

# Content strategy

Voor de content strategy hebben we als groep een goal opgezet, een doelgroep, welke type content er geplaatst gaat worden en hoe we deze content gaan distribueren. Ik heb gewerkt aan de goal, de doelgroep en welke type content er geplaatst kan worden.

## Objective:

To create a fun and engaging pub crawl event that brings people together, promotes Woody & Truus' unique music style, and builds a vibrant community around their neo-smartlappen sound. The event will focus on both physical and digital promotion, allowing the audience to connect both in-person and online.

- **Increase Awareness:** Generate excitement and buzz around the pub crawl event, creating a strong presence in both physical venues and digital platforms.
- **Engage Target Audience:** Attract 20-25 year-olds who are interested in discovering non-mainstream music genres, specifically Smartlappen and neo-Smartlappen, by fostering meaningful interactions.

**Doelgroep:**

**Age Group:** Primarily 20-25-year-olds.

**Interests:** They are music lovers, especially drawn to discovering niche or lesser-known genres like *Smartlappen*. This audience enjoys exploring underground music scenes and alternative spaces such as dive bars.

**Behavior:** Highly social, both in-person and online. They frequent pubs but are equally active on social media platforms like Instagram and TikTok. The dual focus on digital and physical promotion is essential to capture their attention.

**Type content:**

- **Video:** Live performances, music videos, storytelling vlogs.
- **Images:** Vintage-style photos of the artists and their performances in dive bars.
- **Text:** Blog posts, song lyrics, interviews with the artists about their process.
- **Audio:** Acoustic versions of songs, and podcasts discussing *Smartlappen* and the duo's music journey.
- **Physical content:** album covers, posters, merch, and stickers.