

Social Media Campaign Strategy

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Foresight

Aims:

- ❑ Get on a Xmas playlists
- ❑ Get radio to announce release party and album
- ❑ Hold an album release party
 - ❑ Sell out : 100 people
 - ❑ Invite press people

Ideas:

- ❑ Reflection, looking back on what Troi has achieved over the 2 years, encouraging others to do the same
- ❑ Behind the scenes: Fun TROI has had and projects she's worked on. Thank you's to everyone
- ❑ Host an album release party/gig a week or 2 before release of all the songs written and released over the 2 years and sell/promote it (film/photograph it to promote afterwards)
- ❑ Announce big surprise coming so watch out, hint teasers of album artwork over Instagram, like T. Swift

Ideas:

- ❑ Video announcing album of all singles released over the last 2 years with 1 new song added (Foresight).
- ❑ Announce release party and get tickets of full live show, mixture of backing tracks and acoustic performances, sell tickets and find support acts (Leona and Kelvin again).
- ❑ Hints at idea of new single on album - reflection, gratitude

Release Party:

- Raffle: give away CD
- Offer free food
- Decorate - balloons, lights etc.,
- Give out free stickers, cards, packages to spread word/name
- Record TROI behind the scenes at release party to release afterwards with her music overlaid

Album Artwork:

From original photography by Scott Shellis

Artwork
adapted



ArtLeap (n.d)

Shellis (n.d)

First Draft Idea



Idea Process:

Lighter colours.
Branding more
noticeable

Dark gothic feel

Vibrant pink hair

Straight photography

App used: ArtLeap
More eye catching
and unique

Final Album Cover



ArtLeap (n.d)

Album Artwork:

Back of album
cover with
song titles
similar to
Taylor Swift

Swift (2020)

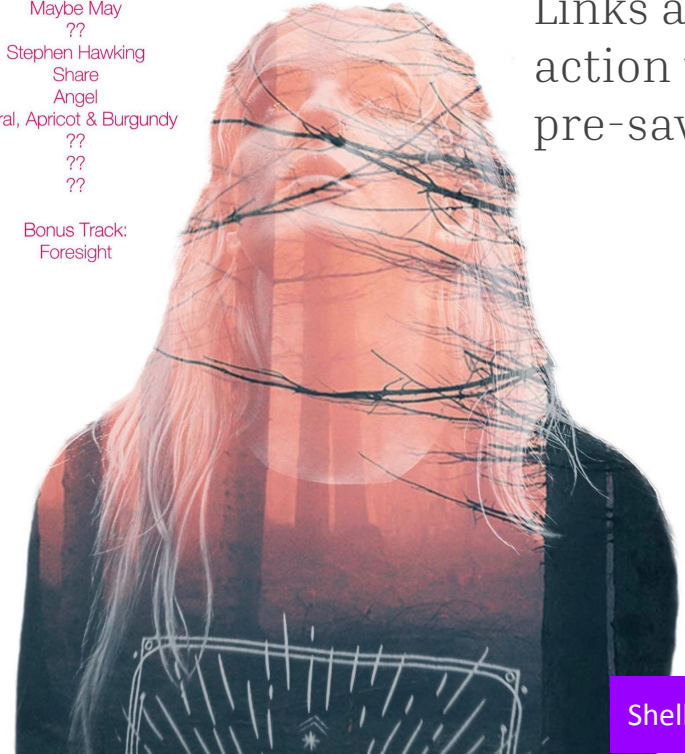


From original photography by Scott Shellis

REFLECTION

Mindfulness
French Rain
Maybe May
??
Stephen Hawking
Share
Angel
Coral, Apricot & Burgundy
??
??
??
Bonus Track:
Foresight

Links and
action to
pre-save



Shells (n.d)

Album Artwork Release:

Slowly released
on Instagram

Swift (n.d)



Each post has links to gig ticket sales

Promo: Record & Film Release Party



TROI(2020)

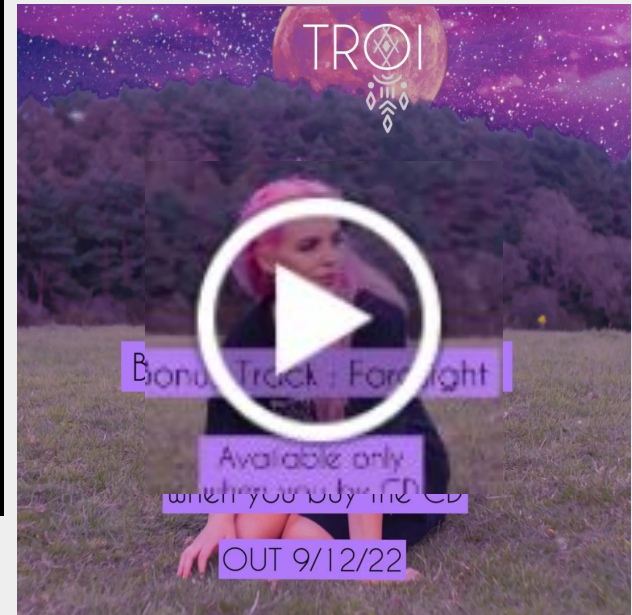
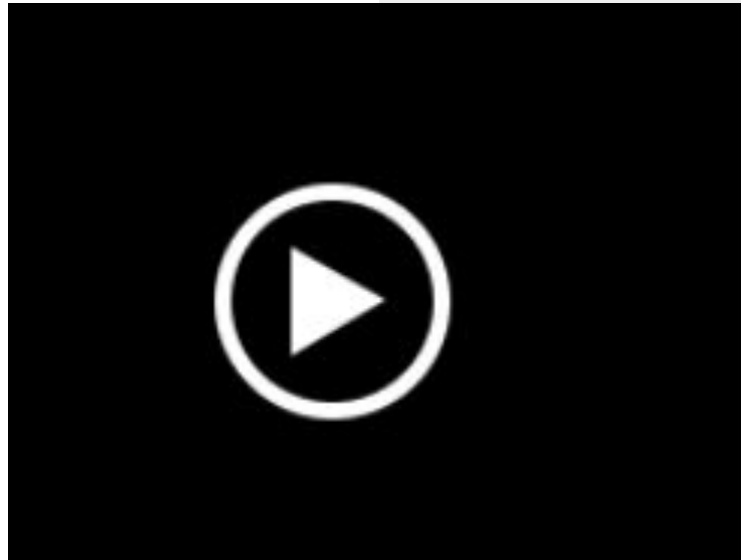
Promo: Album Release Party

Photography by Scott Shellis



Promo: Foresight Teasers

Photography by Scott Shellis



Poster:

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