

**Instructions:** For this assignment choose an artist you are familiar with that uses video for multiple purposes such as artistic expression, promotion, and fan engagement. Do extensive research by reviewing their use of video across all platforms including:

- YouTube and other video-centric platforms
- social media platforms
- the artist's own website
- third-party platforms beyond artist's own site and profiles, including any livestreaming video platforms

Then write up a detailed analysis and critique of how well you feel the artist is using video on these various platforms concerning their artistic output, promotional efforts, and fan engagement activities. Additionally, provide at least one recommendation on how the artist might improve their overall video strategy.

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## Kehlani's Video Footprint Reviewed

Kehlani is an American singer and songwriter in the genres of R&B, pop and neo-soul from Oakland, California. She started as a member of the teen pop group Popyfe in 2011, but soon broke out on her own and has recently released a new music video for her song "After Hours" with anticipation for an upcoming album "Crash".

Her video promotion of her latest release is consistent as the After Hours video can be seen across and at the top of most platforms in some form or another in mention. Generally, one will want their latest material (or content they want to get more engagement on) before the fold (i.e. before one scrolls).

As I further review Kehlani's video footprint, I will break down her video presence on social media beyond just video-centric platforms, her website, and any third-party non-social platforms.

I will assess artistic output, promotional efforts, and fan engagement activities. Each section will include recommendations if I have any.

## TikTok<sup>1</sup>

- I started with TikTok as the first link when I searched her name under Videos in Google. Note to reader: search in an incognito window so personal search preferences aren't impacting the order of SERPs. This will be the most commonly served order and produce a more unbiased analysis. This may not necessarily mean TikTok is the best for SEO as it may also be due to factors like consistency of posts and engagement compared to other platforms.
- She pinned the video of her singing one of her favorite songs rather than something related to her video drop. While it had many plays, it wasn't the highest of all her content.
- TikTok has similar content to other platforms like IG – which I will cover in a bit – but also has some different content like in the car speaking to her audience and more ad hoc / unscripted moments where she shares a thought or opinion. Sometimes it's just her listening and vibing to music, or having fun with friends. This is the most behind-the-scenes "in the life of Kehlani" content out of all the platforms, in my opinion.
- This is where she seems to engage with her audience on a deeper level. For example, there's one video where I see she is responding live to a comment from someone watching her.

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<sup>1</sup> <https://www.tiktok.com/@kehlani?lang=en>

## YouTube<sup>2</sup>

- YouTube is the second link when I searched her name under Videos in Google. YouTube is prioritized in Google search (given it is owned by Google), so it is good that she has a presence on it and not surprising it would be nearer to the top.
- Her latest release After Hours video auto-plays to instantly catch someone's attention. It's one less action someone has to take to listen to your music or watch a video when it's on auto-play and informs the viewer as to which video to focus on first.
- Many of the videos have common elements but looking at the After Hours one in particular:
  - It has a link to purchase products like vinyl (love the revenue-driving CTA is first), to stream, all of her socials, a bio, and a few hashtags which could be expanded upon. Hashtags help YouTube categorize and identify videos, and could help users find content that interests them. When a video appears in search results and uses relevant hashtags, it can lead to more views and subscribers. Hashtagging a genre, style, or mood might help rather than just her name and the song title.
  - Some context in the description as to inspiration around the song, in particular, would be a good addition, or it could be an entirely different video talking about it since there's already quite a bit in the description. It's important to keep in mind: YouTube video and channel descriptions can be up to 5,000 characters long, which is about 800 words. Keeping the description to around 125 characters can seem less overwhelming and improve CTRs. The first few lines of the description will appear in search engine results, but most search engines will truncate descriptions after about 100 characters. The first line of the description should be

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<sup>2</sup> <https://www.youtube.com/channel/UCuE1A4MdBt8YkgUkRAKMtjw>

particularly brief, as only the first 157 characters will appear as a snippet in search. I think some of her descriptions could be adapted with this in mind.

- She has quite a few music videos. A good strategy is to have a music video with every new album, LP or single release – many people process and recall better with visuals, and we want them to remember this video/song. If she does not have an official music video, she creates audio-only videos, which is smart. But rather than have one cover image that says the same the whole way through, maybe having them be lyric videos so it gives a viewer something else to look at engaging while they listen. Luckily, most of the videos have auto-transcription – so on the right side, you can see the timing with the lyrics. But someone has to click the button to show the transcript. I almost missed it.
- When you click on her videos, you see at the bottom a bunch of Shorts from other people dancing or engaging in some way with her music which is more content getting spread and also a good indicator that people like the music. Someone coming to watch one video, might stick around and click on a few more. Anytime you can recommend similar content to keep the journey going, it's a good idea.
- There are tons of comments from fans, but it doesn't seem like she is replying back. As an artist gets bigger, sometimes it may seem like a lot to reply back to all of them on every platform but one certainly notices if an artist replies frequently and it makes those listening feel special she took the time to respond. Direct-to-fan is becoming even more important even if you are tapping into less quantity but the quality is in the engagement.
- She is taking advantage of the features like Shorts and live streams, but she could do with more live streams as I only see two. Neither was recent. She has the videos organized in releases by album and has created many playlists. Under Community, she is posting updates about videos and the last one was 13 days ago so not too long ago. There is one video that is publicly not available anymore in the flow that should be

replaced; however, she may not be able to delete without removing any engagement on that announcement/upload/post.

## Instagram<sup>3</sup>

- She has some short videos of her at events or lip-syncing to her songs. There's a video of a girls' night with her friends or on a stripper pole. In the Reelz, there are also people dancing to her songs, announcements, excerpts from her music videos as teasers, and excerpts from her performances.
- She is tagged often in videos of others playing, enjoying, and/or dancing to her songs.
- Her last video was her showing up by surprise at a class and dancing with a bunch of people in the community which shows she's not far removed
- You see her personality and various facets of her life on Instagram. While TikTok leans more personal, IG is more well-rounded in scope: business and personal in her content.

## X<sup>4</sup>

- As we dive into X after the first three, this is where I start to see more of the cross-platform content, especially from IG.
- She could up her hashtag game a bit on X – more of them and more relevant.
- We get to see some new content like when she has had video interviews. She has a short video announcing a tour with Rico Nasty which is a good play because now followers of Rico may follow her since Rico is tagged. Collaborations, co-marketing and co-touring are great ways to get net new following when the content follows.

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<sup>3</sup> <https://www.instagram.com/kehlani/?hl=en>

<sup>4</sup> <https://twitter.com/Kehlani>

- X isn't a video-centric platform so I think she has a good mix of content without trying to make it something it is not.

## Website<sup>5</sup>

- It's highly focused on pre-ordering Crash, and any merch or items around that album, which makes sense.
- The link on her site to Watch any videos in the menu takes you to YouTube, away from the site. I would keep people on the site and have the YouTube video embedded for After Hours. Especially, if someone came from YouTube to her site and now she has cycled them back right where they started. Although, one cannot assume someone has come this route. But by embedding, the video on your site shows up in search leading to more people potentially clicking back to your website from that video (if optimized for SEO) – skipping the whole in-between step of social altogether.
- Her website is very sparse and doesn't have any video at all, so this could do with some improvement – maybe dedicated areas of her site just for all her great music videos or focused spotlight pages around a particular album/theme with music videos pertaining.
- Despite the previous bullets, if the main KPI is to increase engagement and followers on social, it may be part of a strategy to take them away from the website. Generally, these would be more vanity metrics and the main aim is a newsletter sign up, or a purchase of merch or a tour ticket from an artist site.

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<sup>5</sup> <https://www.kehlani.com/>

## Facebook:

- Kehlani only has two reelz but lots of other videos. It's very similar content to other platforms.
- At the top of Videos, there's more video content for After Hours. We even get a behind-the-scenes and a trailer video related.
- Even for a video just released, we see engagement from others but no replies from her. The issue with this is the lack of engagement makes it seem like someone else is posting on her behalf instead of her. While this may be the case, many fans want to feel she is on there engaging and reading their comments.

## Last.FM<sup>6</sup>

- The After Hours video is at the top of the page which is good.
- This platform isn't really for uploading videos.

While some might say there are other platforms like Twitch that she could be taking advantage of, we have to think of Kehlani's audience and where they are most active. It's better to focus on a few platforms and engage them well than spread one's self too thin.

## Overall Video Strategy Review:

There are a few factors to assess overall:

- **Content Diversification**
  - She has quite a bit of variety in content.

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<sup>6</sup> <https://www.last.fm/music/Kehlani>

- She could add some background videos of the creative process of her writing the songs to make the content a bit more intimate
- **Collaborations and Features**
  - We can see she joins in on dance sessions but also having more contests or areas for her fans to contribute to her creative process would be good with a video announcing that opportunity. A lot of the content for UGC seems proactive by her audience rather than her initiating something for them to engage other than just releasing the music.
- **Engagement with Fans**
  - By all means, I don't mean to imply Kehlani doesn't engage with her fans but on the surface level of looking at her social, it's not apparent that she's engaging them on any other platform but TikTok (i.e. beyond just posting).
  - Other than TikTok, when she does live streams, they are of her performing at an official concert or a bit more removed and many of the videos may be pre-recorded or repurposed across platforms. She could do with more varied live streams. Platforms like Instagram Live and YouTube Live can be particularly effective for this. One could use a tool like Restream<sup>7</sup> to live stream across all platforms.
  - Another option for increased engagement is a Q&A session on X as I didn't see any of those in her feed.
  - She does have a lot of UGC featured in general, which is good.
- **Video Optimization**
  - While I can't see the backend of tags she is adding on YouTube, for instance, I did comment above about a better hashtag strategy overall that could be used.

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<sup>7</sup> <https://restream.io/>



- Most of her videos are vertical on platforms where vertical performs better, so that's good.
  - I don't think all videos need to be highly produced as it takes the rawness out of it that makes fans connect with someone. When she is singing her own song, seemingly at home, it seems very in the moment and people can relate with doing this perhaps to hers or other artists' songs.
  - There's a decent balance of quality and quantity. Nothing seems without intent. Posting frequently isn't bad if the content is interesting and content that one typically sees engagement on. Her likes/comments from her audience are pretty good across her various types of content.
  - While she could do with more storytelling elements, not all videos need to be of big moments, just real moments. And I think she does tackle the latter.
- **Platform Optimization:**
    - Kehlani is on the major platforms and some of them are core for a video strategy.
    - Kehlani is posting/uploading regularly on platforms.
    - Cross-promotion is done well. I don't see content on any platform that probably shouldn't be on that platform.

This is the best feedback I can give without having access to her analytics. Normally, I would dive deeper into Chartmetric<sup>8</sup> but I have a free version. Since YouTube is solely a video platform, I focused on what I could dig up there for free.

### **Channel Subscribers**

3.86M (1,279th)

### **Channel Views**

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<sup>8</sup> <https://app.chartmetric.com/artist/4817>

2.03B (1,095th)

**Daily Video Views**

916.48K (1,110th) / Positive 17.85%

**Monthly Video Views**

25.96M (1,124th)

**8 Editorial**

342 Total Playlist Count

We could look at similar artists in Chartmetric to see how they stack up as some way to set benchmarks for comparison as a next step. Also, it is hard to analyze if she is already attempting to do this without talking to her team, but getting her content on others' YouTube playlists would be a good step to take as well.