

Social Media Campaign Strategy

Content:

Coral, Apricot & Burgundy

- ❑ Aims..... slide 4
- ❑ Ideas..... slide 5
- ❑ Moodboard..... slide 6
- ❑ Promo: Live Streams..... slides 7-8

Unknown Song

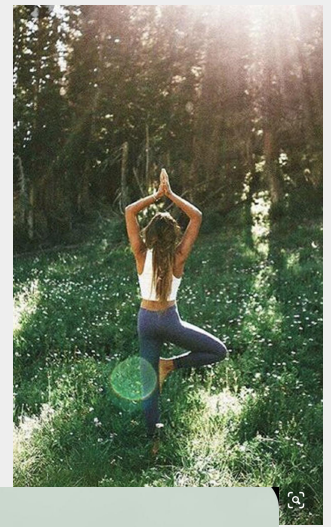
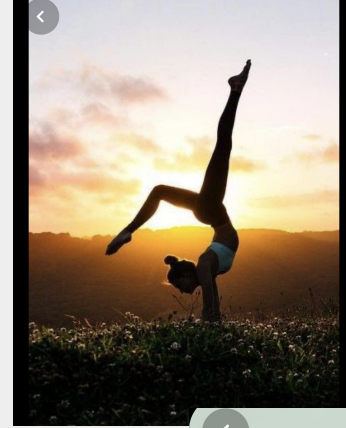
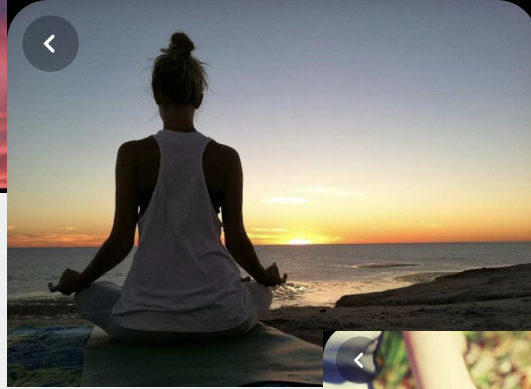
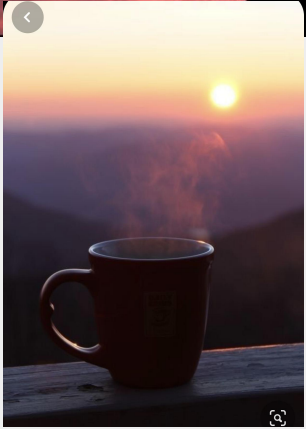
- ❑ Aims..... slide 9

Coral, Apricot & Burgundy

Aims:

- ❑ Connect/collab with meditation app or blog to promote each other and create publicity - links to their app or blog audience too
- ❑ Attend Buddha Fest
- ❑ Be added to Alexrainbird playlist & or Mahogany Playlist/Sessions

Live Streams Outside Moodboard:



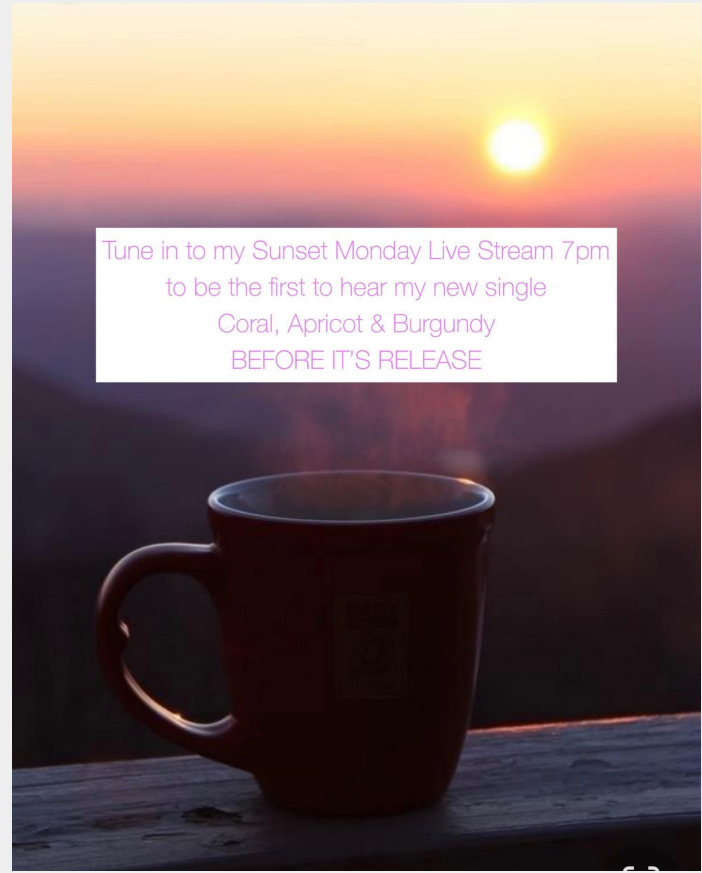
Parker-Roth (2020). *Outside Live Stream*

Promo: Sunset Live Stream:



Sunset_original (n.d)

Promo: Pre-Release Live Stream



Unknown Song

Aims:

- ❏ Festivals
- ❏ Collab
- ❏ Live Gigs (outdoor/indoor) across UK