

Social Media Campaign Strategy

Content

Mindfulness

- ❑ Promo: Pre-Release..... slide 4
- ❑ Artwork..... slides 5-6
- ❑ Lyric Video/Moving Photo slide 7
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- ❑ Content Calendar..... slide 9

French Rain

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Mindfulness

Promo : Pre-Release

- ❑ Tease song (2 weeks before)
 - ❑ Moving pic
 - ❑ Mini video
- ❑ Build list
 - ❑ Build mailing list
 - ❑ Pre-save link
- ❑ Drive Traffic
- ❑ Music Vid/Lyric clips
- ❑ Artwork announcements
- ❑ Do something with song in background (IG, Tiktok)
- ❑ Stories

Artwork :

- Show that it sticks to branding
- Clean clear simple fonts to signify the simplicity of mindfulness
- Orange and purple are used for sunset, peachy, creative feeling

MINDFULNESS

*Original idea but
after feedback,
too busy for the
word
mindfulness.*



First Draft Idea



TROJ
MINDFULNESS

*Changed to
reflected image
as it is more eye
catching and tied
in with the
branding.*

*Created logo -
dreamcatcher
branding as it is
representative of
the artist*

*Font changed
from simple to
branded.*

Final Single Cover



New Single Out 08 Jan

MINDFULNESS

TROJ

Lyric Video/Moving Photo



IG Short Movie:



Jade (2020)

Content Calendar :

- ❑ Motivational Monday
- ❑ Incorporate ways of being more mindful and its benefits
- ❑ Different types of posts on how self-awareness/care can help you
- ❑ Artists own story. Invite others to share theirs.
- ❑ Have a video where TROI explains how mindfulness is often related to spirituality and religion but she want to change this perception

French Rain

Artwork:



First Draft Idea



Parker-Roth (2020). *French Rain*

Final Single Cover



Changed to newly created logo - dreamcatcher

Kept the bright colours but made the image more playful to represent the fun and joy of rain

Font changed from simple to branded.

NVFS (n.d)

Promo: Pre-Release

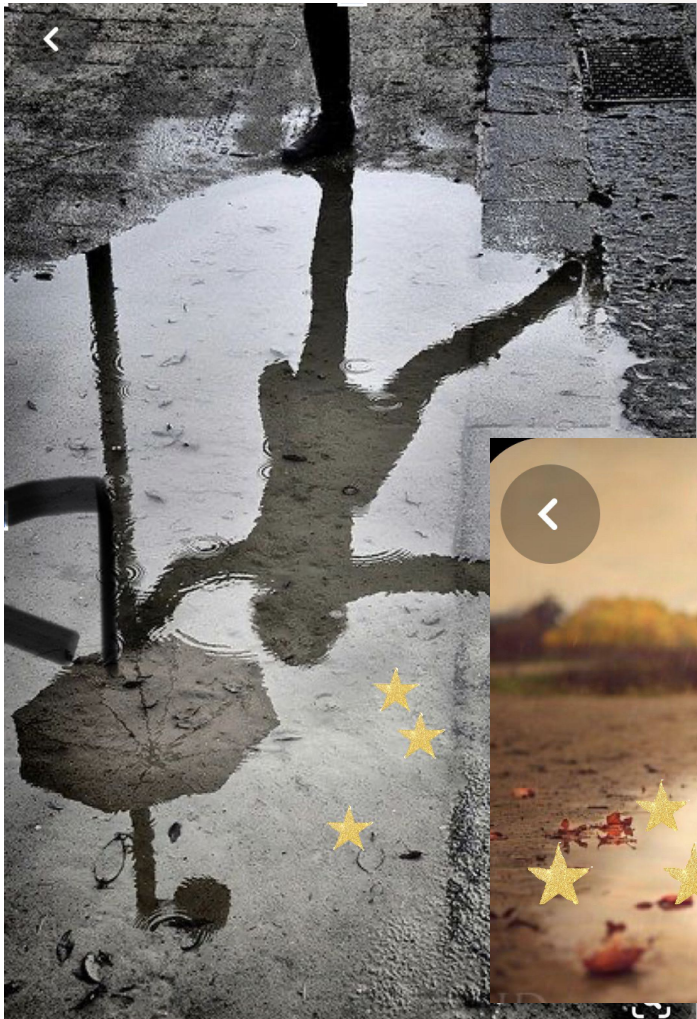
Quick Pre-Save Now French Rain
OUT FRIDAY



OUT
NOW



Promo:
Stars in puddles:



Tiktok will be made
using this idea

