



Legacy Music Co. Capstone Snapshot

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Mission

To raise total brand awareness and integrate a consistent, industry standard social media presence for Legacy Music Co.

Additionally,

this campaign will introduce the start of organic content creation to be used as promotional material for upcoming extra-curricular programs offered to students and youth.

Goals



Brand Awareness



Organic Content Creation and Marketing



Social Engagement



Featured Program Promotion

Objectives



Increase Social Media
Engagement



20 Students/Youth Signed Up
For Extra-curricular Programs



Increase Leads For Payable
Services

Strategies



Organic Content Creation



Platform Specific Curation



Utilizing Best Practices For
Social Media Marketing



Inbound Marketing

Tactics



Scheduled Posts




Promotional Giveaways



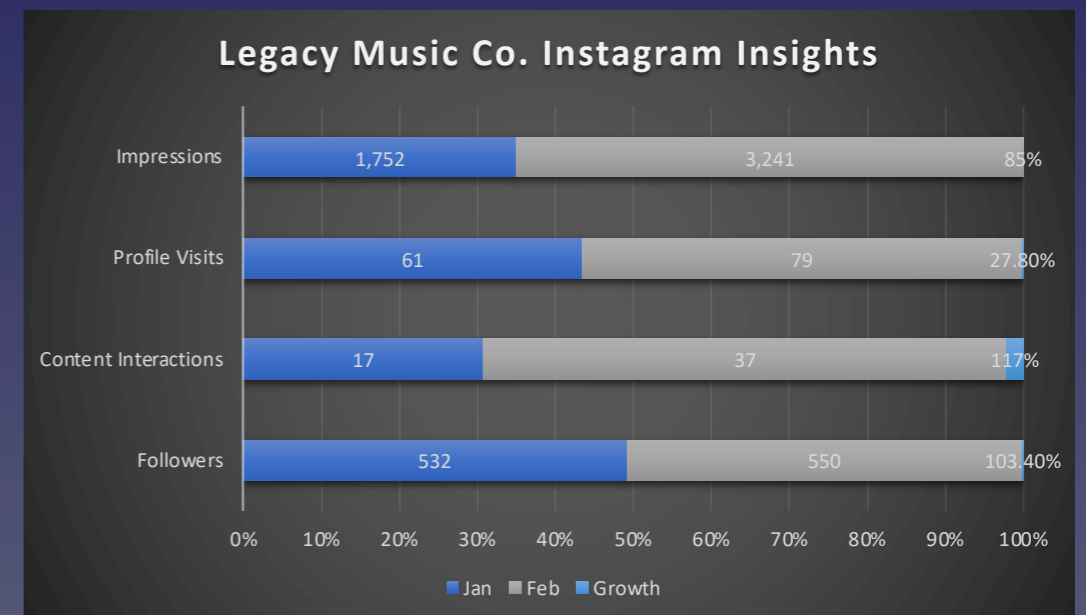
Subliminal Advertising

Benchmarks

 +46.1% increase in
Accounts reached

 +93.3% increase in
Accounts engaged

 +103.4% increase in Total
Followers



References

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