

Posts

Introduction Post

This could be a photo of the artist - mainly so that we will have an idea of how our artist is, this image will also preferably be fitting with the genre of EDM/ Trance as is the brand we are trying to communicate

Artist having fun.

The second post is inspired by Domdolla's instagram account in which he often portrays himself just having a good time either at parties or with his friends. We plan to create this relatability as it allows for the audience to get to know the artist.

Digipak Front Cover Announcement.

Here we will publicly showcase the announcement of our Digipak front cover, in order to build up hype for the product. This marketing will hopefully create a buzz surrounding the Album.

Merchandise Announcement Post

Here we will showcase some of the merchandise in which 'Riff Rafe' will be selling, this is often seen within stars social media pages where again they are trying to promote a product. We will have links to where this merch can be bought working as a call to action for the audience.

Travelling Post

Within order to show the audience the life in which the artist lives, one post will be based around him travelling from country to country in which he is performing at.

Music Video Teaser

This teaser for the music video will perhaps show a few clips from the music video itself and most importantly work as a form of advertising to build up hype and buzz around the product.

Music Video

Here we will post the music video itself with perhaps a link to a YouTube version, urging the views to click.

Posts with the other artists:

Here we would like to do a post where the artist is with a friend of his who is also an artist, this will be important because it shows who our artist is affiliated with and creates synergy.

Tour Announcement:

This will be an announcement for the artists tour, it will have a list of where the artist will be performing.

Pinned Posts

For our pinned posts we would like these to be mostly performances, as to show the partyhard lifestyle of the artist, communicating our message of enlightenment which is our core messaging and our communicated in our Mission Statement.

Bio/ Website

Within our bio we plan to have a information on our artists tour, merch and mission statement.

Highlights

Tour dates

This will include all the dates in which Riff Rafe is performing and where within a story.

Music Video

This will just include the posts creating buzz for the music video, and the music video itself.

Q&A

This allows for the star image to feel present (Dyer) - we would also like one question to be focused around the messaging of the album (enlightenment)

#Kaleidoscope

This will include all information relating to the kaleidoscope album such as front and back covers.

Tagged in posts.

We would like for our artist to be tagged in some posts of people having a good time in order to show his popularity, we would not have him respond to these posts to seem absent (Dyer)