

The Southern Gothic

BIOGRAPHY

Continually evolving, unbound by genre, and unafraid to explore new territory every time out - that's the Southern Gothic. Blurring the lines between rock, pop, americana, country and folk the band maneuvers effortlessly, adapting their own unique talents around the songwriting of singer/founder, Connor Christian. Refusing to be boxed in, Christian brings an authentic and bold approach to storytelling, and the Southern Gothic uses every paint in their pallet to bring those stories to life.











The Southern Gothic Releases

LISTEN NOW



"Ain't Gonna Lie" First Single January 17, 2020



"Past Midnight" Second Single October 23, 2020



Burnin' Moonlight EP December 4, 2020



SOUNDCLOUD

PRESS RELEASE

SOUNDCLOUD

PRESS RELEASE



"Past Midnight" Official Music Video November 12, 2020

YOUTUBE

PRESS RELEASE





TARGET DEMOGRAPHIC

curated by:

Recommend If You Like:

Chris Stapleton, Imagine Dragons, Hardy, Eli Young Band

Genre:

Age & Gender:

Americana/Rock

23-45 Male/Female

Primary Locations:

Nashville, Atlanta, Tampa, & Washington, D.C.

Interest:

Urban Wear, Outdoor Gear, & Breweries/Distilleries

REACH AND ENGAGEMENT

Based on Advertising Agenda per Month:

Anticipated Impression

833,300

Target

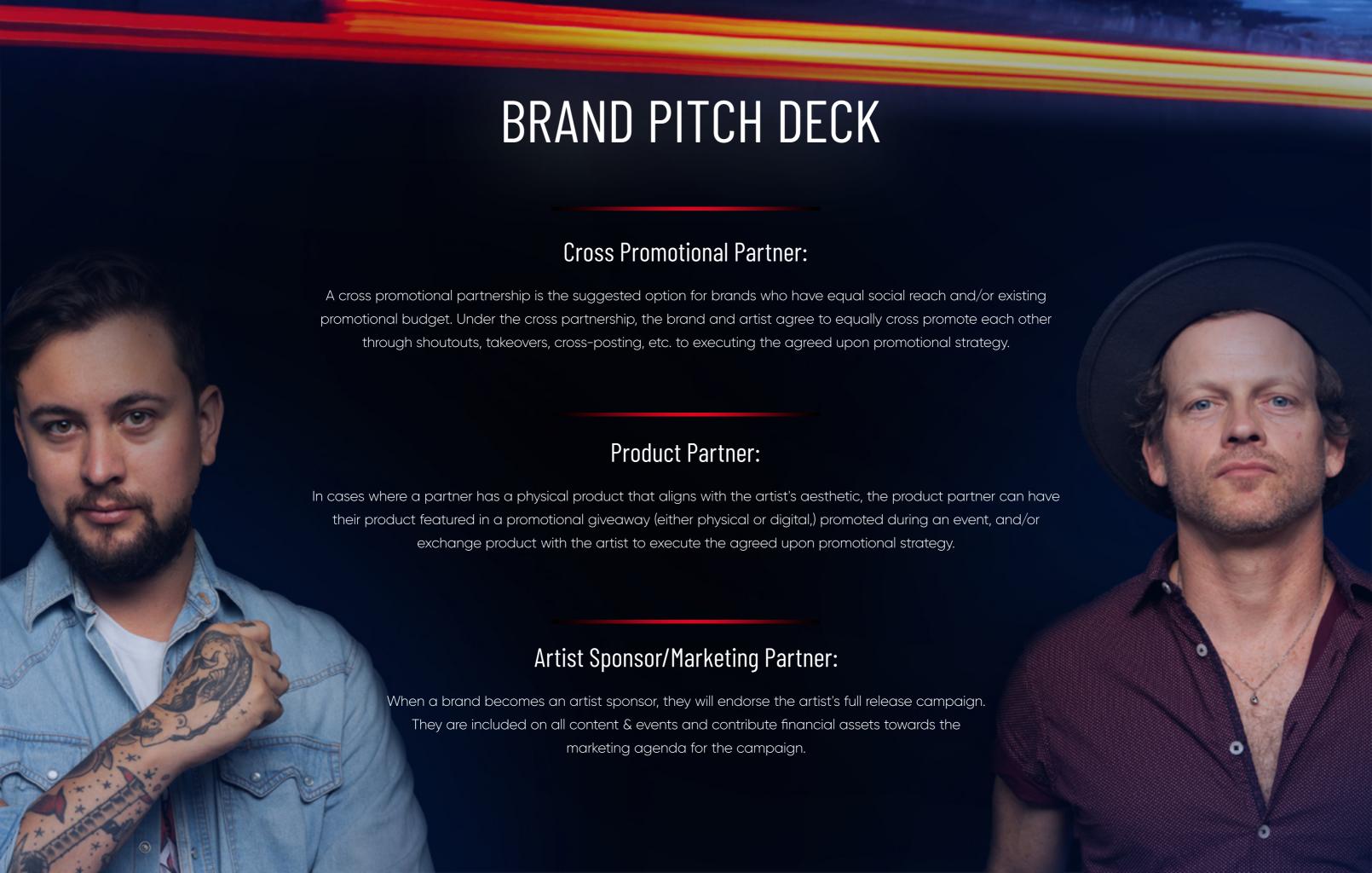
12,499

Actions Taken

Desired

5% - 624 Conversion Rate





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