



AGENCY GUACAMOLE / MATRIX

CONTENT CLUB 2024 RESULTS + 2025 STRATEGY

PREPARED FOR



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2024 OVERVIEW + TOTAL METRICS

MATRIX CONTENT CLUB

2024 OVERVIEW

Matrix entered its 3rd year of the Content Club Program in 2024 with 31 creators nationwide. The program features past members and new faces who focus on Matrix's best SKUs including SoColor, Build a Bond, Food For Soft and Tonal Control.

In 2024, the program has:

- Reached almost **30M** social media users
- Garnered over **90M** views
 - Excludes paid/media boosting views
- Secured over a **20%** engagement rate



Watch Video [HERE](#)

MATRIX CONTENT CLUB

TOTAL METRICS | JANUARY-OCTOBER 2024

31

Total Members

Switched members mid year which brought us to 31 total

1k

Total Posts (Contracted + Bonus)

371 contracted + 629 bonus

90.5M

Total Views

29.3M

Total Reach

5.77M

Total Engagements

21.1%

Engagement Rate

HIGHLIGHTING METRICS

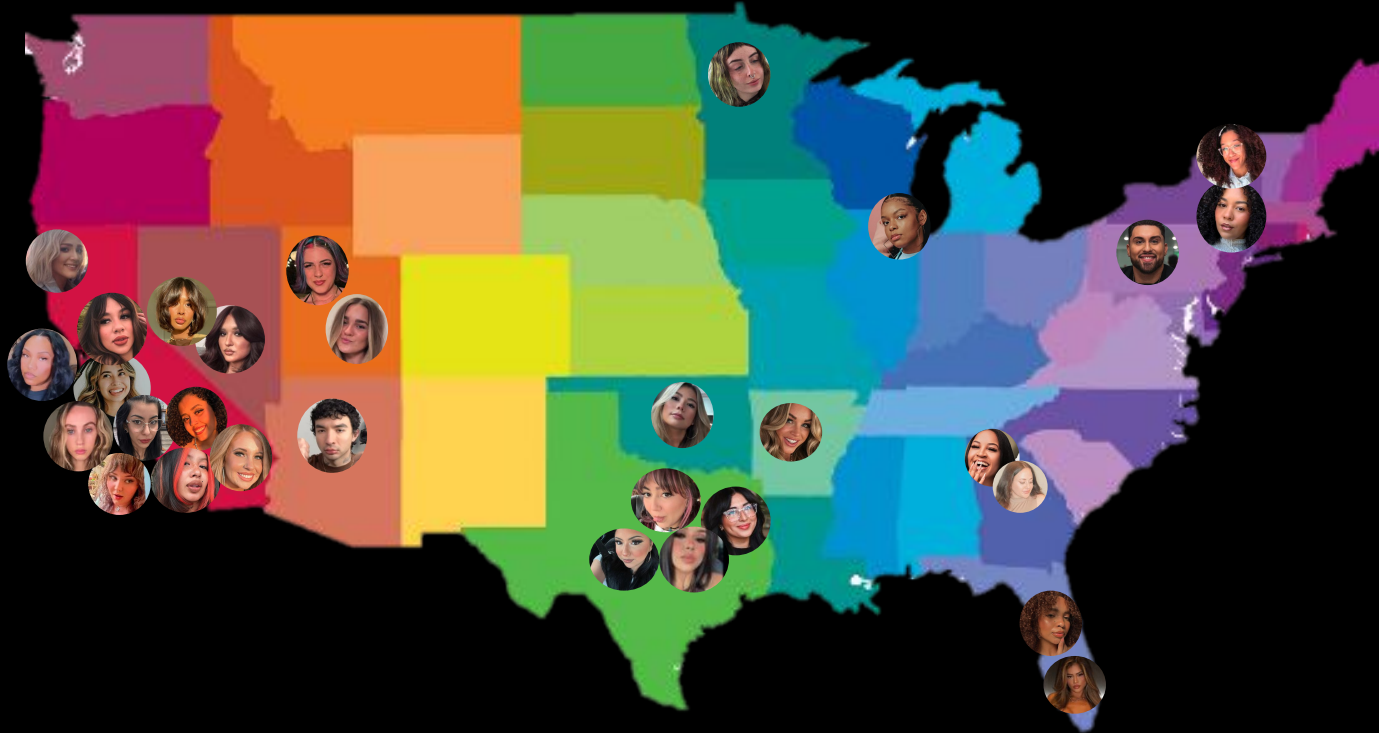
COMPARING 2023 VERSUS 2024

METRIC	2023	2024	Percentage Increase
# Of Members	30	31*	+3%
Total Potential Reach	23,000,000	29,300,000	+27%
Total Engagements	836,000	5,770,000	+590%
Total Views	11,300,000	90,500,00	+700%
Total Posts	840	1,000	+19%
Engagement Rate	3.78%	21.1%	+458%

*Switched members mid year

CONTENT CLUB MAP

WHERE OUR MEMBERS ARE BASED



TOP 4 MEMBERS

HIGHEST ENGAGEMENT RATE



Bianca

- **620% ER**
- 15 posts
- 5.63M views
- 495k engagements



Icy

- **83% ER**
- 13 posts
- 735k views
- 117k engagements



Angelica

- **63.7% ER**
- 97 posts
- 56.8M views
- 3.39M engagements



Selena

- **62.9% ER**
- 11 posts
- 102k views
- 59.8k engagements



CONTENT CLUB MEMBER INSIGHTS


MATRIX CONTENT CLUB PORTFOLIO


SCREENSHOTS OF HAIR LOOKS



COMMUNITY FEEDBACK

FAN LOVE

 **jissesinger** 2d
Loving this hair color 🔥🔥🔥
Reply


 **lisa7950marie** 12w
🔥🔥 beautiful hair!!! What an amazing talent 🍷
Reply

 **HTX HAIRSTYLIST I VALENCIA B**
What's this formula? 😍
10-16 ❤️ 7 Reply

 **SoftiHair · Creator**
all matrix 6bc 6br 7gc 5bc
10-16 ❤️ 42 Reply


 **hotgirlcaptions**
The color goes crazy! So pretty ❤️
9-18 ❤️ 0 Reply

 **afterdarkbykelz** 5w
This is AMAZING and 10000%needed!
35 likes Reply

 **Valveeta**
You're so good at what you do 📧
10-10 ❤️ 1 Reply

 **veev xv** 10w
gorgeous as always 😍
1 like Reply

 **:monique:**
What developer level do u use 🧴?
4-23 ❤️ 1 Reply

 **SoftiHair · Creator**
10v 😊
4-23 ❤️ 1 Reply

 **mattloveshair** ✓
Gorg color gorg blowout !!!
10-16 ❤️ 1 Reply

 **glitterbymaddy** 6w
Slay we love matrix and you
72 likes Reply

 **jeimillyrodriguez** 11w
The inspo I need!
What's the name of this service?
This is gorgeous! 💖
1 like Reply

— Hide all replies

 **dominique_rosee** 9w
I love this color!!! 🌞🔥🍷
1 like Reply ...

 **giselle** ★
u slayed my hair 🍷🎀
4-18 ❤️ 1 Reply

 **reem.sanadiki** 6w
The before and after 😊🍷
1 like Reply

 **desireealysahair** 11w
@jeimillyrodriguez_ thanks so much! It's a full curly highlight 🍷🍷🍷
1 like Reply


 **vanillapudding** 4w
I love it so so much! 🍷🍷🍷
1 like Reply

 **Kimora**
So fire 🔥
7-30 ❤️ 1 Reply

 **Izabell · Creator**
thanks gorgeous 🍷
7-31 ❤️ 1 Reply

 **lisaalovee02** 8w
LOVEEEEE how my hair turned out so much 🍷 THANK YOU ❤️
Reply

 **deadlynailz.x** 6w
I need to get my hands on that!!
72 likes Reply

 **eva**
🍷🍷🍷 Sign me up
9-12 ❤️ 0 Reply

 **Jacquishair**
I need this copy pasted on my head NEOOWWWW 🍷
10-16 ❤️ 19 Reply

 **SoftiHair · Creator**
on it 🍷
10-16 ❤️ 0 Reply

MEMBER FEEDBACK

BRAND LOVE

Thank you so much for reaching out—I've absolutely loved being a part of Matrix's Content Club program this year! It's been such a rewarding experience creating content with your amazing products and connecting with my audience.

For 2024, I'm really excited to focus more on vivid color transformations and showcasing how Matrix's products can elevate those bold, vibrant looks. I believe this aligns perfectly with the creativity and quality Matrix represents, and I'd love the opportunity to continue working together with that focus.



[@softi4u](#)

Matrix content club was genuinely the best thing that happened to me this past year. I have no complaints as the team was a dream to work with. Some things I love are how genuine I can be as a person and with my content as Matrix allows the content to be content I already create just adding in the product! I also love the way everything is set up with picking our focus and getting to choose which date is our due date. I have so much fun creating for the team and use and love the products regardless of filming or not. I appreciate everything from you + the team!



[@kaliafloress](#)

Thank you so much! I've really enjoyed my time with matrix and look forward for all that's to come! I don't have much feedback as this has been a great partnership and experience for me!

I would love to continue our partnership together!



[@lilianareyna](#)

I honestly really loved partnering with matrix, i enjoyed that i was able to post content and still be myself while doing it. I loved being re introduced to matrix and love so many of the products and lines. I would definitely be interested in continuing my partnership! Everyone has been great and i'm grateful to have been connected with you!



[@izabutt_](#)

LEADERBOARD

HIGHEST ENGAGEMENT RATE - PT 1

Name	IG handle / TikTok handle	Audience Size	Program Eng. Rate	Engagements	Best Performing Post (includes bonus content)
Bianca	@biancalorrin	6.1k	620%	495k	So Color
Icy	@hairbyicy	14.7k	83%	117k	Tonal Control
Angelica	@softi4u / @softihair	189k	63.7%	3.39M	So Color Cult
Selena	@styled_by_selena	12.3k	62.9%	59.8k	Food For Soft
Izabell	@izabutt	5.7k	44.7%	118k	Different looks
Ashly	@curlsbyashly	20k	44.4%	49.5k	A Curl Can Dream
Kalia	@thehairrwiz / @kaliafloress	342k	25.8%	819k	So Color
Matthew	@matthewwhair	16k	21.6%	30.7k	So Color Cult
Whitney	@whitstodvefor	18k	20.5%	137k	So Color Cult
Rubi	@rubivunuen	159k	15.1%	88.7k	Build A Bond
Emila	@emiliahighlights	7.6k	10.6%	57.6k	Different looks
Alys	@hairbvalys	8.8k	8.72%	8.48k	High Riser

LEADERBOARD

HIGHEST ENGAGEMENT RATE - PT 2

Name	IG handle / TikTok handle	Audience Size	Program Eng. Rate	Engagements	Best Performing Post (Includes bonus content)
Tyler	@mac_daddybeauty	46k	6.85%	107k	So Color
Walter	@thegirlnamedwalter / @thegirlnamedwalter	67k	6.18%	40.9k	So Color and So Color Cult
Ryenne	@ryennesnowhair	64k	3.68%	38.8k	Food For Soft + Styling Products
Desiree	@desireealvssahair	9.5k	2.62%	5.8k	So Color and Coil Color
Amie	@amieslayton	12k	2.32%	20.1k	One Shot
Gislenny	@lennvastyles	11.8k	2.19%	782	So Color
Kourtney	@blossomhair	27k	2.19%	13.3k	High Riser and Tonal Control
Trish	@hairbytrishv	46.6k	2.01%	53.1k	So Color
Liliana	@colourmellilyrose / @lilianareyna	351k	1.84%	86.2k	High Riser
Daniela	@danieloves	25k	1.73%	2.51k	Instacure
Nicole	@nicoleashleyartistry	5.4k	1.14%	1.38k	Tonal Control
Kaelyn	@kaetheblondie	72k	1.11%	6.06k	High Amplify

LEADERBOARD

HIGHEST ENGAGEMENT RATE - PT 3

Name	IG handle / TikTok handle	Audience Size	Program Eng. Rate	Engagements	Best Performing Post (includes bonus content)
Marcela	@dreamhairbycelaa	34k	1.05%	2.28k	So Color
Madison	@meltedbymadib	7.6k	1.03%	2.9k	So Color
Leah Marie	@hairbyleahmarie_	51k	0.92%	4.64k	So Color
Taylor	@taylorpaschalcosmo	221k	0.89%	3.33k	Tonal Control
Keray	@kurlsbykeray	16.8k	0.76%	1.9k	A Curl Can Dream
Cara	@hairbycarafeder	3.8k	0.51%	1.99k	So Color
Taylah	@taylorhtaye	31.8k	0.41%	1.56k	High Riser

MATRIX CONTENT CLUB

KEY LEARNINGS AND RECOMMENDATIONS

In 2024, the Matrix Content Club program achieved significant success, **recording our highest numbers yet in views, engagements and posts**. Our Content Club members demonstrated exceptional engagement, particularly in promoting the new Build-A-Bond collection.

To continue building and optimizing on the program, our key recommendations for 2025 are:

1. **Continue Monthly Video Deliverables:** We recommend maintaining our current strategy of monthly video content to sustain engagement. We will continue to **highlight our Matrix Guidebook** in our monthly briefing sessions to give creators guidance on trends, engagement and content visuals.
2. **Incorporate Emerging Gen-Z Stylists:** To enhance our reach, we propose collaborating with viral Gen-Z stylists who are gaining popularity on TikTok and within the hair community.
3. **Expand Geographic Diversity:** We aim to diversify our representation by including creators from new cities we have not tapped into, alongside our established presence on the West Coast, in Texas and East Coast.
4. **Engage Educational Creators:** We suggest adding creators with larger followings who have an educational focus. This will help convert salon professionals who follow them to try Matrix products.
5. **Matrix Takeovers:** We recommend implementing Matrix takeovers, where selected members share "day in the life" content featuring Matrix products. This initiative can introduce the club to the public and raise awareness of our members' work. This will also help foster brand relationships with the members.

By implementing these strategies, we believe the Matrix Content Club program can continue to thrive and further engage our audience in the coming year.

