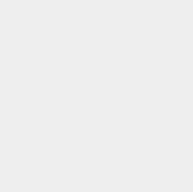


Social Media Campaign Strategy

Content

Angel

- ❑ Aims..... slide 4
- ❑ Ideas..... slide 5
- ❑ Limited Edition Merch..... slides 6-7
- ❑ Promo Ideas: Pre-Release..... slide 8
- ❑ Valentine Partnerships..... slide 9-10
- ❑ Promo: Post Release..... slide 11



Angel

Aims

- ❑ Interactive Valentines Day
- ❑ Find partnerships such as:
 - ❑ Yoga brand
 - ❑ Coffee shops
 - ❑ Cats
- ❑ Play in shops:
 - ❑ Flower
 - ❑ Card
 - ❑ Perfume
 - ❑ Chocolate Shop

Ideas

- ❏ Create moving/Interactive digital cards for people to send to their loved ones with TROI's song in the background (£1)
- ❏ Create/sell little merch mandala heart gifts

Limited Edition Valentine Merch Ideas:

Moving Valentine
E-Cards



EcardMint (n.d):
with TROI Song (*Angel*)

Jacquie Lawon (n.d):
with TROI Song (*Angel*)

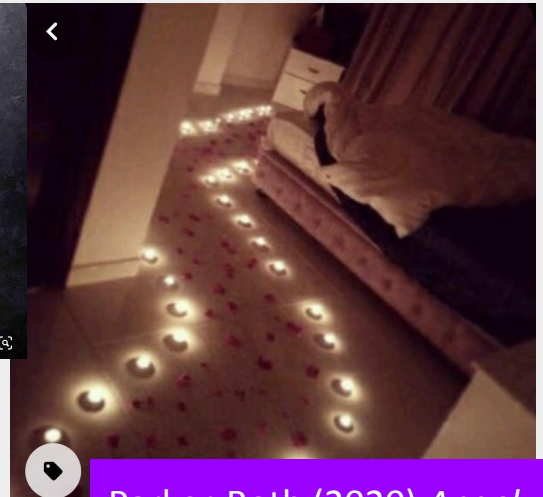
Limited Edition Valentine Merch Ideas:



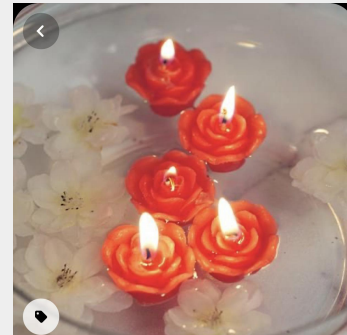
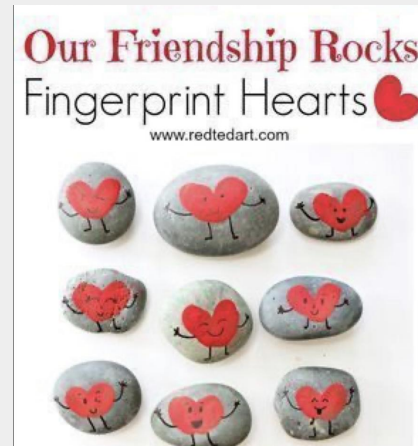
Parker-Roth, T. (2020). Angel

Promo Ideas: Pre-Release

A social media trail
of petals/candles or
heart rocks that
lead to single
artwork



Parker-Roth (2020) *Angel*



Valentine Partnerships:



Flower Shops:



Lambert's Flower
Company



Perfect Moment
Florist



Maddisons Florist



Hairdressers:



Beauty & Barn



Tierney Salons



Johnson Blythe



Card shops



Card
factory



Clinton
Cards

Valentine Partnerships:

❏ Perfume Counters:

- ❏ John Lewis
- ❏ Debenhams
- ❏ The Perfume Shop

❏ Chocolate Shops:

- ❏ Hotel Chocolat
- ❏ Chocolate Temptations
- ❏ The Secret Truffletier

Promo:
Post Release:

Radio Stations:

- ❑ Verlulam
- ❑ Herts
- ❑ Try to push a little further out this time
e.g. London radios, Soho, Hoxton, Cambridge