

From Obscurity to Omnipresence: How an Independent Artist Grew 500% in 90 Days Using AI-Generated Content



AI tools can empower independent artists to exponentially grow their fanbase by enabling rapid content creation and consistent branding ¹.

Background: An Artist Struggling to Break Through

Brent Vernon, an independent singer-songwriter, had a modest following and a handful of self-produced songs on YouTube. Like many DIY musicians, he faced the **challenge of being heard in a crowded digital space**. With no label support and limited marketing budget, Brent's music was virtually **invisible** beyond a small loyal audience. He realized that to go from obscurity to omnipresence, he needed more than talent – he needed a smarter content strategy.

Pain Point: Brent was juggling everything alone – writing music, designing visuals, and promoting on social media. These tasks ate into his creative time. **He needed a way to produce more content, more consistently, without burning out.** Traditional approaches weren't enough; it was time to get creative with technology.

Strategy: Leveraging AI Tools to Amplify Creativity and Branding

To transform his presence, Brent embraced a suite of **AI-driven tools and automation platforms** that acted like a digital support team:

- **ChatGPT for Marketing & Ideation:** Brent used ChatGPT to generate promotional materials and marketing ideas ¹. This AI assistant helped write engaging video descriptions, social media captions, and even brainstorm concepts for relaxation content. By offloading copywriting to AI, he saved hours and honed messages that resonated with his target listeners (e.g. people seeking sleep or study music). *Instead of guessing what to post, he had AI data-driven suggestions for content themes, hashtags, and posting schedules.*
- **Midjourney & DALL-E for Visual Branding:** Visual consistency was key to Brent's rebrand. Using AI image generators like Midjourney, he created **stunning, custom cover art and video thumbnails** without hiring a designer ². In minutes, he could generate a calming ocean scene or a tranquil forest image to use in videos and promos. These unique visuals gave his brand a professional, cohesive look across YouTube, Instagram, and Facebook. *For example, Midjourney helped him design a logo and a series of nature-themed backgrounds that made every video instantly recognizable as part of the same brand.*
- **AI Music Generation & Production:** To keep up with a frequent posting schedule, Brent turned to AI music tools. Platforms like Amper Music and Boomy allowed him to **generate ambient backing tracks and soundscapes** with minimal input ³ ⁴. He blended these AI-generated sounds with his own instrumentation to produce content faster. This meant he could release new relaxation videos weekly without sacrificing quality. *In essence, AI became his silent co-producer, handling the tedious groundwork (like looping rain sounds or drone chords) so he could focus on creative direction.*
- **Automation and Analytics:** Brent also used automation platforms to maximize reach. He analyzed data with AI-driven insights – for instance, Chartmetric's algorithms helped identify when his audience was most active, informing the best times to upload new videos. He scheduled posts in advance using social media automation (so a new video announcement would hit Instagram and Facebook simultaneously). Additionally, he employed tools to automatically transcribe and subtitle videos, improving accessibility and SEO without manual effort.

Key Insight: By integrating these AI tools, Brent effectively scaled up his content output and improved its quality **without scaling up his team or budget**. What used to take a week of planning and outsourcing (writing copy, designing art, composing music) could now be done in a day. This allowed him to execute an aggressive content strategy for 90 days straight.

Execution: AI-Powered Content Creation and Key Moments

With the strategy in place, Brent launched a new project called *"Soundtrack Relaxation: Calming Ambience"* – a YouTube channel dedicated to long-format relaxation videos ⁵. He rebranded himself under this niche

identity, separating it from his singer-songwriter persona. The next 90 days were a whirlwind of content creation, with AI as the engine:

- **Week 1–4 (Brand Relaunch):** Brent set up the channel and social profiles. Using ChatGPT, he crafted a compelling channel description and an artist bio emphasizing his mission to help people relax and sleep better. He minted a consistent visual style: serene colors, nature imagery, and a new logo – all generated or refined with Midjourney. In the first weeks, he uploaded a batch of ~30 ambient videos (dark-screen videos featuring soothing nature sounds like ocean waves, gentle rain, and forest night noises) ⁵. Each video had AI-assisted titles and descriptions optimized for search (e.g. *“Peaceful Rainstorm for Sleep – 10 Hours Dark Screen | Soundtrack Relaxation”*). The groundwork was laid for the algorithm to discover his content.
- **Week 5–8 (Growing the Library & First Viral Hit):** Consistency was crucial. Brent committed to **posting a new video every Thursday** without fail ⁶. Thanks to AI automation, he always had fresh content in the pipeline. Around week 6, a breakthrough moment came: one of his videos caught the YouTube algorithm’s attention. *“Swamp Nights – 10 Hours of Frog & Cricket Sounds”* started gaining traction overseas and then globally. It amassed over **600,000 views** within weeks ⁷, far beyond anything Brent had experienced before. New viewers flooded in, commenting how the sounds helped them sleep or eased their anxiety. Seeing this momentum, Brent doubled down: he asked ChatGPT to suggest variations of popular videos (e.g. **rainforest ambiance, fireplace crackling sounds**, etc.) and began producing those immediately.
- **Week 9–12 (Omnipresence and Engagement):** As views skyrocketed, Brent’s channel became a known destination for relaxation. He expanded to other platforms to capture spillover interest – short teaser clips on TikTok, inspirational quotes on Instagram (paired with AI-generated art), and cross-posting content on Facebook. This multi-platform push, automated via scheduling tools, made *Soundtrack Relaxation* ubiquitous in its niche. Brent also used AI to help manage the engagement: for example, drafting quick, personalized replies to the influx of YouTube comments thanking users for their support. Behind the scenes, he monitored YouTube Analytics and let AI tools crunch the data to inform his next content moves (which keywords were driving traffic, which videos had highest watch duration, etc., so he could replicate that success). By the end of 90 days, he had built not just a channel but a **community**.

Transformation: Before vs. After AI-Powered Branding

This 90-day experiment completely transformed Brent’s artistic brand:

- **Before**, he had an inconsistent online presence – a personal YouTube with a few hundred views on cover songs, no regular posting schedule, and visually bland content (a random photo or no thumbnail branding). He was essentially invisible on major platforms, and his artist identity was unclear to new listeners.
- **After**, he operates *Soundtrack Relaxation* as a polished brand. All content shares a unified aesthetic and purpose. Thumbnails and social posts are instantly recognizable with their tranquil AI-crafted imagery and the channel’s signature font and logo. Beyond YouTube, the brand now lives on Instagram and Facebook with dedicated pages ⁸, and even a merchandise line (leveraging print-on-demand tees and digital albums for passive income). This cohesive branding (much of it enabled

by cheap and quick AI design) makes the artist **look as professional as a big studio production**, instilling trust and attracting even more followers.

To illustrate the difference: one year ago, Brent was personally asking friends to check out his music. Today, **thousands of strangers worldwide tune into his content daily** to sleep or study. Fans share his videos in communities (one pastor even shared it with an entire congregation! ⁹), extending his reach further. By appearing “everywhere” in the relaxation space – YouTube searches, social feeds, and related video recommendations – his omnipresence is firmly established.

Results: 500% Growth in Engagement – and Still Climbing

The numbers tell the story of Brent’s rapid rise once he embraced an AI-assisted strategy:

- **Explosion in Reach:** In just three months, *Soundtrack Relaxation* saw a **500%+ increase in daily video views** on YouTube ¹⁰. What was, for example, 1,000 views per day surged to over 5,000. This dramatic uptick was not a one-hit wonder – it became the new normal, sustained by the steady stream of content and the YouTube algorithm rewarding consistent quality.
- **Skyrocketing Watch Time:** Even more impressive, daily watch hours jumped **700% in 90 days** ⁶. Because Brent’s videos are long (often 8–10 hours of looping ambience), people were listening for hours at a time. YouTube’s algorithm noticed this high retention and further promoted his content. The compounding effect led to some videos reaching over half a million views each ⁷ – unheard of for his channel previously.
- **Subscriber Growth:** The channel’s subscriber count grew exponentially. Brent went from virtually zero subscribers to over **6,000 subscribers within a year** of launching the new AI-driven content strategy ¹¹. Every day, new listeners who discovered a sleep video were converting into subscribers, eager for the next upload. (Brent humorously noted in an anniversary post that they were “still not a huge channel, but definitely growing with new subscribers daily” ¹⁰.) This fanbase is highly engaged and niche-focused, which is valuable for potential monetization and partnerships.
- **Engagement and Community:** Comments and likes per video increased significantly. Many viewers report using the content nightly, leaving comments like “this has become part of my bedtime routine” or requesting specific sound themes for future videos. Brent’s social media followings also grew in parallel – his Instagram accumulated followers who love the calming visuals and short clips, and his Facebook page sees shares among groups looking for relaxation techniques. The engagement rate (comments/likes per view) suggests a genuine connection with the audience, not just one-time clicks.

Crucially, **AI-assisted creative strategy was the catalyst** for these results. It allowed an independent artist to **punch above his weight** in terms of content volume and quality. By automating the busywork and enhancing his creative output, Brent could focus on what mattered: serving his audience with consistent value.

Conclusion: AI as the Independent Artist's Secret Weapon

Brent Vernon's journey from obscurity to omnipresence in 90 days showcases how embracing AI can supercharge an independent artist's growth. By smartly integrating AI-generated content and branding tools into his workflow, he achieved in a few months what might have otherwise taken years (or a big record label's resources) to accomplish. **High-quality music, visuals, and marketing copy – at a fraction of the cost and time – translated into real fan engagement and discovery.**

For digital agencies and music marketers, this case study is a compelling proof-of-concept. It highlights that with the right strategy, *AI is the ultimate creative multiplier*. An agency can take a talented but under-the-radar artist and, using AI-driven content creation and automation, rapidly scale their presence across platforms. The result? Massive engagement growth, a strong brand identity, and new revenue opportunities from a global fanbase – all achieved on an indie artist's budget.

Brent's success with *Soundtrack Relaxation* is not a one-off miracle; it's a model that can be replicated. In a world where **20% of music production might soon involve AI** ¹², those who harness these tools early have a competitive edge. This transformation story inspires creators and agencies alike to rethink what's possible. **With AI as a creative partner, "obscure" can quickly become "omnipresent."**

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