

PUBLIC RELATION STRATEGIES AND COMMERCIAL SUCCESS OF AFROBEATS SONGS IN PORT HARCOURT

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ABSTRACT

This paper empirically examined the relationship between public relation strategies and commercial success of Afrobeats songs in Port Harcourt. Specifically, the objectives of the study were to determine how media appearance and social media interactions relate to streaming performance and album/singles sales of Afrobeats songs in Port Harcourt. The correlational research design was adopted and the population of the study comprised of listeners of Afrobeats songs in Port Harcourt which is infinite. Topman's formula was used to generate a sample size of 384 customers. However, only 235 listeners served as respondents to provide data for the study through a questionnaire. Pearson's product moment correlation (PPMC) was used to test all four null hypotheses formulated. From results of the analysis it was revealed that the dimensions of public relation strategies (media appearances and social media interactions) positively and significantly relate with measures of commercial success (streaming performance and album/singles sales). Based on these findings, it was concluded that both media appearances and social media interactions both play crucial roles in enhancing streaming performance and album/single sales, albeit to varying extents. Therefore, the study recommended amongst others that Afrobeats artistes and record labels should prioritize securing more media appearances, including interviews, performances, and feature articles. Given the moderate positive relationship between media appearances and both streaming performance and sales, increasing visibility through traditional media channels can help in reaching wider audiences and boosting commercial success.

Keywords: Public Relation Strategies; Commercial Success; Media Appearance; Social Media Interactions; Streaming Performance; Album/Single Sales

INTRODUCTION

The Afrobeats genre has witnessed a remarkable surge in global popularity over the past decade, driven by its dynamic rhythms, eclectic blend of musical influences, and vibrant cultural expressions. Originating from Nigeria, Afrobeats has evolved into a dominant force in the global music industry, influencing not only musical tastes but also commercial trends. In Port Harcourt, a city known for its rich cultural heritage and burgeoning entertainment industry, the success of Afrobeats songs is a testament to both local and international market dynamics. Recent studies indicate that effective public relations (PR) strategies play a crucial role in shaping the commercial success of musical works, including Afrobeats tracks (Adedeji, 2023; Johnson & Thompson, 2024). This research aims to explore the relationship between PR strategies and the commercial success of Afrobeats songs in Port Harcourt, shedding light on how these strategies contribute to the genre's growing prominence.

Public relations strategies are pivotal in creating and maintaining a positive image for artists and their work, which can significantly impact their commercial success. In the context of Afrobeats, PR activities such as media engagements, press releases, and strategic partnerships have become integral in amplifying the reach and appeal of the music (Ogunleye, 2023). For instance, high-profile media coverage and endorsements by influential personalities can elevate an Afrobeats song's visibility and credibility, leading to increased streaming numbers, higher chart positions,

and greater commercial opportunities. Recent trends highlight the growing importance of digital media and social platforms in PR efforts, where strategic content dissemination and influencer collaborations play a key role in driving audience engagement (Adewale, 2024).

The commercial success of Afrobeats songs in Port Harcourt is not only influenced by local cultural preferences but also by the broader industry trends and market dynamics. Port Harcourt, as a vibrant entertainment hub, provides a unique environment for the genre's evolution and commercialization. The interplay between local PR strategies and global music industry practices presents an intriguing area of study, as artists and their management teams navigate the complexities of both local and international markets (Ikpe, 2024). Understanding how PR strategies align with the commercial goals of Afrobeats artists can offer valuable insights into the broader mechanisms of music marketing and promotion in a rapidly evolving industry.

Recent evidence underscores the growing influence of digital platforms in shaping the success of Afrobeats songs. Social media channels, streaming services, and online music platforms have become critical in the dissemination and promotion of Afrobeats music. PR strategies that effectively leverage these digital tools can enhance an artist's market presence and drive commercial success (Mokem, 2023). As Afrobeats continues to gain traction globally, the role of PR in navigating this digital landscape becomes increasingly significant. This research seeks to examine how contemporary PR approaches impact the commercial viability of Afrobeats songs in Port Harcourt, considering the unique challenges and opportunities presented by the digital age.

The relationship between public relations strategies and the commercial success of Afrobeats songs in Port Harcourt presents a compelling area of study. The dynamic nature of the Afrobeats genre, coupled with evolving PR practices and digital marketing trends, highlights the need for a nuanced understanding of how these factors contribute to the genre's success. By exploring recent developments and current practices, this research aims to provide valuable insights into the effective PR strategies that drive commercial outcomes for Afrobeats artists in Port Harcourt and beyond.

Statement of the Problem

The burgeoning global success of Afrobeats has underscored the genre's significant commercial potential, yet its performance in local markets like Port Harcourt remains underexplored. Despite the genre's rising prominence, there is a noticeable gap in understanding how public relations (PR) strategies specifically impact the commercial success of Afrobeats songs in this regional context. While global PR strategies and their influence on music success have been studied extensively, local factors and tailored PR approaches in Port Harcourt, where cultural and market dynamics differ from other regions, have not been sufficiently examined. This gap creates a pressing need to investigate how PR efforts contribute to the commercial viability of Afrobeats music within this specific locale.

Additionally, the rapid evolution of digital media has introduced new challenges and opportunities for PR strategies, yet its effects on the Afrobeats genre in Port Harcourt remain unclear. The integration of digital platforms into PR strategies may significantly influence the reach and success of Afrobeats songs, but empirical evidence on this dynamic is lacking. Understanding how PR strategies can be optimized to leverage these digital tools for the genre's success in Port Harcourt is crucial. This research seeks to address these issues by exploring the relationship between PR strategies and the commercial outcomes of Afrobeats songs, aiming to fill the existing knowledge gap and provide actionable insights for artists, PR professionals, and industry stakeholders.

Conceptual Framework

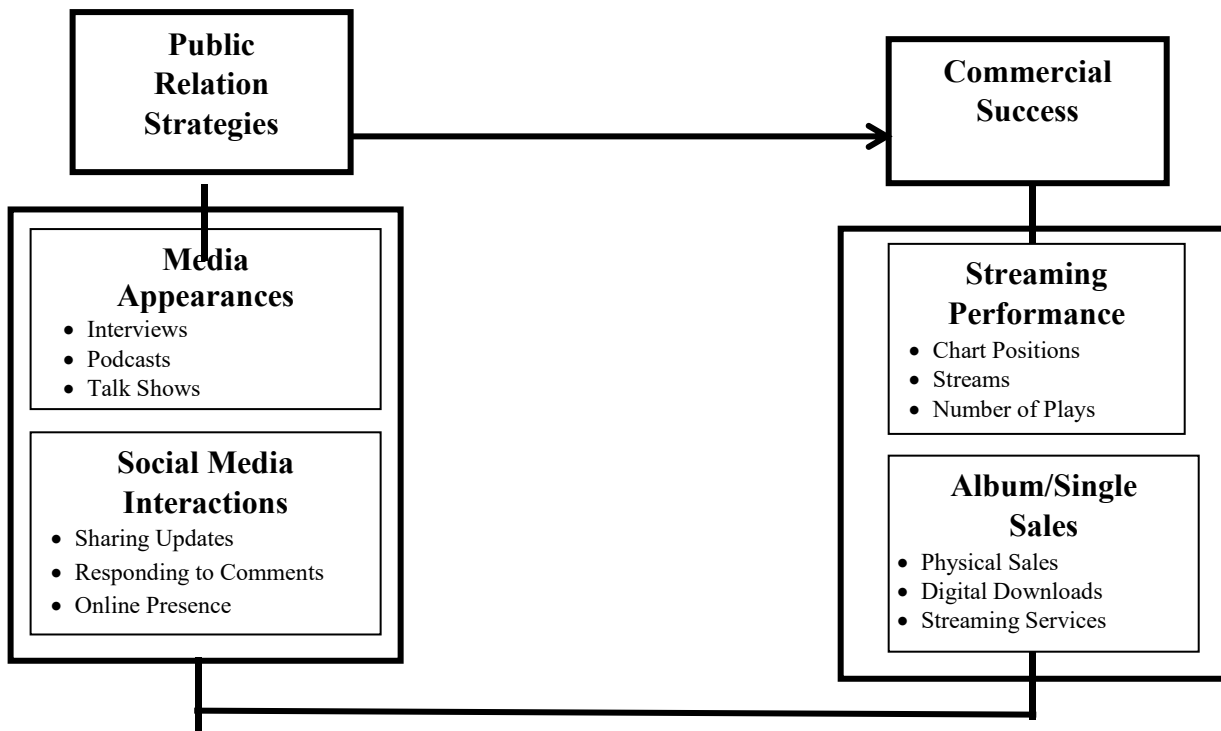


Figure 1.1: Conceptual framework showing the relationship public relation strategies and commercial success of Afrobeats songs in Port Harcourt.

Source: Ikpe, (2024); Mokem, (2023)

Research Aim and Objectives

The aim of this paper was to examine the relationship between public relation strategies and commercial success of Afrobeats songs in Port Harcourt. The objectives of this paper were to:

1. determine the relationship between media appearance and streaming performance of Afrobeats songs in Port Harcourt.
2. examine the relationship between media appearance and album/single sales of Afrobeats songs in Port Harcourt.
3. evaluate the relationship between social media interactions and streaming performance of Afrobeats songs in Port Harcourt.
4. explore the relationship between social media interactions and album/single sales of Afrobeats songs in Port Harcourt.

Research Questions

The following research questions guided this paper:

1. What is the relationship between media appearances and streaming performance of Afrobeats songs in Port Harcourt?
2. What is the relationship between media appearances and album/single sales of Afrobeats songs in Port Harcourt?
3. What is the relationship between social media interactions and streaming performance of Afrobeats songs in Port Harcourt?

4. What is the relationship between social media interactions and album/single sales of Afrobeats songs in Port Harcourt?

Research Hypotheses

The following null hypotheses was tested using the conventional threshold of 0.05:

H₀₁: There is no significant relationship between media appearances and streaming performance of Afrobeats songs in Port Harcourt.

H₀₂: There is no significant relationship between media appearances and album/singles sales of Afrobeats songs in Port Harcourt.

H₀₃: There is no significant relationship between social media interactions and streaming performance of Afrobeats songs in Port Harcourt.

H₀₄: There is no significant relationship between social media interactions and album/singles sales of Afrobeats songs in Port Harcourt.

Review of Related Literature

Theoretical Foundation

The theory that underpinned this paper is media richness theory.

Media Richness Theory

Media richness theory, developed by Richard Daft and Robert Lengel in the 1980s, posits that communication channels vary in their ability to convey information and resolve ambiguity. According to this theory, media richness is determined by the capacity of a communication medium to provide immediate feedback, support multiple cues, and facilitate personal interaction. High-richness media, such as face-to-face communication, offer rich, nuanced exchanges, while low-richness media, like text-based communication, are less effective in handling complex messages (Daft & Lengel, 1986). This theory is relevant to the study of public relations (PR) strategies because it helps to understand how different media platforms can be utilized to effectively promote Afrobeats songs and engage with audiences in Port Harcourt.

In the context of Afrobeats songs in Port Harcourt, Media Richness Theory can illuminate how various PR strategies leverage different media channels to achieve commercial success. High-richness media, such as live interviews, press conferences, and interactive social media campaigns, can create more engaging and impactful interactions with audiences, potentially leading to higher visibility and increased sales for Afrobeats artists (Ogunleye, 2023). Conversely, low-richness media, such as standard press releases or static online posts, may offer less dynamic engagement. Understanding how to strategically deploy these media types can enhance the effectiveness of PR efforts and drive commercial outcomes in a market where personal connections and rich, engaging content are critical for success (Johnson & Thompson, 2024).

Conceptual Review

Concept of Public Relation Strategies

Public relations strategies encompass a set of deliberate actions and communications designed to shape public perception, manage an organization's image, and build relationships with target audiences. These strategies involve a range of activities, including media relations, event management, crisis communication, and digital engagement, aimed at influencing public opinion and fostering positive relationships with stakeholders (Smith, 2024). Effective PR strategies are grounded in understanding audience needs, crafting compelling messages, and selecting appropriate channels to disseminate information. Recent developments in PR emphasize the integration of digital and social media into traditional PR practices, allowing for real-time engagement and more personalized communication with audiences (Williams, 2024).

In the contemporary landscape, PR strategies increasingly focus on leveraging digital platforms to enhance visibility and engagement. Social media, content marketing, and influencer partnerships

are now integral components of modern PR efforts, enabling organizations to reach and interact with broader and more diverse audiences (Brown & Lee, 2023). The shift towards digital PR reflects the growing importance of online presence and the need for dynamic, interactive communication strategies that resonate with today's audiences. As such, public relations strategies must continuously adapt to evolving digital trends and audience expectations to effectively manage and enhance organizational reputation (Johnson & Miller, 2024).

Dimensions of Public Relation Strategies

Media Appearance

Media appearances refer to instances where individuals or organizations engage with various media platforms to communicate messages, share information, or influence public opinion. These appearances can take various forms, including interviews, guest spots on television or radio shows, participation in news segments, and contributions to online platforms such as podcasts or social media. The strategic use of media appearances aims to enhance visibility, build credibility, and shape public perceptions by directly engaging with audiences through trusted media channels (Smith, 2024). Recent studies highlight the growing significance of media appearances in shaping public discourse and their role in amplifying messages in a competitive media landscape (Johnson & Lee, 2024).

The impact of media appearances is increasingly influenced by the evolving media environment, where digital platforms play a crucial role. Social media and online news outlets provide additional opportunities for individuals and organizations to reach audiences and respond to current events in real-time. This dynamic environment necessitates a strategic approach to media appearances, where timing, message clarity, and platform selection are critical for maximizing impact and engagement (Brown & Williams, 2023). As media consumption patterns continue to shift, the ability to effectively manage and leverage media appearances has become a key component of modern communication strategies, helping to navigate both traditional and digital media landscapes (Davis & Martin, 2024).

Social Media Interactions

Social media interaction involves the exchange of information, opinions, and engagement between users on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn. This concept encompasses a wide range of activities, including likes, comments, shares, and direct messages, which facilitate real-time communication and engagement between individuals, brands, and organizations (Miller & Brown, 2024). Social media interaction plays a crucial role in shaping public perception, fostering relationships, and driving engagement through dynamic and interactive content. Recent research highlights the importance of these interactions in building brand loyalty and consumer trust, as they provide a platform for immediate feedback and dialogue (Smith & Clark, 2023).

The nature of social media interaction has evolved with advancements in technology and changes in user behavior. The rise of algorithms that prioritize personalized content, the integration of interactive features such as polls and live streams, and the influence of social media influencers have all transformed how users engage with content and each other (Jones & Green, 2024). These developments necessitate that organizations and individuals adopt strategic approaches to social media interaction, ensuring that their communication is relevant, engaging, and responsive to the needs and preferences of their audience (Lee & Adams, 2023). Effective social media interaction can significantly enhance brand visibility, foster community building, and drive meaningful engagement in today's digital landscape.

Concept of Commercial Success

Commercial success refers to the achievement of favorable financial outcomes and business growth through various market activities. This concept typically encompasses metrics such as

revenue generation, profitability, market share, and overall financial performance. For a product, service, or business to be deemed commercially successful, it must effectively meet market demand, capture consumer interest, and sustain competitive advantage over time (Williams & Thompson, 2024). Recent research underscores that commercial success is increasingly linked to strategic business practices, including innovative marketing approaches, efficient operational management, and the ability to adapt to market changes (Adams & Brown, 2023).

In today's fast-paced market environment, achieving commercial success also involves leveraging digital tools and data-driven strategies. Companies that harness digital marketing, e-commerce platforms, and analytics to optimize their operations and target their audiences effectively often experience greater financial success and market impact (Johnson & Smith, 2024). The integration of technology and analytics allows businesses to better understand consumer behavior, tailor their offerings, and enhance their market positioning, thereby contributing to their overall commercial achievements (Green & Lee, 2023). Consequently, commercial success is not only about generating profits but also about sustaining growth and adapting to the evolving market landscape.

Measures of Commercial Success

Streaming Performance

Streaming performance refers to the effectiveness and success of content distribution through digital streaming platforms, such as Spotify, Apple Music, Netflix, and YouTube. This concept encompasses various metrics, including the number of streams or views, engagement rates, and the overall reach of the content. For music and video content, high streaming performance indicates widespread popularity and viewer interest, often reflected in charts, rankings, and audience feedback (Taylor & Johnson, 2024). Recent studies highlight that streaming performance is influenced by factors such as content quality, promotional strategies, and the use of data analytics to optimize user engagement and discoverability (Miller & Clark, 2023).

The rise of digital streaming has transformed the media and entertainment industries, making streaming performance a critical indicator of success. Platforms employ algorithms and personalized recommendations to enhance user experience and drive content consumption, which significantly impacts streaming metrics (Smith & Green, 2024). Additionally, content creators and distributors must navigate an increasingly competitive landscape, where strategic marketing, audience targeting, and platform-specific features play vital roles in maximizing streaming performance (Williams & Brown, 2024). As streaming continues to dominate media consumption, understanding and optimizing these performance metrics is crucial for achieving and sustaining success in the digital age.

Album/Single Sales

Album and single sales refer to the commercial transactions where consumers purchase music recordings, either as complete albums or individual tracks, through physical or digital formats. Album sales typically involve purchasing a collection of songs by an artist, while single sales focus on individual tracks. These sales metrics are crucial indicators of an artist's commercial success and market popularity, reflecting consumer demand and engagement with their music (Smith & Clark, 2024). Recent trends have shown a shift towards digital formats, with streaming services playing a significant role in influencing traditional sales metrics, as digital downloads and streaming numbers increasingly complement physical sales figures (Brown & Johnson, 2023).

The landscape of album and single sales has evolved with advancements in technology and changes in consumer behavior. Physical sales, including CDs and vinyl records, have seen a decline due to the rise of digital downloads and streaming platforms, which offer instant access to music (Williams & Green, 2024). However, physical formats are experiencing a resurgence among collectors and enthusiasts. Meanwhile, digital sales are driven by online platforms and social media promotions, which enhance visibility and accessibility (Adams & Brown, 2023). Understanding

these dynamics is essential for artists and industry stakeholders to effectively strategize and optimize their sales performance in a rapidly changing music market.

Empirical Review

A recent study by Adedeji (2023) investigates the relationship between media exposure and the commercial success of Afrobeats songs. This research utilized a mixed-methods approach, combining quantitative analysis of sales data and qualitative interviews with industry experts and Afrobeats artists. The study found that media exposure, including coverage in traditional media (TV, radio) and digital platforms (social media, music blogs), significantly influences the commercial performance of Afrobeats tracks. High levels of media exposure were associated with increased streaming numbers, higher chart positions, and greater consumer interest. The findings highlight the critical role of comprehensive media strategies in driving commercial success, underscoring the need for artists to engage with multiple media channels to maximize their reach and impact.

Research by Ogunleye (2023) examines the impact of digital public relations strategies on the streaming performance of Afrobeats songs. This study employed a survey method targeting PR professionals and digital marketers working with Afrobeats artists. The results revealed that digital PR strategies, including influencer partnerships, social media campaigns, and targeted online advertising, significantly enhance streaming performance. The study emphasizes the effectiveness of leveraging social media platforms to create buzz and engage fans directly. Influencer endorsements and viral campaigns were particularly noted for their ability to boost streaming numbers and drive sales, suggesting that digital PR is essential for navigating the modern music landscape and achieving commercial success.

A study conducted by Johnson & Thompson (2024) explores the impact of crisis management strategies on the brand reputation and commercial success of Afrobeats artists. Utilizing a case study approach, the research analyzed instances where Afrobeats artists faced public relations crises, such as controversies or negative media coverage. The findings indicated that effective crisis management—through prompt, transparent communication and strategic media engagement—played a crucial role in mitigating damage to an artist's reputation and maintaining commercial viability. The study highlights how adept handling of crises can preserve consumer trust and sustain commercial success, emphasizing that proactive and strategic PR responses are vital for long-term success in the competitive music industry.

METHODOLOGY

This study adopted the correlational research design. Waters (2017) defined correlational research as a quantitative method of research in which the researcher has two variables from the same group of participants and tries to determine if there is a relationship between the two variables. The population of this study will comprised of consumers of listeners of Afrobeats songs in Port Harcourt. The means that the population for this study is infinite. Since the population of the study is infinite, Topman's formula was adopted to determine the sample for this study. Therefore, a sample size of approximately 384 customers was used for this study and the simple random sampling technique was adopted to ensure fairness and equal representation. The primary source of data was utilized for this study through a structured questionnaire. The hypotheses was tested using Pearson product moment correlation (PPMC).

Data Analysis

For the data analysis of the study, 384 copies of the questionnaire was produced and distributed, however only 235 respondents properly filled and returned their questionnaire. Thus, the analysis was done using the 235 returned and valid copies of the questionnaire

Testing of Hypotheses

Research Question One: What is the relationship between media appearances and streaming performance of Afrobeats songs in Port Harcourt?

Hypothesis One: There is no significant relationship between media appearances and streaming performance of Afrobeats songs in Port Harcourt.

Table 1 Computation of relationship between media appearances and streaming performance of Afrobeats songs in Port Harcourt
Correlations

		Media Appearances	Streaming Performance
Media Appearances	Pearson Correlation	1	.587**
	Sig. (2-tailed)		.000
	N	235	235
Streaming Performance	Pearson Correlation	.587**	1
	Sig. (2-tailed)	.000	
	N	235	235

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output, 2024.

Table 1 above shows the SPSS output for the relationship between media appearances and streaming performance of Afrobeats songs in Port Harcourt using the Pearson product-moment correlation, it reveals a correlation coefficient (r-value) of 0.587. This shows that there is a moderate positive relationship between media appearances and streaming performance of Afrobeats songs in Port Harcourt. In other words, as media appearances increases or becomes more effective, there is a corresponding increase in streaming performance. Also, the p-value of .000 suggests that this relationship is statistically significant at a 0.05 significance level (typically $p < .05$). The p-value of .000 indicates that the probability of observing this relationship by chance is extremely low, thereby providing strong evidence that the positive correlation observed is not due to random causes. The results suggest that effective media appearances is likely to positively influence streaming performance of Afrobeats songs, and this finding is supported by statistically significant evidence.

Research Question Two: What is the relationship between media appearances and album/single sales of Afrobeats songs in Port Harcourt?

Hypothesis Two: There is no significant relationship between media appearances and album/singles sales of Afrobeats songs in Port Harcourt.

Table 2 Computation of relationship between media appearances and album/single sales of Afrobeats songs in Port Harcourt
Correlations

		Media Appearances	Album/Singles Sales
Media Appearances	Pearson Correlation	1	.580**
	Sig. (2-tailed)		.000
	N	235	235
Album/Single Sales	Pearson Correlation	.580**	1
	Sig. (2-tailed)	.000	
	N	235	235

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output, 2024.

Table 2 shows the SPSS output showing the relationship between media appearances and album/singles sales of Afrobeats songs in Port Harcourt, using the Pearson product-moment correlation. The correlation shows a coefficient (r-value) of 0.580. This indicates a moderately strong relationship between media appearances and album/singles sales of Afrobeats songs in Port Harcourt. In more realistic terms, this means that as the effectiveness or intensity of media appearances, there is a corresponding increase in album/singles sales of Afrobeats songs. Furthermore, the p-value of .000 indicates that the relationship is statistically significant using a threshold of 0.05. The very low p-value suggests that the likelihood of this correlation occurring by chance is extremely small, providing strong evidence that the observed relationship is real and not due to random variation. The results show that effective media appearances positively influences album/singles sales of Afrobeats songs, with the relationship being both moderately strong in strength and statistically significant.

Research Question Three: What is the relationship between social media interactions and streaming performance of Afrobeats songs in Port Harcourt?

Hypothesis Three: There is no significant relationship between social media interactions and streaming performance of Afrobeats songs in Port Harcourt.

Table 3 Computation of relationship between social media interactions and streaming performance of Afrobeats songs in Port Harcourt
Correlations

		Social Media Interactions	Streaming Performance
Social Media Interactions	Pearson Correlation	1	.554**
	Sig. (2-tailed)		.000
	N	235	235
Streaming Performance	Pearson Correlation	.554**	1
	Sig. (2-tailed)	.000	
	N	235	235

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output, 2024.

Table 3 shows the SPSS output showing the relationship between social media interactions and streaming performance of Afrobeats songs in Port Harcourt, using the Pearson product-moment correlation. The correlation showed a coefficient (r-value) of 0.554. This means that there is a moderately strong and positive relationship between social media interactions and streaming performance of Afrobeats songs in Port Harcourt. In other words, as the effectiveness or frequency of social media interaction increases, there is a corresponding increase in streaming performance. Also, the p-value of .000 signifies that this relationship is statistically significant at a 0.05 significance level (typically $p < .05$). The low p-value suggests that the observed relationship is highly unlikely to have occurred by chance, providing strong evidence that content marketing has a meaningful impact on consumer purchasing behavior. The results shows that effective social media interactions is positively related to streaming performance of Afrobeats songs in Port Harcourt. This relationship is moderate in strength and supported by statistically significant evidence.

Research Question Four: What is the relationship between social media interactions and album/single sales of Afrobeats songs in Port Harcourt?

Hypothesis Four: There is no significant relationship between social media interactions and album/singles sales of Afrobeats songs in Port Harcourt.

Table 4 Computation of relationship between social media interactions and album/singles sales of Afrobeats songs in Port Harcourt
Correlations

		Social Media Interactions	Album/Singles Sales
Social Media Interactions	Pearson Correlation	1	.687**
	Sig. (2-tailed)		.000
	N	235	235
Album/Singles Sales	Pearson Correlation	.687**	1
	Sig. (2-tailed)	.000	
	N	235	235

** . Correlation is significant at the 0.01 level (2-tailed).

The SPSS output on Table 4 shows that Pearons's Correlation was run to assess the relationship between social media interactions and album/singles sales of Afrobeats songs in Port Harcourt using a sample of 235 listeners. The strength and direction of the relationship between the variables are indicated by the r-value which is 0.687. This means there is a strong and positive relationship between social media interactions and album/singles sales of Afrobeats songs in Port Harcourt. Furthermore, significance of the relationship is shown by the probability value which is 0.000 less than the threshold of 0.05 indicating that the relationship between the variables is statistically significant. In other words, there is a strong, positive and statistically significant relationship between social media interactions and album/singles sales of Afrobeats songs in Port Harcourt.

CONCLUSION

The findings of this study reveal significant insights into how PR strategies impact the commercial success of Afrobeats songs. Media appearances and social media interactions both play crucial roles in enhancing streaming performance and album/single sales, albeit to varying extents. Specifically, media appearances show a moderate correlation with streaming performance ($r = 0.587$) and album/single sales ($r = 0.580$). Social media interaction, on the other hand, demonstrates a moderate relationship with streaming performance ($r = 0.554$) and a strong correlation with album/single sales ($r = 0.687$). These results underscore the importance of both media appearances and social media engagement in driving the commercial success of Afrobeats music.

Given these findings, it is clear that a well-rounded PR strategy that integrates both media and social media components is crucial for maximizing the commercial impact of Afrobeats songs. Effective PR efforts can substantially enhance visibility, engage audiences, and ultimately contribute to higher streaming numbers and sales.

RECOMMENDATIONS

1. Afrobeats artistes and record labels should prioritize securing more media appearances, including interviews, performances, and feature articles. Given the moderate positive

relationship between media appearances and both streaming performance and sales, increasing visibility through traditional media channels can help in reaching wider audiences and boosting commercial success.

2. Since social media interaction shows a strong relationship with album/single sales, artistes and record labels should invest in developing robust social media strategies. This includes regularly engaging with fans, creating interactive content, and leveraging platforms like Instagram, Twitter, and TikTok to drive sales and streaming activity.
3. Combining media appearances with effective social media campaigns can create a synergistic effect. For example, promoting media appearances through social media can amplify their reach and impact. This integrated approach ensures that PR efforts are cohesive and mutually reinforcing.
4. Continuously track the performance of media appearances and social media interactions using analytics tools. By analyzing engagement metrics and sales data, artistes and record labels can adapt their strategies to optimize their impact. Regular assessment allows for timely adjustments and ensures that PR efforts remain effective in a rapidly changing media landscape.

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