

# Content Strategy



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## INTRODUCTION

This content strategy was made for the singer-songwriter evi to lay the foundation for a strong and effective online presence. It focuses on amplifying her reach and engagement across key social media platforms like Instagram, TikTok, and Facebook, with the aim of propelling her musical career to new heights.

By strategically targeting her core audience and considering factors such as the best times to post, time zone differences, and tone of voice, this strategy aims to create a compelling narrative around evi's journey, music, and personality, while also building a dedicated and engaged fan base.

The strategy also considers evi's musical aspirations, content value proposition, and the global nature of her potential audience, ensuring a well-rounded approach to her digital presence and growth.

## CORE MESSAGE

Evi, also known as Eline, has a compelling story of transformation on her path to becoming singer-songwriter. Her musical odyssey began with piano lessons she didn't enjoy, but they laid the foundation for her skills.

In the eighth grade, a solo in a school musical revealed her passion for performing. Yet, she didn't take it seriously back then. Later, encouraged by her singing talent, she pursued lessons, leading her to discover the joy of songwriting.

Evi's music blends R&B, Neo-Soul, and Pop, creating an engaging, ever-evolving style. She crafts songs with catchy melodies and a unique perspective, inviting listeners into her world.

Her journey wasn't without hurdles; perfectionism and mental health challenges tested her love for music. Yet, she fought back, rediscovering her passion and dedicating herself to her craft.

Evi's music resonates with young women, addressing themes of love, friendship, self-acceptance, feminism, and overcoming mental challenges. She connects with fans on Instagram, sharing covers and live performances.

She dreams of international recognition, but also nurturing her local presence. Evi welcomes collaborations and others covering her music. Her "bubbly" style envisions performing on grand stages and festivals.

Join evi on her musical journey, where every note is an authentic expression of her heart and soul. Follow her on social media, attend her live shows, and share her music to support her artistry.

# OUR MAIN GOAL

Our main goal is to cultivate a commanding online presence for Evi, who boasts a collection of unreleased music, with the primary objective of augmenting her follower count and expanding her reach across prominent social media platforms, namely Instagram, TikTok, and Facebook. By strategically harnessing the potential of these platforms, we aim not only to amass a larger and more engaged following but also to establish profound connections with her existing fan base. Through this concerted effort, our ultimate aspiration is to propel Evi's musical career and creative endeavours to new heights of recognition and appreciation.

# CONTENT VALUE PROPOSITION

When it comes to singer and songwriter evi everything revolves around the power of music and the deep connection with its audience. Her artistic vision and mission reflect a deep love for music and an inexhaustible source of inspiration. For evi, music is more than a passion; it is her destiny. She finds inspiration in everything around her, from everyday life to her classmates and friends who are also involved in music. But the ultimate sense of satisfaction she experiences while making music is what drives her.

With her music, evi wants to convey a message of love, self-acceptance, cheerfulness, and energy. These themes are at the core of her creative expression, and although she sometimes explores the darker sides of life, these positive messages always return.

Although evi has not released any songs now, she is determined to do so. She is currently creating and collecting songs for an upcoming EP and has the desire to have an EP cover made that radiates warmth and maturity. Her music will be a combination of live performances with electronic elements, which her fans can expect in the near future.

Evi is active on Instagram and TikTok as "evi (evimusic)" and is open to contact with her fans. Although she does not currently have a large fan base, she appreciates interacting with her fans and is willing to engage with them. However, she understands that this may become more difficult in the future as her fame grows, but she cherishes the opportunity to have a direct connection with her fans right now.

# TARGET AUDIENCE

In today's digital era, an artist's primary audience is mostly found on social media platforms. This dynamic target audience spans a wide spectrum, from enthusiastic art aficionados and collectors to the casual social media user. Through platforms like Instagram, YouTube and TikTok, artists can transcend geographical boundaries and connect with a global audience, reshaping the way art is shared and appreciated in our interconnected world.

In today's digital world, Facebook stands out as the most widely used social media platform. Nearly 3

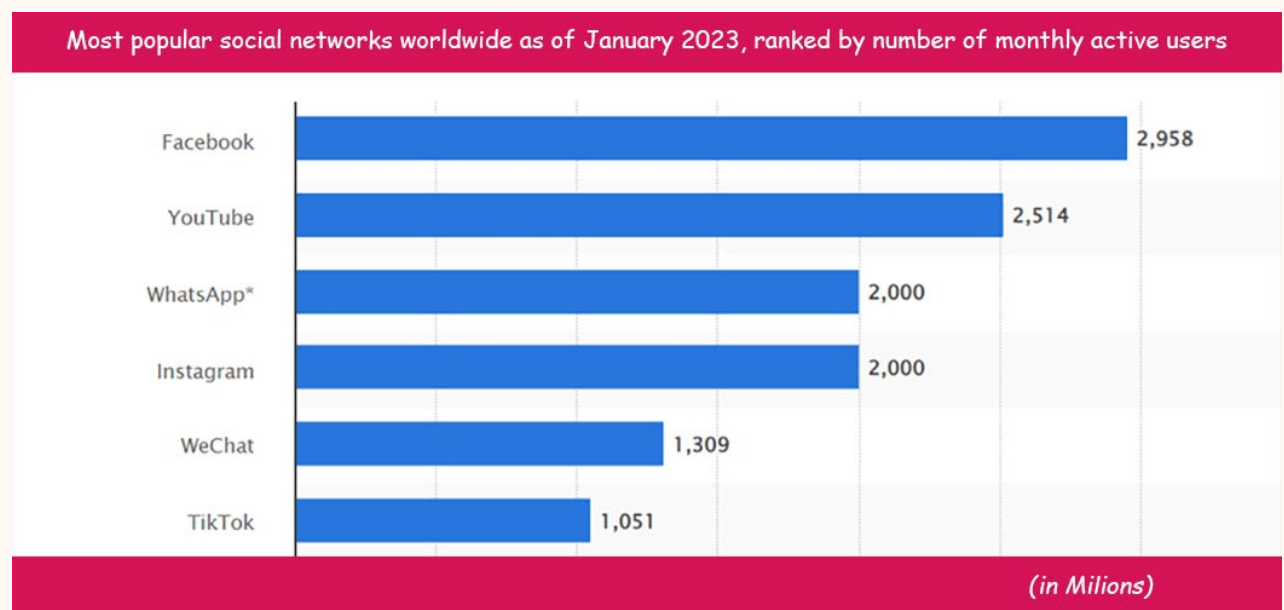


Figure 1 (*Biggest social media platforms 2023 | Statista, 2023*)

billion people are actively using Facebook, as shown in Figure 1. This number is truly massive and shows just how many folks around the world are part of the Facebook community. It is a place where people from all sorts of backgrounds can connect, chat, and share, making it a crucial spot for socializing and sharing things on the internet.

### Distribution of Facebook users worldwide as of January 2023, by age and gender

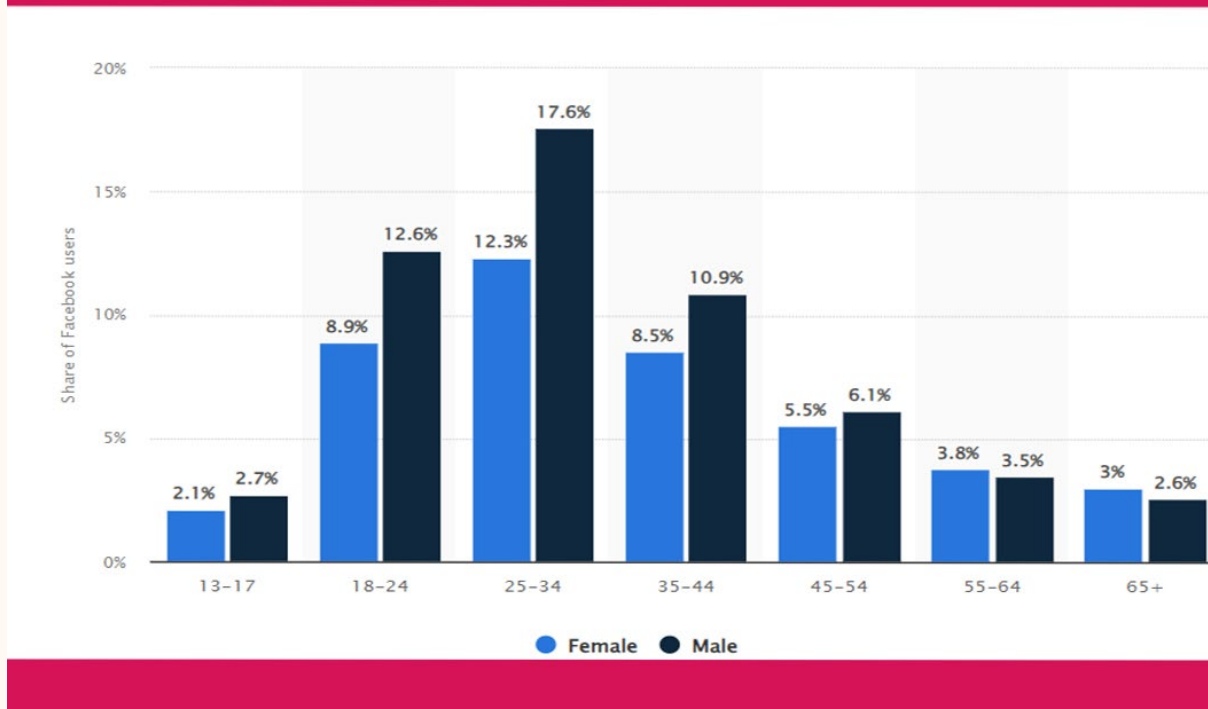


Figure 2 (Global Facebook User Age & Gender Distribution 2023 | Statista, 2023)

As indicated in Figure 2, 17.6% of Facebook's user base falls within the demographic of men aged 25 to 34. This data suggests that targeting this group could be a strategic approach. However, considering evi's music is specifically geared towards women approximately her age (around 21 years old), it may be more advisable to prioritize the 12.3% of female Facebook users within this age range. This segment amounts to nearly 4 million potential female listeners, aligning better with evi's target audience.

### YouTube Users Demographics by Gender

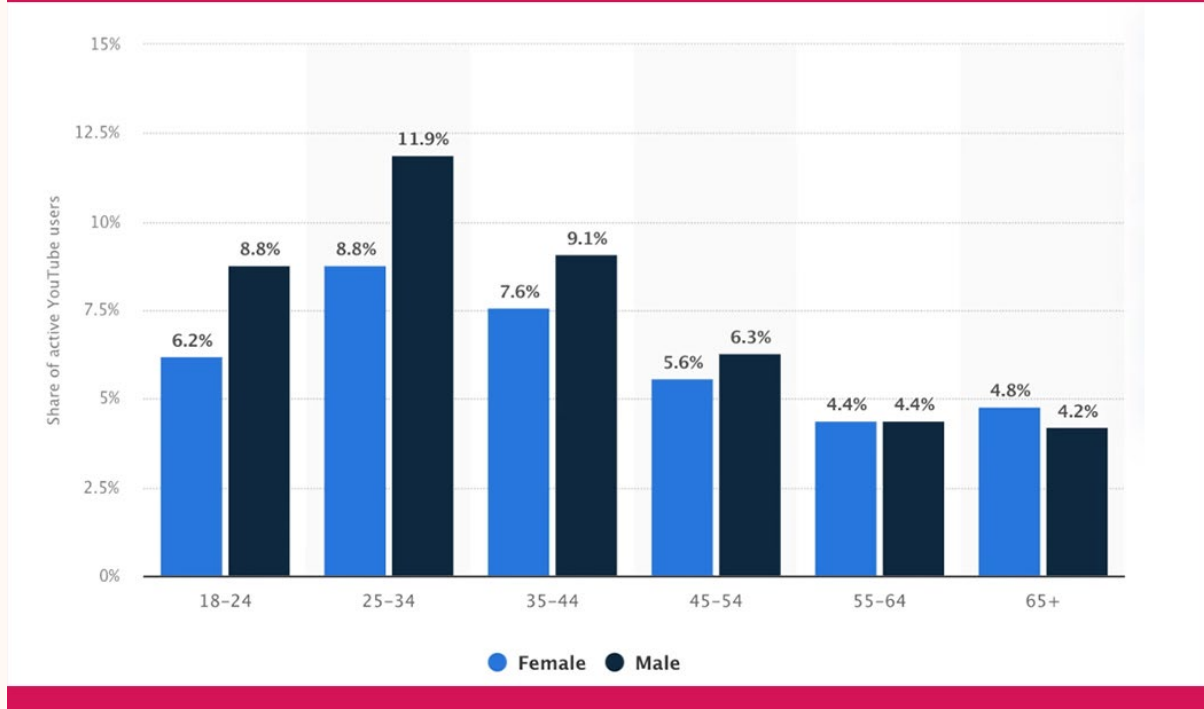


Figure 3 (Aslam, 2023)

Another major player in the realm of social media is YouTube, which has ascended to the second position among the most widely used platforms in 2023. Surpassing the 2.5 billion user mark, YouTube boasts a global reach, engaging approximately 31% of the world's population. As illustrated in Figure 3, most YouTube's user base falls again within the 25 to 34 age brackets, primarily comprising men. However, it is worth noting that there is a notable 8.8% female user demographic that should not be overlooked, especially for targeting efforts by artists like evi.



## CONCLUSION

While it is a good practice to maintain a consistent posting schedule on any social media platform, we recommend utilizing Facebook for regular updates, announcements, and general posts. Since evi is already active on Instagram. Our advice is to keep on using it and make use of its connection with Facebook, so that when she posts something on Instagram, it will automatically also be posted on Facebook and backwards.

She also mentioned that she wants to be heard nationally. For that reason, we also advice to use TikTok. TikTok is famous worldwide and has about a billion active users. In the Netherlands (Where evi lives) there are over 5 1/2 million active users. In Europe it goes up to 150 million active users. When it comes to sharing music content, platforms such as Spotify and Deezer are useful, but the primary platform for music (video's) uploads should undoubtedly be YouTube.

Spotify is the most popular streaming service with more than 551 million users every month. Deezer however does not have that many users. About 16 million, but they outnumber Spotify with the fact that they have more than 90 million music tracks, 160 thousand podcasts and over 32 thousand radio stations. Deezer still has active user in over 180 countries. which is quite impressive.

## PERSONA

Name: Emily

Age: 25

Occupation: Marketing manager

Interests: Enthusiastic music, dancing, going to concerts, meeting new people, traveling, trying new restaurants

Emily is a fun-loving and outgoing girl who loves to live life to the fullest. She is always up for trying new things and meeting new people. Her favourite thing to do is to go to concerts and dance the night away. She is a huge fan of all kinds of music, but she especially loves enthusiastic genres like pop, rock, and dance.

Emily is also a big foodie and loves to travel. She is always on the lookout for new restaurants to try and new places to explore. She is also a bit of a social butterfly and loves to spend time with her friends and family.

Overall, Emily is a positive and energetic girl who loves to have fun. She is always looking for new ways to experience life and make the most of every day.

Here is an example of a typical day for Emily:

- Emily wakes up early and gets ready for work. She listens to her favourite upbeat music to get her pumped up for the day.
- At work, Emily is always smiling and helpful. She is a great team player and always willing to go the extra mile.
- After work, Emily meets up with her friends for dinner at a new restaurant. They try all the different dishes and have a great time catching up.
- After dinner, Emily and her friends go to a concert. They dance the night away and have an amazing time.
- On the weekends, Emily loves to travel. She is always planning her next adventure. She has been to all over the world and has experienced so many different cultures.

Emily is a great example of a girl who loves enthusiastic music and lives her life to the fullest. She's always positive, energetic, and up for new adventures.

## WHEN TO POST

Considering that evi's music is in English, it is important to aim for a global audience. However, this can be challenging due to the varying time zones in different countries. Therefore, establishing a

strong connection between the timing of uploads and maximizing viewership is essential. Additionally, consistently posting content in English is therefore recommended.

To ensure that a significant number of people worldwide see your posts, it is necessary to determine when they are most active online. Also, having a fast upload speed is highly desirable to avoid unnecessary delays. Imagine you have promised your fans a new music video at exactly 4 p.m. on the next day and it the content will not upload because of slow uploading speed. Your fans would be disappointedly waiting.

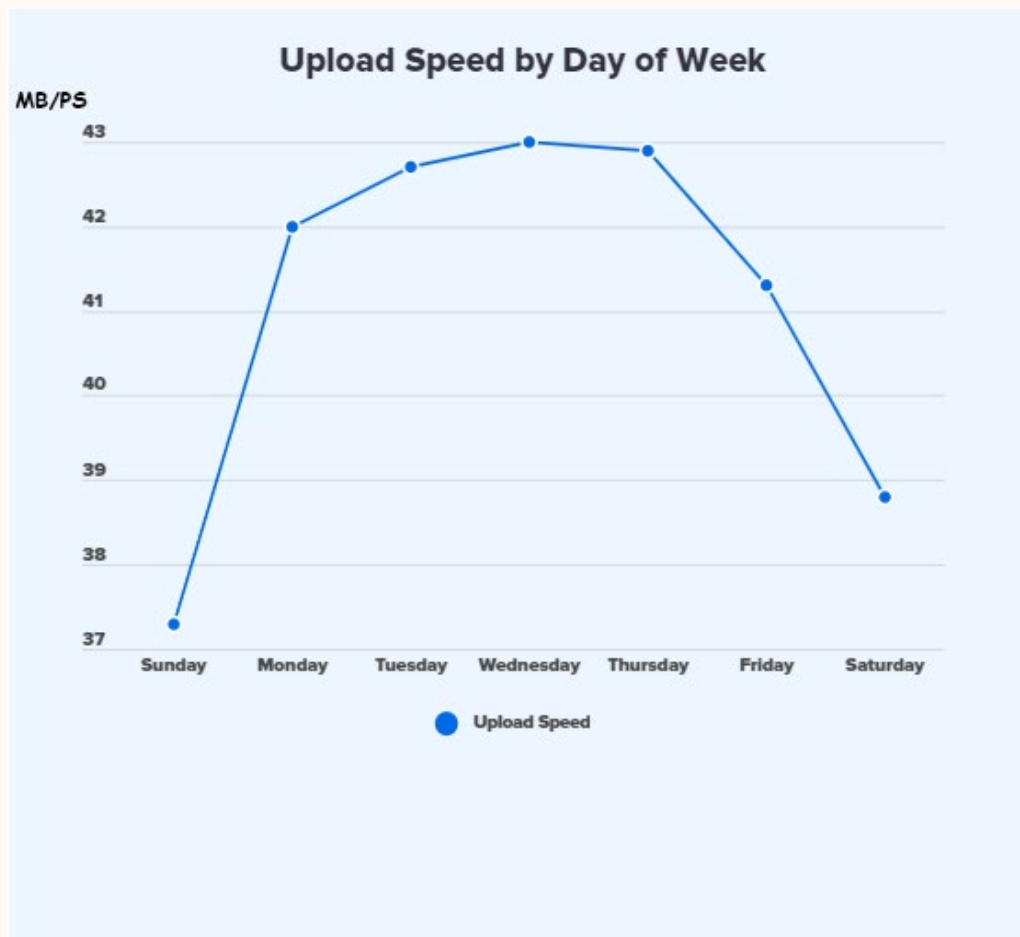


Figure 4 (Isrupe, 2023)

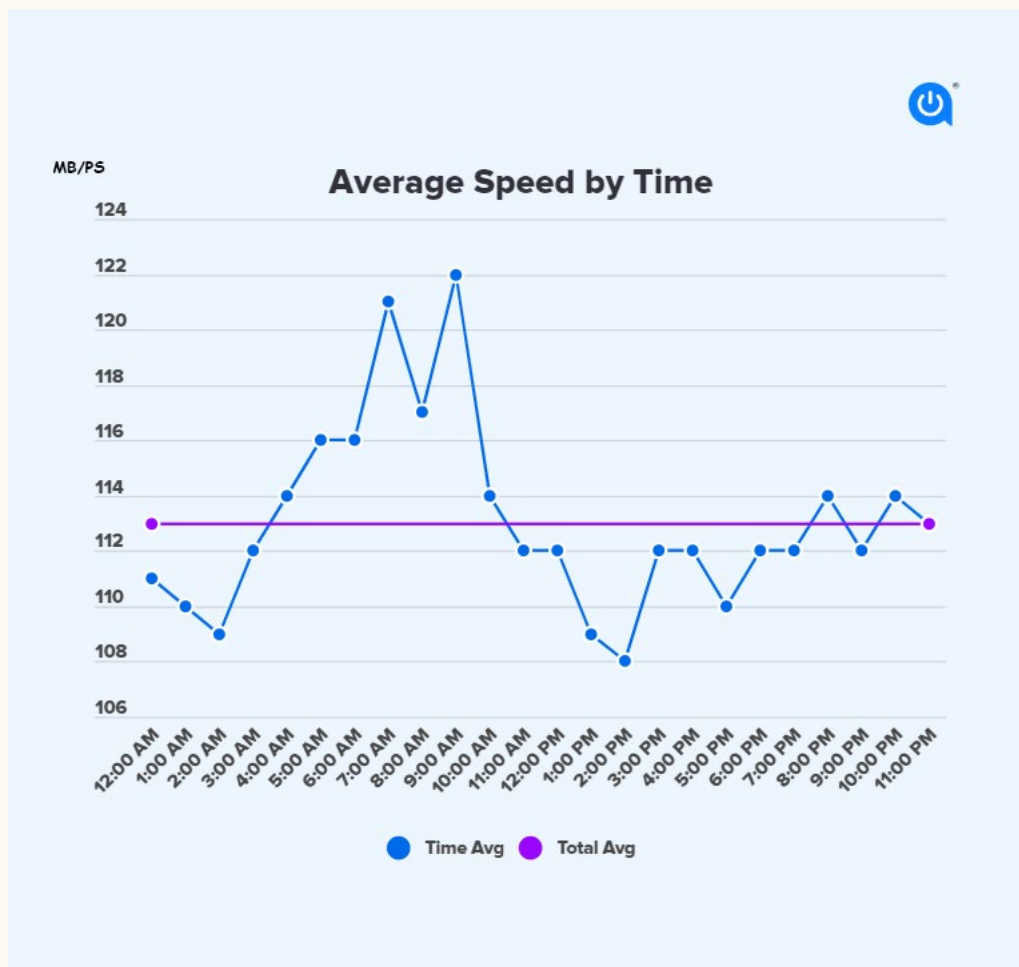


Figure 5 (Isrupe, 2023b)

According to [www.allconnect.com](http://www.allconnect.com), Wednesday is identified as the day with the fastest online upload speeds (43 megabytes per second), while Sunday experiences the slowest upload speeds (37.3 megabytes per second).

On Figure 5 you can see that the best time of the day to upload is either early in the morning from 5 a.m. to 9 a.m. and later in the afternoon from 2 p.m. to 7 p.m.

The slowest upload speeds however are in mid-day from 10 a.m. to 2 p.m. and at nighttime from 9 p.m. to 11 p.m.

## TIME DIFFERENCE

Out of the 195 countries in the world, which span approximately 40 different time zones, our focus will be on countries where English is the primary language. This choice aligns with Evi's English-language music. The primary countries of interest in this context are the United Kingdom (U.K.) and the United States of America (U.S.A.).

Regarding the United Kingdom (U.K.), it is essential to note that there is a time difference of -1 hour when compared to the Netherlands.

The United States of America (U.S.A.), on the other hand, encompasses eight distinct time zones:

- HST (Hawaii Standard Time); which has a time difference of 12 hours.
- HDT (Hawaii-Aleutian Daylight Time); which has a time difference of 11 hours.
- AKDT (Alaska Daylight Time); which has a time difference of 10 hours.
- PDT (Pacific Daylight Time) and MST (Mountain Standard Time); which both have a time difference of 9 hours.
- MDT (Mountain Daylight Time); which has a time difference of 8 hours.
- CDT (Central Daylight Time); which has a time difference of 7 hours.
- EDT (Eastern Daylight Time); which has a time difference of 6 hours.

Considering the time differences between the Netherlands, the U.S.A., and the U.K. to reach the most active audiences, the optimal strategy is to focus on weekdays during the late morning and early afternoon in each respective time zone. This strategy aligns with catching the audience during their lunch breaks or short breaks from work or school.

As mentioned previously, the two most favourable time ranges for uploading or posting content are early in the morning from 5 a.m. to 9 a.m. and later in the afternoon from 2 p.m. to 7 p.m. To determine the best time for uploading or posting content, we have analysed these time gaps using an Excel sheet.

| Time Differences |       |        |       |       |           |       |       |       |                              |
|------------------|-------|--------|-------|-------|-----------|-------|-------|-------|------------------------------|
| NL               | U.K.  | U.S.A. |       |       |           |       |       |       |                              |
|                  |       | HST    | HDT   | AKDT  | PDT / MST | MDT   | CDT   | EDT   | Number of Time Zones covered |
| 00:00            | 23:00 | 12:00  | 11:00 | 10:00 | 09:00     | 08:00 | 07:00 | 06:00 |                              |
| 01:00            | 00:00 | 13:00  | 12:00 | 11:00 | 10:00     | 09:00 | 08:00 | 07:00 |                              |
| 02:00            | 01:00 | 14:00  | 13:00 | 12:00 | 11:00     | 10:00 | 09:00 | 08:00 |                              |
| 03:00            | 02:00 | 15:00  | 14:00 | 13:00 | 12:00     | 11:00 | 10:00 | 09:00 |                              |
| 04:00            | 03:00 | 16:00  | 15:00 | 14:00 | 13:00     | 12:00 | 11:00 | 10:00 |                              |
| 05:00            | 04:00 | 17:00  | 16:00 | 15:00 | 14:00     | 13:00 | 12:00 | 11:00 | 5                            |
| 06:00            | 05:00 | 18:00  | 17:00 | 16:00 | 15:00     | 14:00 | 13:00 | 12:00 | 7                            |
| 07:00            | 06:00 | 19:00  | 18:00 | 17:00 | 16:00     | 15:00 | 14:00 | 13:00 | 8                            |
| 08:00            | 07:00 | 20:00  | 19:00 | 18:00 | 17:00     | 16:00 | 15:00 | 14:00 | 8                            |
| 09:00            | 08:00 | 21:00  | 20:00 | 19:00 | 18:00     | 17:00 | 16:00 | 15:00 | 7                            |
| 10:00            | 09:00 | 22:00  | 21:00 | 20:00 | 19:00     | 18:00 | 17:00 | 16:00 |                              |
| 11:00            | 10:00 | 23:00  | 22:00 | 21:00 | 20:00     | 19:00 | 18:00 | 17:00 |                              |
| 12:00            | 11:00 | 00:00  | 23:00 | 22:00 | 21:00     | 20:00 | 19:00 | 18:00 |                              |
| 13:00            | 12:00 | 01:00  | 00:00 | 23:00 | 22:00     | 21:00 | 20:00 | 19:00 |                              |
| 14:00            | 13:00 | 02:00  | 01:00 | 00:00 | 23:00     | 22:00 | 21:00 | 20:00 | 1                            |
| 15:00            | 14:00 | 03:00  | 02:00 | 01:00 | 00:00     | 23:00 | 22:00 | 21:00 | 2                            |
| 16:00            | 15:00 | 04:00  | 03:00 | 02:00 | 01:00     | 00:00 | 23:00 | 22:00 | 2                            |
| 17:00            | 16:00 | 05:00  | 04:00 | 03:00 | 02:00     | 01:00 | 00:00 | 23:00 | 3                            |
| 18:00            | 17:00 | 06:00  | 05:00 | 04:00 | 03:00     | 02:00 | 01:00 | 00:00 | 4                            |
| 19:00            | 18:00 | 07:00  | 06:00 | 05:00 | 04:00     | 03:00 | 02:00 | 01:00 | 5                            |
| 20:00            | 19:00 | 08:00  | 07:00 | 06:00 | 05:00     | 04:00 | 03:00 | 02:00 |                              |
| 21:00            | 20:00 | 09:00  | 08:00 | 07:00 | 06:00     | 05:00 | 04:00 | 03:00 |                              |
| 22:00            | 21:00 | 10:00  | 09:00 | 08:00 | 07:00     | 06:00 | 05:00 | 04:00 |                              |
| 23:00            | 22:00 | 11:00  | 10:00 | 09:00 | 08:00     | 07:00 | 06:00 | 05:00 |                              |

Figure 6

In Figure 6, it is evident that uploading content in the Netherlands at 7 or 8 a.m. aligns with most of the time zones in the Netherlands, the U.K., and the U.S.A. These times also correspond to when you can expect the fastest upload speed.

## CONCLUSION

We recommend that evi should post on every weekday, with a particular focus on Wednesdays, during the early hours of 7 to 8 a.m. This period allows her to take advantage of fast upload speeds and connect with a broader online audience.

# tone of voice

| Zoekwoord       | Maandelijkse zoekopdrachten | Wijziging jaar op jaar | Concurrentie |
|-----------------|-----------------------------|------------------------|--------------|
| Evi             | 1k – 10k                    | 0%                     | Laag         |
| Vrolijk         | 1k – 10k                    | 0%                     | Laag         |
| Hyperspeed      | 10 - 100                    | -90%                   | Hoog         |
| Hyperspeed song | 10 - 100                    | 0%                     | Onbekend     |
| Vrolijk nummer  | 10-100                      | 0%                     | Laag         |
| Evi zanger      | 0 – 10                      | Onbekend               | Onbekend     |

De woorden Evi en Vrolijk worden niet direct geassocieerd met een bedrijf of doel. Door deze reden wordt dit woord niet veel gezocht op zichzelf. Deze woorden zullen niet al te geschikt zijn om op het begin te gebruiken want je wordt niet gevonden.

Het woord Hyperspeed, als in het liedje hyperspeed, zal ook niet goed zijn. Dit woord wordt geassocieerd met Razer. Zo komt er met dit woord naar voren “razer basilisk x hyperspeed” en “razer deathadder v2 x hyperspeed”. Evi’s nummer zal alleen maar onderaan de ranglijst worden gezet. Maar net als bij de vorige 2 woorden is dit wel mogelijk te gebruiken als Evi wat bekender is.

## TOP 10 MUSIC HASHTAGS

Best music hashtags popular on Instagram, Twitter, Facebook, TikTok:

#music - 53%

#love - 8%

#hiphop - 6%

#rap - 5%

#art - 5%

#musician - 4%

#artist - 4%

#musica - 4%

#instagood - 3%

#singer - 3%

**THE MOST  
ALLURING THING  
A HAVE IS  
CONFIDENCE..**

**- BEYONCÉ**

