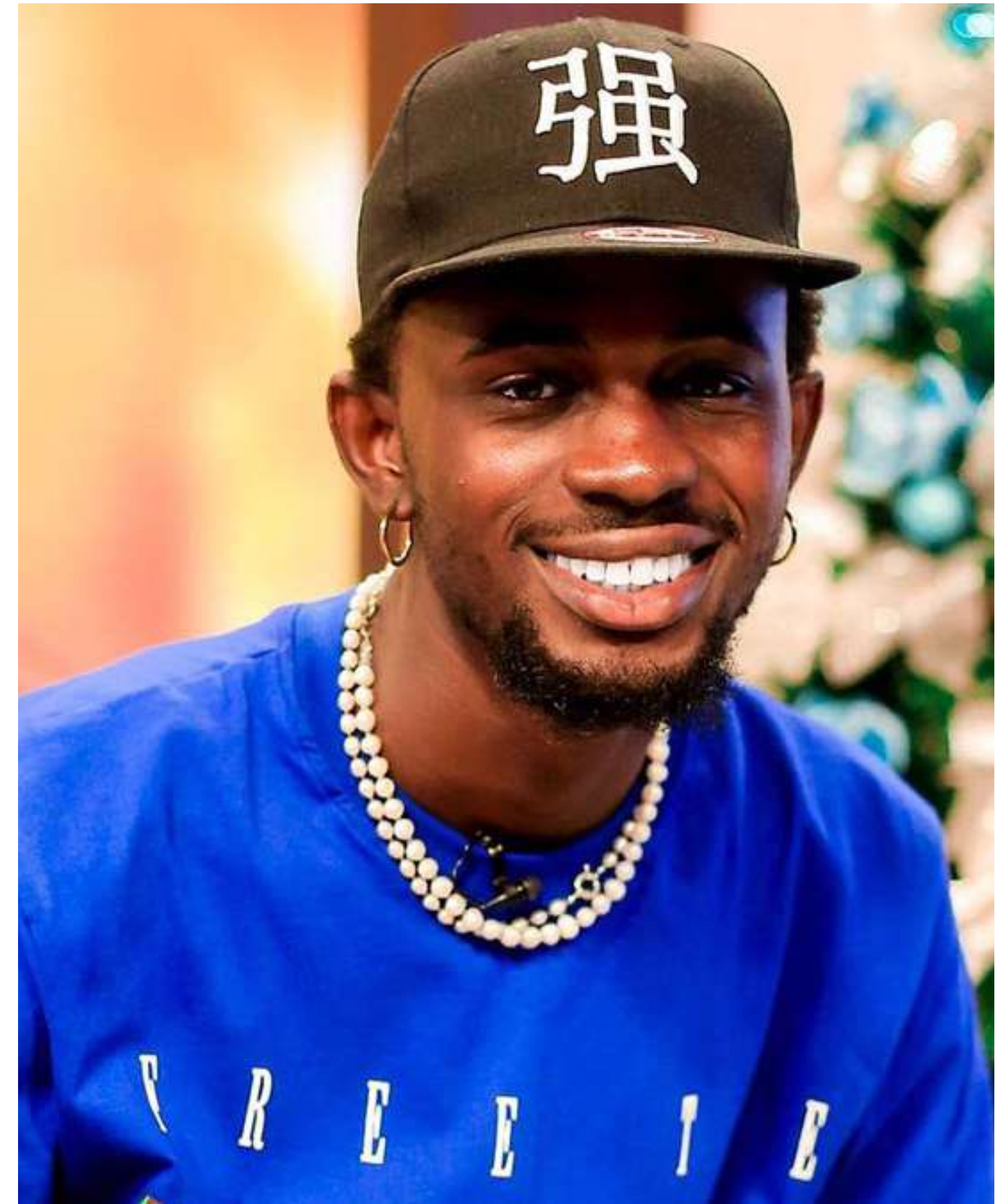# Black Sherif _____

Music Artiste website content plan

David Osei.

Introduction

Black Sherif is a young Ghanaian and African hip hop artist who went viral with his hit single "Second Sermon" which subsequently propelled him to fame locally and international recognition.

A quick google search revealed that he didn't have a visible visual identity and a very important touch point, a website.

The goal of this project is to create a basic visual identity and website for Black Sherif to engage with his growing fanbase, reach a wider audience with his craft and book shows.

Competitive Analysis

Burna Boy

Burna boy is a Grammy award winning Nigerian Afro-Fusion artist with a large following both locally and internationally.
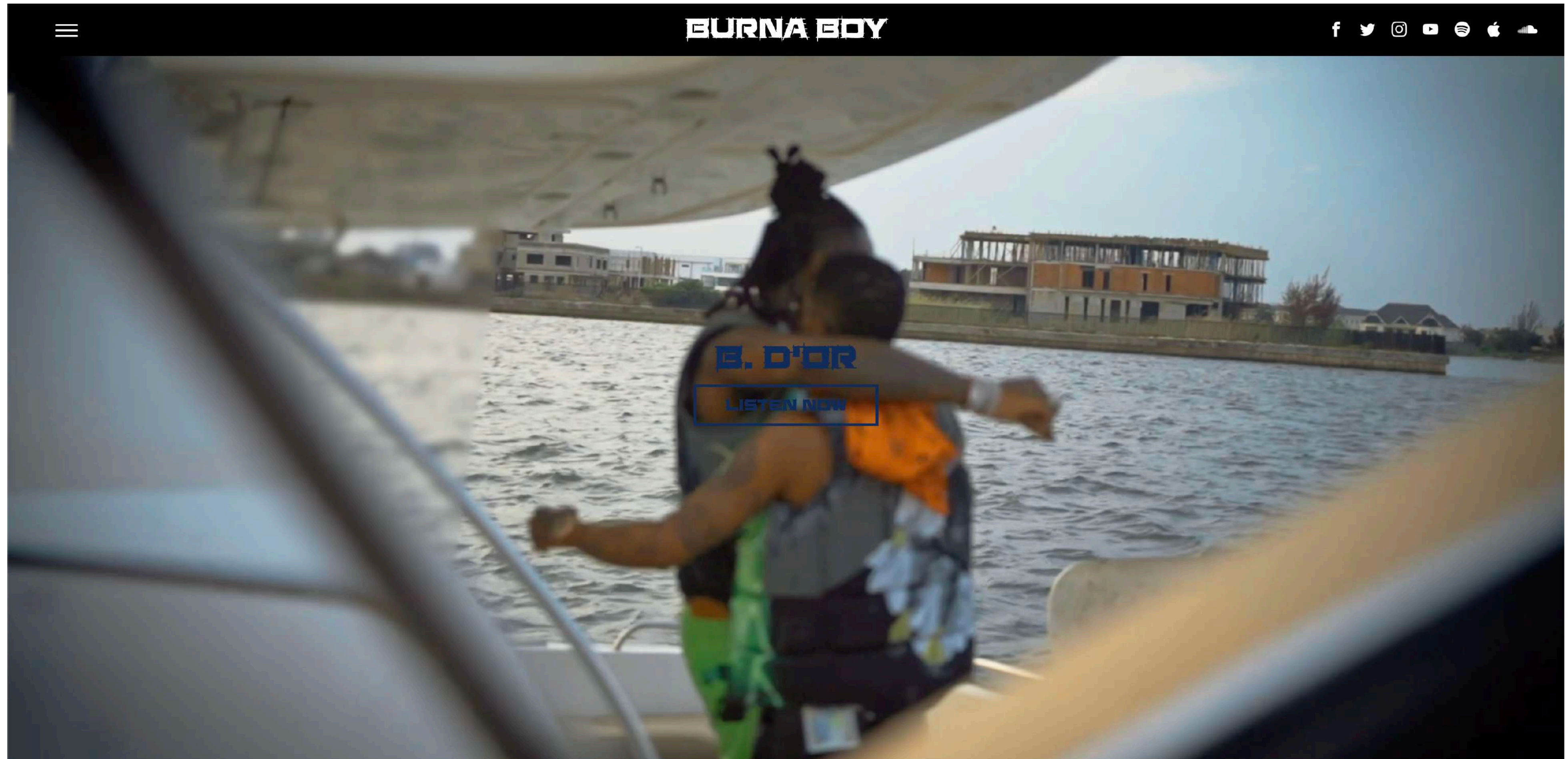
Using a mix of traditional and digital marketing, Burna boy has solidified his brand image as a true "African Giant".
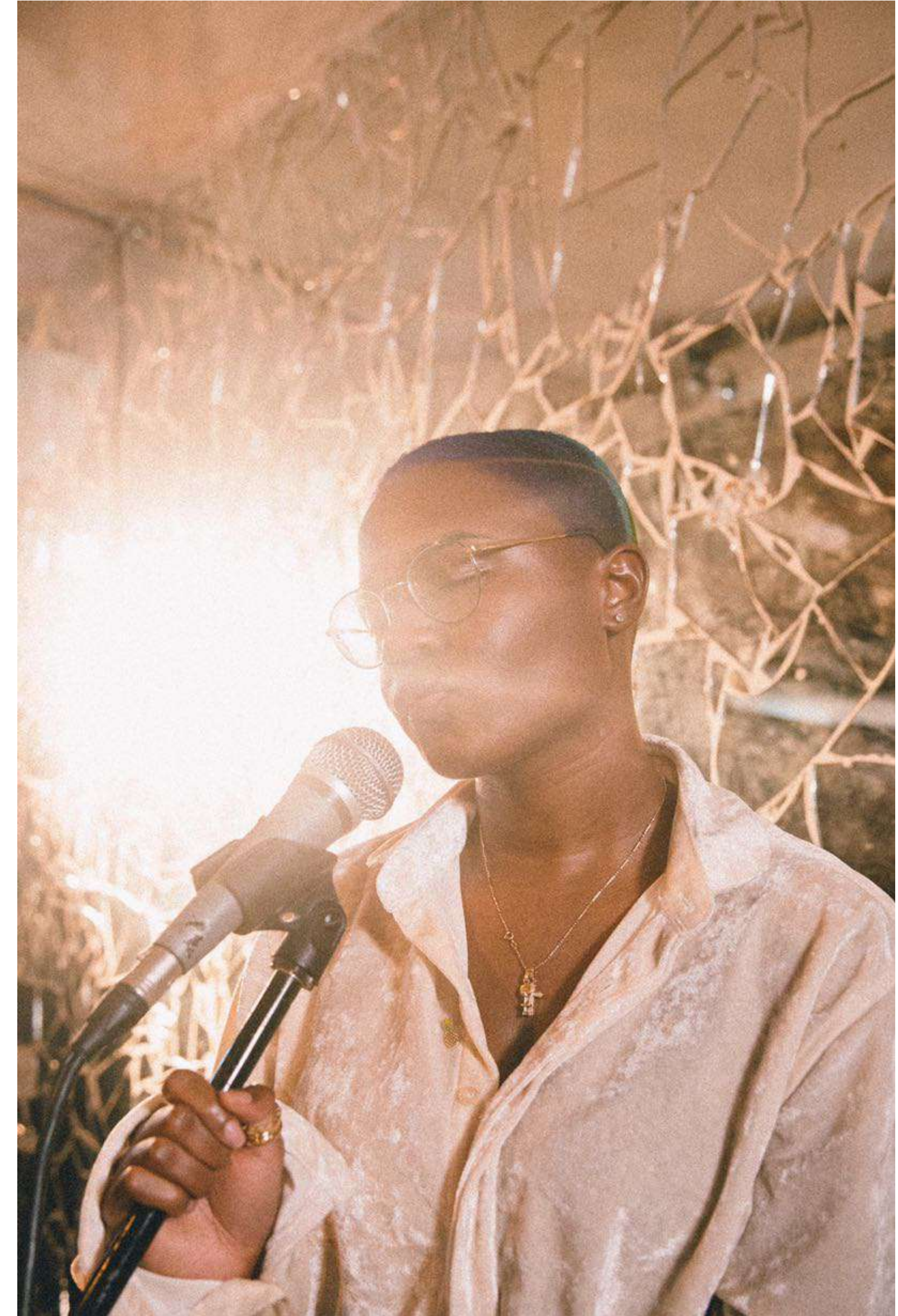
Competitive Analysis

Burna Boy

Competitive Analysis

Amaarae

Amaarae is a Ghanaian multifaceted artist, singer, songwriter, producer, and sound engineer and is fast becoming a force amongst her peers in the West African music scene.
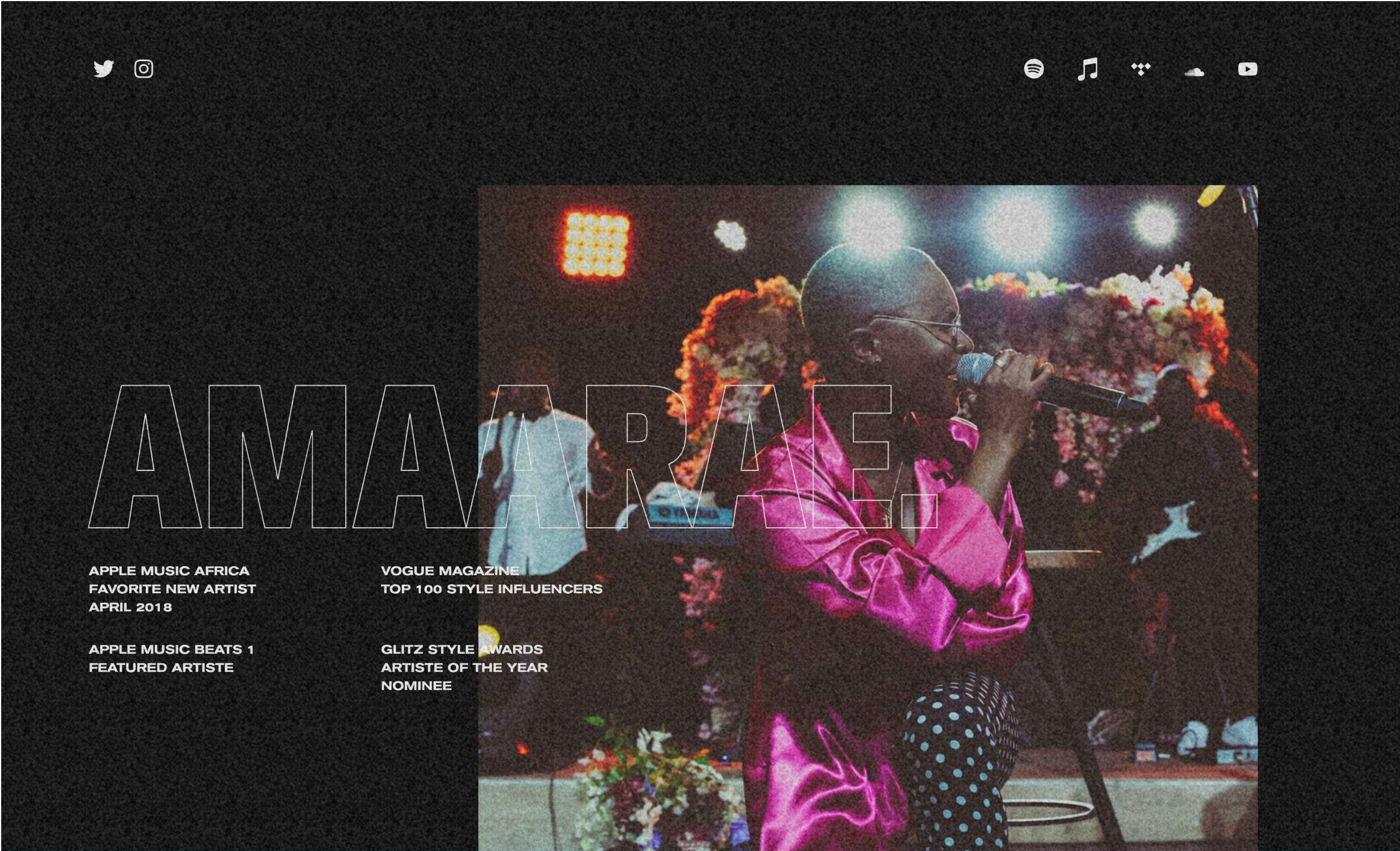
Amaarae has solidified her brand as a powerhouse one of   Africa's bubbling new sub –genre; Alté.

Competitive Analysis

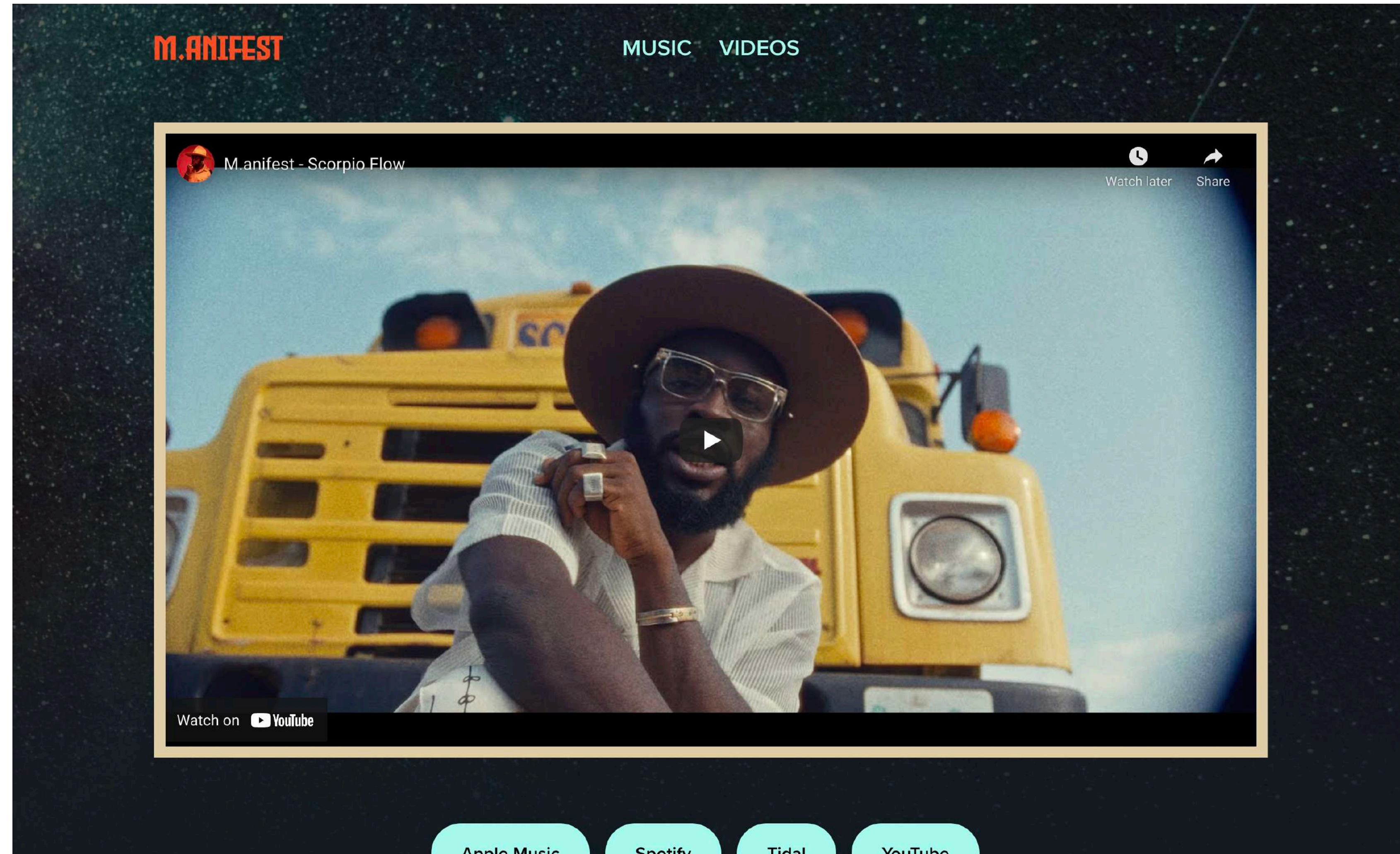## Amaarae

Competitive Analysis

M.anifest

M.anifest is an award-winning Ghanaian rapper and musician known for musical boundary crossing, multilingual wordplay, and a unique approach that acknowledges both his Ghanaian upbringing and his adventures in the West.

Competitive Analysis

M.anifest

User Personas

Tosin, 35

Gender: Male

Occupation: Music Executive

Education: Bachelor's degree 2022

Family: Married with 2 kids

Archetype: Campaigner

Location: Lagos, Nigeria

Defining Traits:

Enthusiatic   Creative   Sociable

Bio

Tosin is an experienced Marketing executive and has managed the international careers of some of Africa's top musicians. He is constantly looking for new talent to promote outside across the African continent and internationally.

Interests
• Music Technology and Production
• Psychology and Marketing
• Talent acquisition

Frustrations
• Struggles to find new talent due to the lack of digital presence.

• A lot of great musical talent goes unnoticed because of lack of promotion and distribution

Goals
• Find new talent to market to both the local and international audience.
• Leverage current music technology to expand the reach of talents he manages.

User Personas

Jared, 21

Gender: Male
Occupation: Content Creator
Education: Bachelor's degree
Family: Single
Archetype: Adventurer
Location: Los Angeles, California

Defining Traits:

Flexible   Charmin   Creative   Imaginative
           g

Bio
Jared is a social media content creator with a focus on music, travel and lifestyle. He's built a large diverse following mainly teenagers and young adults with his engaging content. He is often approached by brands to create paid content.

Interests
- Music (Afrobeats, Trap, Hiphop and RnB)
- Social Media trends
- Travel and Lifestyle

Frustrations
- Not enough representation of African and African-American content within social media influencer culture.

Goals
- Create content using trending African music or discovered African music
- Collaborate with African content creators.

Content Plan

The main navigation structure of the website will be;

Home

Music

About

News

Contact

Content Plan

Using Bootstrap's Scrollspy component the website will be structured into five sections.

Home Section

Main landing page with Large full screen background image/ video of current single.
With links or button linking to the various streaming platforms.

Bio Section

Image of artist and a quick bio section. With a button to request for full press kit.
Masonry Grid or carousel of artist images

Music Section

Embedded Playlist of current music and videos from Black Sherif.
Large icons of major streaming platforms to stream music

News Section

Links to various featured articles

Contact Section

Provide basic contact details and Social media links

Next Steps

Design logo and define identity

Design wireframes, high fidelity mockups and
design system

Develop website in bootstrap

Thank you.