

## Content strategy “Zonder Rafels Geen Ziel”

### Social media:

Since there is not really a budget nor is there time to a lot of posting on social media, it is best if there will just be announcements/reminders for when the album is dropping. This could be done on Instagram, Facebook and TikTok (to reach the younger audiences). These posts will include imagery, date and time and the platforms where the music can be found.

For the pub-crawl, the same thing applies.

- Behind-the-scenes content (TikTok, Instagram, Facebook),
- Spotify playlists (with their favorite smartlappen songs),
- Snippets of music (TikTok, Instagram),

### Visuals:

- Posters:  
Promotional posters for the pub-crawl, including date, time and place + a QR code for more information.  
Posters to promote the album.
- Stickers:  
Stickers that include a QR code that are linked to the Spotify album.  
Stickers with “Veneman & de Groot” on them.  
^ put these in places where a lot of people pass, ex. In the city center, train station, maybe even at Fontys
- Merch:  
T-shirts and hoodies, with their name on the front and the album + songs on the back.  
^ if you want to do this, make the fans pre-order it. This way you can make sure the merch only gets made if someone orders it, so you won't lose any money.