



**STAMPEDE
PRESS**

**Social Media Marketing
Service description 2020**

BRONZE

Be More Visible

£200
Monthly

- ✓ Strategy Planning
- ✓ Content Curation
- ✓ Content Publication
- ✓ 20 Facebook posts
- ✓ 20 Twitter Tweets
- ✓ 10 Instagram Posts
- ✓ 5 Instagram Stories

Our basic package is perfect for bands that already have content produced for social media platforms but would prefer someone else to publish to their social media channels.

Focus on making music and content without the pressure of being on platforms like Facebook, Twitter, and Instagram with the distraction of lost hours of time being sucked into newsfeeds.

Rob will make the process of collecting social media assets simple and optimise your content with keywords, tags, and hashtags where appropriate to help your posts stand out more to your audience.

Don't worry if you haven't got enough content for a month's calendar, Rob will curate relevant information that will tie in with your brand's message and make great looking posts that resonate with your audience. Never over salesy or pushy.

We'll help your artist profile be more visible to your audience with regular effective posting to key social media platforms.

SILVER

Your Music Story

£300
Monthly

- ✓ Bronze Package *PLUS*
- ✓ Content Creation
- ✓ Personalise you story
- ✓ 25 Facebook posts
- ✓ 25 Twitter Tweets
- ✓ 20 Instagram Posts
- ✓ 10 Instagram Stories

Keeping up with current social media trends can be challenging but we believe an evergreen approach is to always provide value and give music fans a chance to see what goes on behind the scenes with your band.

Our silver package is great for bands wanting to tell their music story and tap into relevant popular culture, holidays, and other content that will make their fans want to get engaged.

From contests, to polls, live events and more; this is a chance for you to show the band's personality and be more authentic.

Rob will co-ordinate with you to produce new content that engages your fans and helps make the most of your music catalogue, career and latest news through innovative storytelling.

Be even more visible to your audience by humanising your music career and the people involved; we'll help you tell your story.

GOLD

Engage Your Audience

£400
Monthly

- ✓ Silver Package *PLUS*
- ✓ Responsive engagement
- ✓ Build fan trust and loyalty
- ✓ 25 Facebook posts
- ✓ 25 Twitter Tweets
- ✓ 20 Instagram Posts
- ✓ 10 Instagram Stories

As social media followers grow, the shift to building trust relationships and fan loyalty has never been more important.

As consumers your audience has an abundance of online content delivered to them every second.

With Stampede's gold package, this is an opportunity for bands to have every comment and message monitored and answered appropriately in your brand's voice using powerful social inbox technology.

Return every social handshake; if your fans are taking the time to communicate with you then this is a golden opportunity to have them focus more on your band.

Communicating with your fans can help to build trust and loyalty which can lead to increased sales and awareness of music and merchandise.

Show your audience you're listening to them by engaging with their responses; build fan loyalty and word of mouth endorsement.

PLATINUM

Reach More Fans

£500
Monthly

- ✓ Gold Package *PLUS*
- ✓ Advert boosts
- ✓ More audience reach
- ✓ 25 Facebook posts
- ✓ 25 Twitter Tweets
- ✓ 20 Instagram Posts
- ✓ 10 Instagram Stories

Since 2017 social media platforms like Facebook have been decreasing the organic reach that pages have to their fans and friends. This means that to have more people see your posts you will need to boost or promote them.

Whilst Rob's approach to organic social media will help your posts reach more of your audience, the power of Facebook's ad boost option can help well performing content reach even more audiences.

Our platinum package takes all of Rob's knowledge, skills, and tools to produce a social media experience that music fans will enjoy more, so why not take advantage of ad boosts to profile your top performing content to current fans and potential new audiences.

Perfect for when band's want to profile new music and encourage more streams, downloads, and merchandise purchases. **This package includes £70.00 advertising budget.**

Show your audience you're listening to them by engaging with their responses; build fan loyalty and word of mouth endorsement.