

INFLUENCER SOCIAL MEDIA PLAN

Twilight

Goal: To boost social visibility of *Twilight* EP release through the networks of key tastemakers, influencers, connections and others as identified.

Targets: List as identified by Tone

Strategies:

- Pre-release social outreach to expand audience and build buzz ahead of release:
 - GROUP A: Those with close relationships or most immediate circle of connections and collaborations [From Tone's list: Recording Collaborations and individuals from Media/Social Media list]
 - Send outreach to key local media outlets closest network of tastemakers/influencers/past & present collaborators
 - Alert them to *Twilight* release as well as single to come in May
 - Request support/sharing with their networks
 - Alist team can provide social media copy and images as well to enable easy, accurate sharing for this group
 - Opportunity:
 - For the media members on this list, will help leverage request for pre-coverage and/or to prep them for more information to follow ahead of the release
 - Overall outreach of support should not require a paid or trade exchange as this is a more personal network - who is inclined to share without needing compensation or reimbursement
 - GROUP B: DJs/Branded Events List + Social Influencers with whom Alma team has little to no personal relationship with
 - Social Outreach:
 - Target those with high-quality audiences - consist of having amassed a large following base, and whose demographic align with individuals who are already or have a high potential to be fans of Lady Alma's music
 - Build a top-tier list of "VIP" contacts who would be priority to secure a shoutout, promotion etc.
 - Note: Since a relationship has not been established nor existed with these individuals, there is the potential that to secure a shoutout or promotion from them, payment or a trade will be required. Due to this notion, we recommend to refine this list to be short and include those who are 'must-haves' to keep at a reasonable cost when presenting the trade online.



- Private Listening Session Recommendation (Pre-release):
 - Should include members from Group A, additional media who may not already be on Group A list, and reasonable individuals from Group B who are nearby to Philadelphia area that may likely attend an event.
 - Host session at a studio/event space to build buzz for release and act as an opportunity for these individuals to capture photo and video content that will likely be shared to their own social accounts.