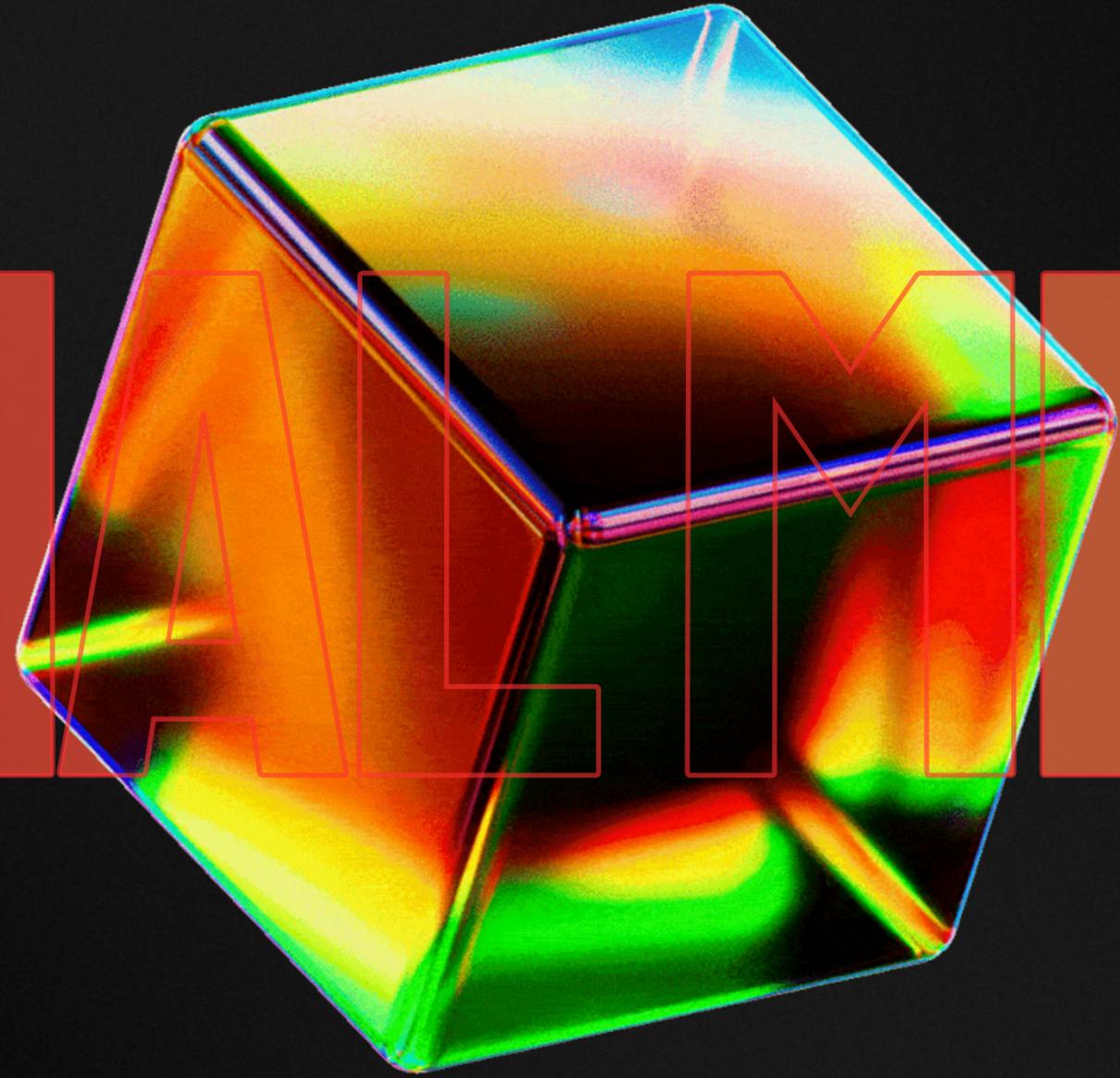


SOCIAL MEDIA



CASESTUDY

By Zesipho Canca

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ABOUT THE BRAND

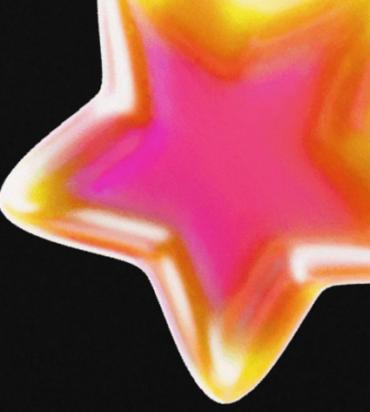


DONGADALA BEMDILIZA

Dongadala Bemdiliza is a traditional xhosa poet residing in Nelson Mandela Bay. He has over 20 years of experience within the Arts and Culture space. He is an author, a language activist and a the Director of Vundu Poetry; a club that promotes IsiXhosa Literature in an after school programme that hosts annual poetry competitions amongst high school learners.



PROJECT OVERVIEW



TIKTOK

TIKTOK

When Dongadala Bemdiliza joined TikTok, he had no posting experience, no content strategy, and no audience base. My task was to manage his account from the ground up and help him expand his digital footprint rooted in his authentic storytelling style.

In less than 60 days, I developed content workflows, optimised posting practices, and managed his video distribution – resulting in strong organic traction without paid promotion.



YOUTUBE

YOUTUBE

Initially my duty was that of improving his Youtube channel, through Google and YouTube SEO. Ensuring that engagement was active and he continued to grow in views and subscriptions. I also handled all design of his promotional material, from posters to book covers.

MY ROLE: SOCIAL MEDIA MANAGER & CONTENT STRATEGIST

MY RESPONSIBILITIES:

- Tik Tok & YouTube channel management SEO & content production
- Social media content planning, design, copywriting, and posting
- Brand identity refinement (tone, look & feel, messaging)
- Visual storytelling (short-form videos, reels, behind-the-scenes)
- Community engagement and audience trust-building
- Workflow setup & digital organisation
- Platform analytics



SOCIAL MEDIA GOALS



01 STRENGTHEN AND CLARIFY HIS DIGITAL ARTISTIC IDENTITY

02 IMPROVE CONTENT CONSISTENCY AND CROSS-PLATFORM COHESION

04 ORGANISE, MANAGE, AND REPURPOSE EXISTING FOOTAGE AND AUDIO

05 INCREASE AUDIENCE ENGAGEMENT AND CONTENT DISCOVERABILITY

06 TRANSFORM RAW ARTISTIC MOMENTS INTO CURATED DIGITAL STORIES

07 LAY A FOUNDATION FOR MONETISABLE DIGITAL ASSETS (FUTURE ANALYTICS WILL SOLIDIFY)

PROCESS

SOCIAL MEDIA AUDIT

To understand audience and define purpose:

- What content exists
- What performs well
- Where the gaps and opportunities are
- Gauge alignment of his message through common themes in his comments.



STUDY ANALYTICS & APPLY INSIGHTS

I assessed and monitored the strategic value of content through analytics by:

- Tracking KPIs for awareness, such as subscriptions, views, shares and comments for engagement.
- Analysis of results, in content performance; which formats resonate, etc.
- Insights from persona behavior, such as likes and shares.

All these inform strategic decisions of the next cycle.



DEVELOP A PLAN

I created a long term structured strategy informed by the audit :

- Builtbuyer personas
- Core content pillars
- SEO structure
- Distribution strategy (content calendars informed by analytics)
- Publishing cadence

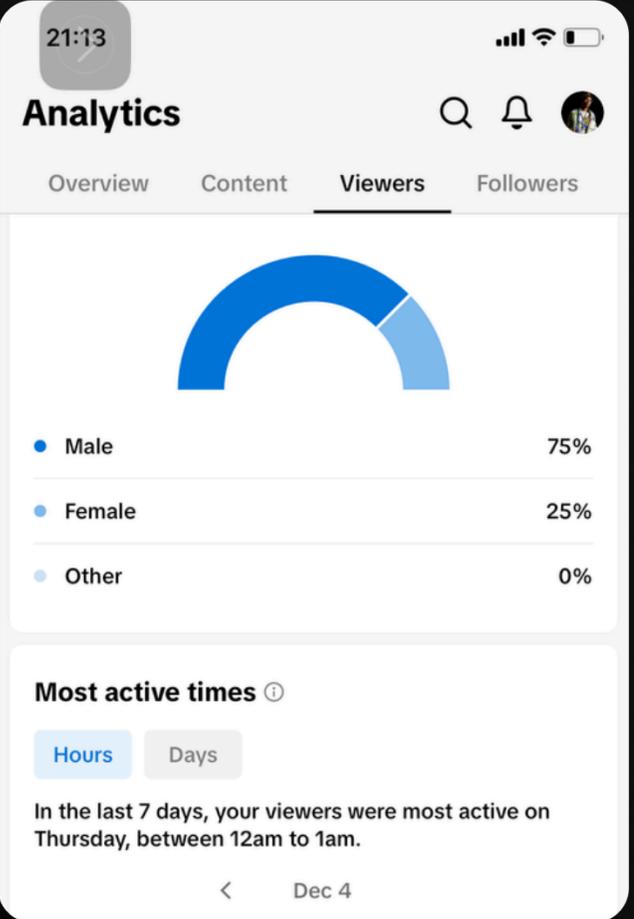
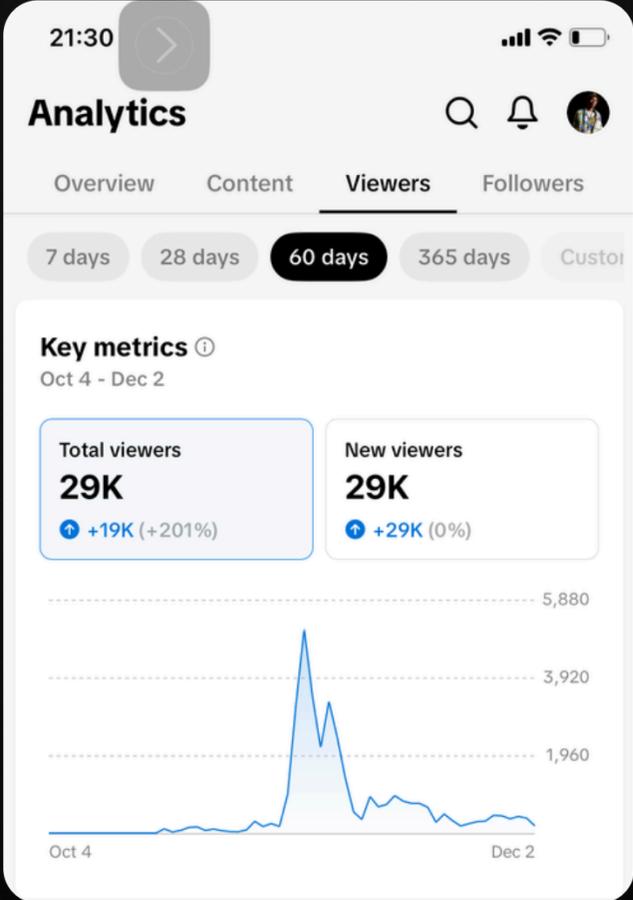
CONTENT CREATION, REPURPOSING & SEO

In alignment with the goals, and informed by the plan I used SEO practices including:

- Keyword targeting and meta descriptions and topic clusters.
- Repurposing strong content, from youtube to tik tok, then repurpose into other formats, Reels → Carousels → shorts, etc
- Content scheduling and distribution per platform's analytics.

TIKTOK PERFORMANCE

DURATION
60 Days

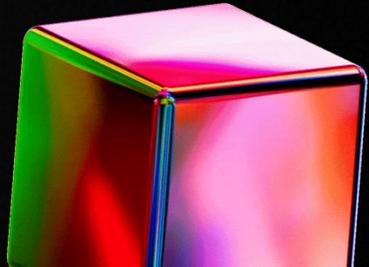
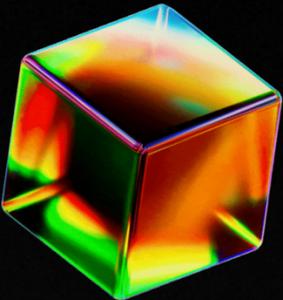


VIEWS | 29 000 +

The measure of views indicates that the content is being noticed and is attracting attention. Thereby indicating interest in the brands messaging and art.

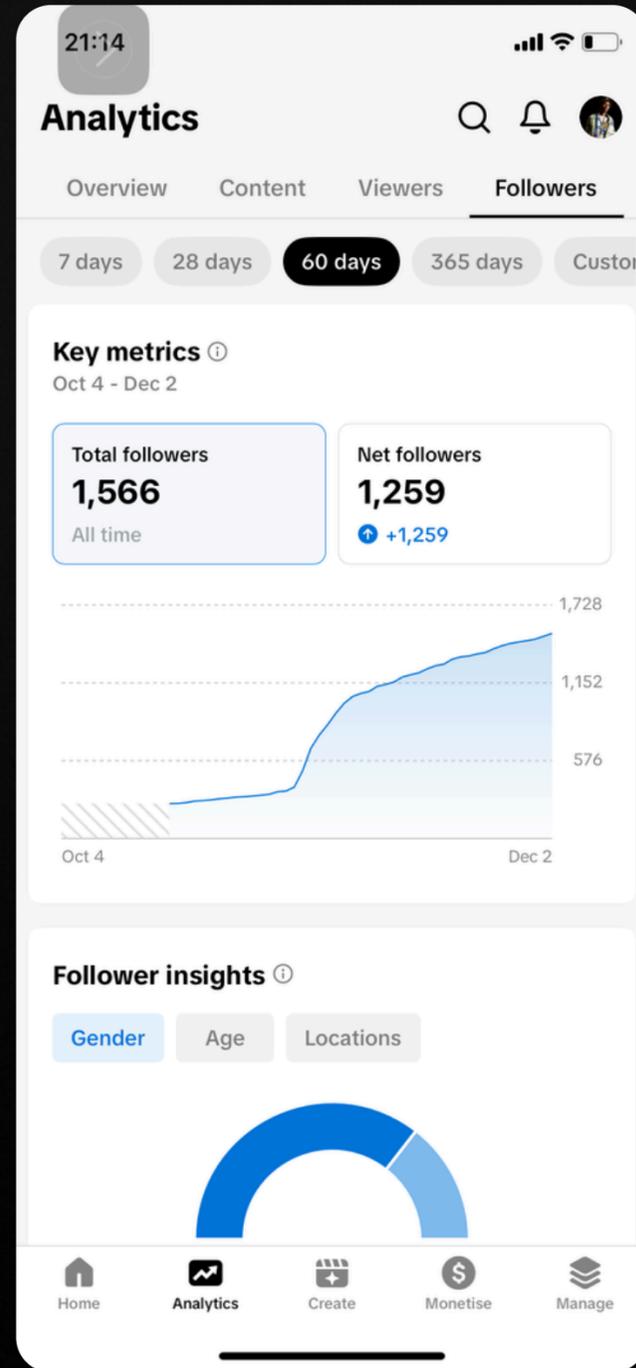
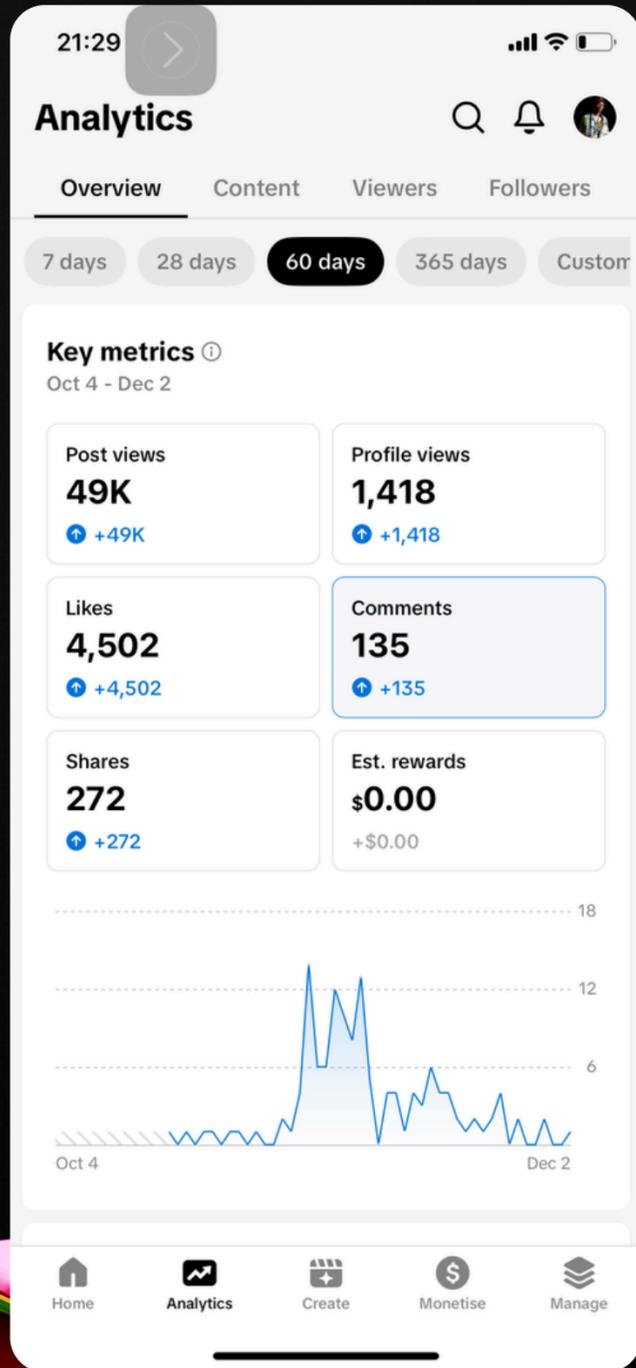
The charts also indicate that the content mostly appeals to the male demographic, with it being 75%, creating an opportunity for us to target content that appeals to the female demographic in the next cycle.

Our initial goal for awareness was exceeded within the first 7 days; but within 60 days the content continues to gain popularity.



TIKTOK PERFORMANCE

DURATION
60 Days

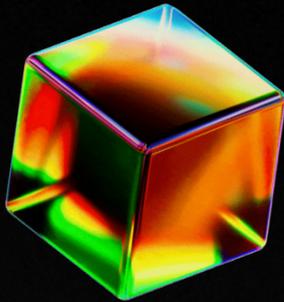


FOLLOWERS | 1566

The number of followers gained to date indicates a strong commitment for what the artists has to offer, in and outside of the social media space. This success has translated into real life bookings to events nation wide.

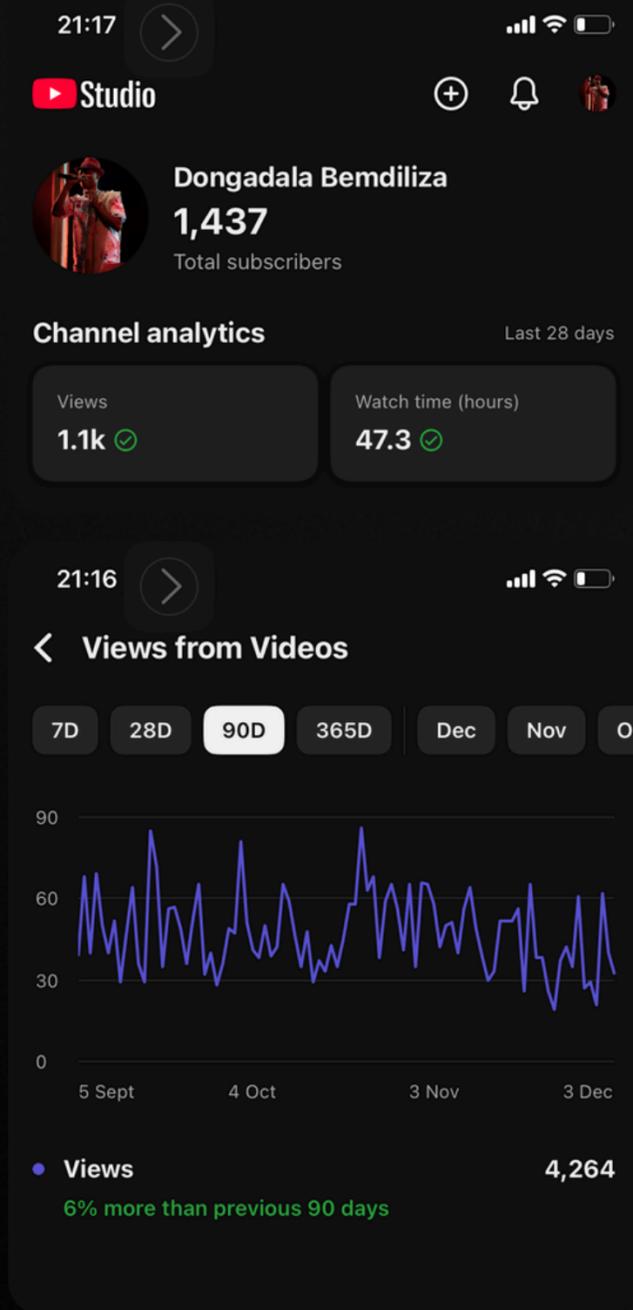
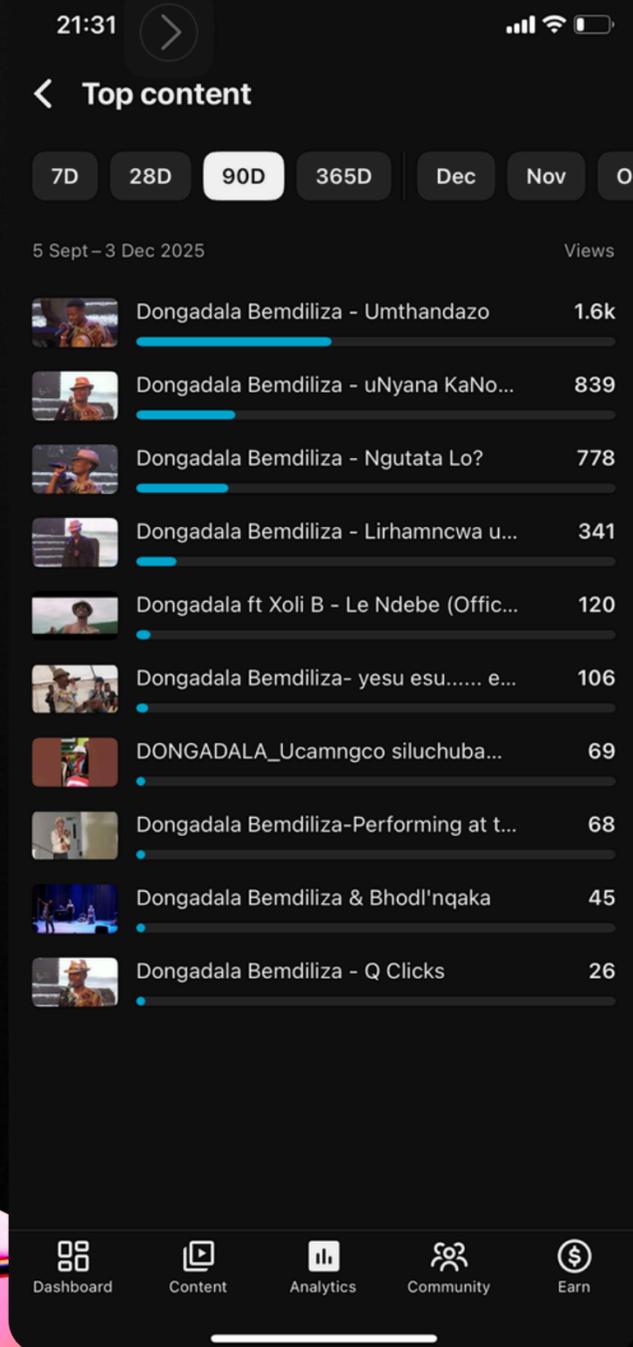
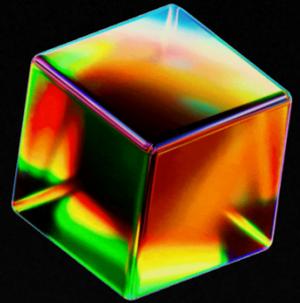
This shows that the content is converting viewers into people who want to see more of the brand and his work. It also reveals that there is a need for this content and its messaging. The next steps will focus on delivering this kind of content and repurposing it.

Next cycle may focus on engagement, so we can see an improvement in comments and ensure that we solidify the brand's voice and his message. 272 Shares also indicate strong interest and the desire to spark conversation surrounding the brand's content and art.



YOUTUBE PERFORMANCE

DURATION
90 Days



OVERVIEW

On YouTube the main focus is making sure that the views do not tank. Views are the core metric for reach, and high views indicate that the content is surfacing and not being thrown into oblivion by the algorithm. This also increases the potential for Search engine optimisation of content. This matters because it shows reach and discoverability.

Other insights such as the most viewed content, inform us on what matters to the audience and what messages resonate with them. This is the content I tend to repurpose and it continues to gain more views even in other social media arenas.



DELIVERABLES



My solution was a clear, human-centered content strategy, to reorganise his digital footprint, and manage his short-form content and posting systems. I designed weekly content workflows, optimised his YouTube channel structure, edited clips for his Tik tok and improved storytelling across platforms, and ensured brand consistency in tone, visuals, and messaging. I also created a personal guide for the artist to follow the approach simple enough for him to replicate. Key deliverables included:

- Multi-platform content strategy
- Weekly content calendar
- Short-form video editing
- Social media posting and management
- YouTube channel organisation
- Cross-platform content repurposing
- Visual direction for content
- Caption writing and optimisation





PORTFOLIO AT: [ZESIPHOCANCA.COM](https://www.zesiphocanca.com)