

Music Production Company – YouTube Growth & Engagement Campaign

Objective: Increase **YouTube subscribers**, **video engagement**, and overall **channel visibility** for every new song launch.

Campaign Overview

- Designed and executed a structured **YouTube Ads strategy** for each new music release, including **in-feed**, **skippable**, and **non-skippable** placements.
- Conducted extensive **A/B testing** on ad formats, placements, thumbnail variations, and audience segments to identify the most engaging combinations.

Key Actions Taken

- Targeted competitor and similar-genre music channels to ensure the ads reached users already interested in that specific style of music.
- Optimized campaign structure to boost **engagement signals** (likes, comments, retention%), which directly contributed to higher **organic reach** on YouTube.
- Regularly refined audience targeting using affinity audiences, custom intent segments, and remarketing lists to improve engagement quality.
- Continuously monitored cost per subscriber and adjusted bidding strategies to maximize ROI.

Results

- Acquired new subscribers at an impressive **₹5–₹10 per subscriber** through optimized YouTube ads.
- Achieved significant improvements in engagement rate, leading to a **substantial boost in organic impressions** for every new music launch.
- Managed ad budgets ranging from **₹10–15 lakh per release**, ensuring cost-efficient scaling while maintaining strong performance metrics.