

CHIARA OLDANO

Marketer Troi



Social Media/Digital Statistic Progression



Aims

- Numbers on social media, where we are where we want to get to. SMART.
- Build relationship/interaction with fans, give back, trigger emotions in people.
- Reach uk, france, italian communities (focus groups).
- Playlists.
- Graphs to show progress.
- Choose some key areas of improvement.



Followers N/A
Likes N/A



Followers 100 (648,359th)
Monthly Listeners 125 (822,654th)
Popularity ⓘ 1/100 (1,047,676th)
Playlist Reach ⓘ 3.6K
Fan Conversion Ratio ⓘ 80.00%
Playlist Reach / Followers Ratio ⓘ 36.2x



Fans 0



Channel Subscribers 245 (63,685th)
Channel Views 32.5K (68,432nd)
Daily Video Views 0
Monthly Video Views 0



Followers 1.8K (73,417th)

Spotify Monthly Listeners ⓘ 125

Last updated 13 days ago



Spotify Fan Conversion Ratio ⓘ



YouTube Channel Views ⓘ



Instagram Followers ⓘ 1,756

Last updated today



YouTube Subscribers ⓘ 245

Last updated today



Spotify (Growing Audience)

Popular				
	1	♡	Fluorescently	7,436
	2	♡	Love on the Roof	4,854
	3	♡	Nothing to Hide	7,132

Top streams: 7,436

- Goals: 1st May, Single No.1 we reach 8,179 streams.
- 1st August: Single No.2 we reach 8,996 streams.
- 1st November Single No.3 we reach 9,895.
- Album: 22nd Jan Album/Overall Goal BIG GOAL is to reach 10,000 streams.



245 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT



Uploads [PLAY ALL](#)

SORT BY



For Now, Let's #StayHome
(CHIARA)

67 views • 4 months ago



Lady Gaga - Stupid Love
(Cover by CHIARA)

5.7K views • 5 months ago



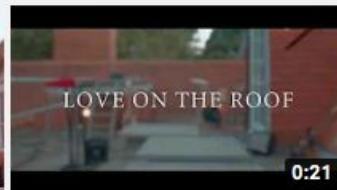
His Eye is on the Sparrow -
Chiara Oldano (Live...

392 views • 7 months ago



Chiara Oldano - Love on the
Roof (Official Music Video)

2K views • 1 year ago



Chiara Oldano - Love on the
Roof (Teaser)

47 views • 1 year ago



Chiara Oldano - Nothing to
Hide (Official Music Video)

2.7K views • 1 year ago



Chiara Oldano - Fluorescently
(Official Music Video)

5.8K views • 1 year ago



Zedd ft. Katy Perry - 365
(Acoustic Cover by CHIARA...

719 views • 1 year ago



Crazy - CHIARA (Live)

322 views • 2 years ago



Christina Aguilera - Fall In
Line ft. Demi Lovato (Cover...

3K views • 2 years ago

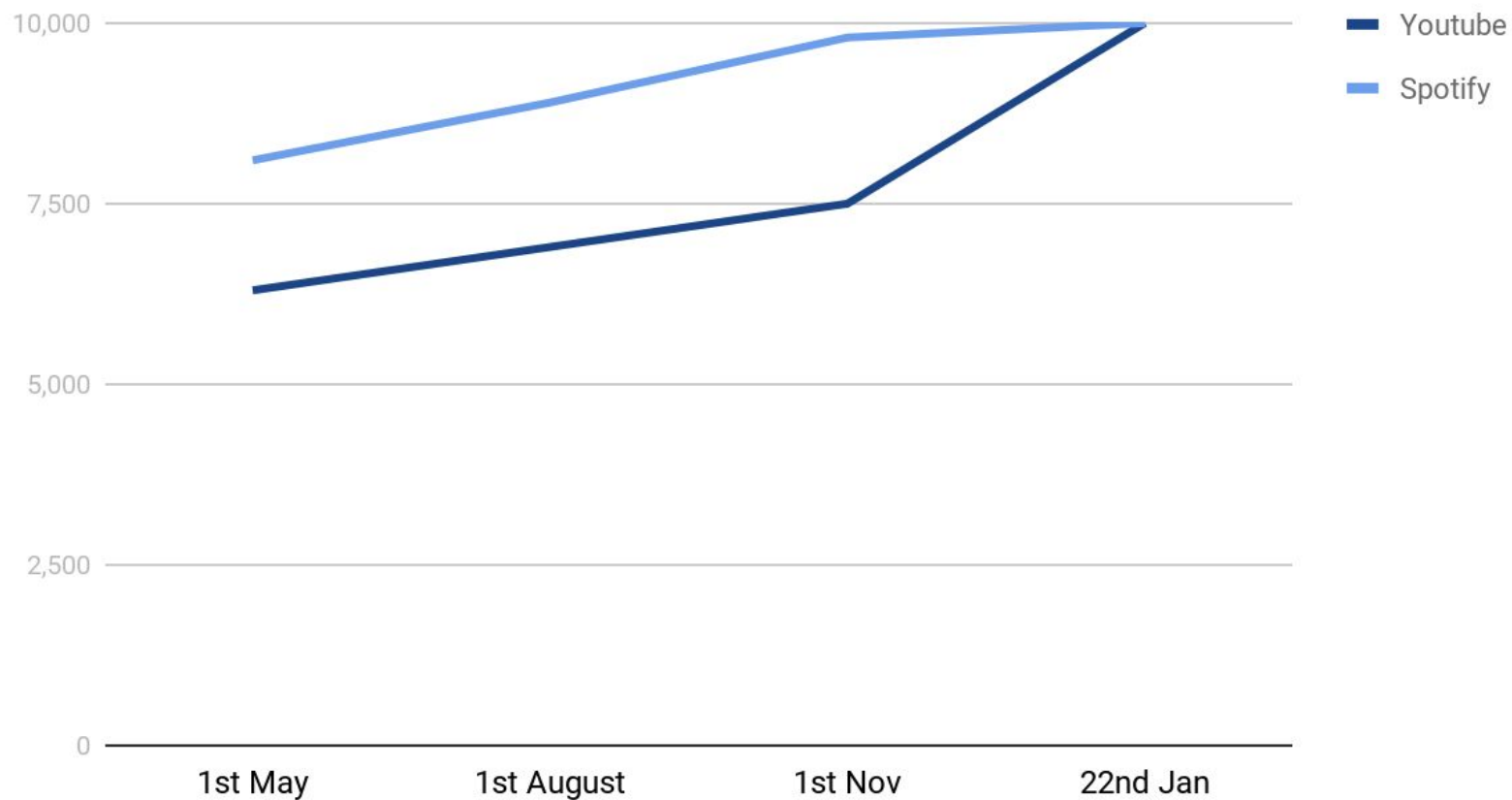


Youtube (Growing Audience)

Top streams recently: 5.8K

- Goals: 1st May, Single No.1 we reach 6.3K views
- 1st August: Single No.2 we reach 6.9K views
- 1st November Single No.3 we reach 7.5K views
- Album: 22nd Jan Album/Overall Goal BIG GOAL is to reach 9/10K views

Streams/Views Progress



Youtube: Improving fan engagement

Current youtube subscribers: 245

- Goal: 1st May, Single No.1 we reach 279 subscribers.
- 1st August: Single No.2 we reach 306 subscribers.
- 1st November Single No.3 we reach 336 subscribers.
- Album: 22nd Jan Album/Overall Goal BIG GOAL is 400 subscribers.

Create a Poll to put out on Chiara's story after every single release and before campaign starts and look at data to see if this changes.

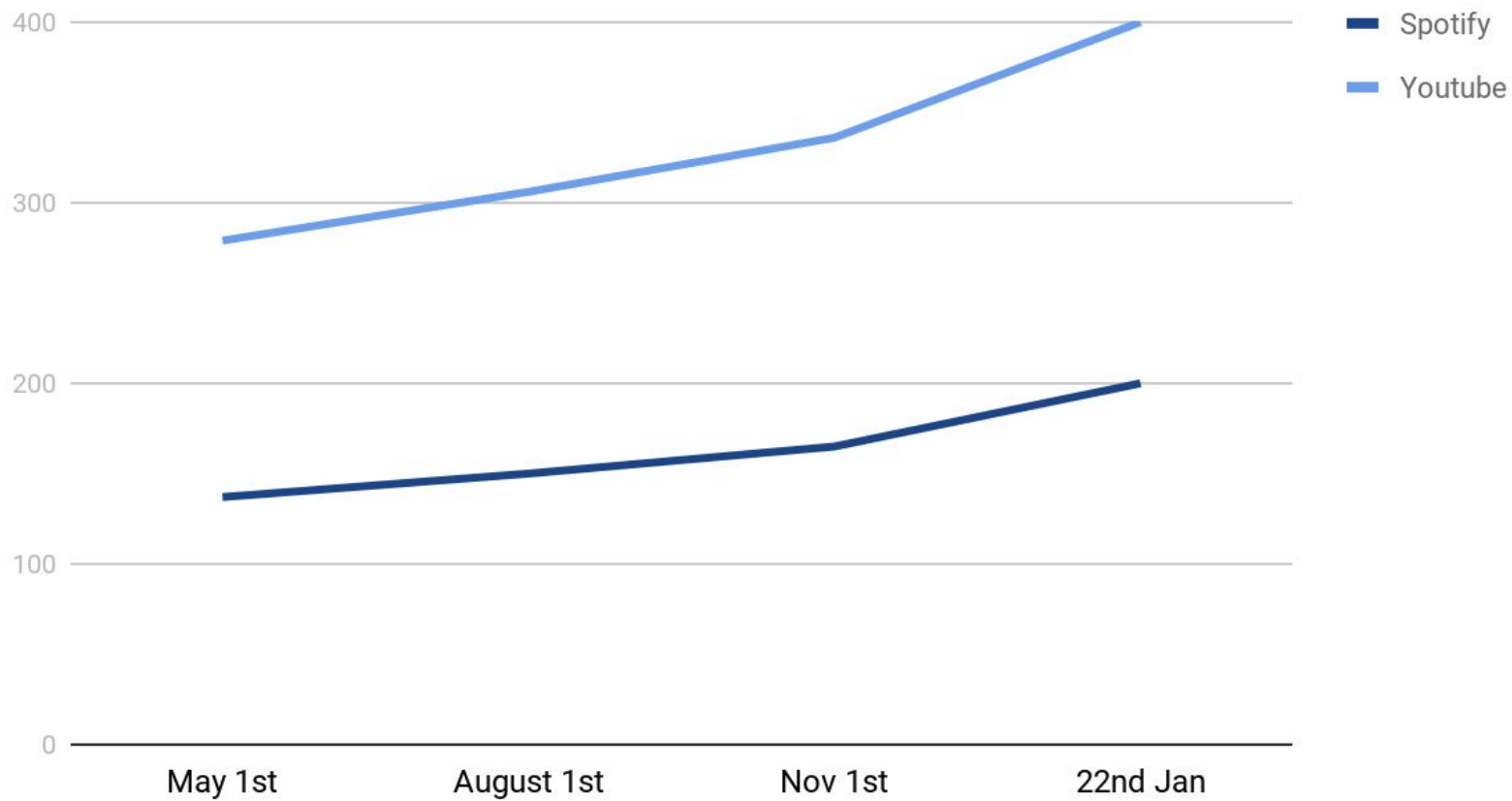


Spotify: Improving fan engagement

Currently: 125 monthly listeners

- Goals: 1st May, Single No.1 we reach 137 monthly listeners.
- 1st August: Single No.2 we reach 150 monthly listeners.
- 1st November Single No.3 we reach 165 monthly listeners.
- Album: 22nd Jan Album/Overall Goal
BIG GOAL is 200 monthly listeners.

Engagement Progress





Ways of measuring engagement

- Create a Poll to put out on Chiara's story after every single release and before campaign starts and look at data to see if this changes.
- Or put look at how long people stay on a video for?
- Create a website and monitor how long people stay on sight for and if people scroll.
- Monitor how many shares each instagram post gets to see an incline.