

Social Media Campaign Strategy

Content:

Maybe May

- ❑ Promo: Pre-Release..... slide 4
- ❑ Video Ideas..... slide 5-6
- ❑ Promo: Post-Release..... slide 7

Maybe May

Promo:
Pre-release promo:

- Vintage photos of Troi and brother



Childhood Videos (growing up):

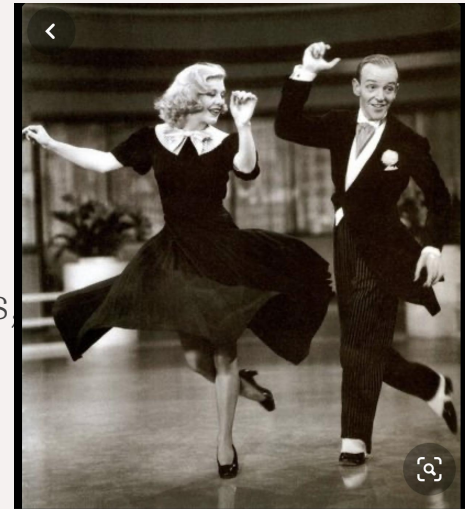
Lennon Stella - Older Than I Am



LennonStella (2020)

Video storyline:

- ❑ Troi's background story
- ❑ Old clips of Troi & Kynan when children
- ❑ Folk festival clips/dancing
- ❑ Troi singing at festival
- ❑ At the finally chorus, have Troi and her brother dancing



Promo: Post-Release

- ❑ Behind the scenes videos of the making of Maybe May Video
- ❑ YouTube/Podcast about meaning behind song, introducing more background to Troi as an artist/person to encourage others to relate to her