

MAJOR BASS



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CASE STUDY

ANGLER

SOCIAL MEDIA MANAGEMENT

Length of time: 7 months.

Platforms: Instagram & TikTok

WHAT WE DID

- Created new content for Social Media platforms, including photography and video.
- Distributed/Published content on main feed, as well as stories.
- Engaged with audience.
- Created/Set up new TikTok account.

RESULTS

- Instagram followers grew from 4,377 to 12.5k
- TikTok audience grew from 0 (new account) to 8k followers.
- 551k accounts reached in last 90 days.
- 40.4k accounts engaged in last 90 days.

WHAT OTHERS SAY...

RANDY HOWELL

2014 Bassmaster Classic Champion

"Major Bass is a great team and we've really enjoyed working with them the past several years now! They are always on site at every event every morning ready to help with anything needed! And they're always the last team to leave the tournament location in the afternoon. They've helped us with great video and great ideas that have helped us grow..."

