

Social Media Campaign Strategy

Content

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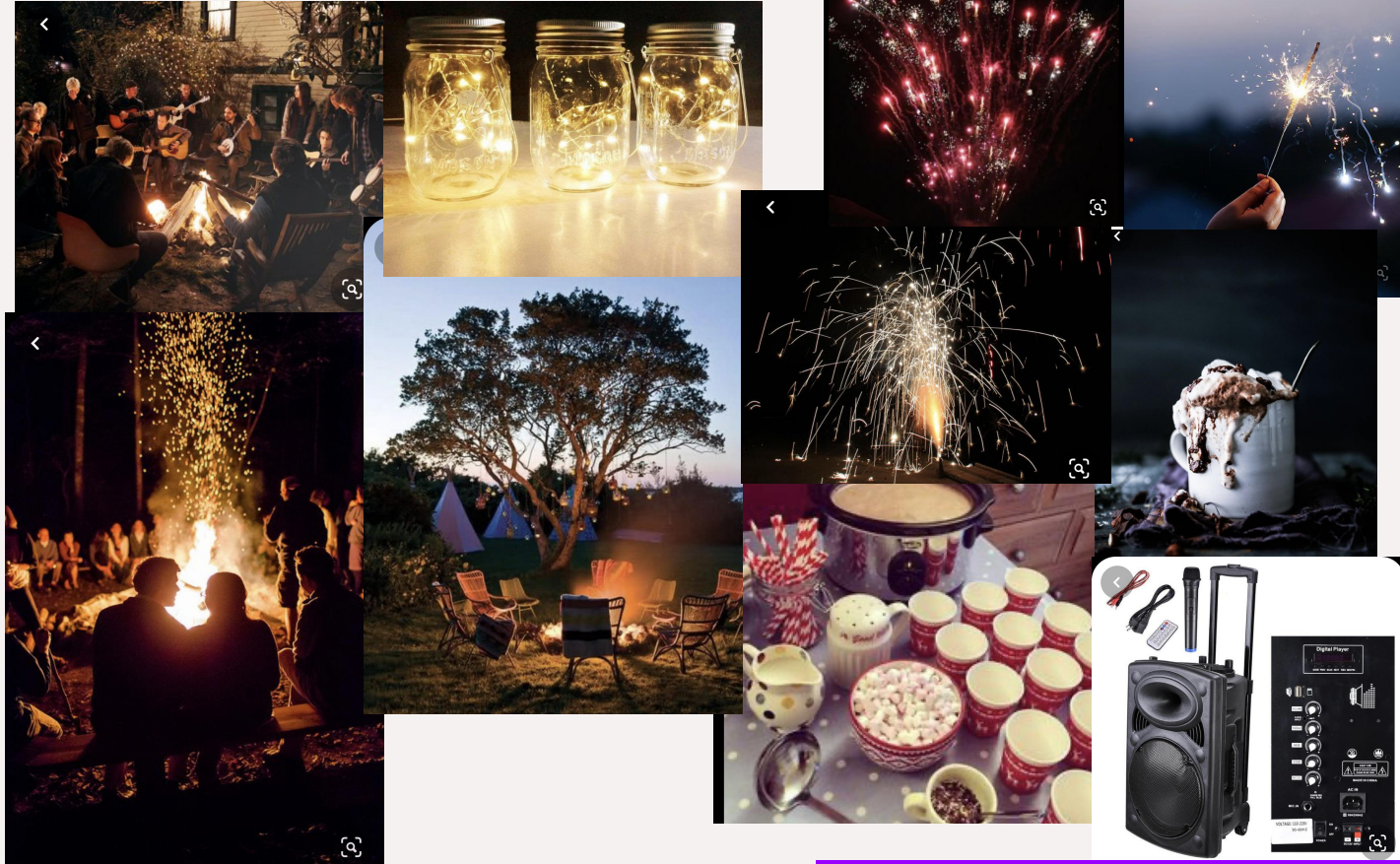
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Ideas:

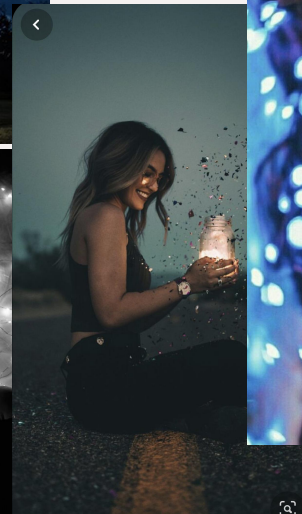
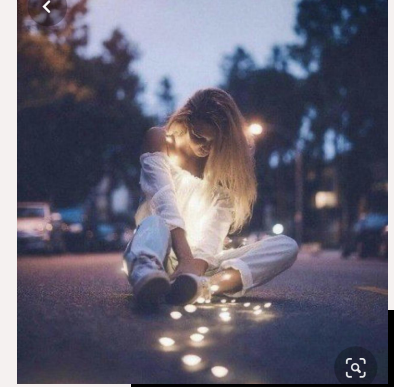
- ❑ Hold a paid live acoustic campfire gig with bonfire in Hertfordshire with, sparklers, hot chocolate, blankets, bring chairs etc
- ❑ Ask Leona and Kelvin to support TROI
- ❑ Sell/bring merch
- ❑ For the song Share TROI to play the backing track through a speaker and sing along. Get everyone to hold their sparklers/lighters up
- ❑ Have something such as a jar with lights in that can all passed around/shared with each other

Live Music Campfire Moodboard:



Parker-Roth (2020). *Campfire Gig*

'Share' Music Video Moodboard:



Parker-Roth T (2020). *Share*

Idea Process:

Original Idea



Forum Venue in
Hertfordshire

Campfire fits
branding +
music video

2250 capacity

Cheaper and more
intimate for
emerging artist

Planned Idea

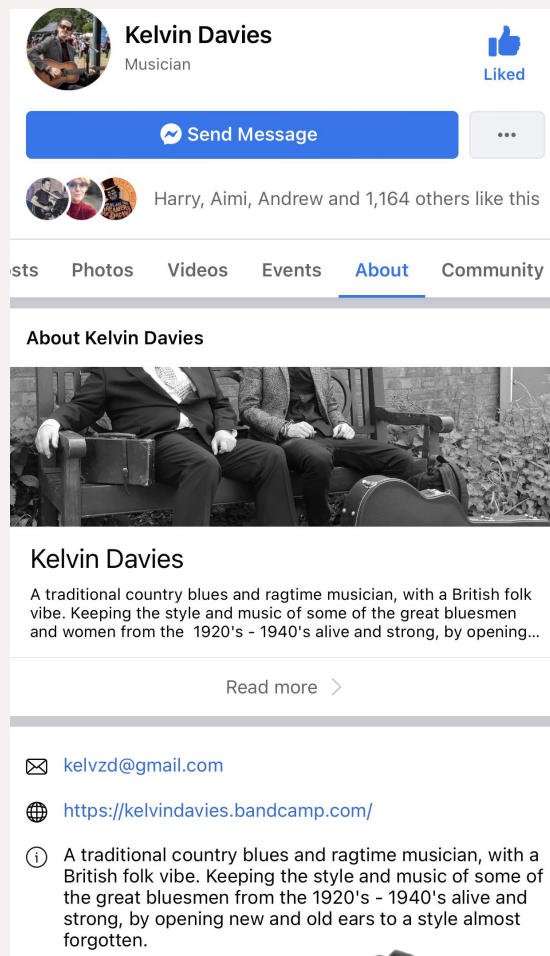


**Take videos/photos
at the gig to use
in music video:**

Recreating something similar to this



Collaborations:



The screenshot shows the Facebook profile of Kelvin Davies, a musician. The profile includes a cover photo of three men sitting on a bench, with one man playing a guitar. The profile name is Kelvin Davies, and his bio describes him as a traditional country blues and ragtime musician with a British folk vibe. The page also shows a 'Send Message' button, a 'Like' button, and a list of people who like the page. At the bottom, there are links to his email (kelvzd@gmail.com) and his bandcamp page (https://kelvindavies.bandcamp.com/).

Kelvin Davies
Musician

Send Message

Harry, Aimi, Andrew and 1,164 others like this

About Kelvin Davies

About Kelvin Davies

A traditional country blues and ragtime musician, with a British folk vibe. Keeping the style and music of some of the great bluesmen and women from the 1920's - 1940's alive and strong, by opening...

Read more >

kelvzd@gmail.com

https://kelvindavies.bandcamp.com/

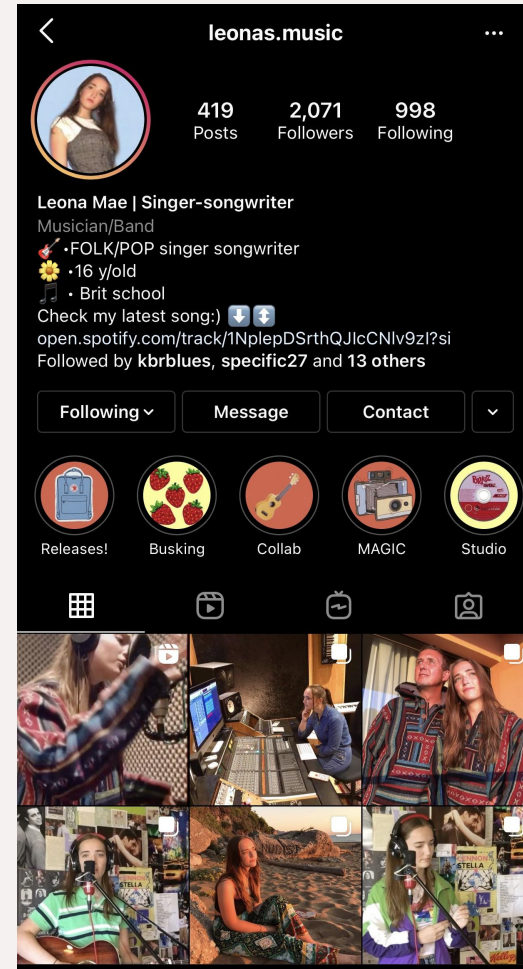
A traditional country blues and ragtime musician, with a British folk vibe. Keeping the style and music of some of the great bluesmen from the 1920's - 1940's alive and strong, by opening new and old ears to a style almost forgotten.

Kelvin Davis:
*British folk/blues
vibe -
Hertfordshire*

Davies (n.d)

Collaborations:

Leona Mae:
folk/pop –
Hertfordshire



Aims:

- ❑ Music /Video
- ❑ Live Campfire Gig
 - ❑ Get emails for mailing list about music video.
 - ❑ Those who come get to see it first
- ❑ Competitions:
 - ❑ Win tickets
 - ❑ Win sparklers