I have run into an interesting situation. I landed a writer as a client. He has an IG following of 15k, he has written 3 different poetry books, is an internationally ranked slam poet and is currently ranked 7th in poetry treads. He asked me to create a marketing strategy to promote his work as his new unique membership tier opportunity for his followers where they can get exclusive content, discounts off his apparel, a monthly digital subscription box and even one-on-one sessions with him to help other writers improve their abilities and talents.

I created a strategy and he loved the approaches and techniques I brought to the table and even how I suggested we take a few weeks to A/B/C test this audience to see their awareness and sophistication levels.

When I started to work on creating content he introduced me to a team from India who he called was his branding team. They had been working on and managing his IG platform for 3 years. Over a few weeks of A/B/C testing, I learned some interesting insights.

First after diving into the information provided by IG I learned that only 10% of his audience is from the US. The other 90% come from India, Indonesia, Brazil, Argentina, and Kazakhstan. Second, the audience doesn't know that this writer is the one coming up with all of the content that is being posted onto his own IG platform. They seem to think it is a IG of random motivation quotes, poems and reels.

Third, he doesn't get "organic" likes or comments on his posts. What I mean by that is, the team that has been working on/managing his page will share his posts with multiple different accounts, direct message and send the posts to multiple different accounts and tag multiple different accounts in the posts. After more investigation, the likes and comments are all coming from accounts that this particular team manages. So, they all send the posts back and forth to create engagement to generate "engagement" likes and comments. This caused me to want to see how this was really affecting actual post engagement so I tested it out. I took the same posts and reels that they used along with the same captions and posted them separately and instead of getting 100ish likes, those same posts maybe got 5-10 likes.

I understand using different or even out-of-the-box techniques and tactics to boost engagement but seeing it to this degree was a bit shocking to me. I've seen some things but this is a new one for me.

So, clearly I needed to change my marketing approach to overcome these obstacles to actually generate growth, promote his writing in a more organic manner, as well as increase his followers from his target audiences which he wants to be America, Canada and France. Therefore, I created a month's worth of content that essentially is reintroducing his audience to the writer. I am utilizing images of him, fun facts, what inspires him, etc. I am promoting an AMA session so his followers can talk and ask him questions live to get to know him more. I am utilizing his other platforms to start funneling more targeted audiences to his IG page as well as using a few influencers for live interviews with the writer to connect the audiences to the writer. I also created a Meta ad that not only is marketing and promoting his new Membership tiered opportunity but using it to funnel more of his targeted audiences to his IG page as well as his website. (The ad is going off and in 3 days he already has 200 more followers on his IG.)

I feel like I am going to have to rip his brand to the studs and re-building it in a more sustainable way. The writer has complete trust in me and is letting me do whatever I think is best to rebuild his brand so he can actually start monetizing from it. He has written 3 books but the last team only sold a handful of copies. I am going to be remarketing those books to not only sell them but

also use them as tools to funnel them both to his IG and his website for the membership tiers. Are there any other potential approaches I could take to improve the writer's current situation? Should I adjust the steps I am using to change the narrative so to speak? Are my ideas that I am starting to implement a solid start? This situation has me double thinking a bit. I do feel like the techniques I have explained above will be effective. But, any advice, ideas or concepts would be greatly appreciated!