



'IT'S RAINING THEM': CELEBRATING THE LGBTQ+ COMMUNITY ON TIKTOK



THE CHALLENGE

Music streaming app Deezer wanted to drive streams for Mila Jam's single, "It's Raining Them"; an LGBTQ+ inclusive remix of The Weather Girls' classic anthem, "It's Raining Men".

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We loved working with the Fanbytes team who took our brief and went above and beyond.

They really understood our vision and shared our enthusiasm when it came to supporting and uplifting the LGBTQ+ community.

OUR APPROACH

Our social listening and data tool, Bytesights, identified **67,000 verified users** on TikTok that regularly use **LGBTQ+ related hashtags**. Our team then drilled down to select the most popular users, fastest-growing accounts, the most relevant hashtags, and the most actively engaged users.

Our final **39 hand-picked influencers** were then tasked with replicating Mila James' TikTok dance, creating organic content to their followers and encouraging **UGC** (while the Fanbytes team amplified the best-performing creatives through paid ads).

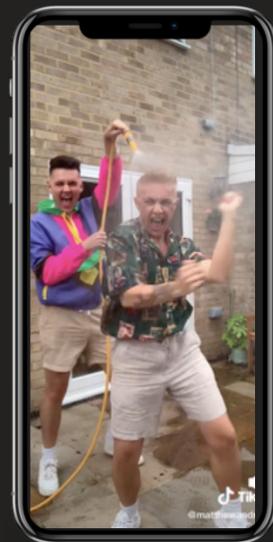
WHAT WE DID

FIRST STEP

Used our Bytesights tool to identify 67K influencers that regularly use LGBTQ+ related hashtags on TikTok.

THIRD STEP

Tasked our influencers with replicating Mila James' TikTok dance to encourage UGC.



SECOND STEP

Drilled down into the data to select our final 39 influencers based on the fastest-growing account, the most relevant content, and the most-engaged audiences.

LAST STEP

Amplified the best performing content with paid ads to get more eyeballs on the campaign.



WHAT WERE THE RESULTS

16M

VIEWS

650K

HEARTS

75K

CLICKS

The diverse talent carefully selected by Fanbytes across the UK and the US was hugely effective. The creative itself was very well received by TikTokers; average engagement rate for paid ads is 3% and our content achieved double this at 6%. Users loved the content and there were thousands of positive comments showing appreciation for the song's message of inclusivity.



KEY STATS

2000+

Campaign Activations

500+

Brand Partners

5000+

Influencer Collaborations

INFLUENCER MARKETING

Scroll stopping influencer campaigns that build brand equity and love.

BYTELABS

Combining influencers with paid media to drive measurable ROI.

BYTESIGHTS

Proprietary social listening tool helping you to jump on trends before your competitors do.

BYTESIZED TALENT

With over 100m fans, tap into our managed talent division to build long standing, powerful influencer partnerships.

BRANDS WE'VE WORKED WITH

benefit
SAN FRANCISCO

H&M



boohoo



HM Government

PAPA JOHN'S



King

SAMSUNG

CONVERSE

McVitie's

UBISOFT

UNIVERSAL

UNIVERSAL MUSIC GROUP

deliveroo



Vestiaire Collective

GET IN TOUCH



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