

*Mike's
music*

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Executive Summary

The goal of this campaign is to build brand awareness for Mike's Music Rexburg. This was achieved through consistent posting across top-of-funnel, middle-of-funnel, and bottom-of-funnel content. The campaign targeted parents on three apps and teens on one. The KPI to measure brand awareness is reach. In the past year, Mike's has only posted on their Instagram once and not at all on their Facebook. I started their TikTok and Threads accounts to see if we could reach people more on those apps. The first step was to fully understand the audience by researching the target audience using data from Meta Business Suite and meeting with Brandon, the current owner of Mike's in Rexburg.

The campaign was successful because the reach increased from practically 0 since January to 4.7k on Instagram and 3.2k on Facebook. Top-performing posts were in the Branding and Knowledge Pillars. This includes explaining instruments and showing off guitar inventory. Overall, the campaign achieved the goal of building brand awareness because the amount of reach increased drastically through consistent posting.

Intro To Mike's



Mike's Music Rexburg is a family-run business. Mike's Music was started by Mike Doggett back in 1980. It is called Mike's instead of Doggett's, because he thought that Doggett's Music was a terrible name for a music store. The store offers electric and acoustic guitars, instrument accessories, drums, ukuleles, pianos, music sheets, and more.

Campaign Goal & KPIs

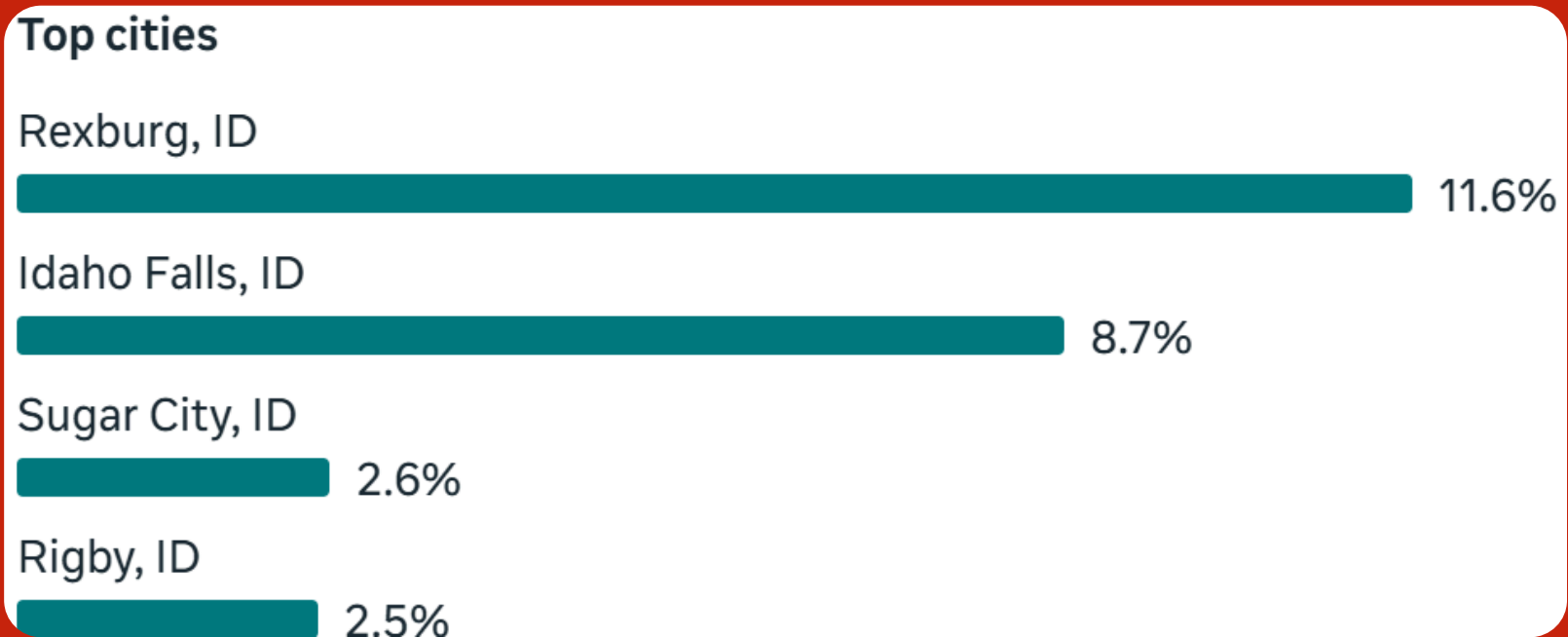
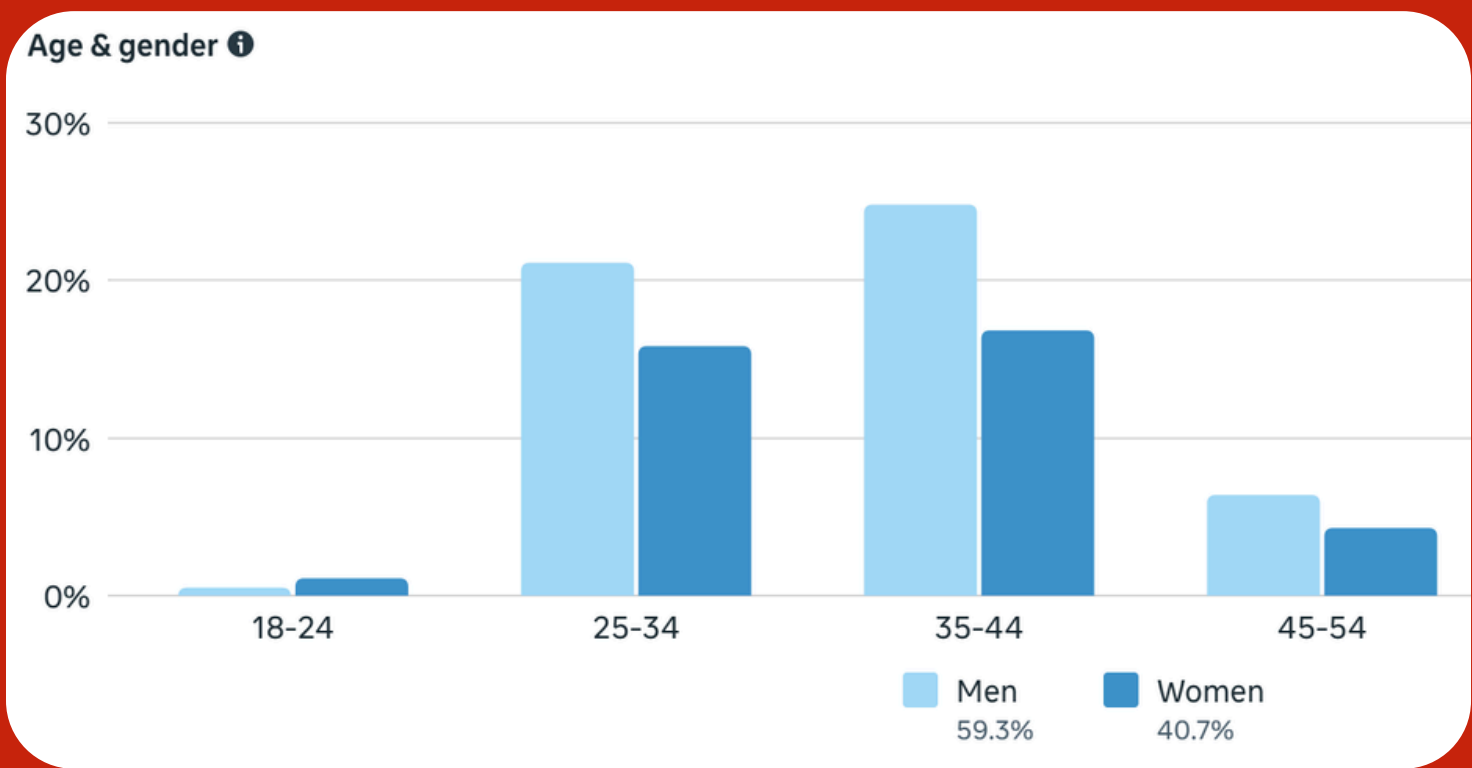
Campaign Goal

To increase brand awareness through a 200-300 unique views (reach).

KPIs

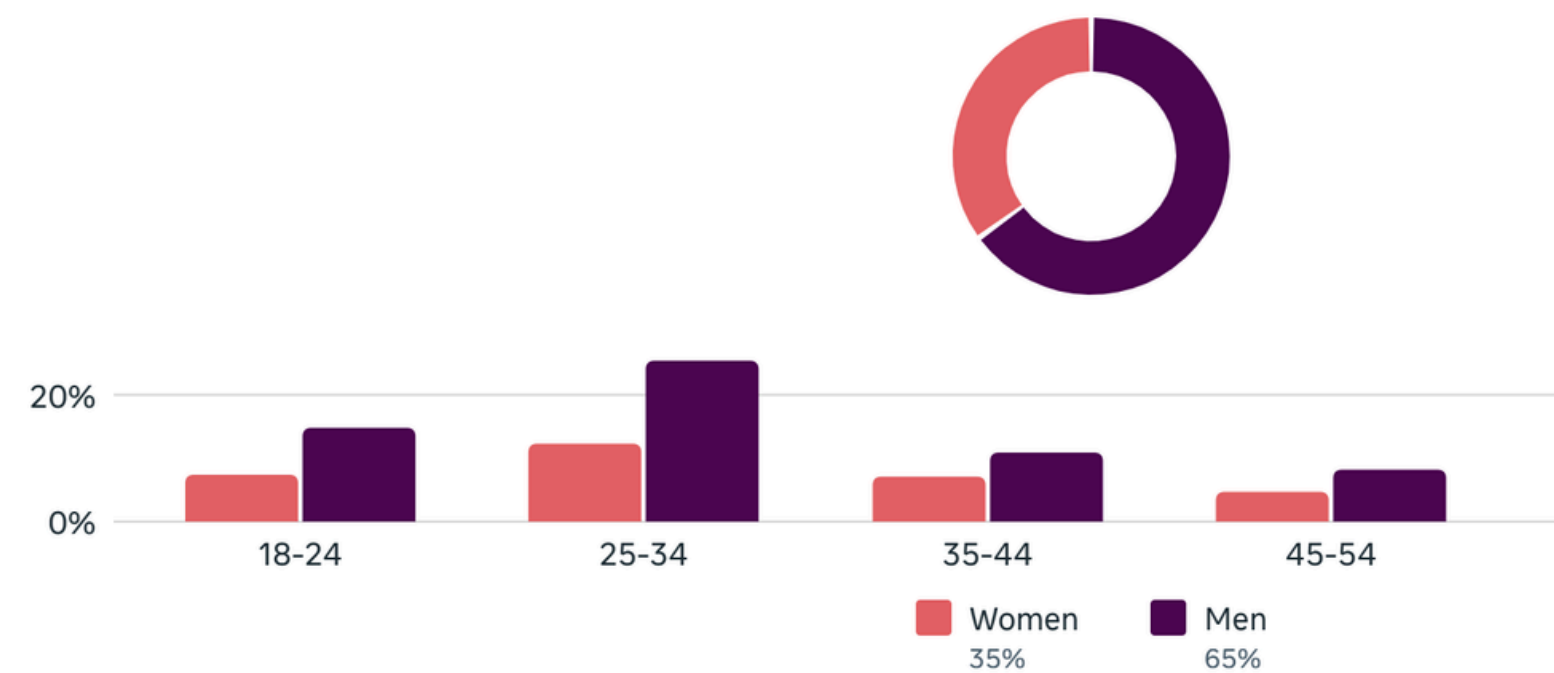
Reach

Target Audience: Parents on Facebook

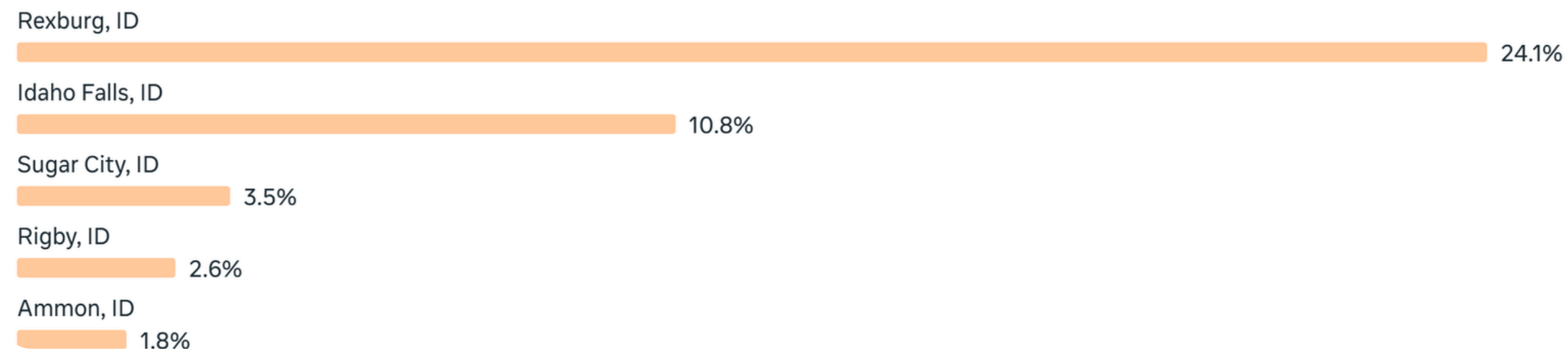


Target Audience: Parents on Instagram & Threads

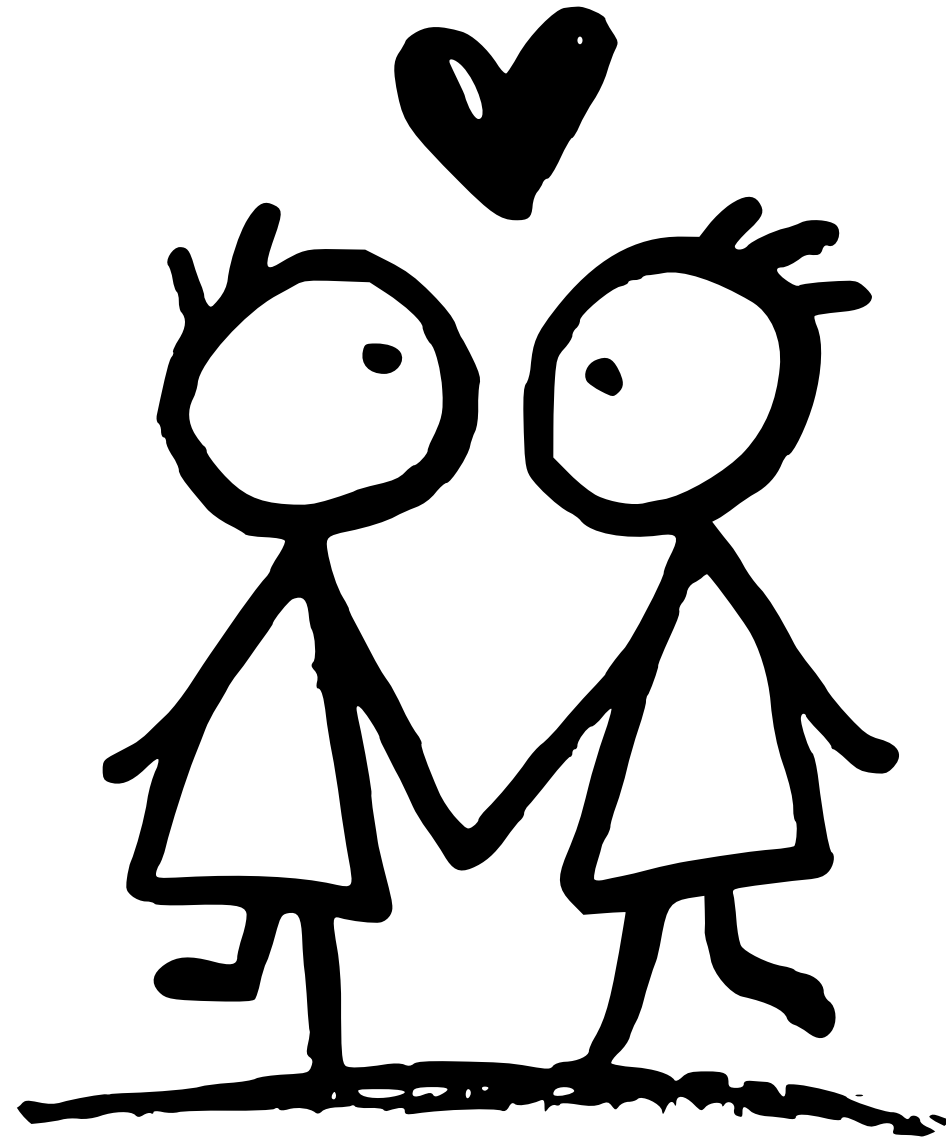
Age & gender ⓘ



Top cities



Psychographics & Pain Points: Parents



Pain Points

Worries her child will quit quickly
Doesn't want money wasted on short-term hobbies
Needs scheduling flexibility
Wants kind, patient instructors
Wants activities that feel safe and encouraging

Psychographics

confidence building
healthy hobbies
structured growth
reduced screen time
emotional development
discipline/persistence
wholesome environment
reputation matters more than flashy marketing
instructor personality matters heavily
friendliness matters heavily
local familiarity matters heavily

Target Audience on TikTok

1. The Beginner Explorer

IWants to try guitar/piano because it looks fun

Low commitment initially

Needs encouragement

Responds to entertaining content

2. The Performance Teen

Interested in:

- choir
- school performance
- acoustic music

Motivated by purpose/community

3. The Self-Taught TikTok Teen

Watches music creators online

Wants fast progress

Interested in:

- riffs
- song covers
- recording
- performance clips

Pain Points

- Nervous about looking awkward
- Thinks lessons might be boring
- Doesn't want strict or overly serious teachers
- Gets overwhelmed by complicated music theory
- Short attention span for long content

Competitor Analysis: Musicare musical instrument service center



Strength

Twitter:

- Lots of followers
- Lots of views
- Consistent branding
- Celebrates holidays and special days
- Staff working in the community
- Lots of celebrity content

Facebook:

- Has same general feel
- Advertises well
- Posts about community music events
- Posts consistently
- Hashtags
- Consistent captions
- Face to company

Weakness

Twitter:

- Not lots of engagement
- Posts a lot in one day
- Doesn't advertise services well

Facebook:

- Low engagement
- Dull visuals (SOME)
- Long captions
- Everything is a segment or a special day or tip

Opportunity

Twitter:

- Beginner-friendly content
- Advertise services
- Testimonials
- Know the target audience - posting about a lot outside of Idaho Falls

Facebook:

- Only make certain things special or segments
- Testimonials
- Partnerships with influencers

Threats

Twitter:

- Companies that advertise their services well

Facebook:

- No microinfluencer partnerships

Competitor Analysis: Chesbro Music Company

Strength

TikTok:
Consistent with the types of trends posted
Good video quality
Fast response times to comments

Insta:
Address
Consistent branding

Facebook:
Has reels
Consistent branding

Opportunity

TikTok:
Beginner focused content
Testimonial videos
Content calendar
Repair content

Insta:
Reels
Testimonials
Content Calendar

Facebook:
Content calendar
More reels

Weakness

TikTok:
Trendy reels performance varies
A lot of people are seeing their content but not interacting with it
Too many different texts to each post
Low follower count
Random Posting but usually each week

Insta:
Infographics only
No reels
Low engagement
Low follower count
Inconsistent posting

Facebook:
Low engagement
Not responding to comments
Post randomly but each week

Threats

TikTok:
Facebook Marketplace

Insta:
Competitors with high engagements

Facebook:
Influencer partnerships



Competitor Analysis: Eric dae custom guitars and repair



Strength

Instagram:

Face of the company

Personal Posts

Good Engagement

Good following

Shows a time-lapse of work

Weakness

Instagram:

Does not respond to comments

No local or community connections

Crowded captions - too long, no breaks

Opportunity

Instagram:

Local music scene coverage

Partnerships with microinfluencers

Threat

Instagram:

Companies with better reach

Companies with more comments on their page and responses

Competitor Analysis: Mike's Music Rexburg

Strength

Instagram:

Reels on new stock

Uses reels to advertise lessons

Weakness

Instagram:

Low engagement on reels

Lots of infographics/posters

Inconsistent posting

Opportunity

Instagram:

Make more reels with employees and people in the community

Make more reels advertising services

Less infographics/posters

Threat

Instagram:

More engaged companies on socials

Higher performing content companies

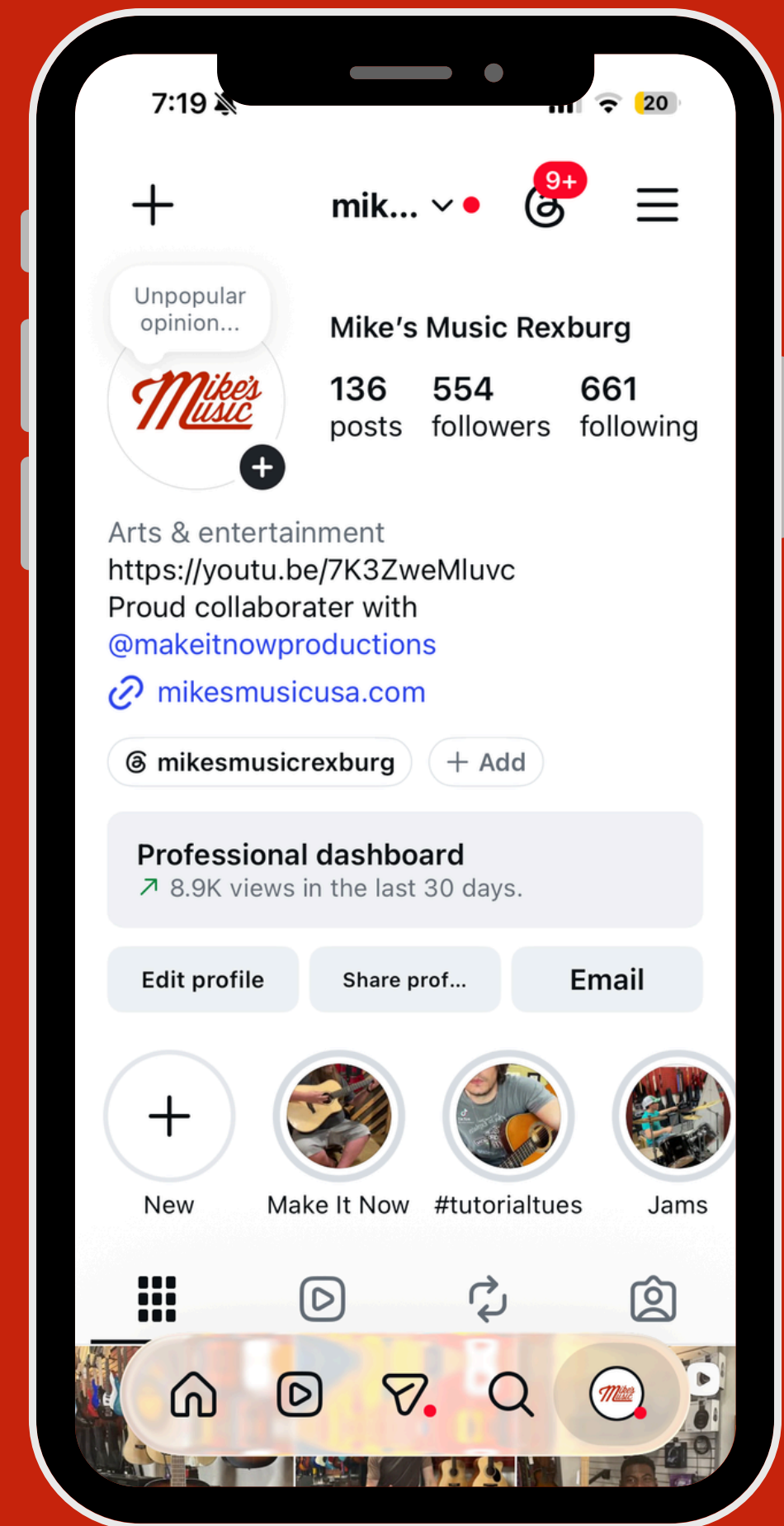


Content Pillars & Content Calendar

Publish Date	Time	Platform	Status	Content Type	Topic/Theme	Content Pillar	Visual Assets
5/24/2026	9:00 PM	Facebook	Drafting	Reel	Pros and cons to different amps	Knowledge	Video of Brayden
5/25/2026	9:00 PM	Facebook	Drafting	Reel	Guitar Inventory	Branding	Video of Brayden
5/26/2026	9:00 PM	Facebook	Drafting	Reel	Testimonial	Social Proof	Video of Skyler
5/25/2026	9:00 AM	Instagram	Drafting	Reel	Guitar Inventory	Branding	Video of Brayden
5/26/2026	9:00 AM	Instagram	Drafting	Reel	Testimonial	Social Proof	Video of Skyler
5/27/2026	1:00 AM	Instagram	Drafting	Reel	Pros and cons to different amps	Knowledge	Video of Brayden
5/28/2026	10:00 AM	Instagram	Drafting	Carousel	Atmosphere B-roll	Branding	B-roll of shop
5/29/2026	10:00 AM	Instagram	Drafting	Carousel/Static	Zach Explaining Bass Differences	Knowledge	Photos of Studio
5/25/2026	10:00 AM	Threads	Drafting	Reel	Guitar Inventory	Branding	Video of Brayden
5/26/2026	11:00 AM	Threads	Drafting	Reel	Testimonial	Social Proof	Video of Skyler
5/27/2026	10:00 AM	Threads	Drafting	Reel	Pros and cons to different amps	Knowledge	Video of Brayden
5/28/2026	1:00 PM	Threads	Drafting	Carousel	Atmosphere B-roll	Branding	B-roll of shop
5/29/2026	1:00 PM	Threads	Drafting	Carousel/Static	Zach Explaining Bass Differences	Knowledge	Photos of Studio
5/26/2026	11:00 AM	TikTok	Drafting	Reel	Testimonial	Social Proof	Video of Skyler
5/27/2026	11:00 AM	TikTok	Drafting	Carousel	Atmosphere B-roll different text/music overlay	Knowledge	Photos
5/29/2026	11:00 AM	TikTok	Drafting	Reel	Zach Explaining Bass Differences	Branding	Video of Brayden

Branding TOF
Knowledge MOF
Social Proof BOF

Execution Instagram Reach



Historical Data (Before Me)

Export data

Jan 1, 2026 – Apr 30, 2026



All content

Create post

Filter

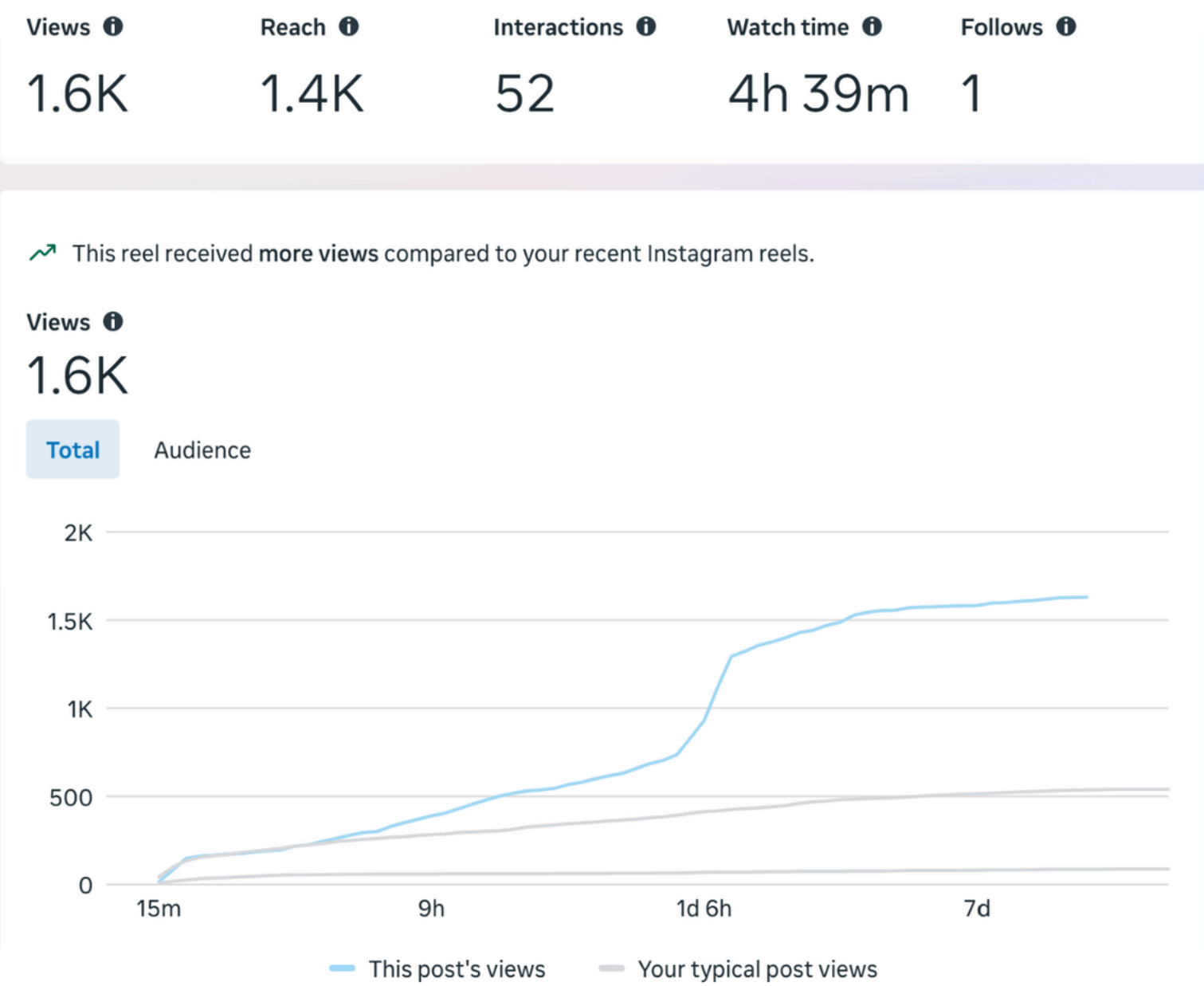
Search by ID or caption

Title	Date published	Views	Reach
 March 10th and March 24th 2026. Sign up ... Photo •  mikesmusicrexburg Boost	Mon Mar 9, 12:34pm	159	80

Results of the Campaign

#1 top performing Reel in Reach

This reel in the Knowledge Pillar performed well because the audience engaged with and watched it more than other reels. It resonated well with the audience because Zach explained the bass, and the video felt authentic and personal.

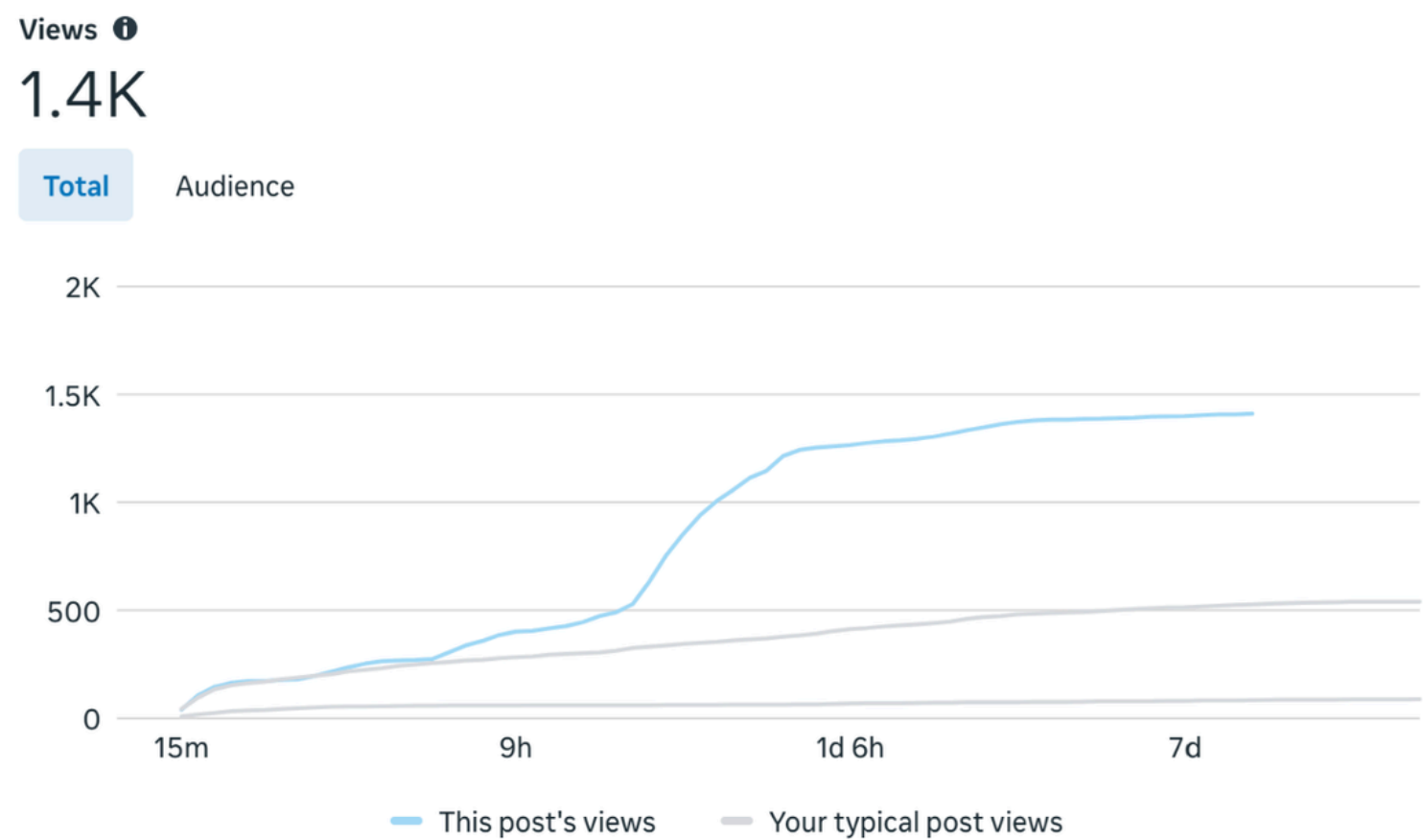


#2 top performing Reel in Reach

This reel, under the Knowledge Pillar, performed well with the audience because they watched it more than other reels and saved it more than others. It is funny because Brayden barely blinks in this video and does an impression in it.

Views ⓘ	Reach ⓘ	Interactions ⓘ	Watch time ⓘ	Follows ⓘ
1.4K	1.2K	21	4h 40m	1

↗ This reel received more views compared to your recent Instagram reels.

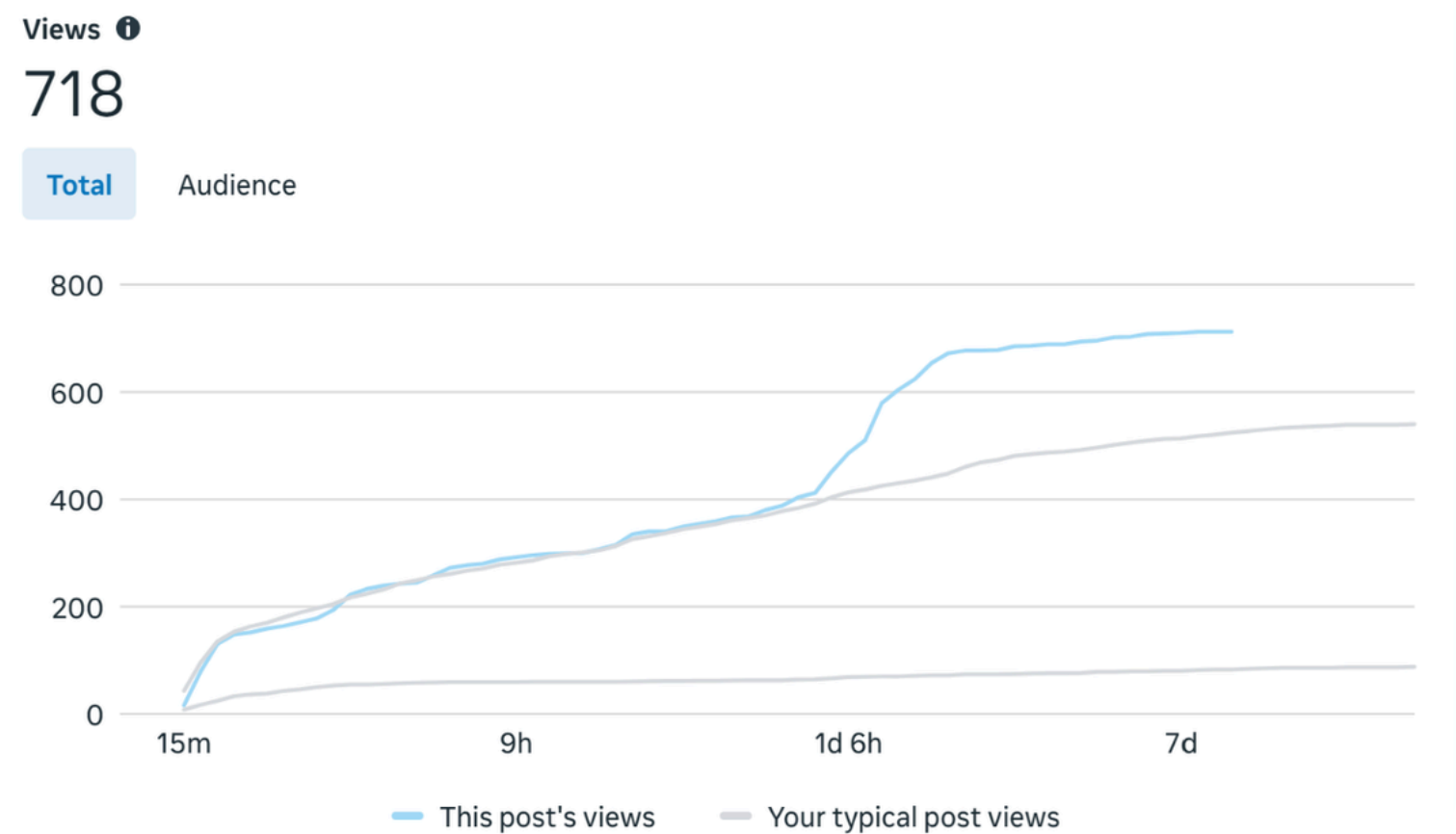


#3 top performing Reel in Reach

This progression reel under the Branding Pillar performed well, with strong reach and views overall. It resonated well with the audience and had more saves than other reels. The reel demonstrates the Line6 Catalyst Amp in a down-to-earth way.

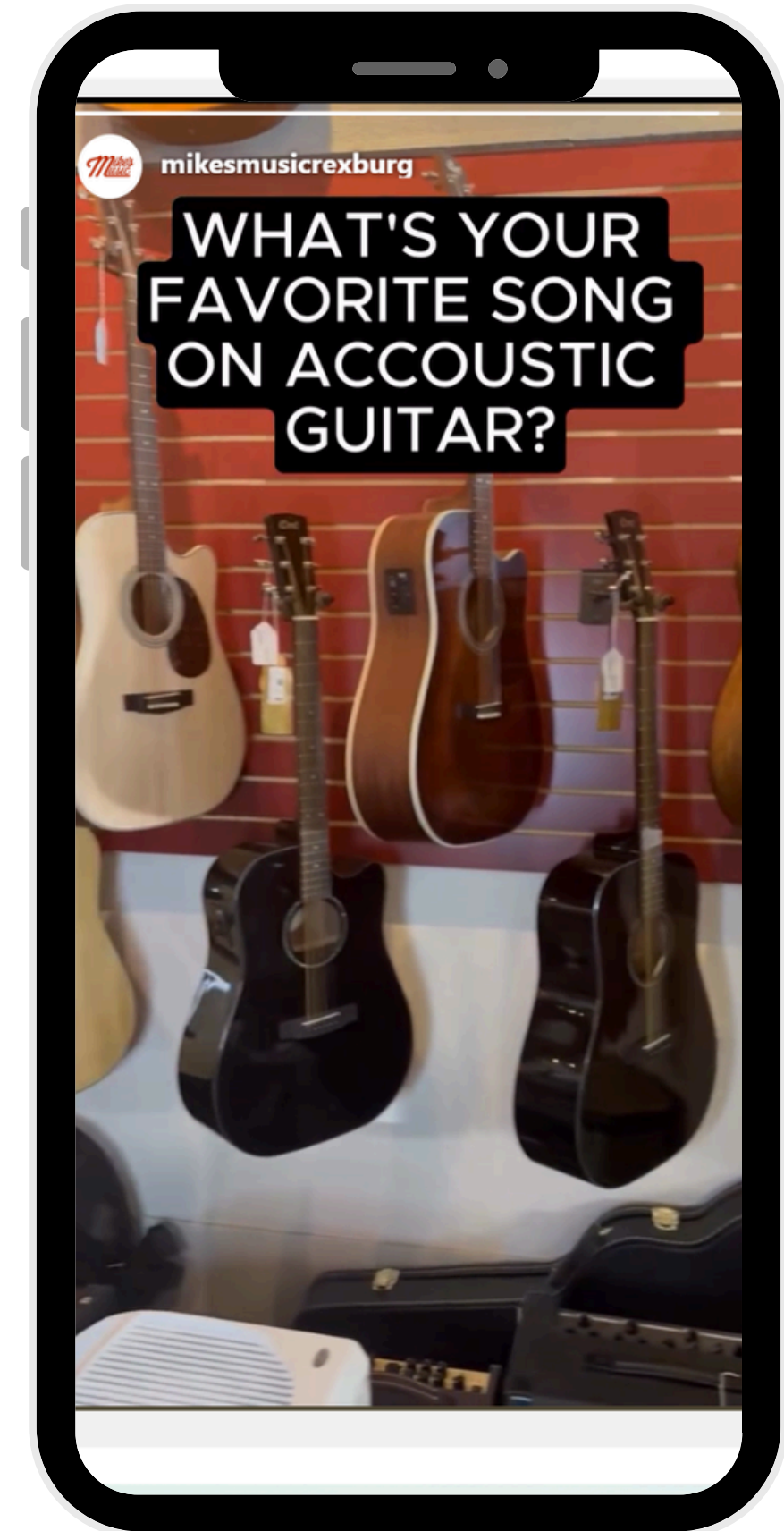
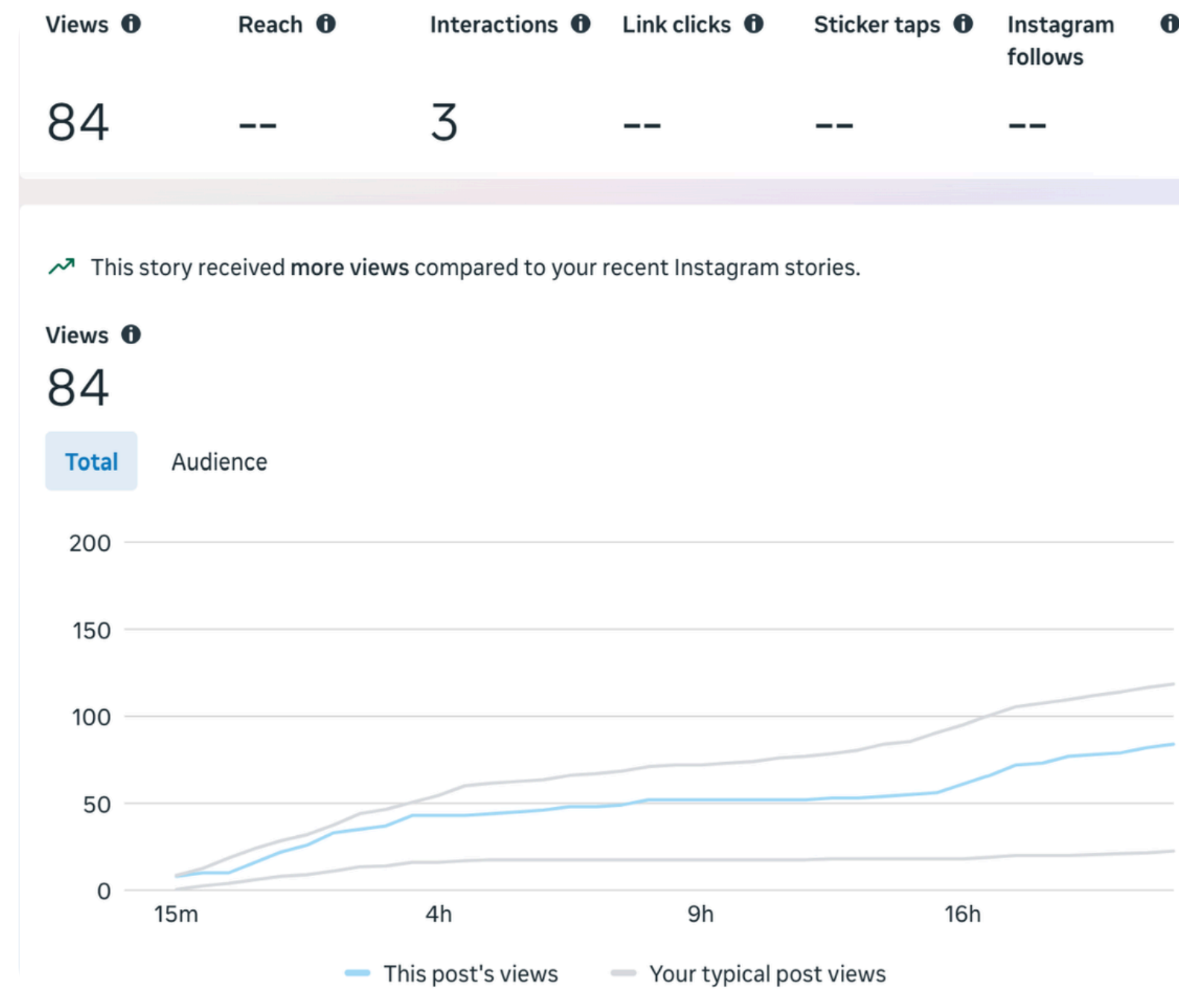
Views ⓘ	Reach ⓘ	Interactions ⓘ	Watch time ⓘ	Follows ⓘ
718	546	12	1h 20m	0

↗ This reel received more views compared to your recent Instagram reels.



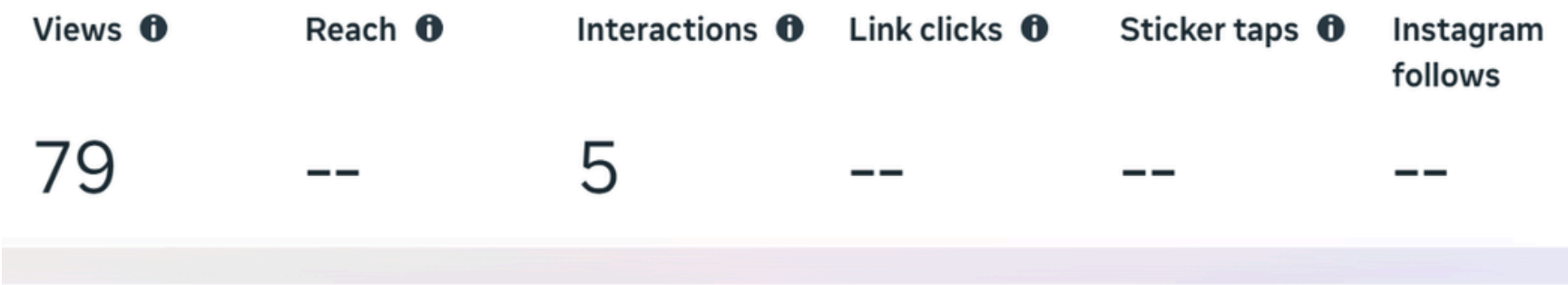
#1 Story and Performance

This story was quick and interactive, asking people their favorite song on acoustic guitar.

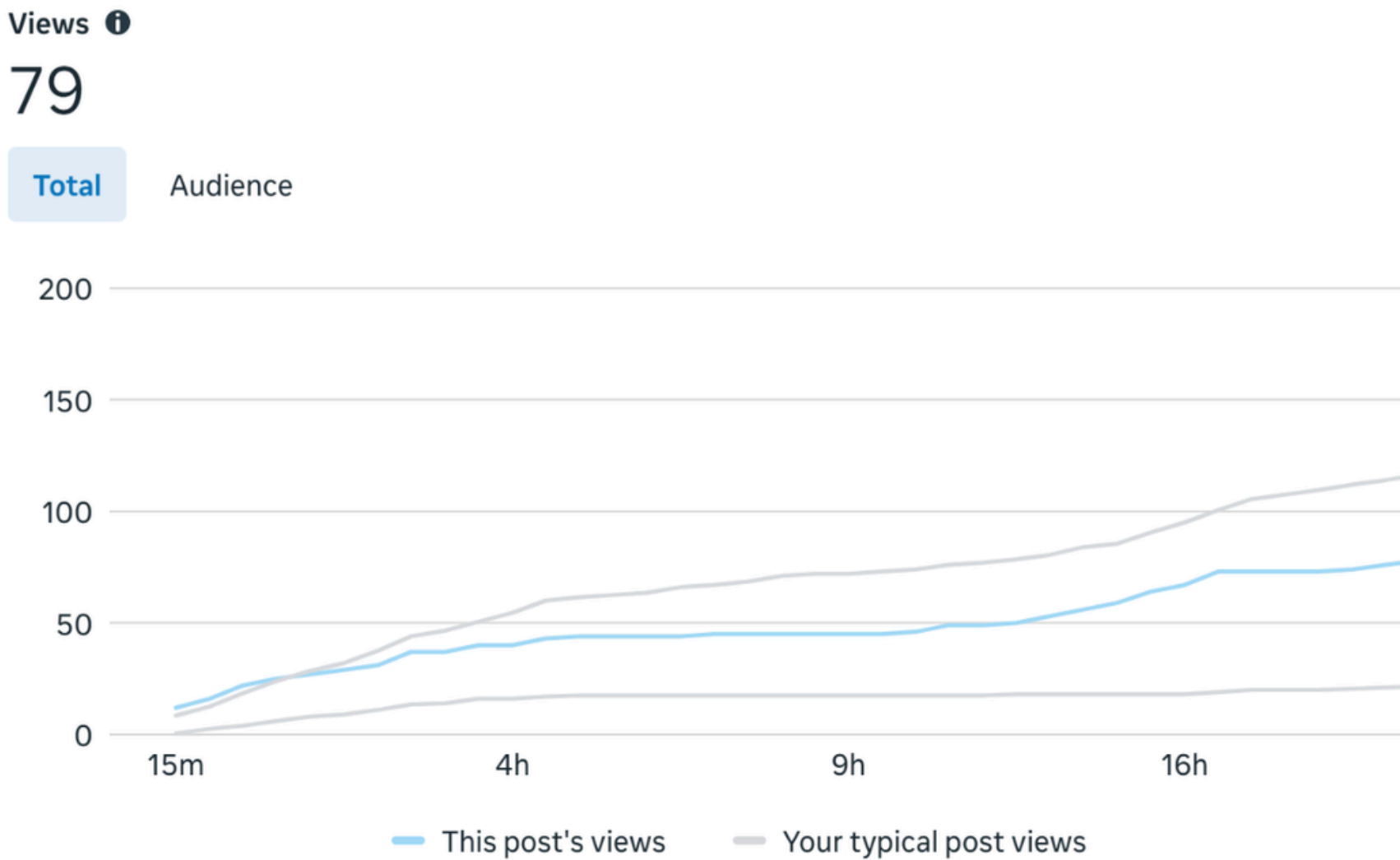


#2 Story and Performance

This story asked the audience what their favorite song was on the electric guitar.

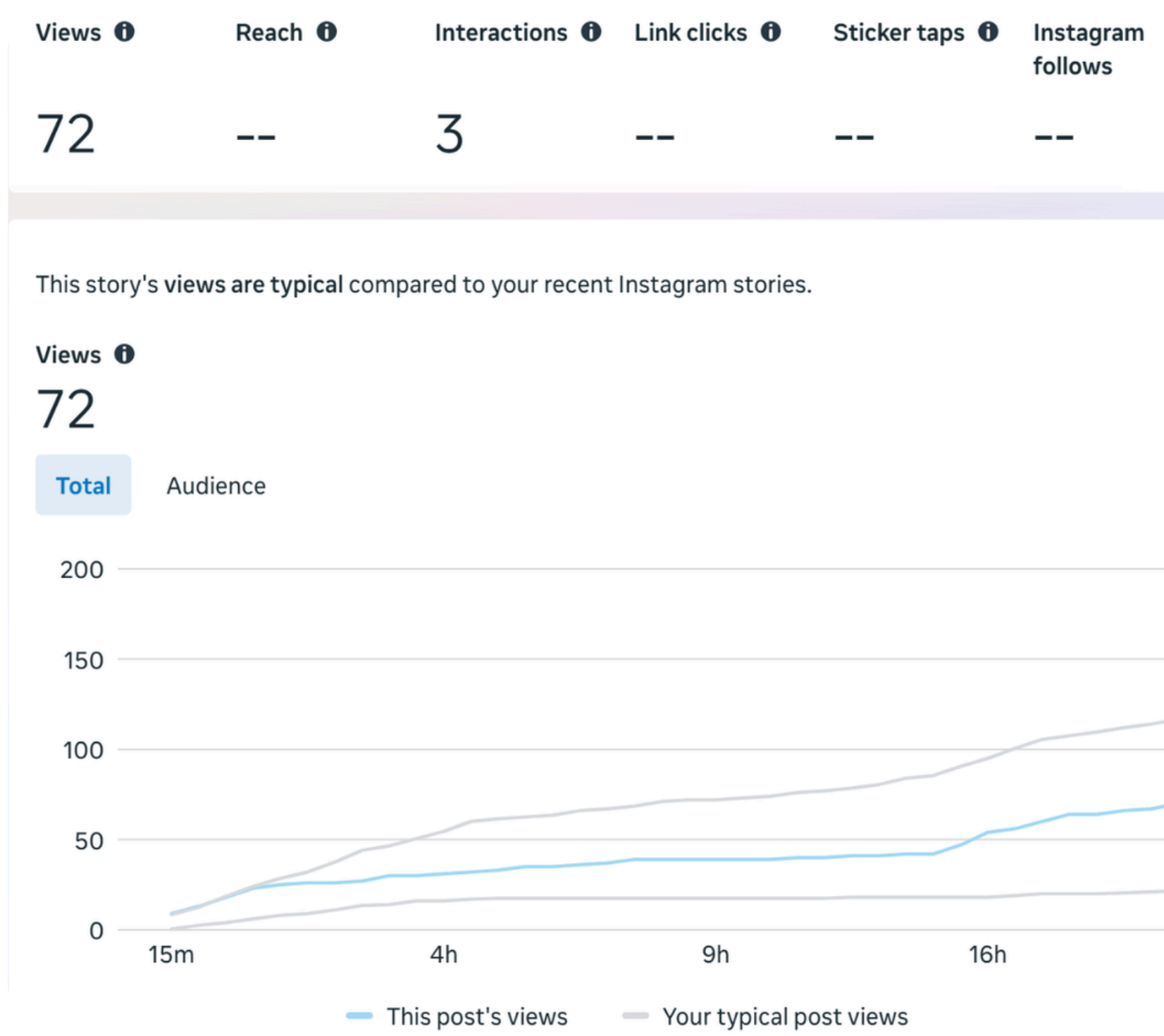


This story's views are typical compared to your recent Instagram stories.



#3 Story and Performance

This story was showing a reveal of who played the background music in a previous reel.



This story's views are typical compared to your recent Instagram stories.

Views ⓘ

72

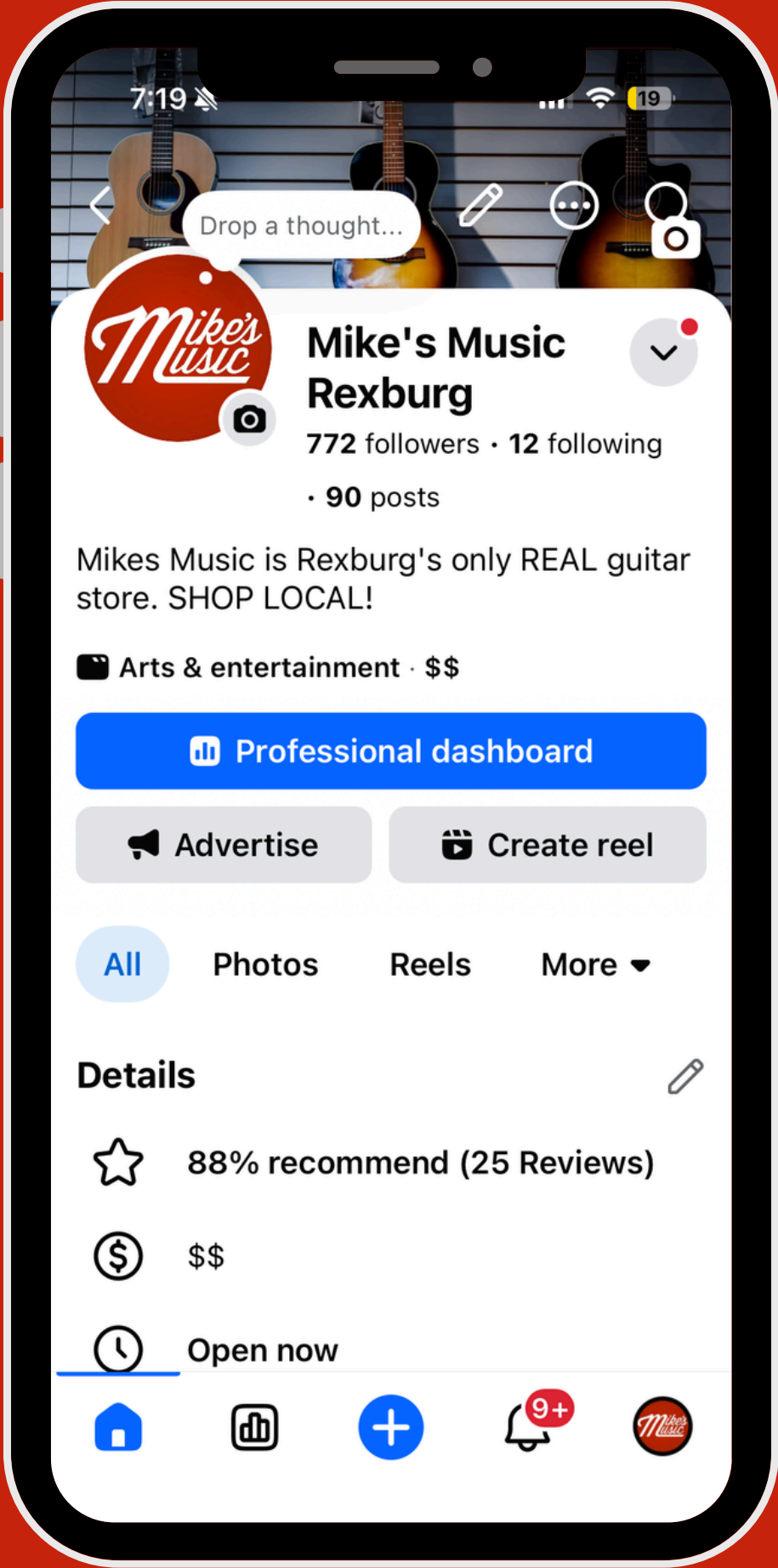
Total Audience

Time	This post's views	Your typical post views
15m	10	10
4h	35	60
9h	35	60
16h	70	110

— This post's views — Your typical post views



Execution Facebook Reach



Historical Data (Before Me)

Export data

Jan 1, 2026 – Apr 30, 2026

All content

Create post

Filter: 1 selected

Clear

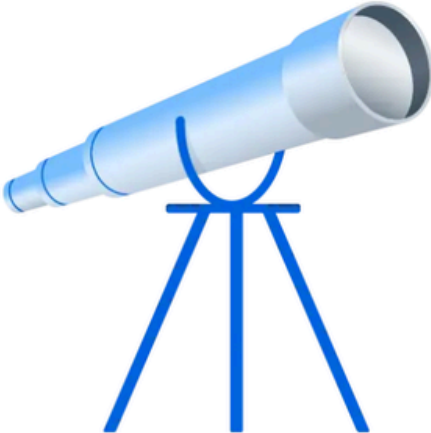
Search by ID or caption

Title

Date published

Views

Reach



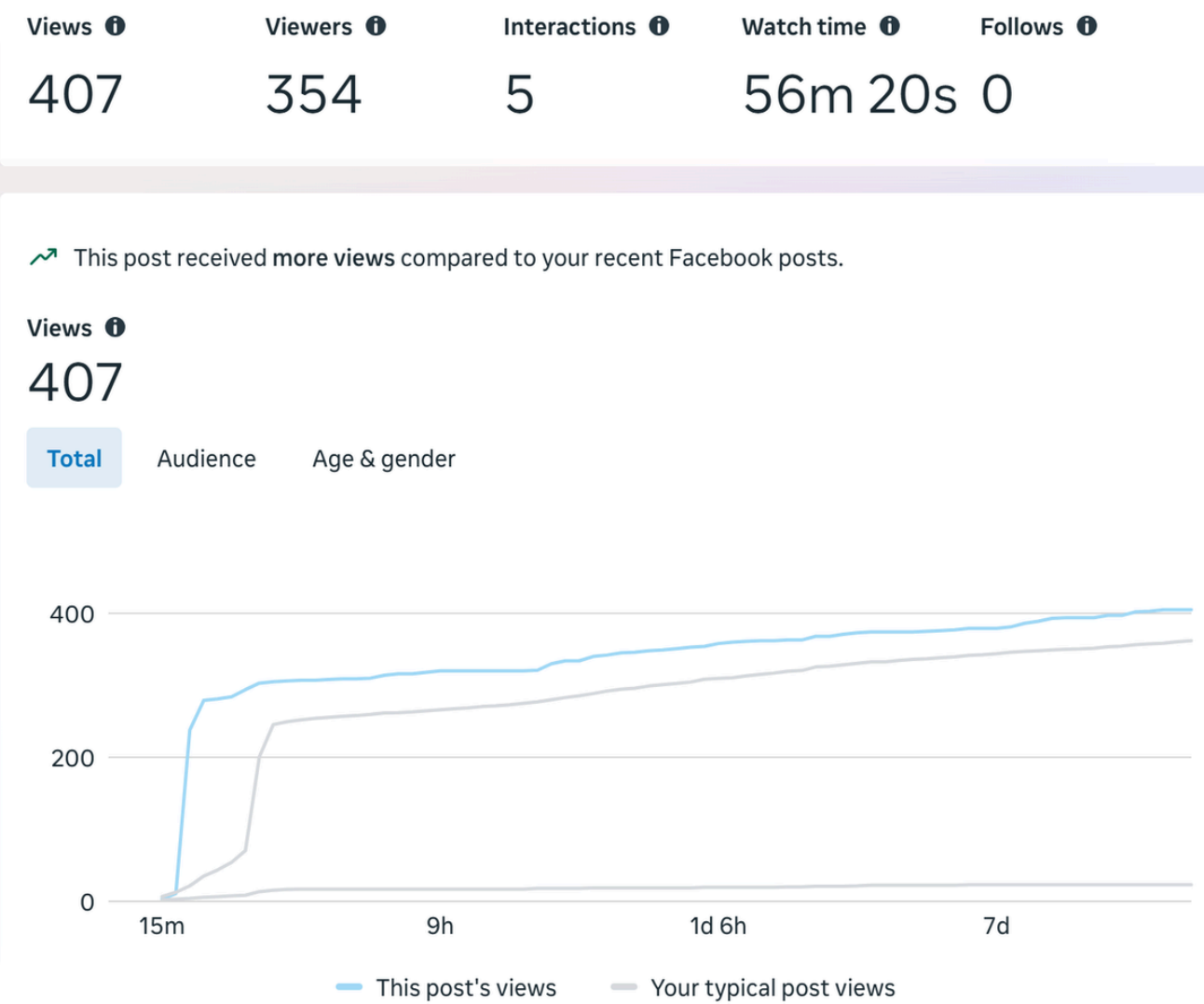
No activity during this date range

Please select a different date range to see these insights.

Results of the Campaign

#1 top performing Reels in Reach

This reel in the Knowledge Pillar got more views than reach because the audience enjoyed the content. It also has more interactions than most other reels, including one save. It is the same one as in the Instagram reach with Brayden not blinking.



↗

This post received more views compared to your recent Facebook posts.

Views ⓘ

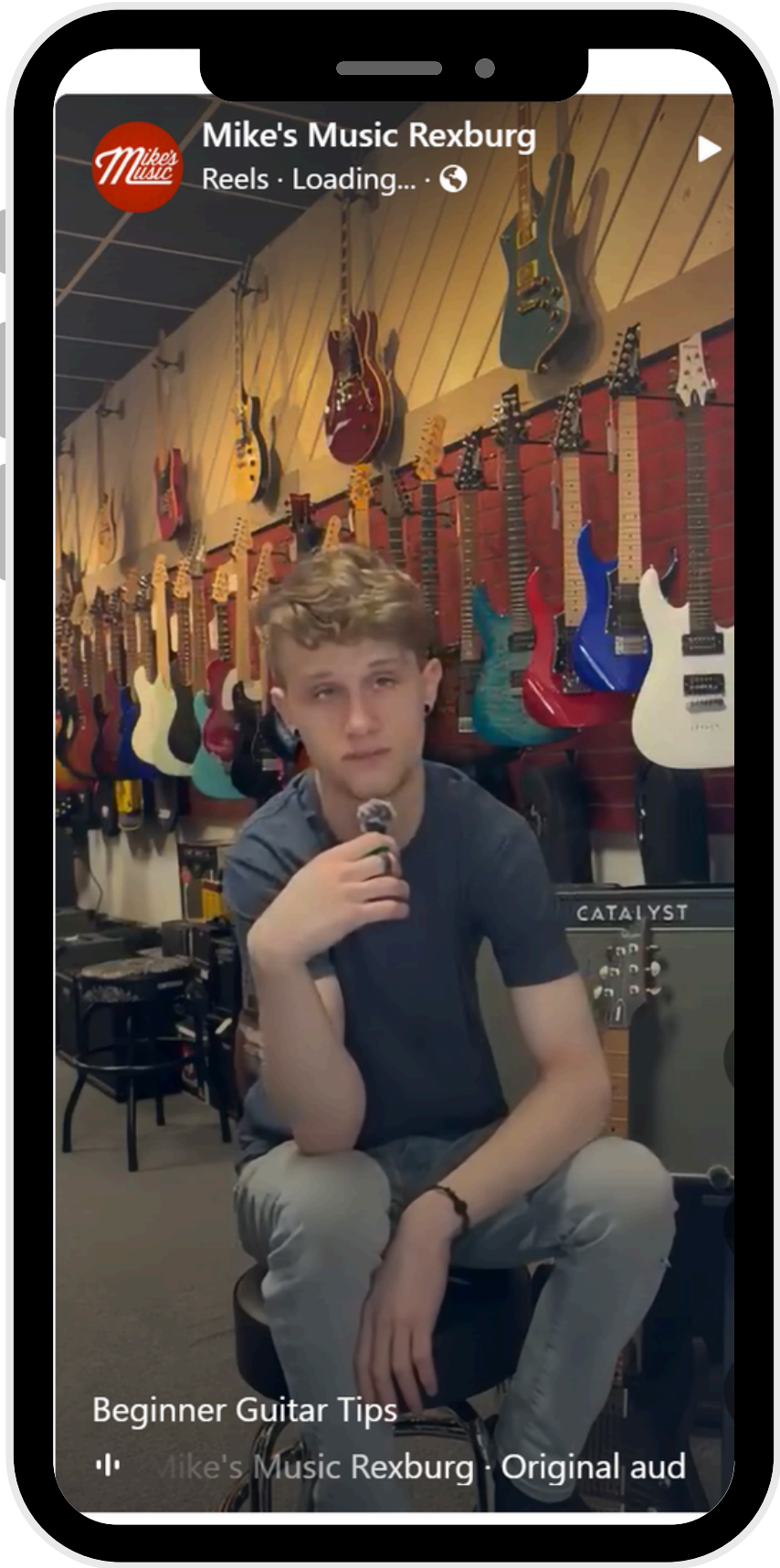
407

Total

Audience

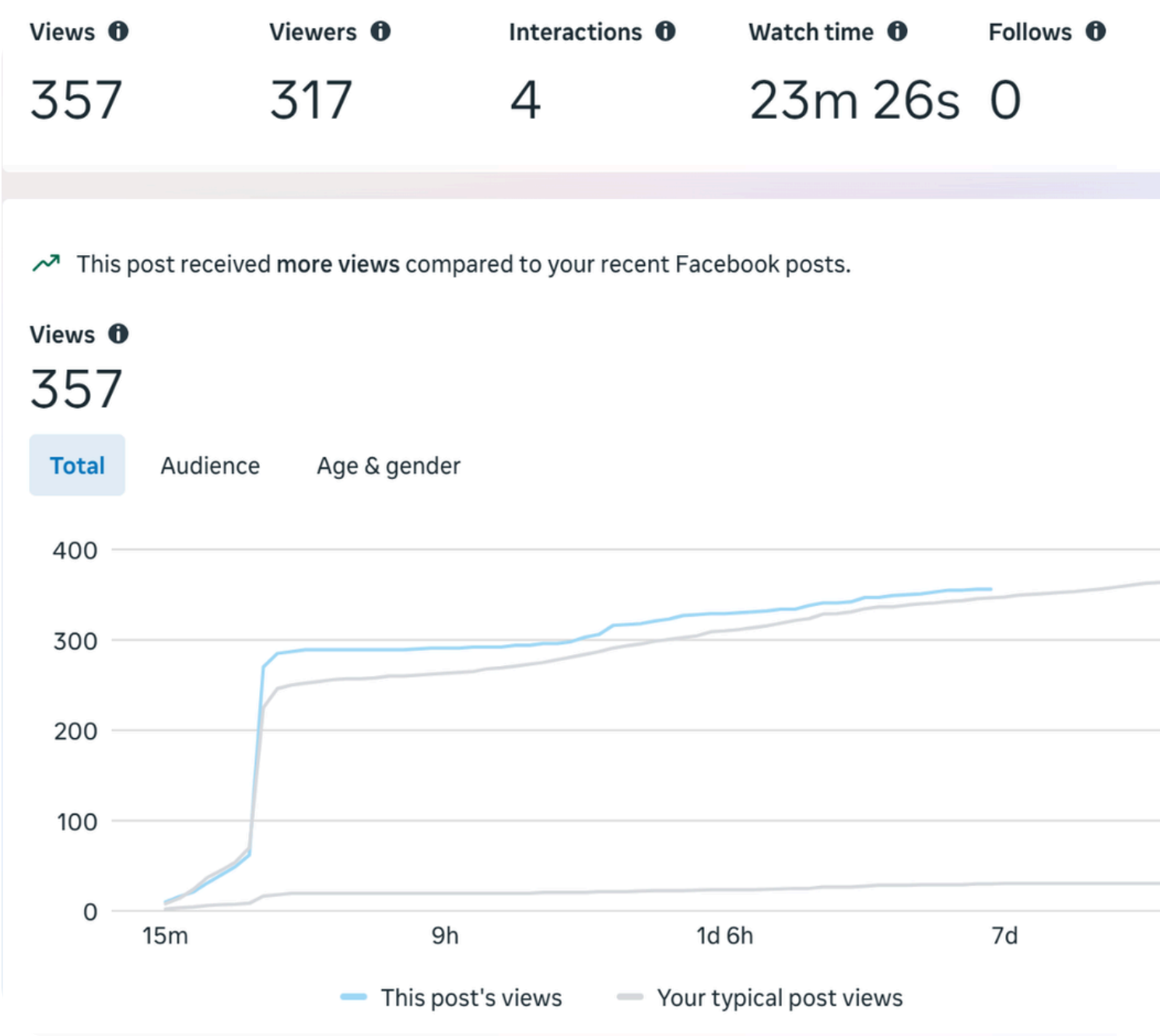
Age & gender

Time	This post's views	Your typical post views
15m	~280	~10
9h	~300	~250
1d 6h	~350	~300
7d	407	~350



#2 top performing Reels in Reach

This reel is under the Branding Pillar because it had 170 3-second views and many interactions, which means it resonated well with the audience. This shows guitar inventory with Brayden in a low-light setting.



↗

This post received more views compared to your recent Facebook posts.

Views ⓘ

357

Total

Audience

Age & gender

400

300

200

100

0

15m

9h

1d 6h

7d

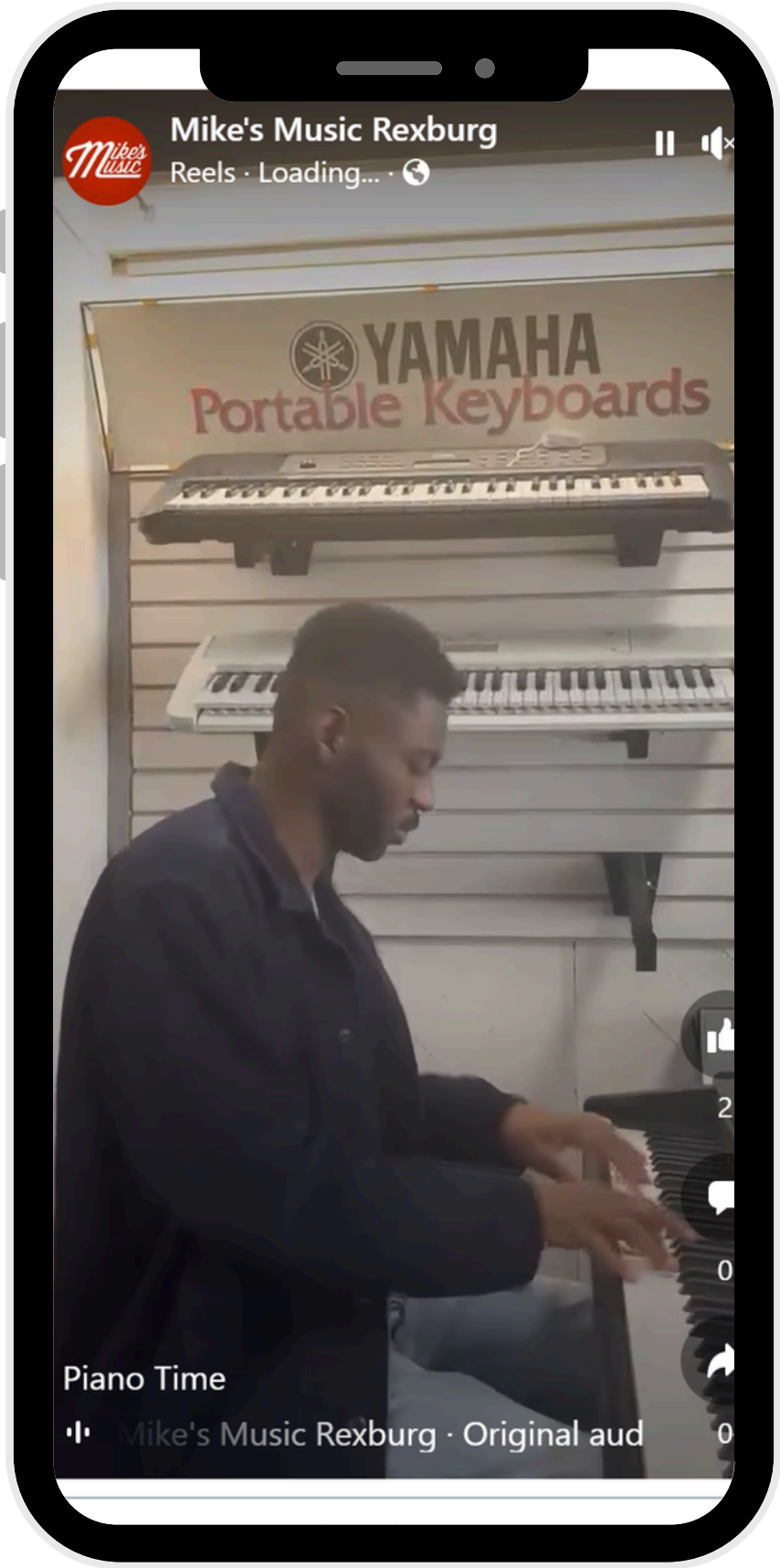
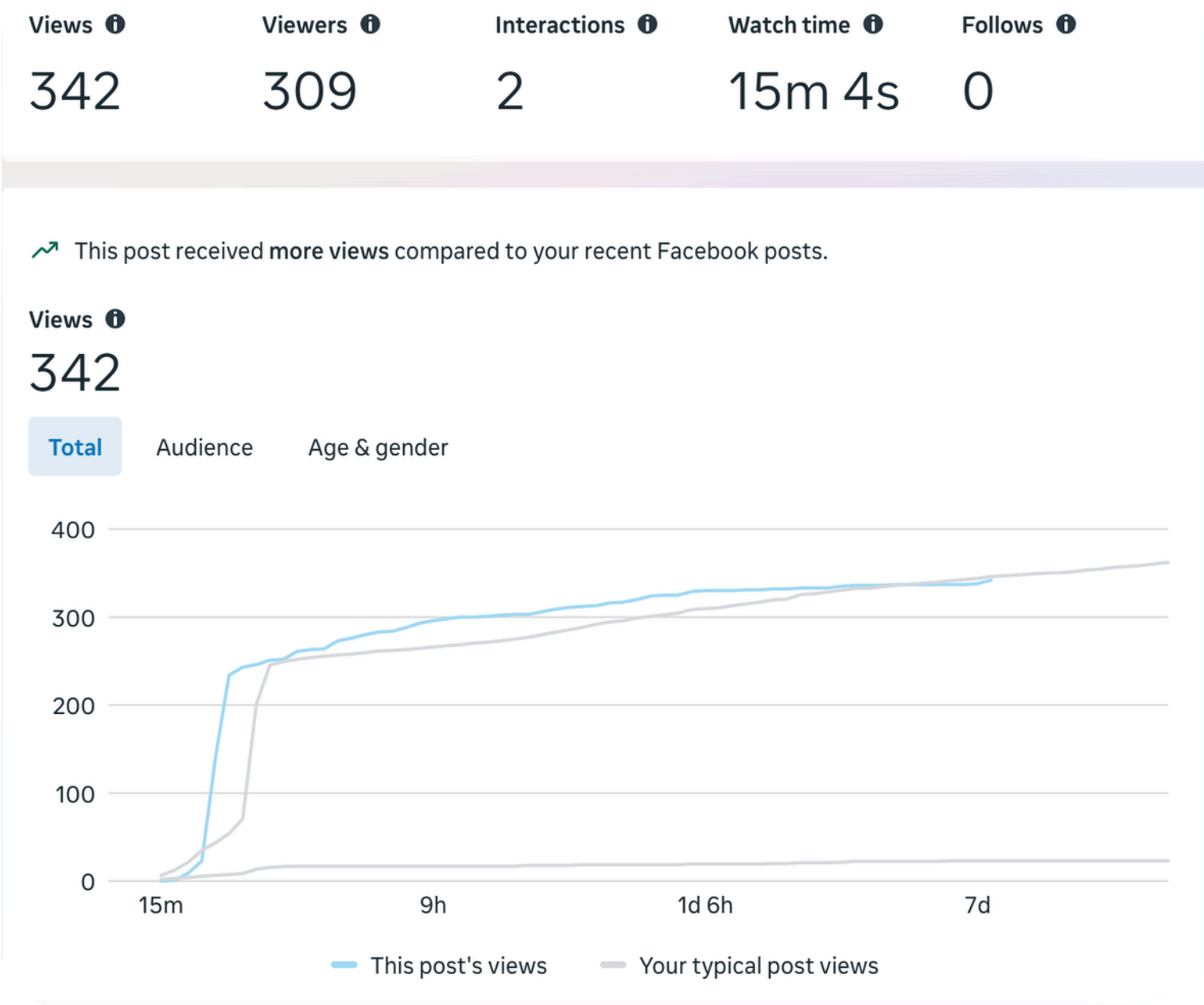
This post's views

Your typical post views

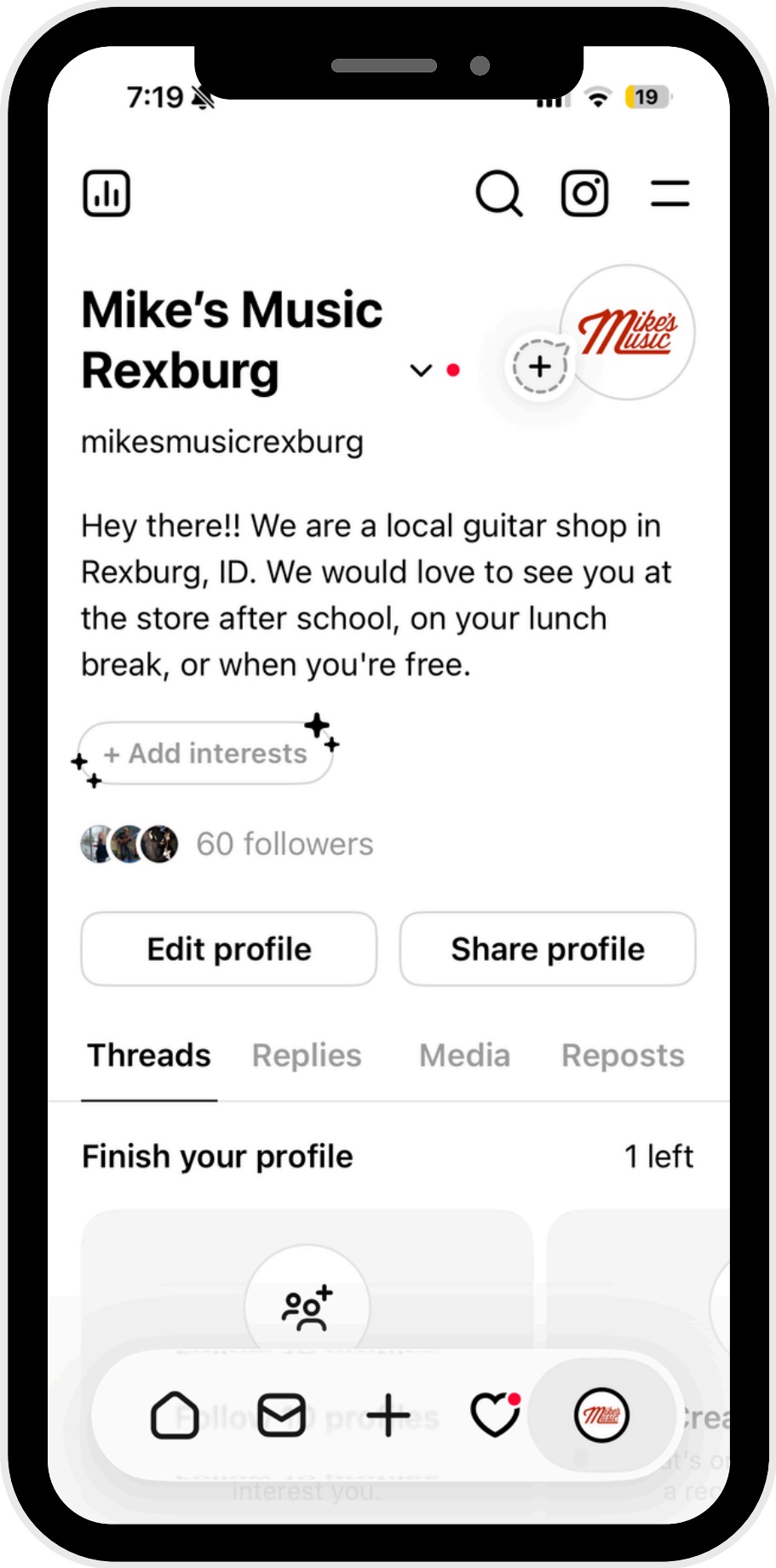


#3 top performing Reels in Reach

This reel under the Branding Pillar did well because it received an average amount of interactions, and the content resonated with the audience. This shows Curtis playing piano and talking about how music tells a story.



Execution Threads Reach



#1 Best Performing Thread

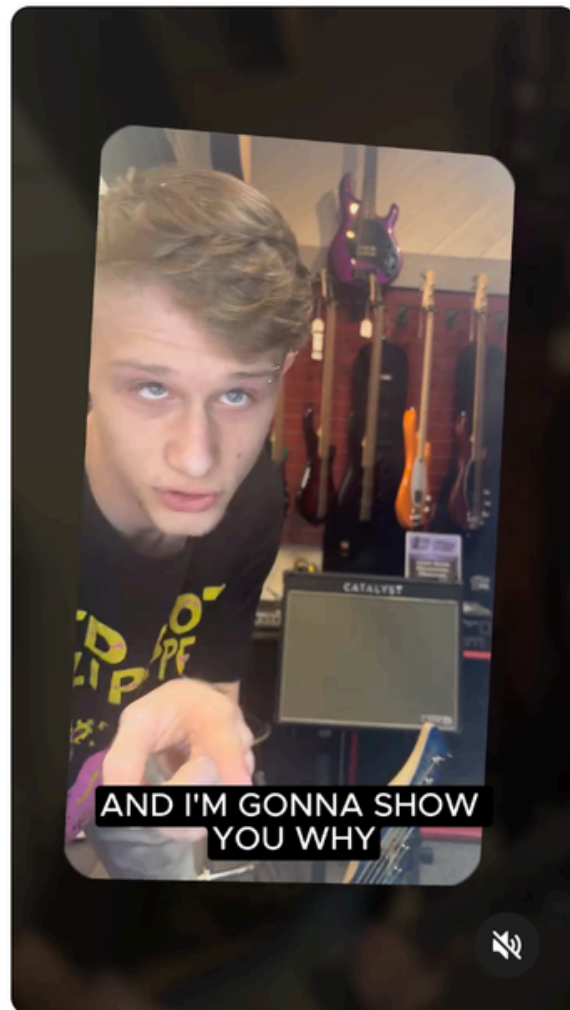


mikesmusicrexburg > [Music Threads](#) 05/27/26

Curious about what amp is good for distortion? The Line6 Catalyst is one of the best.

Check out our video to learn more.

#mikesmusicrexburg #amp #electricguitar #rexburg



3



This reel is under the Knowledge Pillar, and it performed well because it shows why the Line6 Catalyst is a good amp.



#2 Best Performing Thread



mikesmusicrexburg > 🎵 Music Threads 06/01/26

POV: You just found your kids their favorite hang out spot.



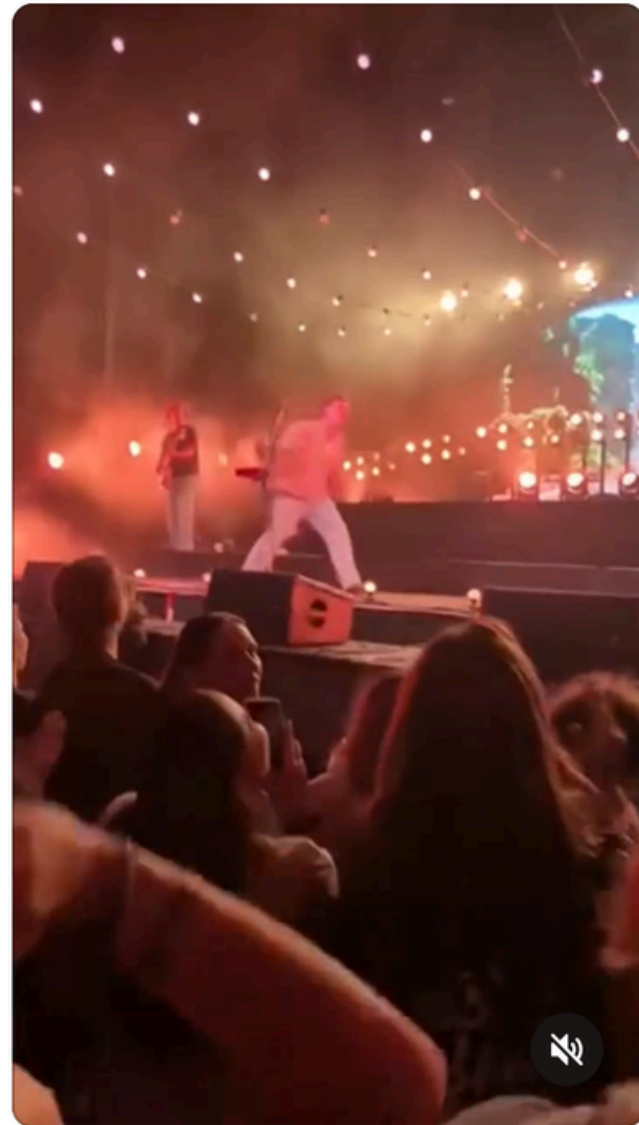
This reel, under the Branding Pillar, performed well because it shows the atmosphere of Mike's through friends playing.



#3 Best Performing Thread

mikesmusicrexburg > [Music Threads](#) 06/13/26

Well-known music artist Josiah Queen and Mike Doggett's grandson, Aidan Reese, stole the show in SLC with the song Can't Steal My Joy.

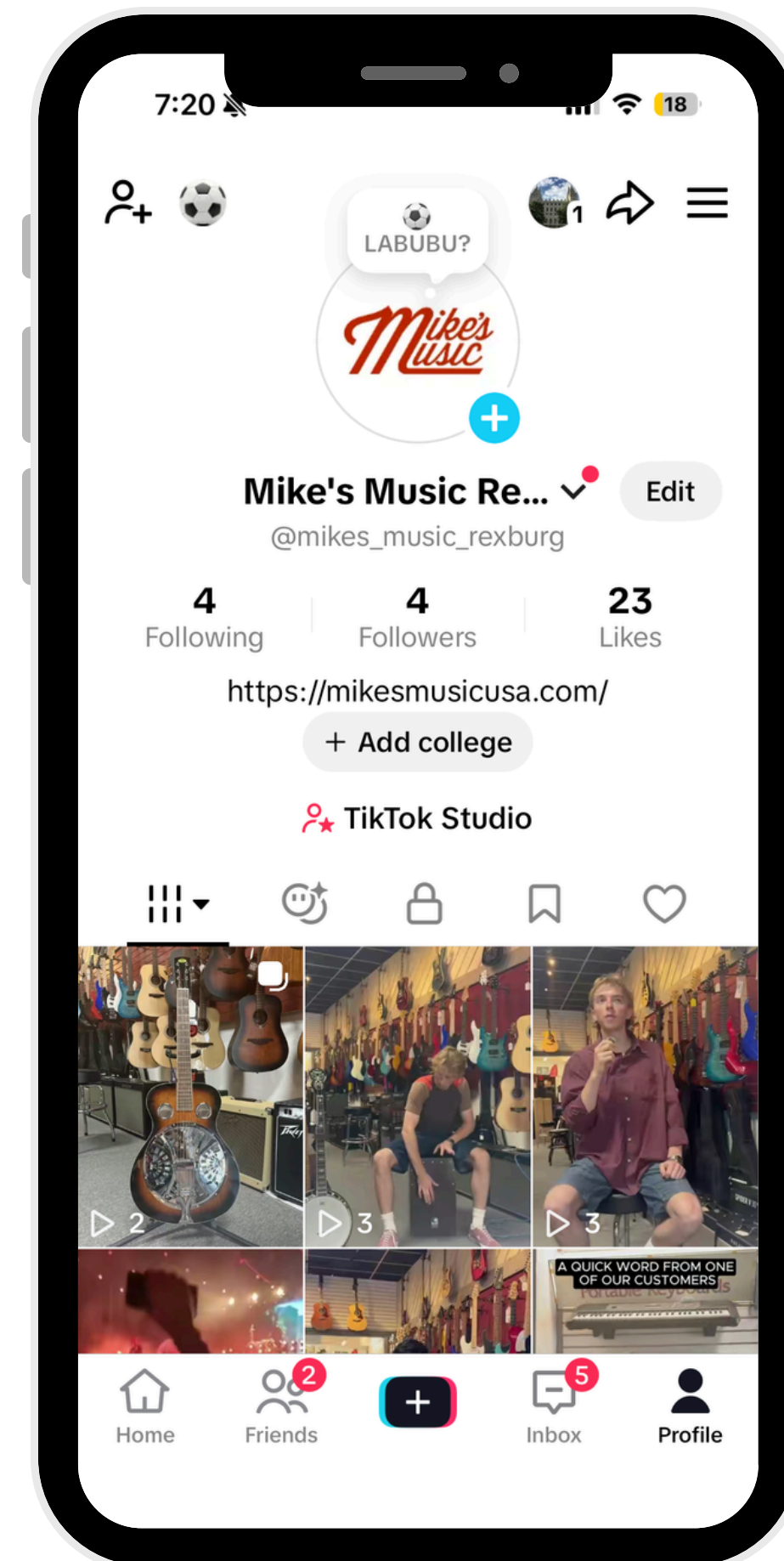


❤️ 2 💬 1 ↻ 📌

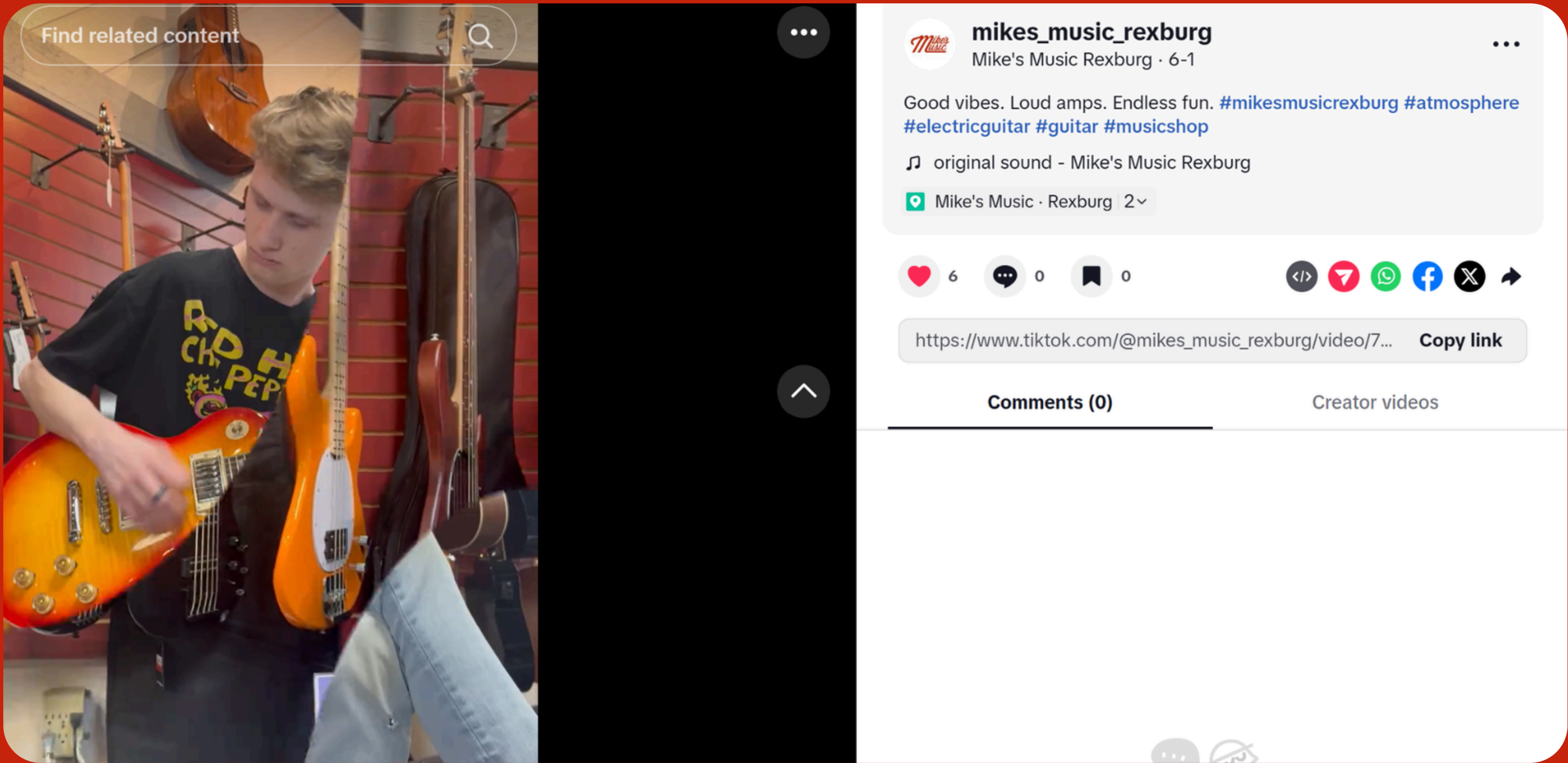
This reel, under the Branding Pillar, performed well because it is in collaboration with Josiah Queen, a popular music artist.



Execution TikTok Reach



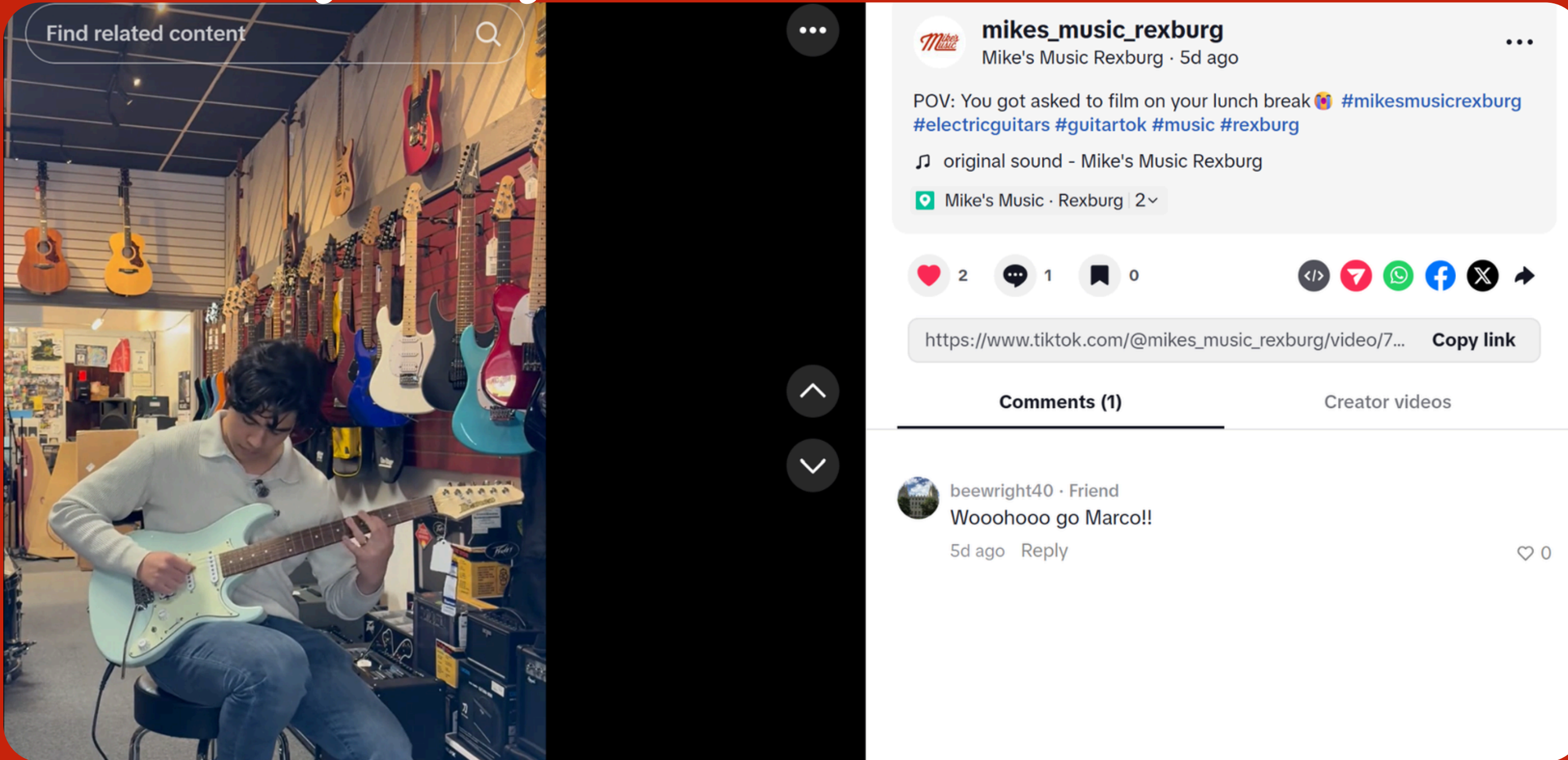
1# Best Performing TikTok



This reel, under the Branding Pillar, performed well because it was the first one from the account. It got a lot of traffic and likes.



2# Best Performing TikTok



This reel under the Knowledge Pillar did well because it breaks down the different parts of the bass while freestyle demonstrating. It's funny because Marco did come in on his lunch break.



3# Best Performing TikTok

Find related content





mikes_music_rexburg
Mike's Music Rexburg · 6d ago

POV: You found your place in Rexburg. [#mikesmusicrexburg](#) [#testimonialtuesday](#) [#music](#) [#piano](#) [#guitar](#)

🎵 original sound - Mike's Music Rexburg

📍 Mike's Music · Rexburg 2

 3

 0

 0













https://www.tiktok.com/@mikes_music_rexburg/video/7...

Copy link

Comments (0)

Creator videos

This reel, under the Brand Pillar, did well because it talks about how music can tell a story.



Key Takeaways

My client mainly wanted to do Reels, instead of static posts or carousels.

For the Meta Business Suite apps, I was able to see when my followers were most active, so I went off of that data. I chose the other posting times and dates based on research from social media research websites. In the beginning, I struggled more with creating content in this music category, because most of my experience with music accounts that do trends. Trendy content does not fit the store and its image.

The main goal was to build brand awareness, so I worked on trying to show inventory, knowledge, and testimonials. Top of funnel content and the middle of funnel content perform better with reach, rather than the bottom of funnel, which I expected. Instagram was the highest in reach at about 4.7k, and Facebook is 2nd at 3.2k.





Intro to Me

Hey there, my name is Brynna Wright. I am a Communications major with an emphasis in Digital and Social Media. I love music and have seen it bridge gaps in language barriers. I love K-Pop and Thai Pop and have even been to a few K-Pop Concerts. My dream is to work as a social media manager for a K-Pop group. I wanted to do Mike's Music for my senior project because it is Rexburg's music hub. People come in on their lunch breaks to play guitar and bass. I love the atmosphere and how people from many backgrounds can come in and enjoy music, no matter their cultural or language background.

End with Epic Pics

