

Marketing Plan

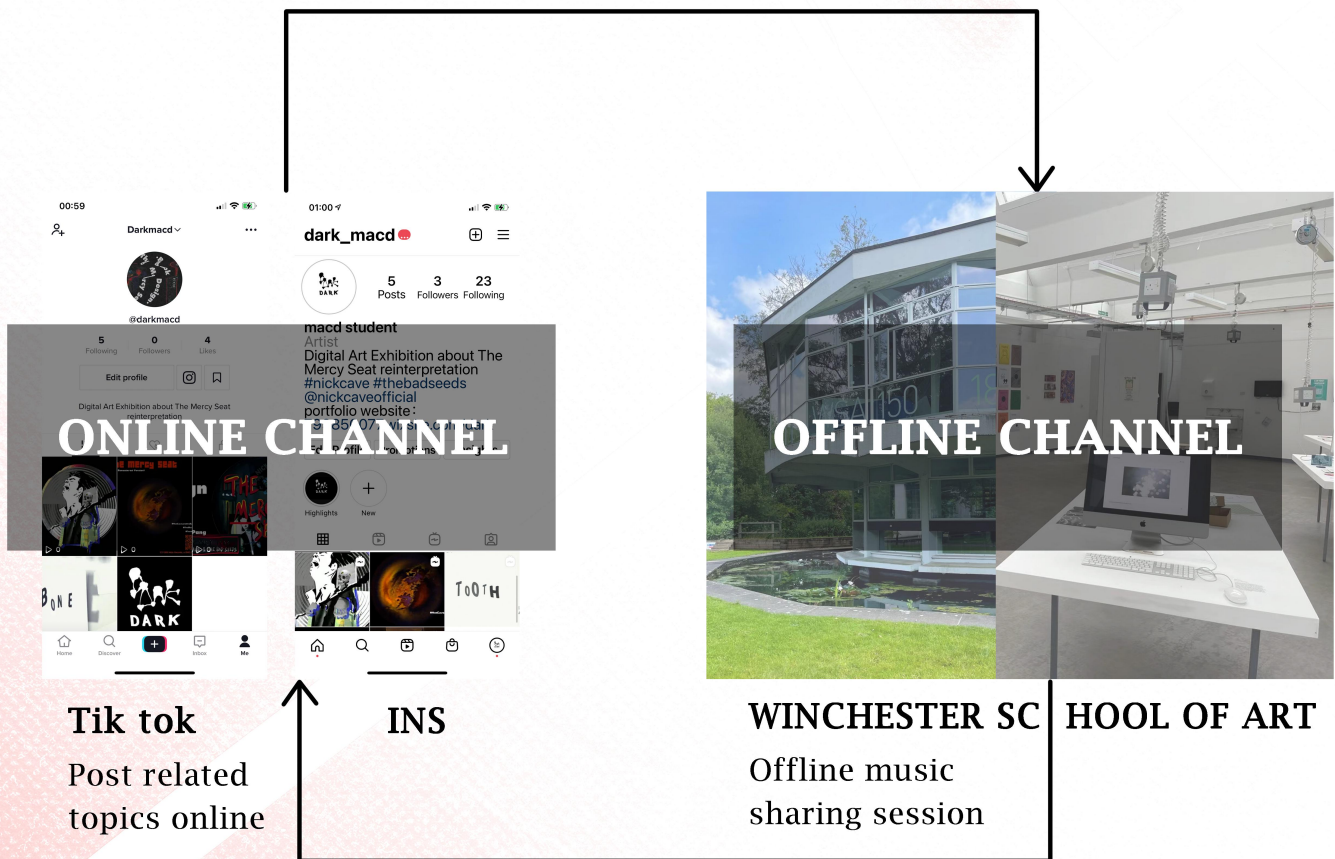
**This marketing plan is about how to increase
the spread of the official account of the remix group work**

Abstract

When marketing the project, it was considered that the project was an exhibition of the visual results of the re-editing of singer Nick Cave's song The mercy seat. The direction of marketing will be more biased towards online promotion, combined with part of the offline promotion activities.

Strategy

Attract fans to participate in offline sharing sessions through online drainage



Attract interested people to participate in offline activities through online advertising locations

Online Promotion Plan

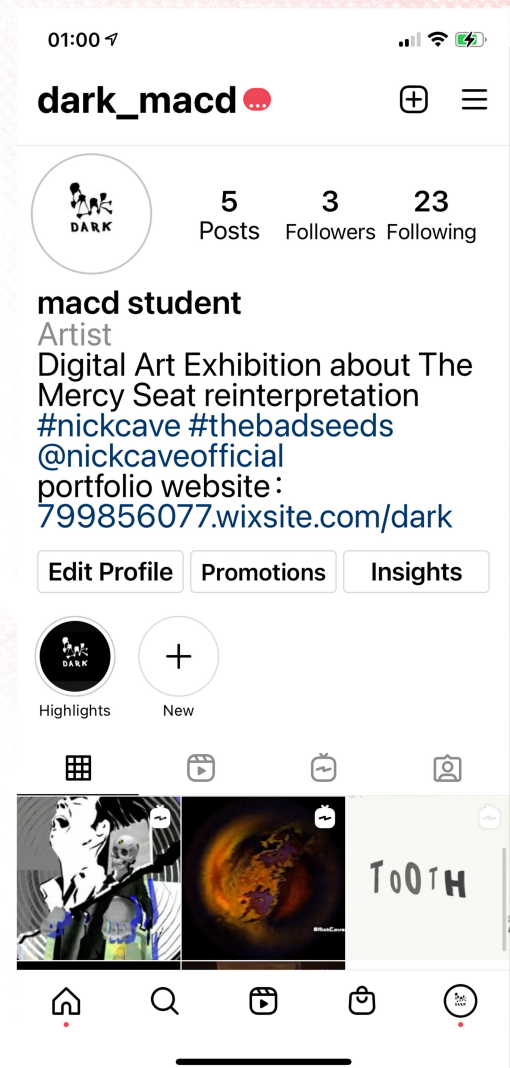
The online promotion plan is divided into two platforms, one is TIK TOK and the other is Instagram. Due to the deviation of **regional fan preferences** and **usage habits**, Instagram is the main promotional channel.

In the promotion of the **INS platform**, the plan will be divided into **two parts** and **two phases**

The first stage is the dissemination stage. This stage will be divided into two parts..

1. Part One, first stage

First, in the first part, a mixed clip of the works of the four members will be released first. And at the same time as the release, add the "#" tags of related topics, such as #Nick Cave, #Nick Cave and bad seeds, etc. "@"Nick Cave has greater stickiness and higher attention to fans.



Liked by ann_1996pn and 3 others

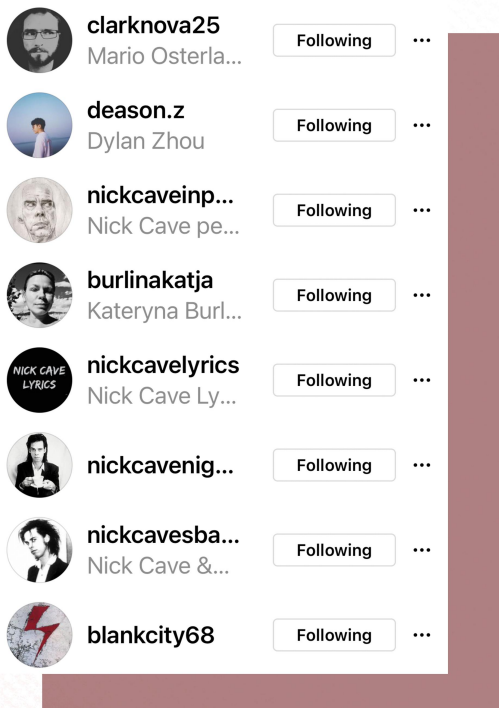
dark_macd #nickcave #thebadseeds
@nickcaveofficial
@thebadseedscompany

The combination of works means repeated, but also means starting over as Nick Cave sings, an eye for an eye and a tooth for a tooth. Maybe we shouldn't expect to change the world, but we want to speak to the world.

4 hours ago

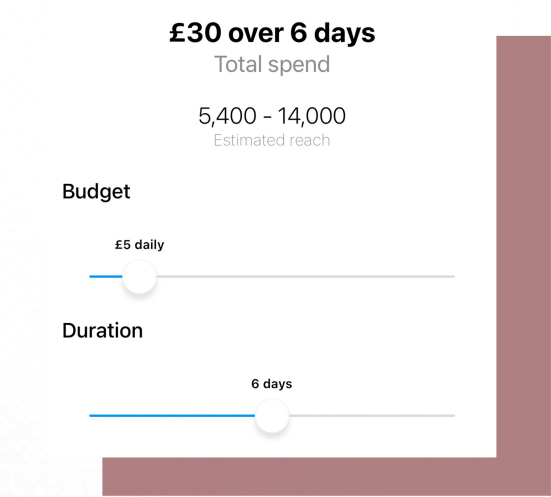
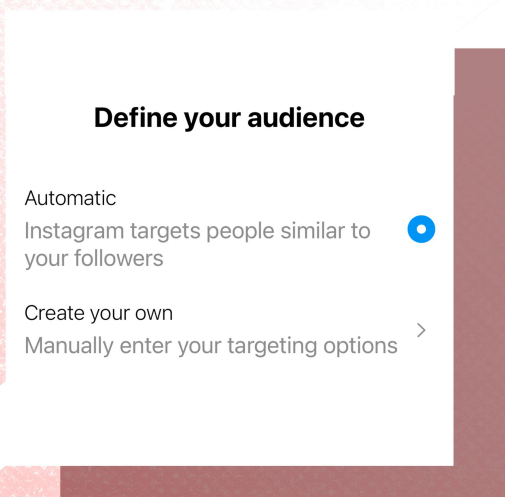


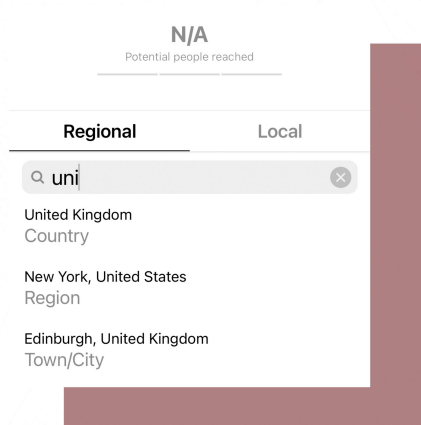
Secondly, use the snapshot function for daily loop playback, in order: mixed video, Dylan's portfolio, Ann's portfolio, Ruolin's portfolio, and Kong's portfolio. Everyone's work collection will have 24h broadcast time to spread. And daily will assist in increasing the platform's own promotion plan for accurate delivery.



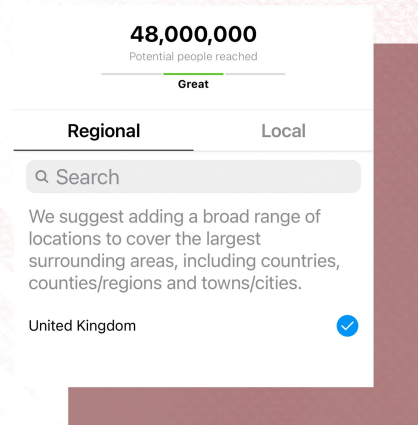
The picture on the left is a partial list of the people to be promoted, covering **nick cave's fan groups** and some other potential audiences.

Automatic delivery

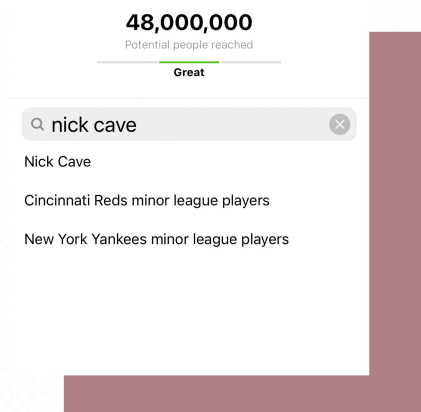




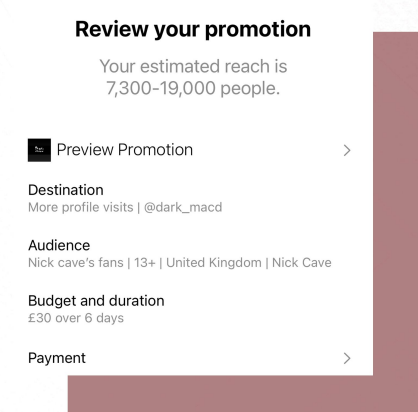
Region selection



Region match



Crowd selection



Expected target

2. Part one, second stage

The main work in the second stage is the daily maintenance of official accounts. According to the analysis of daily promotion data, select the works with the best dissemination effect to expand the scope of the promotion crowd. And the daily maintenance of the release of snapshots is carried out in a circular manner in order.

3. Part two, first stage

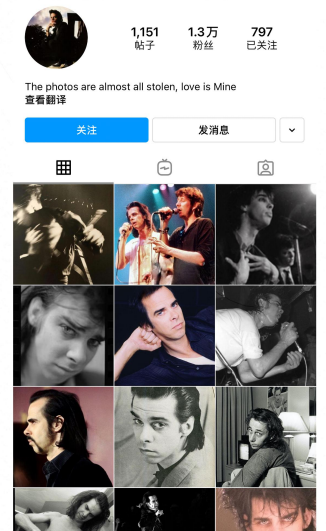
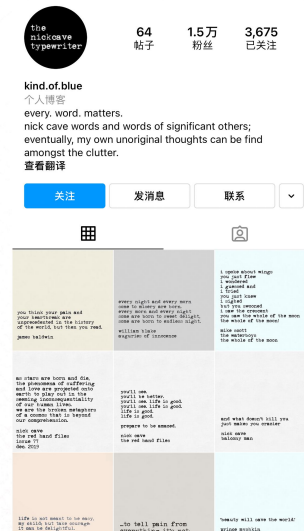
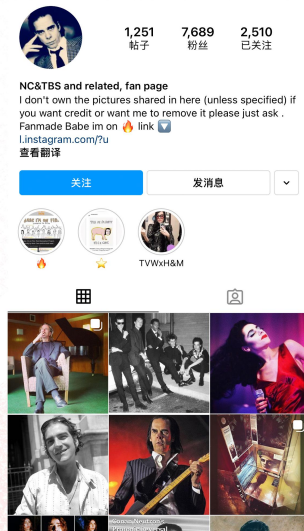
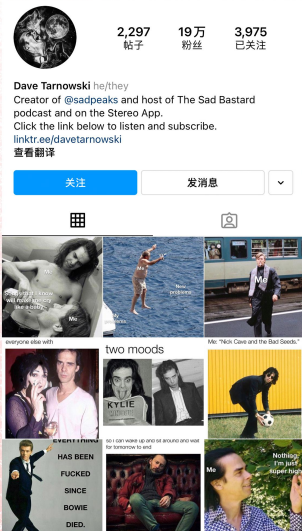
In the second part of the shopping plan, it is planned to invite kol with a large number of fans for online promotion.

The main methods of online promotion are:

1. Publish a post with the topic of the official macd-dark account
2. Effectively comment on daily posts
3. Organize online song sharing sessions

4. Part two, second stage

Plan to look for kols on various platforms. The following is a list of possible invitations.



Offline Promotion Plan

The offline plan is to carry out **offline exhibitions** of works on the Winchester campus and **small-scale music sharing sessions** outdoors.

1. offline exhibitions

The offline works are planned to be a hybrid model of physical books and e-books. This method can effectively balance the display differences between physical books and e-books.



2. offline music sharing sessions

The offline concert plan invites students on campus who are interested in **goth-rock** and **Ncik Cave** to participate. The specific ways to participate are: song performance, song performance and related repertoire sharing.

In order to reduce the negative **impact of the epidemic**, the site was selected as an **outdoor lawn**



Thanks Watching

**The promotion plan of Tik tok platform is equivalent
to the promotion plan of INS.**

I will not repeat them here.
