

Media & Communication Plan

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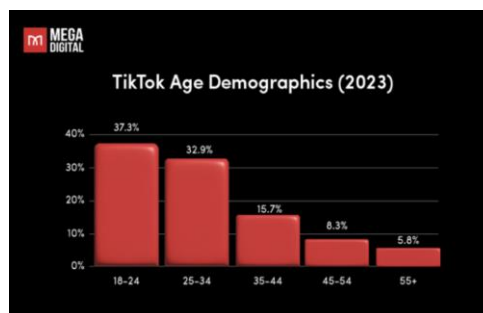
Target audience

Target audience: Dutch hard rock fans (age: 18-34)

Target group:

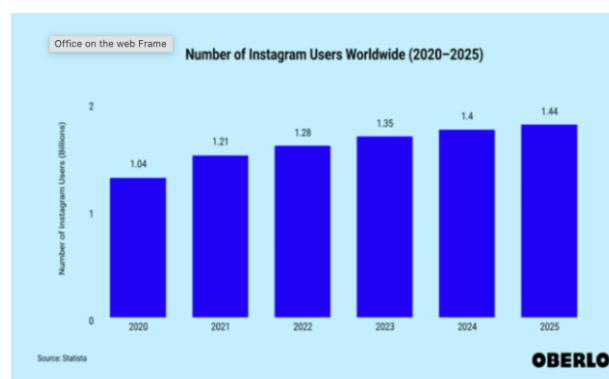
The target group uses a variety of social media platforms, but mostly TikTok and Instagram. From **TikTok**'s current active users, 37.3% consist of the age group 18-24 (Linh, 2023). The second largest group of users is the age range 25-34, making up an additional 32.9% of active users.

As the social platform counted more than 1.9 billion users in 2023, it is fair to say that this is a popular social platform amongst our target group. (GilPress, 2024)



The most popular content category on TikTok can be defined as 'Entertainment'. This means that our audience mostly spends their time watching entertainment focused videos (Shepherd, 2024). Other popular categories include Dance and Humour.

For **Instagram**, there are currently 1.4 billion users active on the platform. (Lin, z.d.) from these users, 64% are between the ages 18-34. This number rises to 71% when we look at the worldwide number of users under 35 years old. (Lindner, 2023)



Instagram is a video and photo sharing platform that is used differently by every account. However, 81% of users also tend to use Instagram to research products and services. (Lindner, 2023)

Communication Values

To create a coherent communication and media plan, our communication values will return throughout the plan. These values build the base of all our objectives and content.

- A) We want to offer young (hard) rock fans a sense of togetherness.
- B) We want to offer a more accessible way for young (hard) rock fans to connect and interact with each other.
- C) We want to offer a way for young (hard) rock fans to be part of and belong to the hard rock community.

Description of the values:

- A) For everyone who wants a bad ass social life, Rock Rally brings the opportunity to **create connections** with your fellow head-banging hard rock fans. **Meet new people** and start jamming out to the best concerts of your life **together!**
- B) Imagine this: a platform on which you can easily meet up with your fellow hard rock fans. Whether you want to **chat, connect** or **plan** to jam out at your favourite concerts together. Features like swiping, group chats and Music Filtering help you find the perfect partner to rock out to your favourite songs with. Rock Rally got you covered!
- C) We're here to hook you up with the ultimate backstage pass to enter the hard rock social scene. Imagine being part of a **tight-knit** crew where your love for hard rock isn't just accepted – it's celebrated! We're all about creating a space where you can be a part of and belong to a **community** that gets you. Whether it's sharing epic concert moments, swapping new concerts mates, or arranging groups to go to concerts and festivals with, we've got your back. So, if you're ready to rock and be part of the Rock Rally community join us and let's show the world what we're made of!

Communication Objectives

Reach objectives:

Overall: To gain awareness for our brand, we want to reach 10.500 people within our target audience, making use of various social platforms before the 3rd of April 2024.

TikTok: We want to reach 10.000 views on TikTok before the 3rd of April 2024, by means of entertainment based short form video content.

Instagram: We want to reach 30 followers on Instagram before the 3rd of April 2024, by means of posting informative, trend-driven and entertainment-based photo and video content.

Spotify: To gain awareness for our brand, we want to reach 470 hard rock listeners by using Spotify listening ads before the 3rd of April 2024.

Affect:

We want to connect with our target audience through creating relatable and engaging content on social media before the 3rd of April 2024.

We want our target audience to feel a sense of togetherness. With our app, they will not feel so alone in their interest, and they will be able to make friends and friend groups that have the same music taste as they do. It will affect their social life.

With the content we will put out, we want our audience to feel the togetherness through the screen. They will feel motivated to be social and have fun with new people. After looking at our content, they will feel happier and more motivated. It will affect their mental health positivity.

Response:

We want to gain two (2) responses from individuals out of our target audience expressing interest in our app, before the 3rd of April 2024.

We want to gain awareness for our brand, but ultimately also create desire. We can test this through the responses/comments that we receive. Therefore, we want to have at least 2 responses from people who might be genuinely interested in our app.

Media Tactics

Both TikTok and Instagram place themselves in the top 3 of social platforms used by our target audience (Zote, 2024b). Therefore, these will be some of the best platforms to promote our app.



TikTok: On TikTok we will create an account and upload videos that are in line with our website/app. Our target audience specifically takes an interest in educational videos that provide value. Think of how-to guides and informative content that addresses their needs and interests. (Linh, 2023)

TikTok has the highest engagement rate among popular social media. Micro influences (<15.000 followers) have an engagement rate of over 17%, which is a lot more compared to Instagram's nearly 4% or YouTube's nearly 2% (Linh, 2023). This means that the chances of reaching our *response objective* would be highest on this platform.

TikTok is known for its 'easy virality'. Videos can go viral within hours or days, which fits our *time bound objectives* (Moran, 2024). To go viral, you will have to create trend-driven or unique content, interact with the audience and have a bit of luck with reaching the desired viewer base. (Moran, 2024)

To reach our desired viewer base (target audience) we will use the hashtags #hardrock (492.2K videos) and #rock (6.8 million videos).



Instagram: On Instagram, we will use a slightly more professional method, with a profile page for our website / app with a professional looking feed and crucial information spread on our page. It will be harder to reach an audience on this app, but the people who are genuinely interested will follow our account.

On Instagram, making use of the right hashtags is crucial in reaching the right people. They have a large impact on who will see your posts on their explore page. (Demeku, 2023) The most effective number of hashtags in 2024 is around 20, so we will follow this in the new posts we create. (Demeku, 2023)

We will create some following by first following people within our target audience and get a follow back.

Content Candler

March 1st – April 4th

We have chosen this month to do our promotion on social media, because we going to 'launch' our app on the 8th of March. This way, we can do some building up to the big launch, but also keep posting content once the app is launched. We are doing it till the fourth of April because that was advised to us after our presentation, because the deadline is the fifth of April.

CONTENT CALENDAR MARCH							Office on the web Frame	
SUN	MON	TUE	WED	THU	FRI	SAT	WEEK	month March
					1 Start up Profile (Profile - Post Post) Make an account and create profile picture, bio etc!	Look at Facebook and the trends going on right now	1	year 2024
Follow Back Fany using rock videos &	Make the first video and post it, an educational video about the brand!	Post graphics explaining app	Follow Back Fany using rock videos &	Post video: Commented	Post video: It's Friday night... I love Rockstar!		2	Instagram TikTok
Post Rock Back Band advertising for the app	Make the first video and post it, an educational video about the brand!	Post Graphics: User Testimony		Post video: Short app version explanation	Post Graphics: It's Friday night... I love Rockstar!		3	notes
	Make the first video and post it, an educational video about the brand!	Post Graphics: User Testimony		Make a fourth video, a funny trend, follow other rock accounts	Post Graphics: download the app		4	Think with post 2 videos per week, one educational and one funny trend video each week.
31				Post video: User Testimony	Post Graphics: download the app		5	

CONTENT CALENDAR APRIL							Office on the web Frame	
SUN	MON	TUE	WED	THU	FRI	SAT	WEEK	month April
	1 Post video, about our app and what it does	Post Graphics: User Testimony	Follow other trend rock accounts		5		1	year 2024
			Follow post				2	Instagram TikTok
							3	notes
							4	
							5	

We are going to post on these days, because they vary and this way, we post over a span as many days, to stay as active as possible on social media. We tried to spread out the posts over the week as much as possible. (Glover & Glover, 2024)

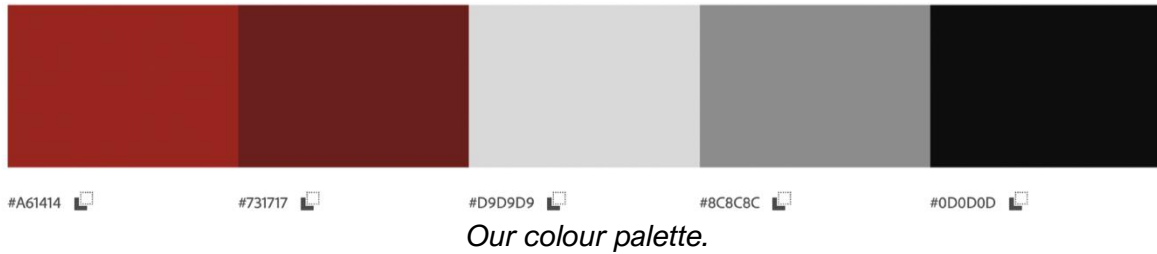
We post around 4 times a week, 2 TikTok's and 2 Instagram posts. We also did research and found out between 3-5 times a week is the best to keep the best relationship with your target audience. (How Often to Post on Social Media in 2024, 2023)

However, we changed it to posting on TikTok 4 times a week.

We are going to post at the end of our school days, at the beginning of the evening and just after lunch. This is because the best time to post on social media to gain the most interaction

is the beginning of the evening, to be more specific; The best times to post on social media, in general, are 7:00 PM, 3:15 PM, and 8:41 AM on Friday, Wednesday, and Monday (Glover & Glover, 2024).

We will follow the colour scheme and logos that we use also for our content.



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