

“The Involver platform gives us top-notch social tools with which to optimize engagement and discovery. We directly served Alicia’s most highly influential fans by enabling them to share her full body of work while growing her Facebook community exponentially. The results were unbeatable. Bottom line is that we didn’t just serve our core fan base; we doubled it – adding more than a million fans in the months following the launch.”

– Jennifer Fowler, Vice President Digital Marketing, RCA Music Group

International music sensation Alicia Keys partnered with industry-leading social media platform Involver to release her new album on Facebook – providing an unprecedented exclusive to her fans one week before the album’s official offline launch.

Objective

RCA Music Group wanted to create an application that leveraged viral channels to grow Alicia Keys’ audience on Facebook and create excitement for her Elements of Freedom album launch.

Execution

Involver deployed several of its applications, including its Music application, enabling Alicia to become the first major artist to release an album through exclusive streaming on a Facebook Page.

The screenshot shows Alicia Keys' Facebook profile with a custom banner for her album 'The Element of Freedom'. The banner includes the text 'ALICIA KEYS the ELEMENT OF freedom ALBUM PREMIERE' and 'AMERICAN EXPRESS POWERED BY AM'. Below the banner is a playlist titled 'The Element of Freedom (Intro)' with a 'Click to play' button. The playlist includes songs like 'Love Is Blind', 'Doesn't Mean Anything', 'Try Sleeping With a Broken Heart', 'Wait Till You See My Smile', 'That's How Strong My Love Is', 'Unthinkable (I'm Ready) - feat. Drake', 'Love Is My Disease - feat. Drake', 'Like The Sea', 'Put It In A Love Song - feat. Beyonce', 'This Bed', 'Distance and Time', 'How It Feels to Fly', and 'Empire State of Mind (Part II) Broken Down'. There is also a 'GIVE \$5 TEXT "ALIVE" TO 90000' promotion and a 'JOIN THE OFFICIAL ALICIA KEYS FAN COMMUNITY' form with fields for Name, Email, Zip, Gender, Age, and a 'Submit' button. A 'Share with friends' section is also visible.

Results

- ▶ Over 750,000 streams.
- ▶ More than 200,000 Facebook users became fans of Alicia’s page in the first week of streaming.
- ▶ More than 1 million Facebook users became fans within three months of Involver adding the Music application to Alicia’s Page.