



# Darius Rucker

## Case Study:

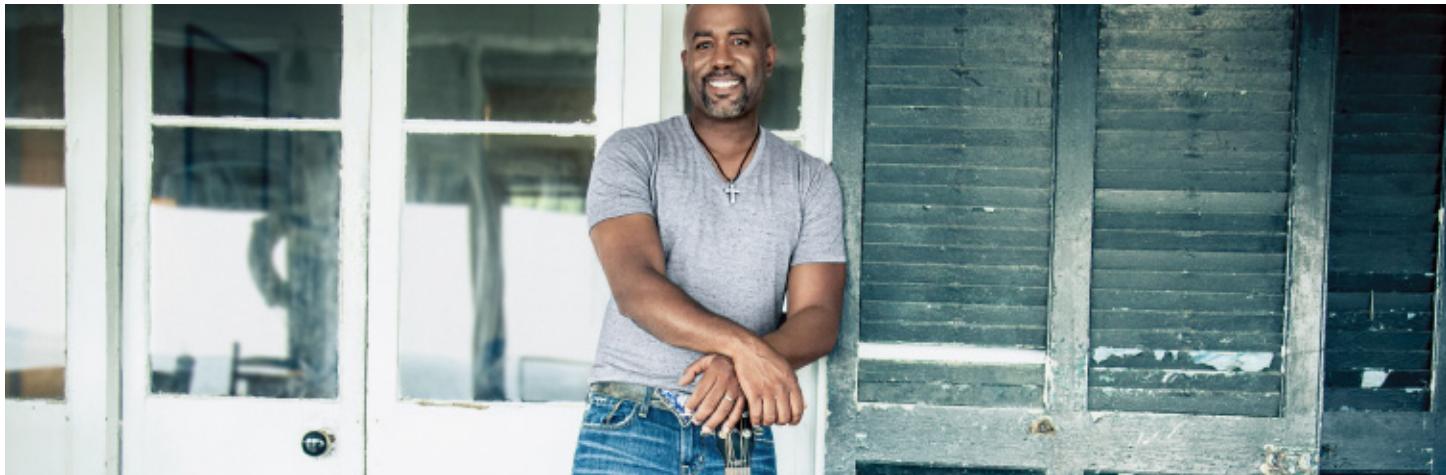
### How Darius Rucker Amplified Fan Engagement using the Ampsy app for Hootsuite

**Learn how musician Darius Rucker leveraged social media to provide his fans with a memorable concert experience.**

With over 50 shows and hundreds of thousands of fans expected to attend Darius Rucker's Southern Style Tour, Darius's Team at McGhee Entertainment needed a way to create more meaningful relationships with their biggest fans.

Hab Haddad, Vice President of Digital at McGhee Entertainment, approached Ampsy and Hootsuite to power a social hub for Darius's Southern Style Tour. This would allow them to identify and engage with the most active online fans—"superfans"—during each concert.

With Ampsy's ability to aggregate and showcase fan content around hashtags, usernames and mentions, combined with Hootsuite's ability to identify and communicate with fans at any time during the shows, Rucker's team was able to fully harness the power of social for their concert tour.



## What they did

During every show throughout the tour, McGhee used the Ampsy app for Hootsuite to create an unforgettable experience for fans.

With the Ampsy app for Hootsuite, McGhee was able to identify superfans within each aggregated stream based on type and volume of content shared, as well as comments attached to that content. McGhee then set up follow-up interaction on social networks using Hootsuite's messaging, scheduling, and management capabilities. This kept the concert hype going long after the show was over.

McGhee was able to quickly identify superfans, thank them for sharing content at the show, and schedule follow-up outreach in the form of merchandise and ticket offers, VIP meet-and-greet opportunities, and special fan club access.



## How They Did It

Using the Ampsy for Hootsuite app, McGhee set up a Southern Style Tour social hub, which aggregated social content shared around the #SouthernStyleTour and #DariusRucker hashtags, as well as mentions around the @DariusRucker Twitter and Instagram accounts.

During and after each show, they curated the best fan social content and embedded that content on Darius's website and Facebook Ampsy tab. They used Hootsuite to contact fans who had shared content, invited them to view Darius's content on the embeds and re-share it.

This strategy kept the fan conversation going several days—even weeks—after a show had ended. Prior to the Ampsy for Hootsuite app, fan social conversation typically dropped off completely within 24 to 48 hours after a show.

## The Results

By using the Ampsy app for Hootsuite, McGhee saw significant increases in fan engagement during the Southern Style Tour, extending post-show fan conversations three to five times longer than the previous norm. They also found a brand new way to improve fan advocacy and micromarket to the band's most influential fans.

**"Before Ampsy and Hootsuite, we had no aggregated, organized way to engage and have extended conversations with Darius Rucker's fans. We saw post-show social conversations extend three to five times longer than previous campaigns using the Ampsy for Hootsuite app."**

*Hab Haddad  
VP of Digital  
McGhee Entertainment*

Install the Ampsy app for Hootsuite to start engaging with your brand's superfans today.

