



Jose Reyes



About

We aimed to build out Jose Reyes’ audience by capitalizing on his baseball fanbase and launch the new singles “Enemy” and “5 Mujeres” to develop a new fanbase across all digital platforms.

Details

Label: Siete Music
Genre: Reggaeton

Our Strategy

- Released 2 singles across DSPs as well as corresponding music videos to maximize reach across DSPs
- Launched and optimized new official Youtube channel with focused targeting
- Developed artist story with playlist curators including the tracks being produced by all-star Chael Produciendo (Bad Bunny, Diplo, El Alfa), baseball career, and more
- Triller dance challenge campaign featured for “5 Mujeres”

Assessment

- 50% growth across streaming services
- 1.1M audience reach via several Spotify editorial playlist
- 7.3M views solely through YouTube optimization

Playlist Pickup



New Music Friday Latin
“Enemy”



Viral Latino
“5 Mujeres”



Baila Dembow
“5 Mujeres”



La Barberia
“5 Mujeres”



Flow Dominicano
“Enemy”



Los Traperos
“Enemy”



Tidal Rising: Latin
“Enemy”



Tidal Rising: Latin (Video)
“Enemy”



Dale Dembow
“Enemy”



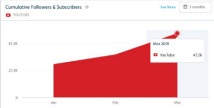
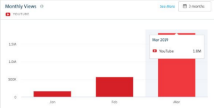
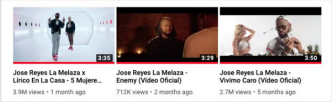
Introducing Latin
“5 Mujeres”

Official YouTube Channel

- Launched November 2018
- Accumulated 55k subscribers in 3 months
- Accumulated 7.3M views across 3 official music videos in 3 months

YouTube Optimization

Utilizing our video intelligence tools, we created a keyword bank of high-affinity search terms (artists, songs, genres, etc.) that optimize the content for YouTube’s recommendation algorithms. We organically reached 7.3M views across 3 videos.



Press Highlights



JOSÉ REYES: THE HITMAN



Jose Reyes shows off his musical side



A Mets All-Star Makes a Foray Into Music