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**Legacy Music Co. - Snapshot Transcript**

**Slide 1:**

In the ever-evolving music and entertainment industry, competition is everywhere, and without an identity, it is easy to get lost in the crowd. Branding has become one of the most important factors for emerging businesses and organizations, and as studies show, a stronger brand yields more trust with consumers. This campaign aims to properly raise brand awareness and solidify brand identity, while integrating best practices for social media marketing. In addition, the creation of organic content for upcoming extra-curricular programs will be the focus for my capstone client, Legacy Music Co.

Hello! My name is Quentin Nash, and welcome to the Snapshot.

**Slide 2:**

The goals set for this campaign are designed to help Legacy Music Co., or LMC, to raise its brand awareness by the implementation of standard best practices with social media marketing. Focusing on marketing and organic content creation, LMC’s brand identity will strengthen as Charlotte, NC’s premier hub for multimedia. Through the creation of content and continuous posts that are curated per platform, helping LMC with defining their reputation will be a challenging, yet rewarding goal. Although this is the main focal point of the campaign, building the promotional content for the educational aspect will be prioritized just as much, if not more. LMC’s founder and owner, Nathaniel “Nature” Jones, believes that the youth is our future, and all great things to come begins with giving them the best opportunities and nurturing a progressive environment. Some of the most impactful ways to give back begins with encouraging and building up our youth, and that’s very important to our local communities.

**Slide 3:**

The campaign's objectives are to increase the engagement of all social platforms by at least 30% over a three-month period. Social platforms include, Instagram, Facebook, and TikTok. The secondary objective is to get at least 20 youth to sign up for the summer camp program being offered in June2023, and lastly, the campaign is designed to increase all leads for potential payable services offered by Legacy Music Co. by 15% by June 30, 2023.

**Slide 4:**

The strategies that will be implemented to meet the specified goals and objectives are based upon research findings consisting mainly of digital material. Brand awareness will be increased by the pushing of three narratives, organic content creation, following best practices for small businesses regarding social media marketing, and the use of inbound marketing. Building a library of organic content will consist of filming all events happening with Legacy Music Co. There will be scheduled posts consisting of edited photos and videos and using copyrighted and branded music from LMC will be a common theme during this campaign. Due to the growing market here in Charlotte, it is important to create the need of services that consumers expect, and using quality organic content to promote the quality services available, is enticing in itself. For strategizing potential leads, highlighting that all content is created and curated in-house, helps to initially build trust with the consumer, giving them confidence in making the best decision. In this case, the best decision is to contract services by LMC. for a competitive, but fair price, and receive exemplary service and quality that’s unmatched.

**Slide 5:**

The tactics to be used in the success of this campaign are as follows: Scheduled posts to social media accounts according to best practices such as timing, frequency, and content type. Promotion of gifted services for signing up for summer and afterschool programs and finally, subliminal brand marketing and advertising by utilizing techniques such as backlisting, paid promotions, and collaborative efforts with organizations in the same market. These tactics will help Legacy Music Co. stand out as a top tier business and the best choice for music and entertainment industry services.

**Slide 6:**

Utilizing a mix of KPIs to monitor metrics across social platforms is the method planned to measure the success of this campaign. Utilizing Google Analytics and the analytics and insight pages available on META platforms and TikTok, are just some of the instruments to be used in measuring results. Clients and consumers will also be encouraged to engage socially by reviewing products and services and participating in call-to-actions. All methods used will be tracked on a weekly, monthly, and three-month basis. As seen in the referenced chart, last month’s efforts yielded very positive results, and the campaign looks promising. Analyzing results using this format allows for proper gauging based upon averages produced per focused marketing attempt. Thus, allowing for changes to strategy if results aren’t being met, or additional focused marketing attempts to compound successful results.

**Slide 7:**

Thank you for your time and remember, “…The Only Way Is Up.”