



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 key touchpoints are Meta, YouTube, TikTok and DSPs, though that is far from a complete list. We craft custom marketing strategies designed specifically for each artist or brand and their unique goals.



SERVICES



AD STRATEGY
& EXECUTION



SOCIAL MEDIA
& DIGITAL BRANDING



INFLUENCER
MARKETING/UGC



CONTENT
DEVELOPMENT



DSP + 3RD PARTY
PLAYLISTING



EMAIL
MARKETING

BLUEPRINT

LISTEN

IDENTIFY WHAT
MAKES CLIENT
UNIQUE

STRATEGIZE

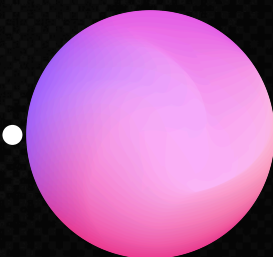
CRAFT THE
MOST
EFFECTIVE PLAN

ITERATE

TEST &
OPTIMIZE
RELENTLESSLY

CULTIVATE

BUILD LASTING
FANS AND
BRAND VALUE



CLIENTS



SONY MUSIC



RCA



ARISTA

g.



VIRAL MARKETING

Akon's Beautiful Day

Strategy

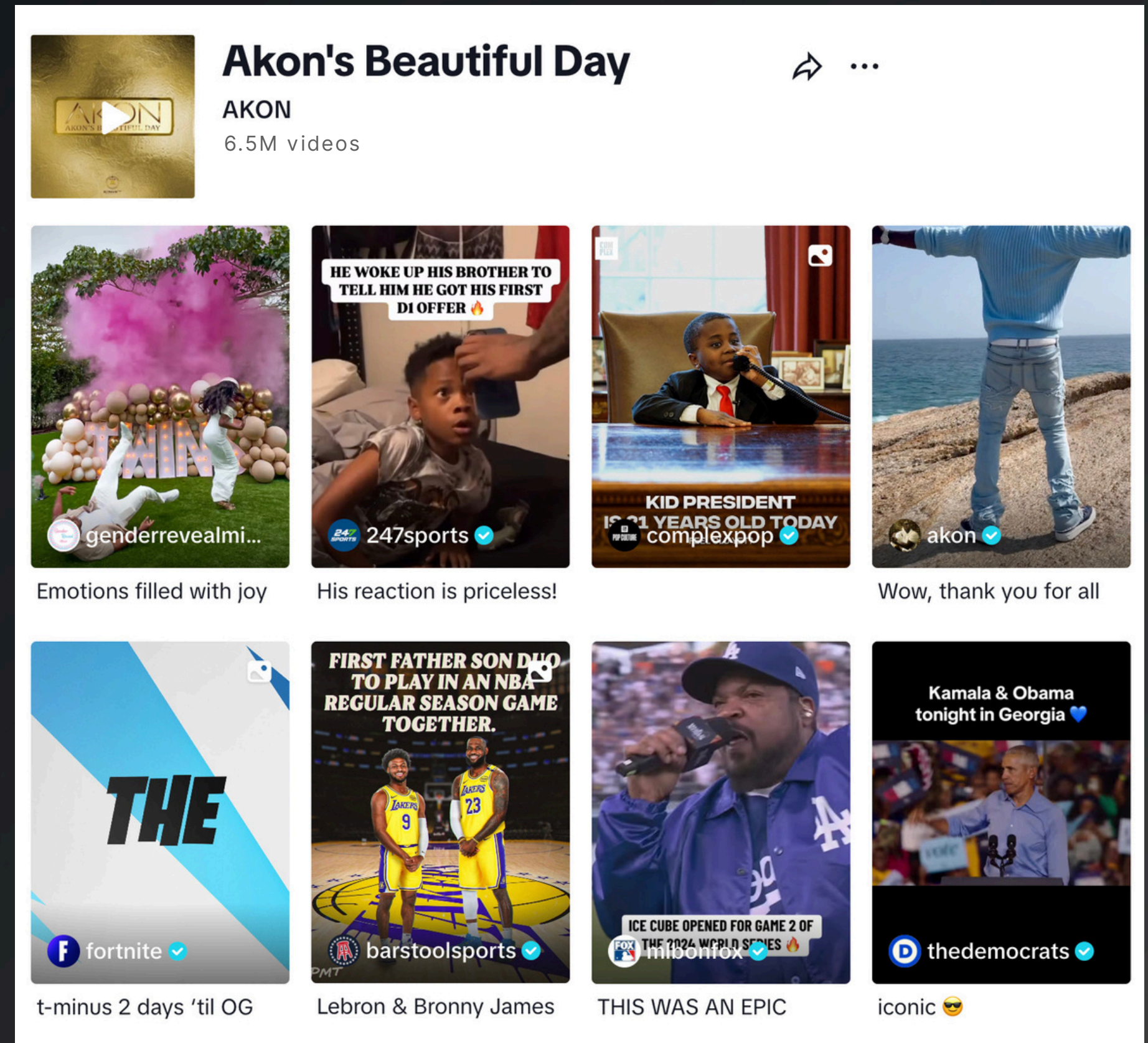
- Instead of paying mega-influencers, we seeded the song with hundreds of micro and mid-tier creators across lifestyle, sports, and comedy.

Results

- #1 Viral Song (Billboard, 4 weeks)
- 6.5M+ TikToks using the sound
- 6B+ global views
- Organic use from major brands including CNN, MLB, ESPN, FOX, Fortnite & more

Takeaway

- Micro-first. Authentic trends. Massive reach.



AD TARGETING

Coast Contra Never Freestyle

Zero online presence → viral sensation.

- Launched from scratch — in-house video + targeted ads turned raw talent into a viral brand.

Results

- 0 → 600K IG followers
- 0 → 600K YouTube subs
- 0 → 330K TikTok followers
- 3B+ total views

Takeaway

- *Authenticity scales.* Smart targeting turns moments into movements.



TRENDSETTING

B Jack\$ & Zeddy Will Get Jiggy

Trend Engineering:

- Built the strategy around a custom dance.
- Through targeted ads, creator seeding, and a TikTok partnership, “Get Jiggy” became a global phenomenon.

Results:

- 5B+ TikTok views | 725K recreations | Top 3 Global Sound
- +70K TikTok followers | +4M Spotify listeners

Takeaway:

- We don’t follow trends — we launch them.



EMAIL MARKETING

Nike X Victor Victor Air Max DN8 Launch

Community Activation + Email Marketing:

- Led the digital rollout via branded partnerships and custom content — mobilizing the Victor Victor community around the DN8 release.
- Bridged culture and conversion — turning hype into measurable growth.

Results

- 40k new email subscribers
- 14k site visits | 10k first-time visitors
- Sold out in minutes

Takeaway

- Built the list. Drove the sellout.



SAMPLE PACKAGE

\$3,000/Month

STRATEGY

- Digital Audit + Audience Mapping
- Cross-Platform Strategy Development



EXECUTION

- Advertising Management
- Influencer + UGC Activation
- Fan engagement framework



INSIGHTS

- Custom Reports and Analysis
- Dedicated Project Manager



Every campaign is tailor-made. À la carte services available.



LET'S DISCUSS

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