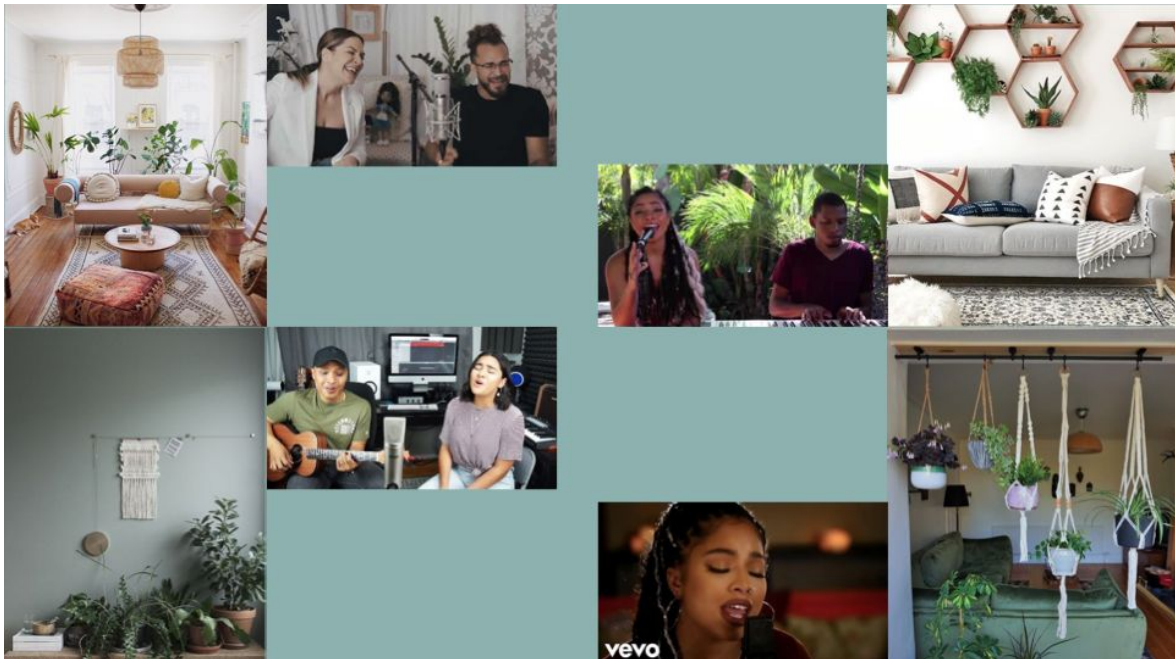


STRATEGY DIGITAL MARKETING ~ AISHA.

Instagram:

Based on research Aisha's target audience is very active on Instagram. Aisha herself is very into Instagram as well and she wants to get more attention on this platform. So in this article I will go in depth about how we are going to give her followers base a boost.



After a some brainstorming with Aisha we want to do something like a weekly cover song in a fresh environment that fits her style.

Aisha came with a mood board to give us an idea of how this “#kammerplantsessie” would look like.

Plan:

Every week she will upload a video on her Instagram where she is singing a cover of a song from one of her favourite dutch artists (Tabitha, Maan, Ronnie Flex etc.). The Instagram accounts of the original Artists will be tagged so they notice her.

She may get some attention from them. For example, they could repost her video, which will result in a giant publicity boost. Even if they don't notice her yet, it's a great idea to have some live performances on her profile.