



FANBASE ENGINEERING

THE ALSO GROUP

The Also Group is a marketing agency and production house based in Los Angeles, CA. We focus on maximizing original content via data-driven insights.



OUR PHILOSOPHY

Step 1

IDENTIFY WHAT
MAKES CLIENT
UNIQUE

Step 2

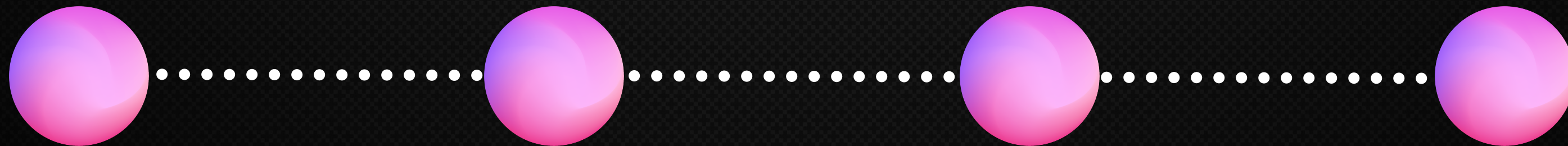
CRAFT CONTENT
TO HIGHLIGHT
THAT STORY

Step 3

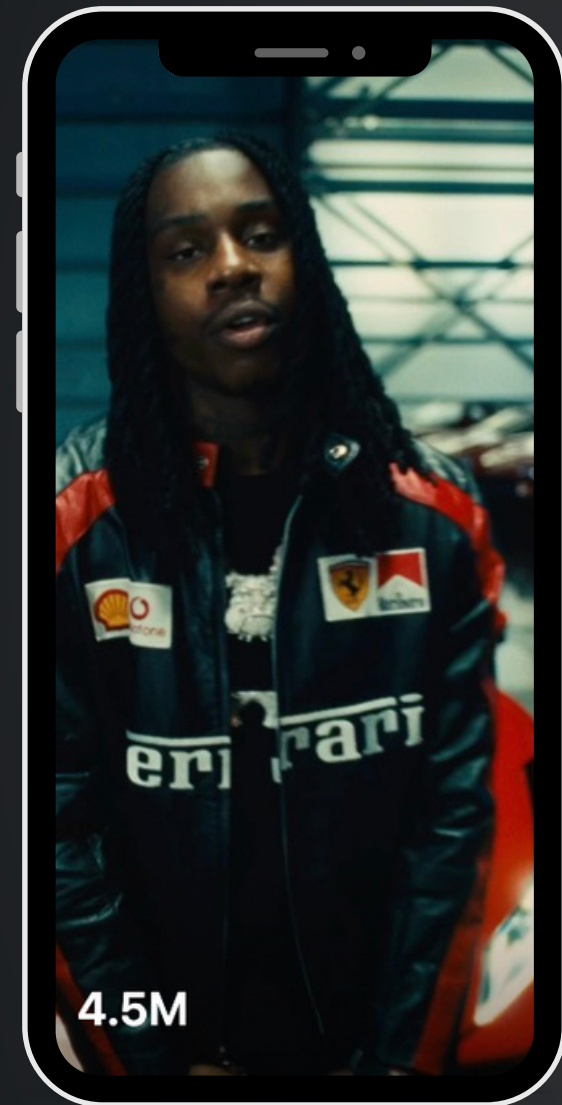
OPTIMIZE VALUE
OF DIGITAL
SPEND

Step 4

CONVERT MORE
FOLLOWERS INTO
SUPER-FANS



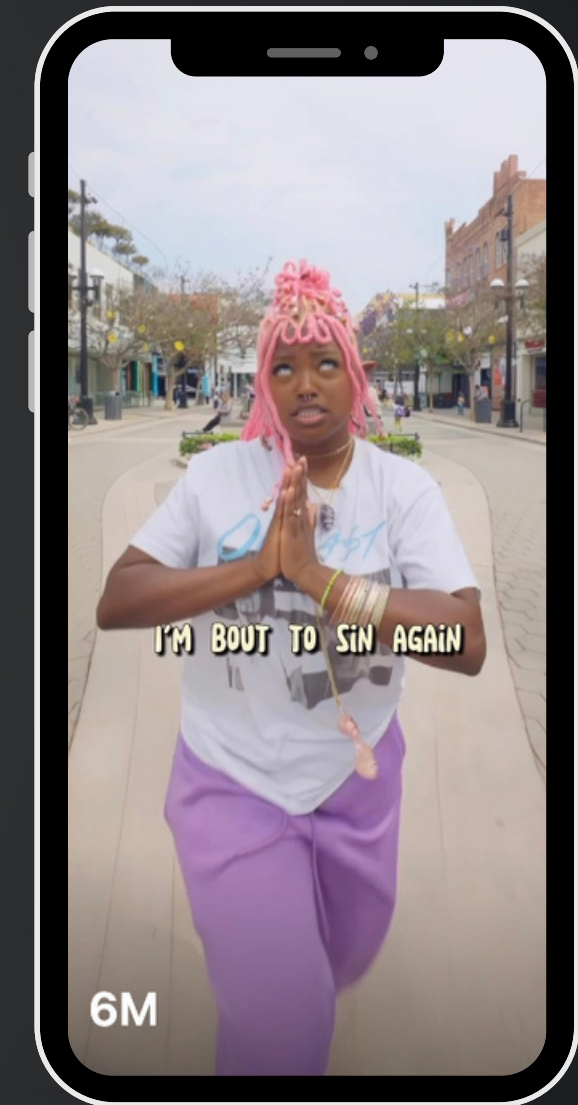
VERTICAL SHORTS



Short-form vertical content, if done right, provides the most *bang for your buck* in today's market.

We have content teams on both coasts ready to help ideate and execute the right short-form video strategy for every individual artist.

This type of work can be seen *everywhere* by hot new like artists Flyana Boss, and EZ Mil.



SERVICES



AD CAMPAIGN
STRATEGY &
EXECUTION



CONTENT
DEVELOPMENT &
PRODUCTION



SINGLE/ALBUM
CAMPAIGN
ROLLOUTS



3RD PARTY
PLAYLISTING



INFLUENCER
MARKETING



FULL SOCIAL MEDIA
MANAGEMENT



LYRIC
VIDEOS



FLYERS +
ADMATS



LIVE EVENTS
& MORE

CLIENTS



SONY MUSIC



RCA



ARISTA



CASE STUDY

Coast Contra

In February of 2022, Coast Contra had approximately 5k followers on Instagram, and no Tik Tok. Within 3 months, their IG following was approaching 400k and their new Tik Tok was at 250k followers. YouTube and Facebook gains followed a similar trajectory.

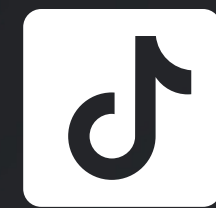
Coast Contra's growth was largely due to their viral "Never Freestyle" video. The groups' members were initially not interested in creating content for social media – but ultimately agreed on a format that they could really get behind: Freestyle rapping with zero frills.



500 -> 525K



1k -> 425K



0 -> 300K



0 -> 150K

We kept the production simple and shot the freestyle at **our own studio in Mid-City**.

Based on market research, we were able to advertise to a hyper-targeted segment, resulting in a sky-high conversion rate.

Within 3 days, views were in the millions, and to date the Never Freestyle has amassed over **160 million cumulative views** across all platforms.



SAMPLE ARTIST ENGAGEMENT PACKAGE

\$2,500/Month

- Ad Campaign Engagement + Management
- Weekly Meetings with the Artist/Team
- Establishing Campaign Goals and Timeline
- Content Ideation + Production Planning
- Custom Reports and Analysis
- Access to our Network of Content Specialists (Videographers, Editors, etc.) and Studios *at cost*

Please note that ad spend and content production costs are not included

A la cart services are available on a per request basis.



LET'S DISCUSS

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