

## Project Rollout Plan 2021 - 2022

### CliffVmir - "Bend & Snap"

#### PROJECT GOALS

1. Maximize the potential reach for this specific single
2. Create content that further solidifies Cliff's image as a rap artists
3. Increase Spotify listeners and Youtube subscribers

#### MARKETING STRATEGY -

**Fan engagement:** Fan engagement can and should take place throughout the course of the single's announcement, release date and afterwards as much as possible. Focusing on raising Cliff's engagement rate within all of his media platforms (Instagram, Spotify and Youtube) before the single is released, better guarantees the return of fan interest when the single finally drops. Further pushing the single after it releases, will allow Cliff to maintain momentum in the process of performing at different venues.

#### TARGET AUDIENCE - [Specify What Groups We Are Targeting]

- Primary Target Audience: Should focus on the highest regions of social media activity, rather than a specific group of people. If the goal is to maximize exposure, it would be more effective to push all campaigns and content with the intent of being on as many screens as possible. Specifying the audience can backfire on Cliff's behalf, as he already possesses a large following. With the social footprint he possesses, the focus should be to maintain and grow his reach.
- Secondary Target Audience: Find individuals within the lowest regions of activity and feed attention to his accounts (Instagram, Youtube, Spotify).

#### MARKETING CAMPAIGNS

- CAMPAIGN 1: [Virtual Fan Interactions (Interactions focused on single and Cliff as an Artists)]
  - This campaign should be strictly focused on story activity. Up to the release date of the single, Cliff can go live, post polls, questionnaires and other methods of interacting within an Instagram story. However, all aspects of this stream of post should be consistent, and should only contain details pertaining to the new single and/or Cliff as an artist. Doing so will create curiosity and attention to Cliff's page. When someone of interest consistently posts and interacts with followers, they are more likely to receive positive reactions in terms of fan engagement (i.e. likes, views, comment and reposts) when the intended piece of content is released (in this case his single). If done correctly, Cliff could post nothing within

his thread and only post within his story, and could still increase in followers, likes and overall reach. Within this process, Cliff can filter the fans from his Instagram to his youtube and spotify accounts. People are willing to subscribe and commit their time to a person of interest when they feel as though they are being listened to. Interacting with the fans on his biggest platform in terms of foot traffic, regardless if he interacts with them all or not, will in turn create a wave of new subscribers and listeners who may only passively follow Cliff's Instagram account. Once fans see that some form of personal interaction is possible, they will be more willing to invest.

- CAMPAIGN 2: [Concept Driven Photoshoot (Can be used Before Or After Release of "Bend and Snap")]
  - In addition to any promo videos, It can be beneficial for Cliff to have photoshoot content as another form of teasers. Being able to stretch out a single project's life span before and after the initial release using different forms of content allows more people to gain information and maintain interest. Cliff's followers seem to respond more to videos more than any form of posts (Instagram). However, we should use this campaign as an opportunity to develop a platform that can receive a high level of follower engagement no matter the type of content. This would help ensure an increase in all aspects; as Cliff would have the ability to deliver a message with substantial influence to get a reaction from fans (subscriptions, likes and follows).
- CAMPAIGN 3: [QR Code Spread]
  - Use physical qr codes as a substitute for marketing flyers as a way to spread Cliff's pages (Instagram, Spotify, Youtube).
  - Utilizing the qr codes will create enough curiosity to convince people to AT LEAST scan the codes; giving client follower interaction.
  - Place one qr code in the most populated area in the preferred city. First find the area most people walk past, next find the area most people stop and admire. Save the other codes to place in multiple airports (arrival and departure airports). If driving, place qr codes in heavily populated gas stations/rest stops.

## **DELIVERABLES**

- Some form of access to Cliff's media insights and predictions to ensure any post made has the capability to receive maximum exposure.

## **TIMELINE**

- Release dates
  - Promo video - [insert date]
  - Cover Art - [insert date]
  - Video + Song available everywhere - [insert date]

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