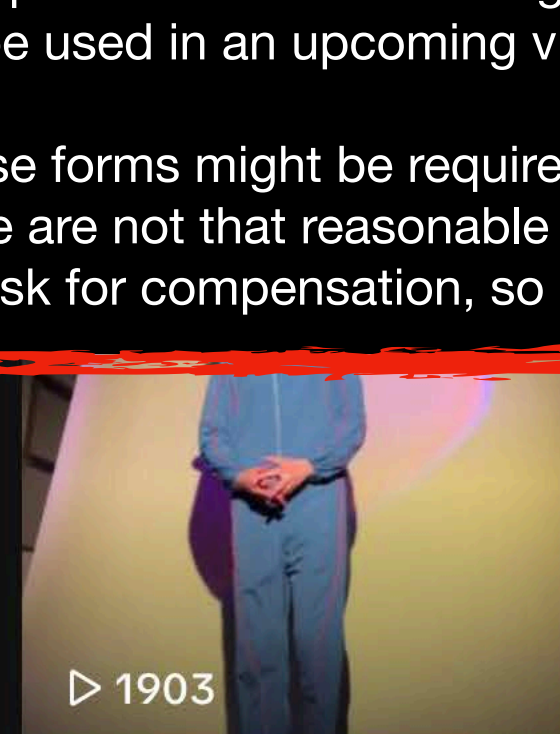
4286

I get why they are called ...



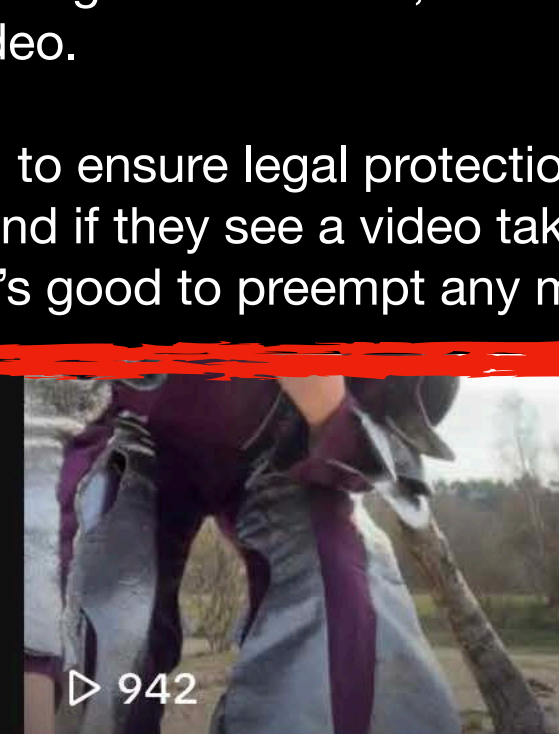
247

Replying to @sofa weird ...



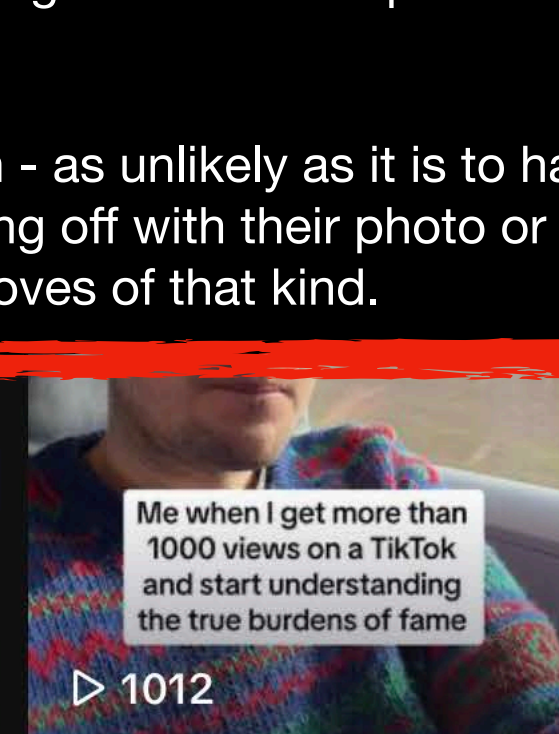
1903

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Like we get it Brad #fyp



1012

Annoying #fyp



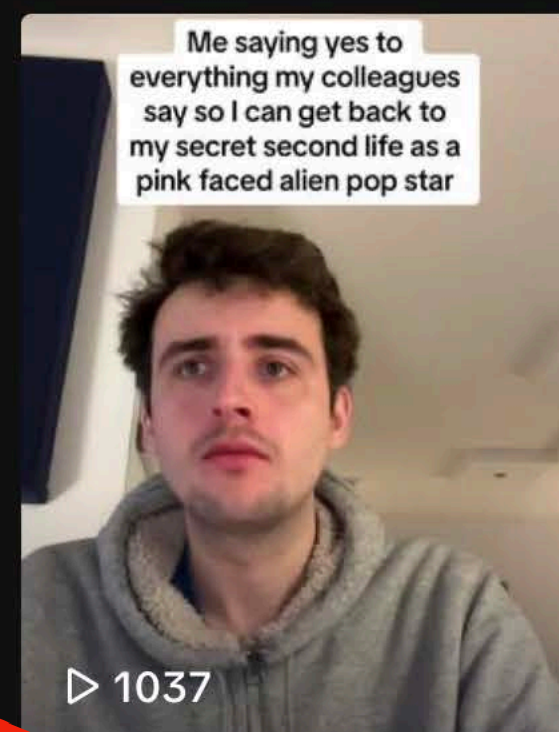
719

Nothing against Paul, he' ...



452

How did i do? #dreampop



1037

You guys are killing it! ...



428

Whoops... #fyp ...



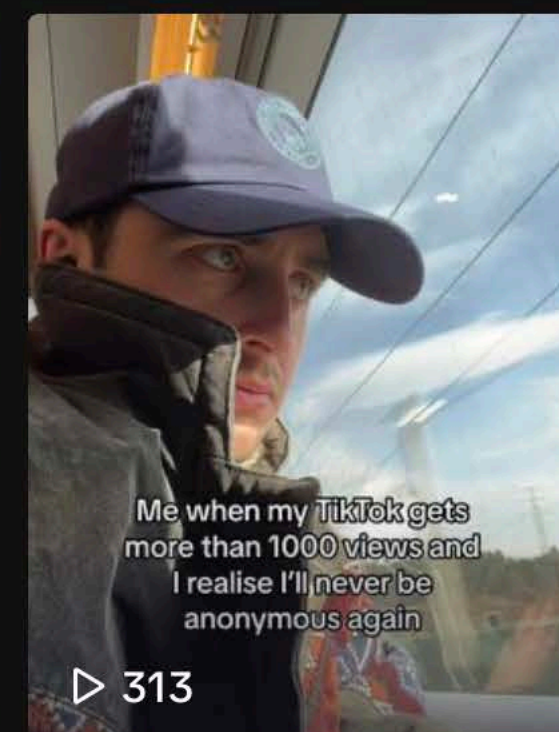
237

A mini video poem



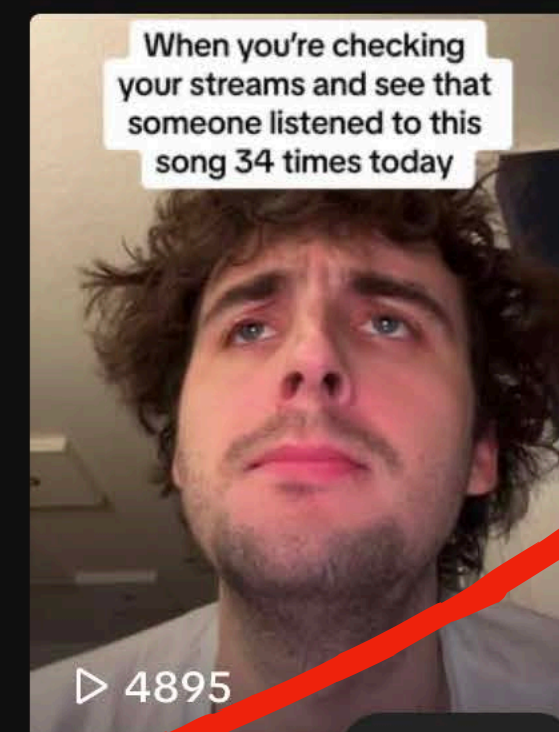
442

Sorry too soon



313

Move out of the country ...



4895

Grateful but corny ...

I also noticed there does not seem to be much of 'content creation', 'behind the scenes', 'making of' etc. content - perhaps there is a reason for that I am not aware of.

I would, however, recommend considering that: studio footage, outtakes, traveling to the venues/ touring, song breakdowns, stories behind the songs, stories behind Pink Mario, etc.

I also cannot see any Duets - either of people with you, or yours with other people - this is a massively powerful feature in the world of music, and it's good to utilise those.

Same for Stitches - the deadpan videos are funny, good idea would be to mash it up with Stitches of other people's videos every now and then.

A good idea might also be to run 'soft competitions' in some of the videos - e.g. asking people to contribute topics/themes and making songs out of those, or asking them to send photos/footage that would be used in an upcoming video.

Note: Release forms might be required to ensure legal protection - as unlikely as it is to happen, some people are not that reasonable and if they see a video taking off with their photo or 3s video, they might ask for compensation, so it's good to preempt any moves of that kind.



pinkmario

Pink Mario

Edit profile

211 Following 1609 Followers 94.5K Likes

The human and the alien

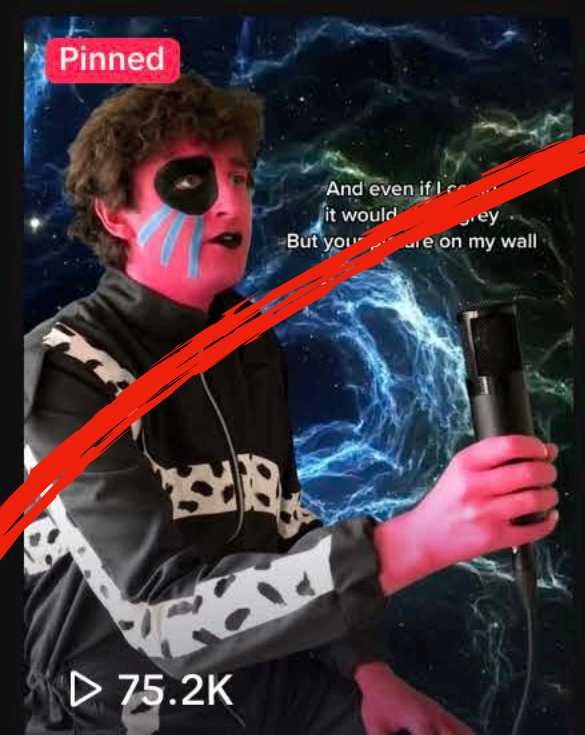
"Is This Real?" OUT NOW!

pinkmario.space/bio

Videos

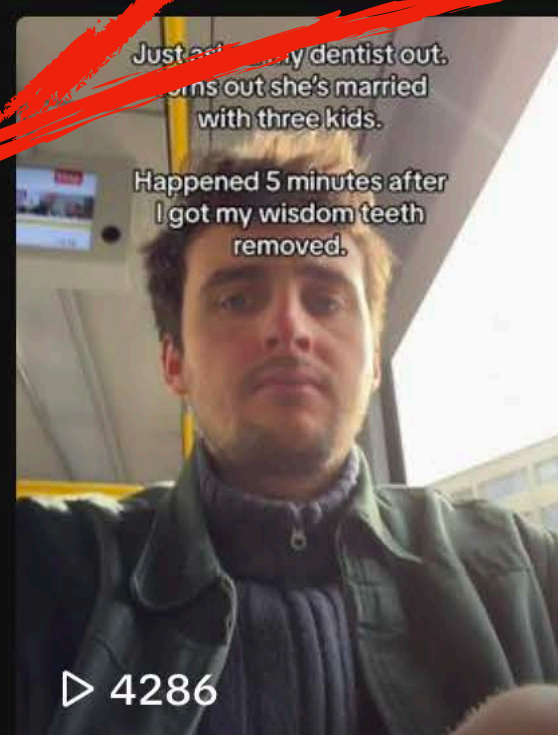
Favorites

Liked



75.2K

Putting Stan in space ...



4286

I get why they are called ...



247

Replying to @sofa weird ...



1903

It's cool I can hang here ...



942

Like we get it Brad #fyp



1012

Annoying #fyp



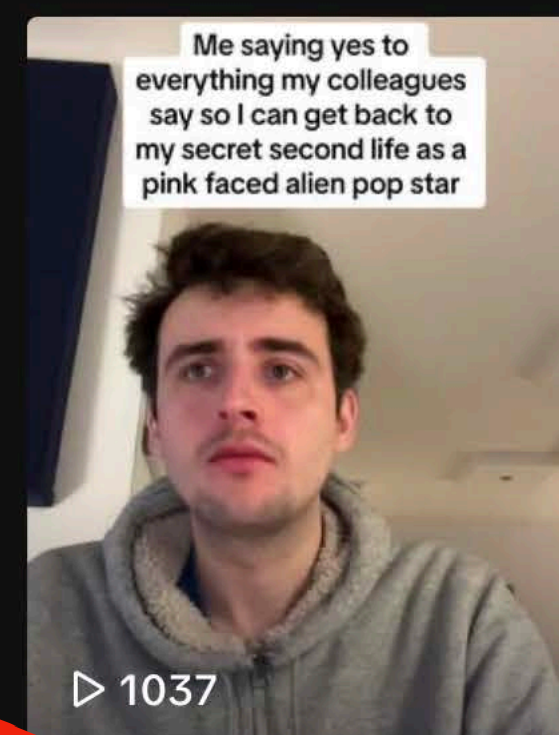
719

Nothing against Paul, he' ...



452

How did i do? #dreampop



1037

You guys are killing it! ...



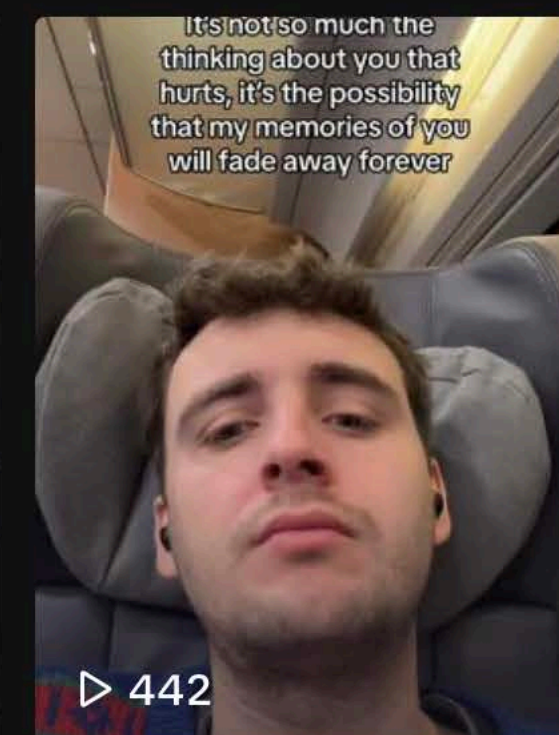
428

Whoops... #fyp ...



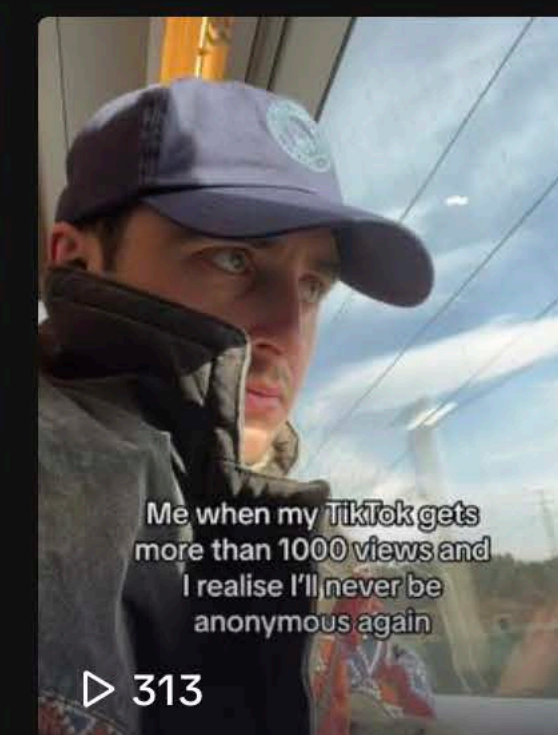
237

A mini video poem



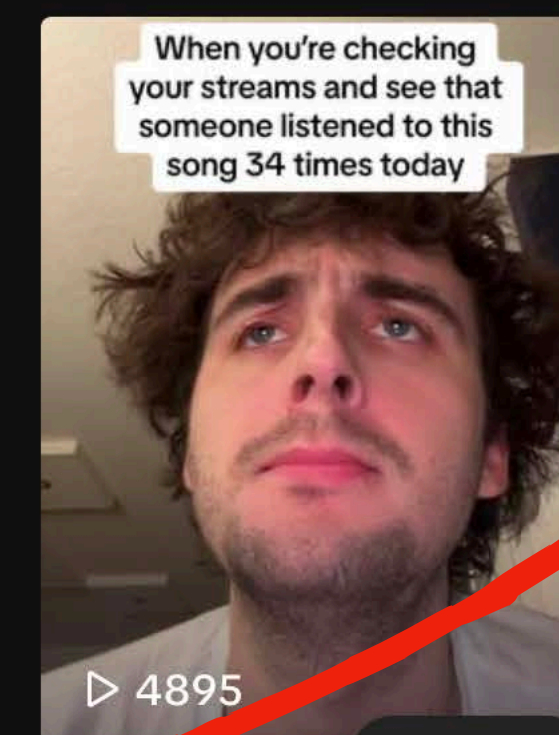
442

Sorry too soon



313

Move out of the country ...



4895

Grateful but corn...

Consider regularly checking current trends and seeing if there is an angle you could jump on.

There's no point in releasing a 247th carbon copy of a viral video, but chances are there's a cool, interesting, unique angle you can put on whatever is the talk of the town any given day/week through Pink Mario.

If you need extra inspiration - feel free to reach out; I do keep an eye out what's happening on different platforms and read a lot about different trends via gated, industry newsletters, so can help you out with that.

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pinkmario

Pink Mario

Edit profile

211 Following 1609 Followers 94.5K Likes

The human and the alien

"Is This Real?" OUT NOW!

pinkmario.space/bio



I also find the majority of content one-sided and self-promotional - obviously this is part of the game, but never forget the 'social' part of 'social media': it's meant to be a collective experience.

Welcome people to your world, but also carve out some space for them - hence the earlier advice about Duets and Stitches.

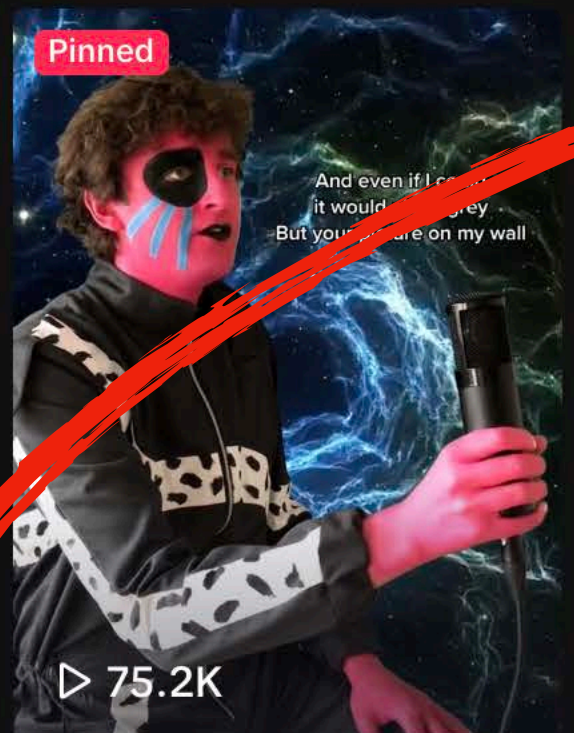
Might also launch regular series where you e.g. shine the light on an indie musician you've recently found out and whose music you're enjoying - via a short video review with part of their music video playing in the background via 'chroma key'/'green screen' effect.

Who knows - this might also turn into a collab/feature/remix opportunity, both ways, further down the line.

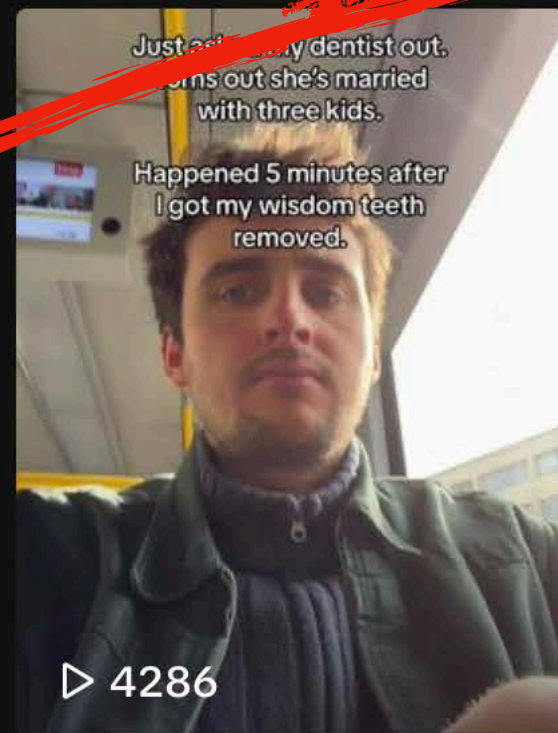
Videos

Favorites

Like



Putting Stan in space ...



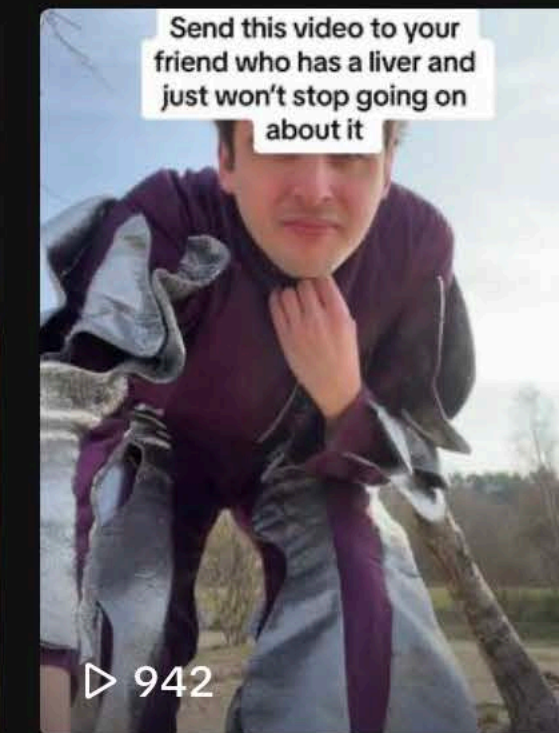
I get why they are called ...



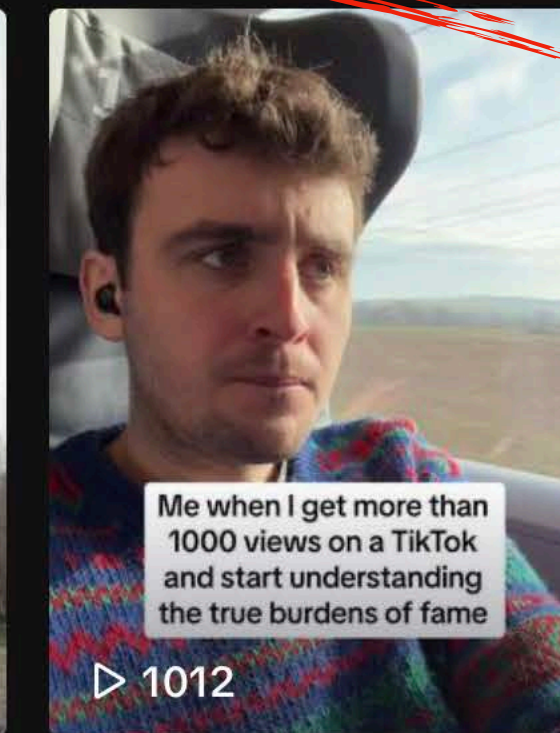
Replying to @sofa weird ...



It's cool I can hang here ...



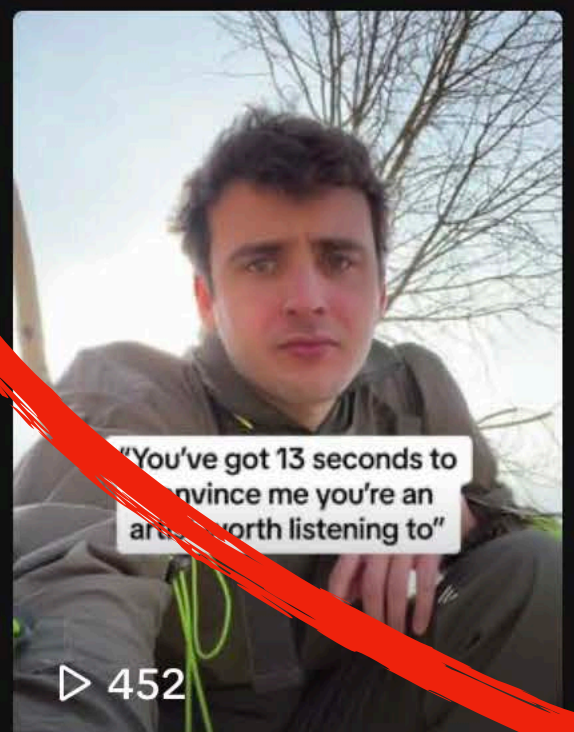
Like we get it Brad #fyp



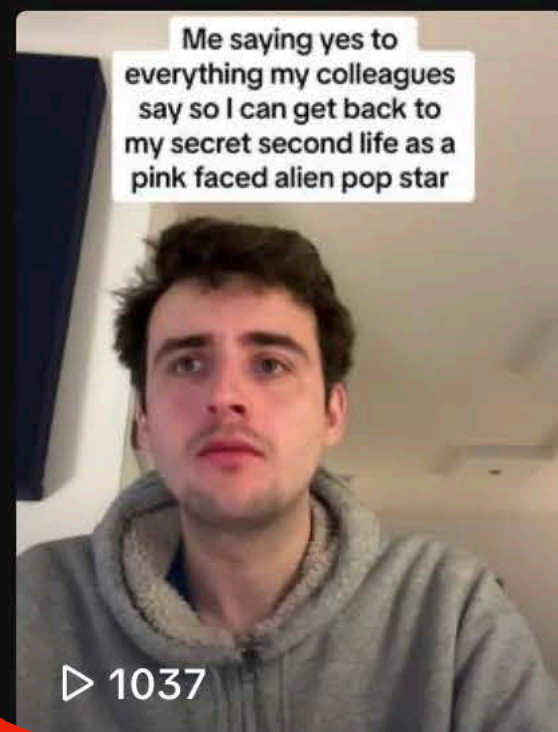
Annoying #fyp



Nothing against Paul, he' ...



How did i do? #dreampop



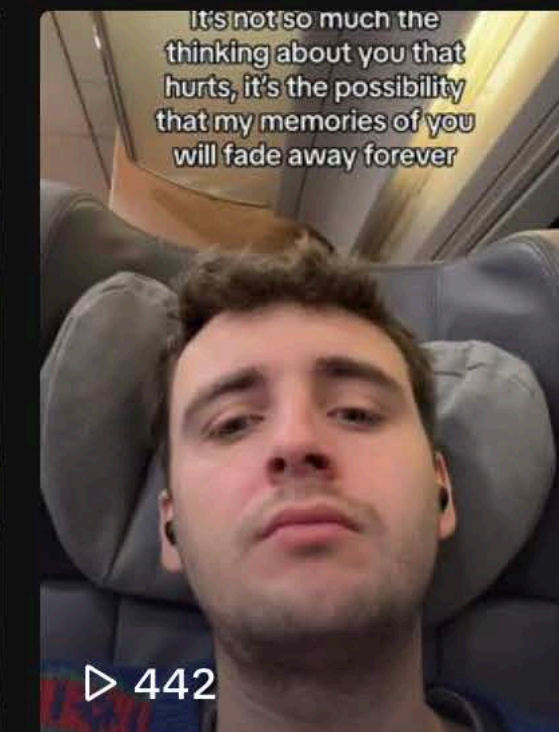
You guys are killing it! ...



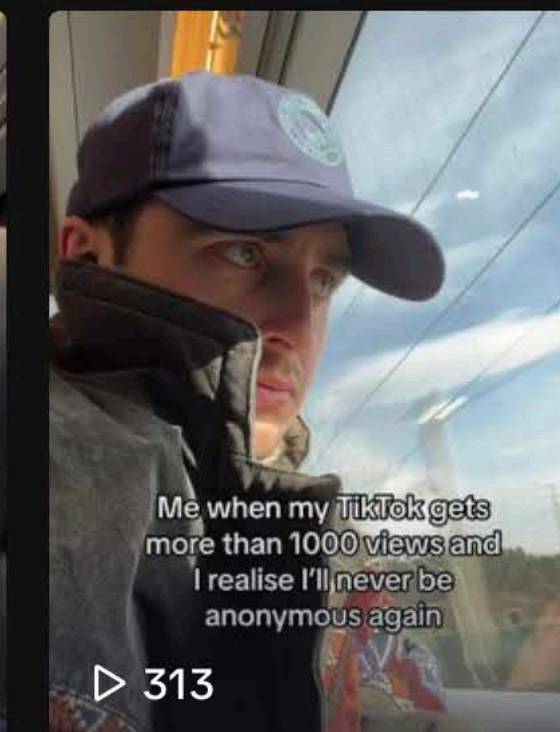
Whoops... #fyp ...



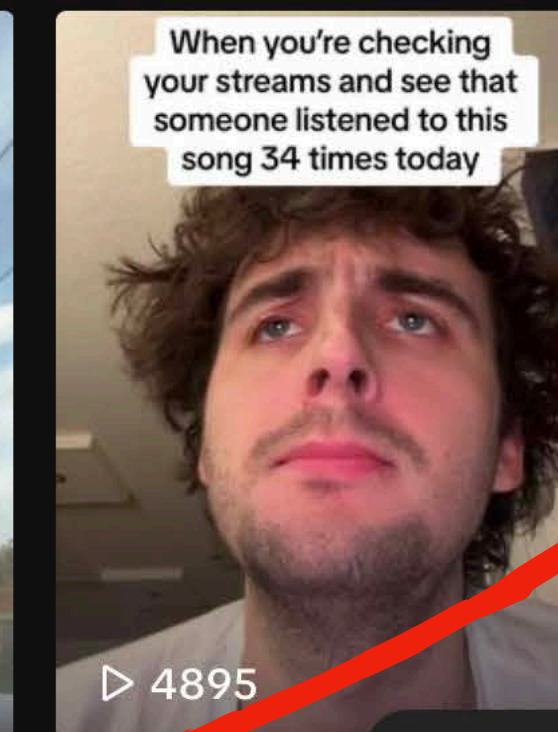
A mini video poem



Sorry too soon

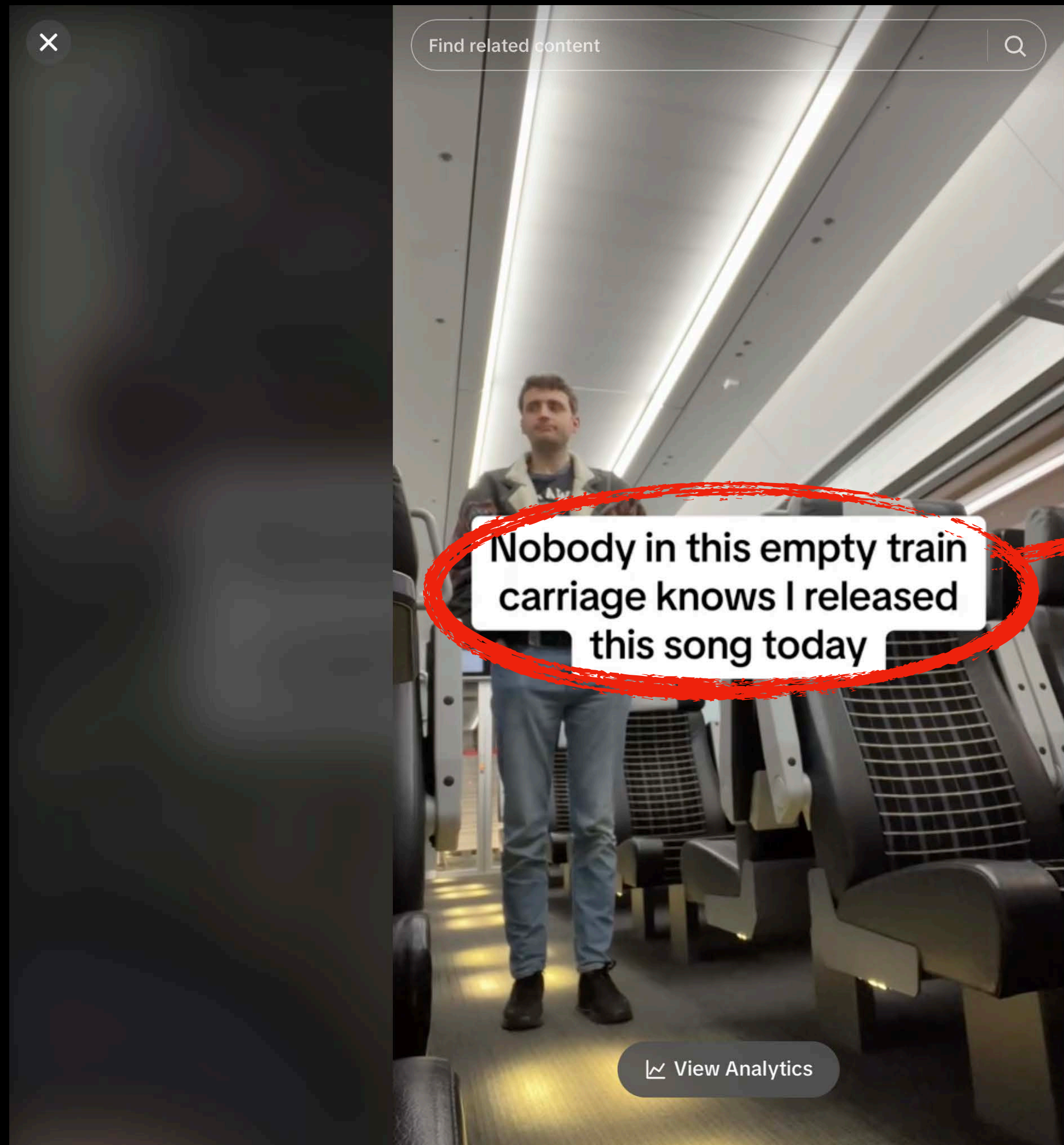


Move out of the country ...



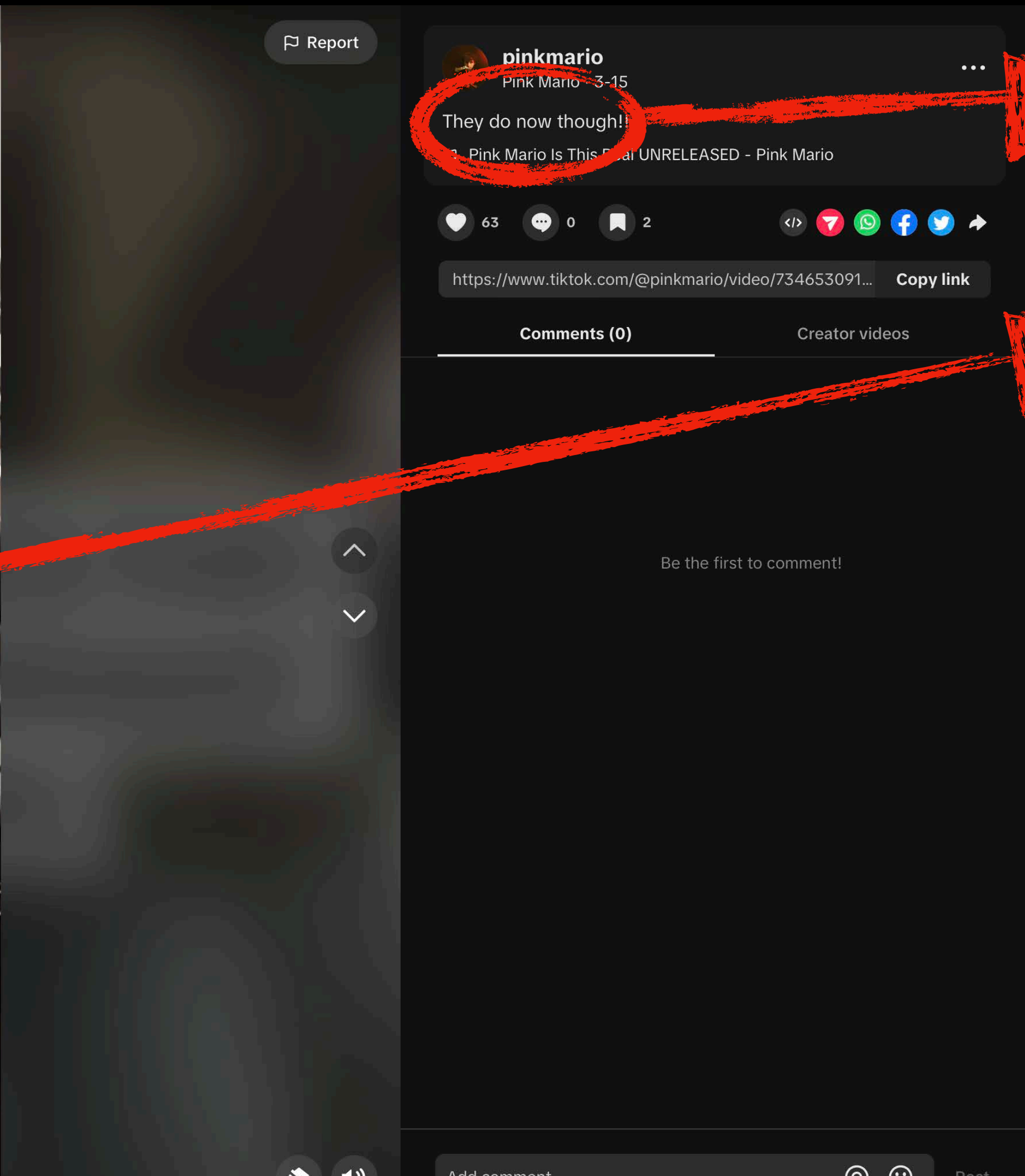
Grateful but corn...

Get app



Nobody in this empty train carriage knows I released this song today

View Analytics



They do now though!!

Pink Mario Is This Real UNRELEASED - Pink Mario

63 0 2

Copy link

Comments (0)

Creator videos

Be the first to comment!

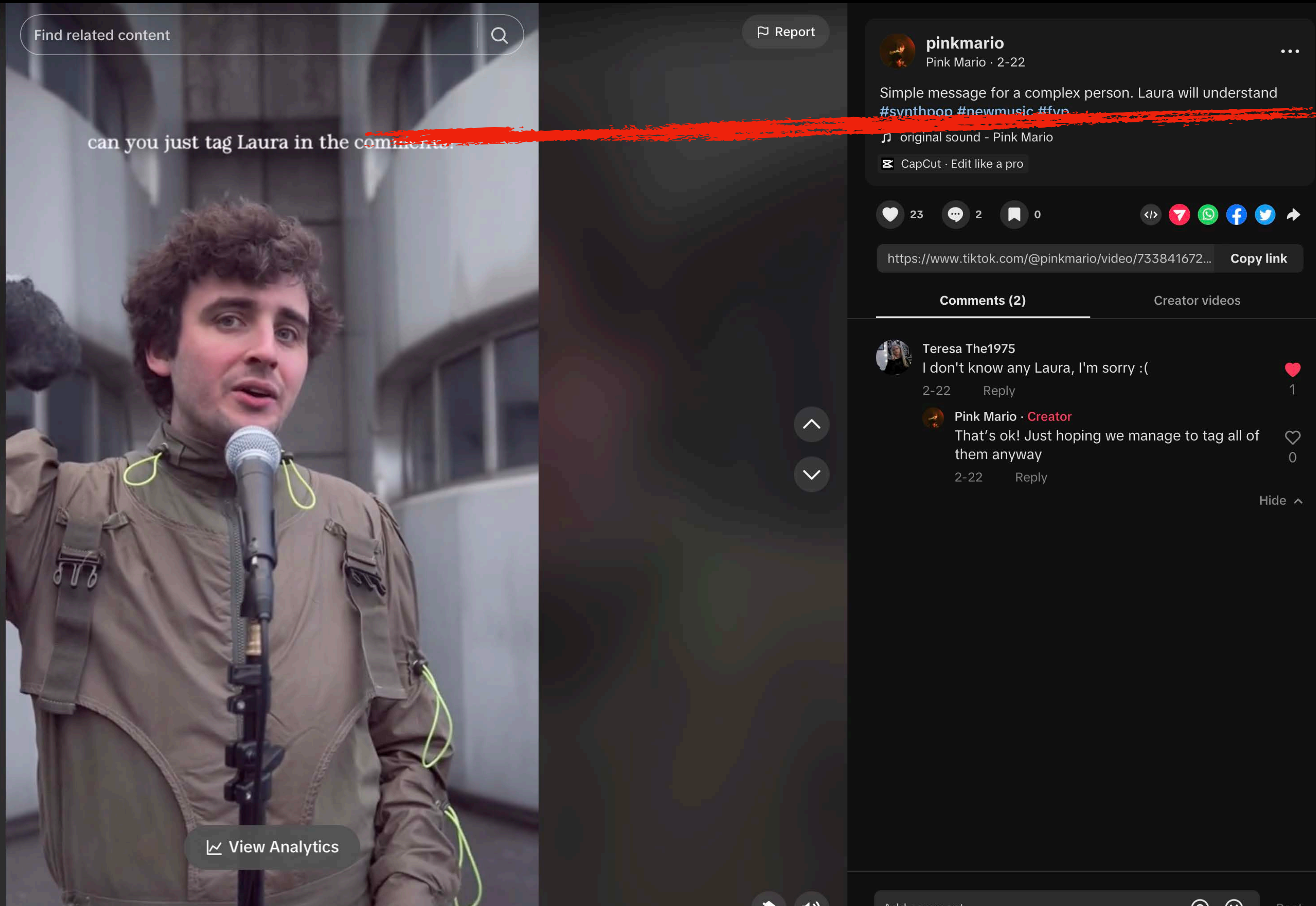
I know there was *a* release, but I'm not sure where I can find it.

Let people know: "It's out today on Spotify, Apple Music, Deezer, YouTube and I'm excited for you to hear it!"

Add that there's a Link in Bio where links to all the streaming platforms can be found.

Obviously: hashtags, too. Think about having a proprietary one (e.g. #PinkMario) you use with every post.

Don't go too wild on hashtags on TikTok, 3 is OK.



can you just tag Laura in the comments.

Cool concept - sadly, fell a bit flat due to lack of engagement.

Recommendation: whenever you ask for the audience to chime in, have some responses ready.

Do you have a few mates/friends or even family members you could rely on in this case?

Get them to comment with a relevant response, tag etc. as required: even 3 responses will be enough of social proof for strangers to start chiming in and giving you the snowball effect.

Conversely, people tend to shy away from posts with no answers/low engagement - sometimes you need to give it a bit of a nudge and manufacture it, at least in the early stages, in order to help things out.

For You

Following

Friends

Explore New

LIVE

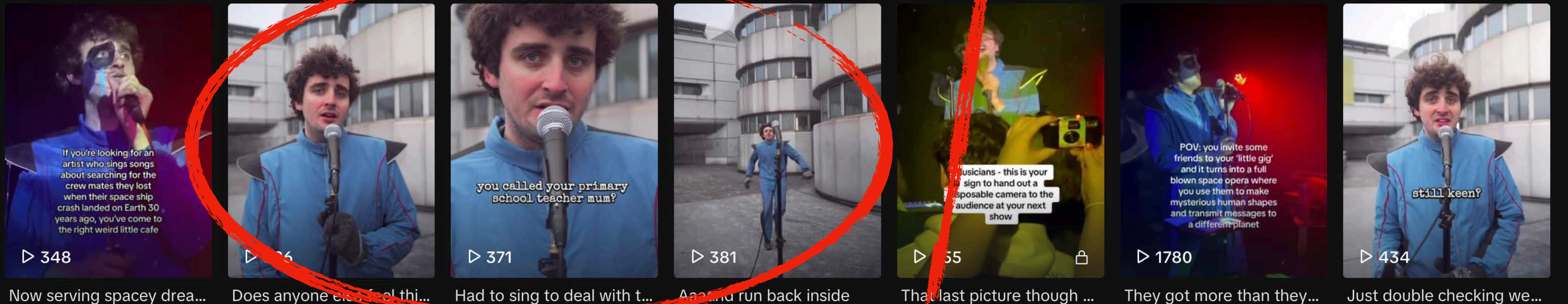
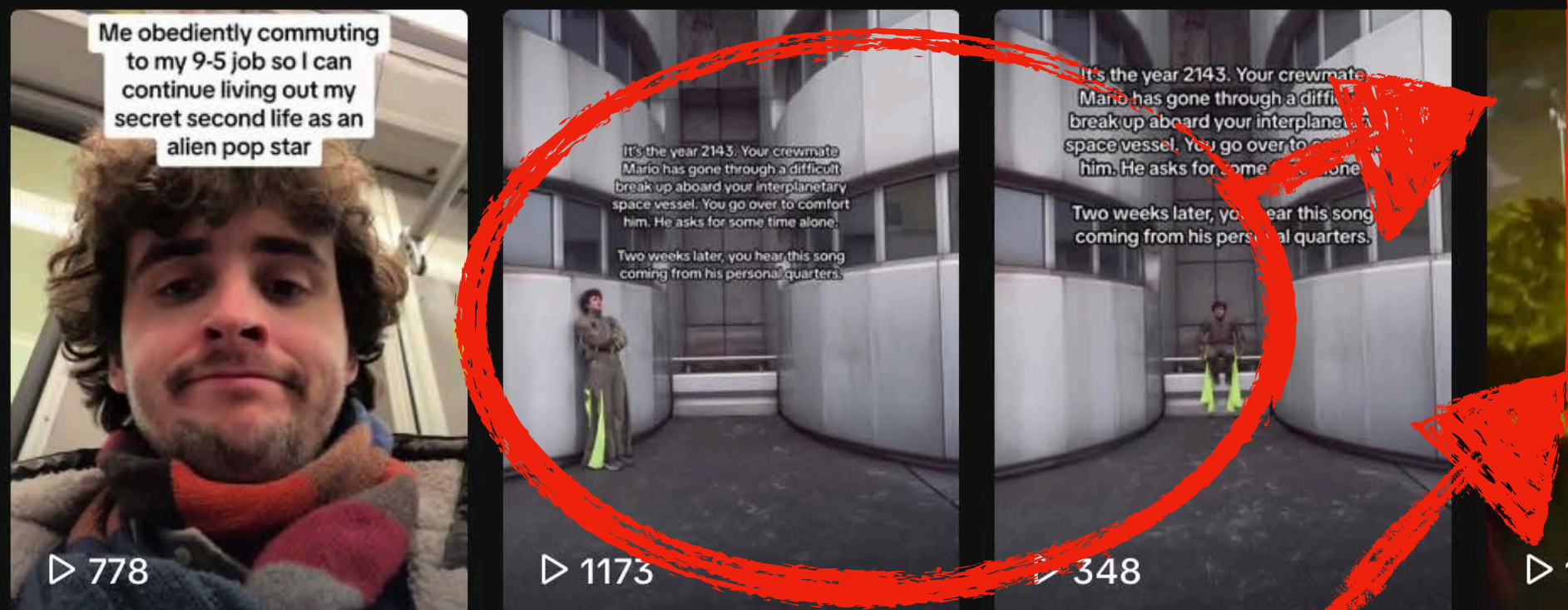
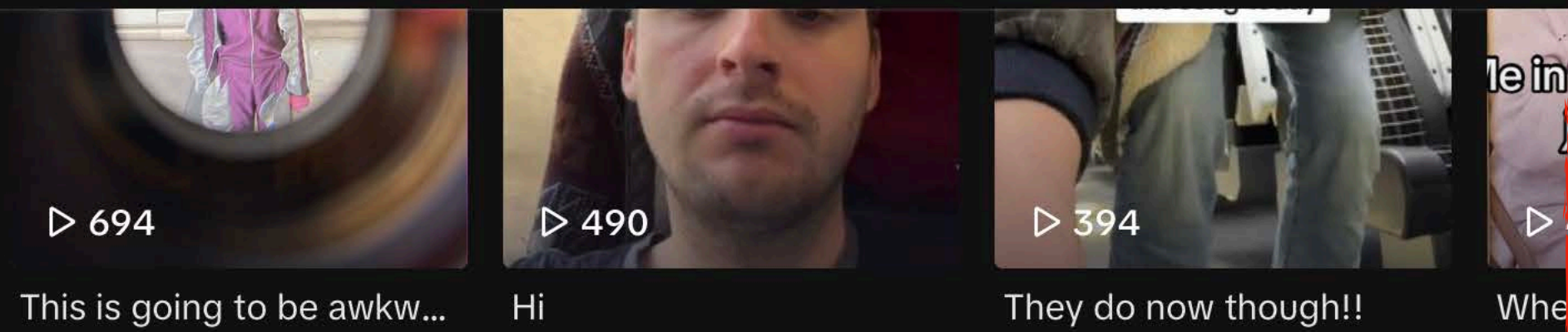
Profile

Following accounts

- tess.daniel_ Tess Daniel
- maxdirado Max DiRado
- thomasparishm... thomas parrish
- thechainsmokers The Chainsmokers
- theheldband theheldmusic
- cartel CartelAustralia
- joeydeanofficial Joey Dean
- atticus.blue atticus.blue
- zoewrenmusic Zoë Wren
- lyrah Lyrah

See more

Create TikTok effects, get a reward



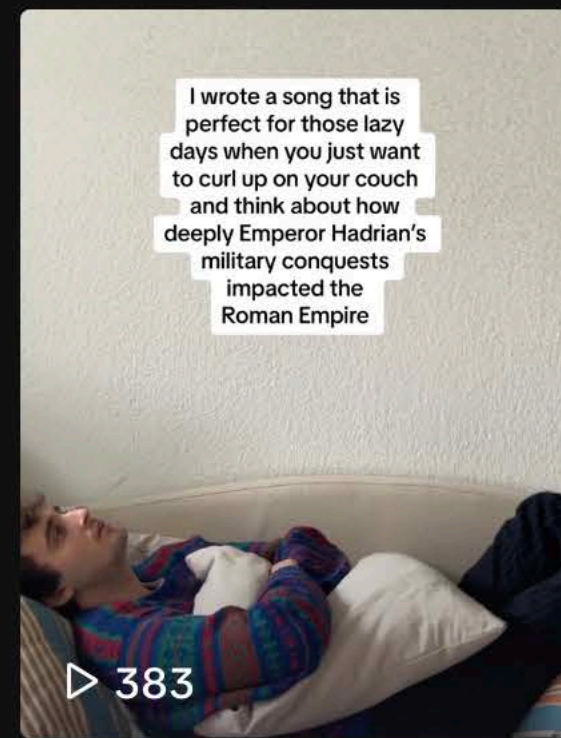
Avoid posting the same type of content (location, camera angle etc.) multiple times in a row - at least sandwich it between something else, like a slideshow or a quick, acoustic video etc.

This helps to avoid the feeling of repetition and creates an impression of variety.

Try changing camera angles, add something to the costume etc. to make the content appear different, even if it's shot in the same place, maybe even on the same day etc.

With this, people will be more likely to watch and less likely to outright ignore and skip.

Get app



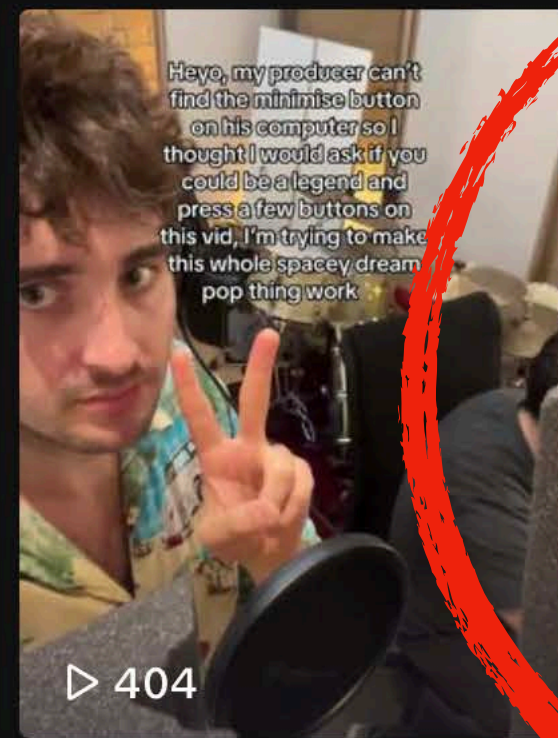
▶ 383

Don't get me started on ...



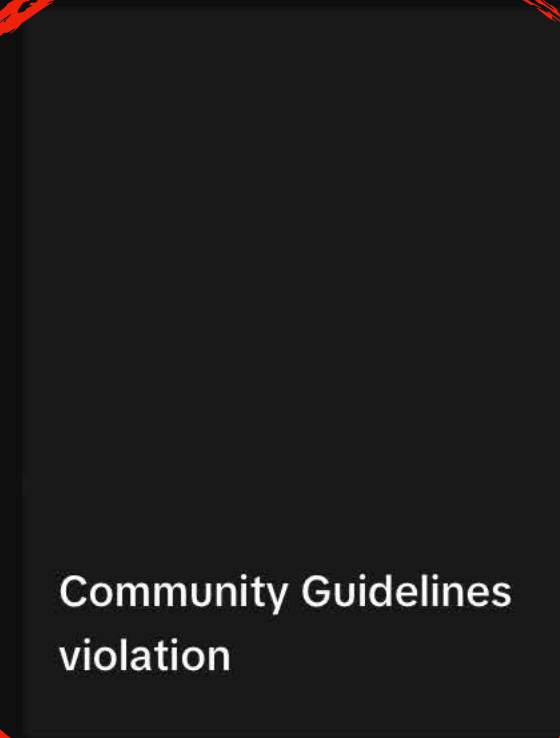
▶ 283

Genuinely want him to fe...

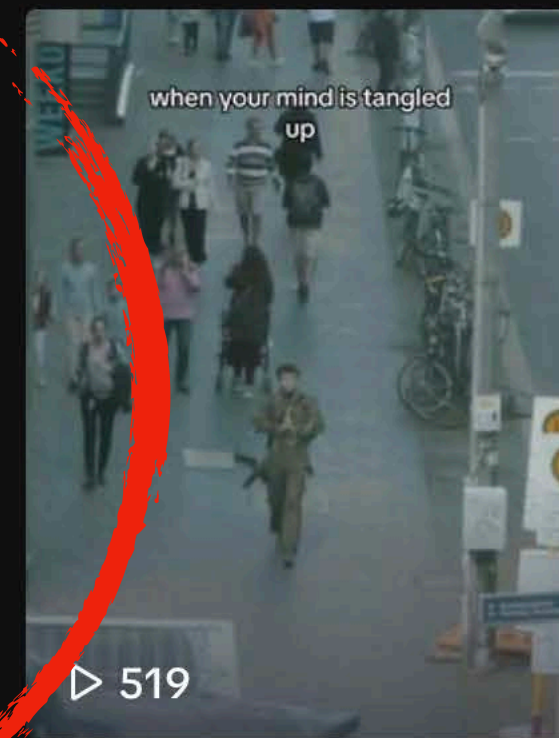


▶ 404

In return I promise you a ...



Community Guidelines violation



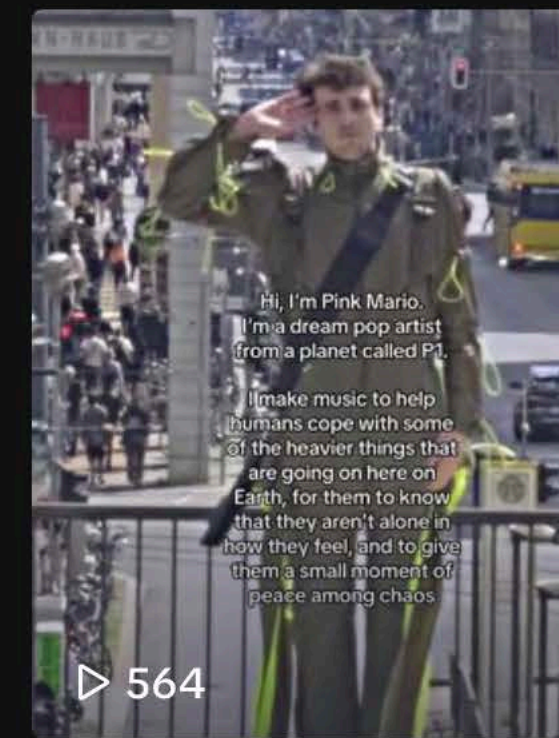
▶ 519

I wrote a song for chaoti...



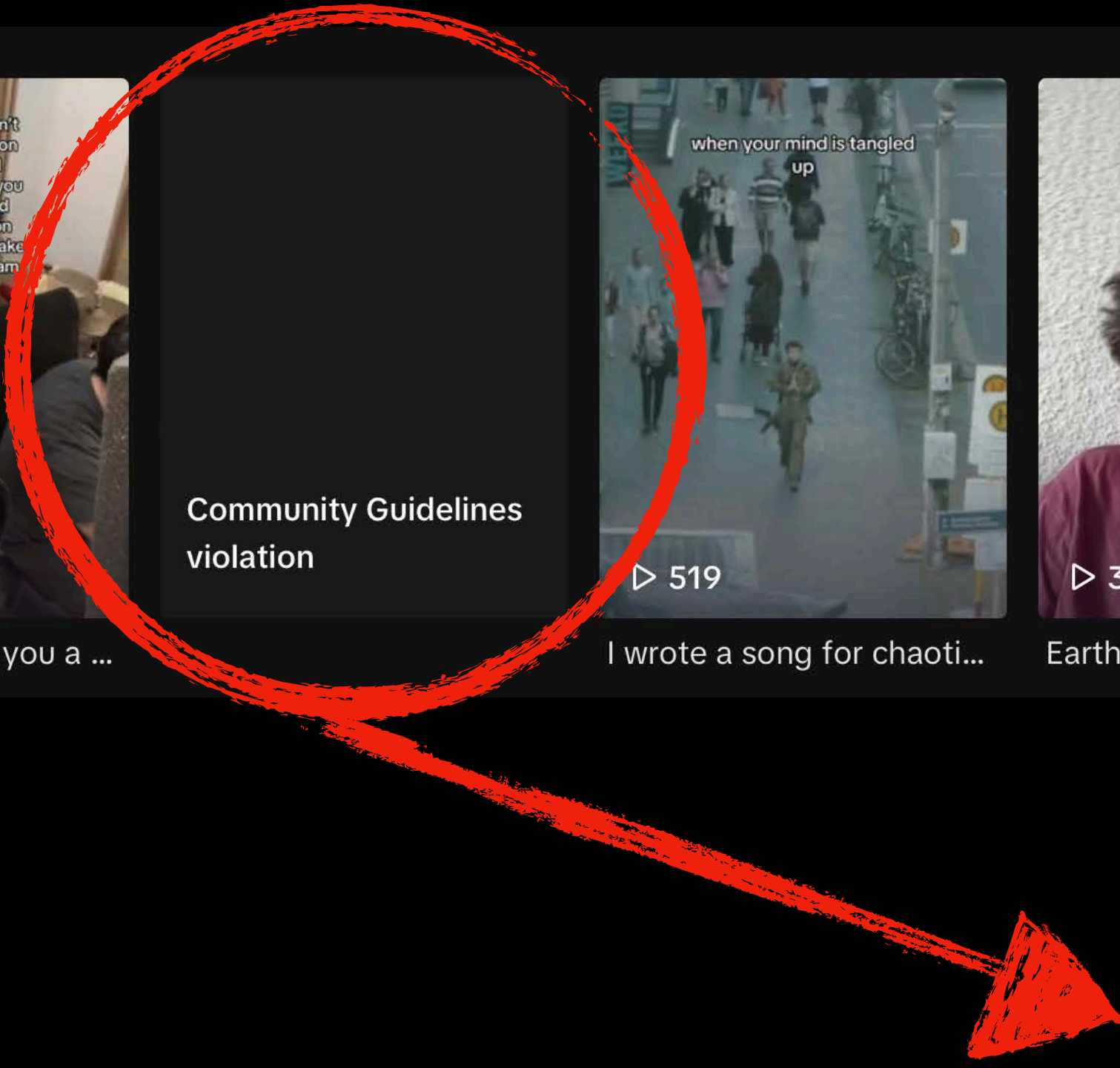
▶ 344

Earth song - michael jack...



▶ 564

Basically a bit of music m...



Do we know what happened there?

Would be good to investigate - TikTok is extremely fragile and delicate, Community Guideline Violations can cause issues with account exposure, reach ('shadowbans') etc.

Also, analysis of the issue with the deleted video could help to ensure this does not happen again - but need to know exactly what happened and why.

CONTACT DETAILS:

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LINKEDIN: HTTPS://WWW.LINKEDIN.COM/IN/DYNAMITRI

MOBILE/CELL: +447463982261 — UK / +1(213) 686-DYNA — US

REFERENCES AND REFERRALS ARE VERY WELCOME AND APPRECIATED - THANK YOU :)