

### Social Media Campaign - Proposal

This proposal is designed to help plan your social media campaign effectively to include who, what, when, where and why. Please complete the following sections:

<b>Artist, Band or Company Name:</b>	Steve Morrison
<b>Description:</b> Describe artist, band, company are you representing with your campaign and why? Background, current status, professional experience.	<p>Representing myself, Session player come solo artist with own material ready for release. I have not yet released any of my own material as a singer, though I have a lot of experience with releasing records/ tours/ campaigns with other projects.</p> <p>I would like to release my own material to broaden my experience and possible work horizons.</p> <p>Professional player for 7 years full time.</p>
<b>Aim and Objectives:</b> What do you want to do and how will you do it? (Normally one aim with four or five objectives. What is the expected timeline?	<p>aim - Release first single to market</p> <p>objectives</p> <ul style="list-style-type: none"> <li>- Release teaser video to gain interest prior to releasing single to spotify etc</li> <li>- create and gain more interest to current social pages</li> <li>- Get the music out to as many ears as possible</li> <li>- Let my current followers know that I am almost re-branding to involve releasing music as well as being a session player</li> <li>- Somehow include a way of letting my followers know that I self produced all the material I am releasing</li> <li>- Timeline will be relatively short, with teaser creation and release to be within the next few weeks before deadline on 27th April</li> </ul>

<p><b>Social Media Platforms:</b> What social media platforms will you use and why? Need to be focused and relevant.</p>	<p>Facebook and instagram mainly, with regard to the fact that in my previous experiences of releasing material, these two platforms seem to be easier to judge user engagement and reach. It seems that video content goes much further on these two platforms so I will need to make the most of this feature in order to get as much reach with the video as possible prior to single release.</p>
<p><b>Marketing Strategies:</b> Describe the strategies used for promoting your client. Types of content and techniques used for social engagement. Who is the target audience? USP?</p>	<p>Main content for pushing on the social media platforms will be the teaser video, the main way forward with the change of face books algorithm seems to be to 'boost' the post and put financial support behind it - as well as specifically chasing your target audience to try to make sure it's reaching the right type of follower,.</p>
<p><b>Analytics:</b> How will you monitor audience engagement? What tools will you use to do this?</p>	<p>I will mainly use Facebook's analytics tools, as well as any instagram analytics apps that I may find (which I will have to research) and after release, there are apps which can tie in with spotify to monitor the analytics as to where your music is being listened to and by how many people.</p>

**Word Count:** 500 words