CASE STUDY 04

ARTIST / TOUR CONTENT / SOCIAL MEDIA / LIVE EVENTS

Two tour stops turned into 16M+ account views.



SIGNED TO GOD TOUR

DJ GODDESS / TORONTO + VANCOUVER

Content, social media and artist support

11.5M+
VIEWS
IN 14 DAYS

16M+
ACCOUNT VIEWS
IN 30 DAYS

9.2M+
STANDOUT REEL
INSTAGRAM + FACEBOOK

6.5K+
NET NEW FOLLOWERS
30-DAY DASHBOARD

REPORTING WINDOWS ARE SEPARATE / ACCOUNT AND POST INSIGHTS OVERLAP AND ARE NOT ADDED TOGETHER



TORONTO / REEL 01

RAPID LAUNCH

2.5M+ views

2.1K+ attributed follows
~1M views in first 24 hours
Edited on tour for rapid publishing



VANCOUVER / STANDOUT

BREAKOUT REEL

9.2M+ views

Instagram + Facebook views
~3M views in first 24 hours
1.2K+ attributed follows
Published one week after the show

Malik's highest-viewed video to date.

THE CONTEXT

Goddess returned to active posting after reduced activity, including roughly two years away. Malik joined Toronto and Vancouver, combining content, social media management and practical artist support.

MULTI-POST PROOF

15.4M+ post views / 4 Reels + 1 carousel
14.4M+ across Reels / ~3.6M average / 4 above 1M
7.1K+ post-attributed follows across five pieces
2.24M viewers / 498K+ account interactions
164K profile visits / 227 bio-link taps
121.6K total followers / 5.6% growth in 30 days

CONTENT + ON-TOUR EXECUTION

- Captured backstage, arrival, performance and crowd footage
- Edited and published rapidly; supplied Story-ready assets
- Solved flight, ride and hotel-transition logistics
- Sourced a last-minute makeup artist through his network
- Supported performance tech, workflow and practical needs
- Built relationships with artists, managers and booking contacts

MARKET CONTEXT

The 9.2M+ post was the highest-viewed concert Reel identified in the prior review of participating artists' public counters.*

"He allowed me to focus on my artistry ... I never had to guide him. He literally knew what to do."

DJ GODDESS / ARTIST

*30-day account window: Oct 8-Nov 6. Prior concert-Reel review; Goddess includes IG + FB; competitor splits unverified.

SOCIAL MEDIA STRATEGIST + CONTENT CREATOR / ARTIST + TOUR SUPPORT

malikawada.com

ARTIST / LIVE EVENTS