

SharedBy.co

Success Story:

QUINCY JONES

Quincy Jones' *SharedBy* Bar Sees 5.35% Engagement, 50x More Than Traditional Marketing Tools

Legendary musician (composer, producer, artist, ... we could go on!) **Quincy Jones** partnered with *SharedBy* for the launch of his newest album, *Q: Soul Bossa Nostra*.

Goal

When trying to build momentum for the new album and then promoting it through launch, Quincy Jones and Interscope Records wanted to leverage the relationships that they had built up with fans on Twitter in an innovative way.



Strategy

Implementing an innovative direct-to-fan campaign, Quincy Jones used *SharedBy*'s Engagement Bar to promote the new album with each link shared on Twitter. With a personalized design, the bar was used to lead fans to his website as well as preview the album on iTunes.

Results

For each 1,000 fans that saw Quincy Jones' Engagement Bar, 54 interacted with it to either visit his website, preview the song, or download it through iTunes – a 50x improvement compared to typical website engagement rates. Interscope Records is now implementing the *SharedBy* technology directly in their platform.