

A full-page background image of a man, Chris Willis, sitting on a black piano bench. He is wearing a grey patterned blazer over a white shirt, dark trousers, and black shoes. He is looking towards the camera. The setting is a modern living room with large windows in the background showing a city view. A grey sofa and a gold side table are visible to the right. The image has a warm, slightly desaturated color palette. There are decorative horizontal lines with circles at the ends at the top and bottom of the page.

*Brittney Jones*CEO

**CHRIS WILLIS**

**SOCIAL MEDIA  
STRATEGY**

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# CONTENT OUTLINE

*The purpose of this guide is to give you the tools and strategy you need to market and grow your business through social media tactics tailored specifically to your unique goals and vision.*

+ Visuals

+ Follower Growth Plan

+ Posting and Instagram Story Guide

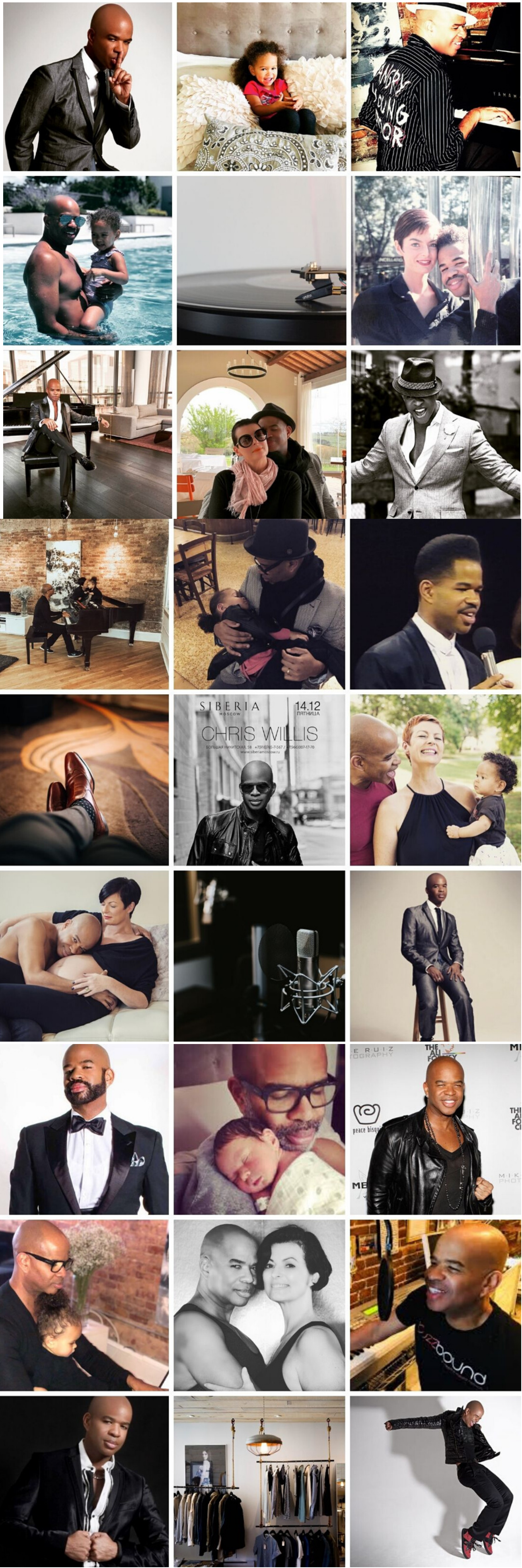
+ Promotion Guide

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# VISUALS

*In following your approved aesthetic, we have put together visual content for your next 30 days of posting.*







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# FOLLOWER GROWTH PLAN

*There are many methods that can be used to grow your following on instagram. These are some of the methods I suggest specifically for your business goals and visions.*

# 1. GIVEAWAYS

You've probably come across a giveaway or two while scrolling through Instagram. They are basically a limited-time promotions in which accounts promise to give away a certain product to one or more lucky entrants according to a specific set of criteria. Most of the time this criteria directs followers or entrants to follow certain accounts, like a photo or photos, and comment below the photo tagging 1-3 other Instagram users, increasing your exposure to others who may not already be following you. For you, we would suggest teaming up accounts that are in your niche market that may have a larger or similar following number. The goal of this joint effort is to expand your reach and grow your following specifically in your niche market.

# 2. FOLLOW / UNFOLLOW

The follow/unfollow method is a tried-and-true method of growing your audience. This is also very simple. Find accounts that your target market are following, go into their followers, and follow about 100 of their followers at a time. You can do this 2-3 times a day, two days in a row. On the third day rest. Do not follow anymore accounts. On the fourth day, head into your own followers under your own account and unfollow anyone who did not follow you back. It's a little time consuming but definitely works for growing your niche market.

### 3. LIVE COLLABORATIONS

Going Live on Instagram and collaborating with other experts or musicians within your market is another great way to increase your exposure, increase your network, and grow your following.

This method is very simple. Try to think of other accounts that your audience will also find interesting and entertaining. Perhaps this is an artist you've been working with or have worked with in the past.

Reach out to them and see if they would be willing to spend some time talking about past or current projects on an Instagram live. As a musician, your audience is very curious about the behind the scenes. This gives you an opportunity to promote your music but also satisfy that curiosity your fan base has about what it's like to work with other artists, why it is you chose to work together and what you're working on next.

You can almost think of this like a podcast interview, but it will be a video conversation in which you're both sharing and adding input about a specific topic or project. Think about questions you would want to know about one of your favorite artists, interests, hobbies, what their process is like, etc. and include that as well.

*\*In terms of increasing your following, we can get into paying for advertisements with you, but we would like to see you put these methods into practice first. This will allow you to build your core audience so that ads will perform even better.*

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# POSTING AND INSTAGRAM STORY GUIDE

*When we are trying to come up with content for our Instagram feed and stories while also trying to build our audiences and business, you want to try to have a mix of posts that are lifestyle focused, those that provide value to your audience, and those that are business or selling focused.*



# POSTING TO YOUR INSTAGRAM FEED

While there are endless amount of topics you can talk about, here are my top suggestions specifically for you and your business goals:

- Your why
- Your story
- What's going on behind-the-scenes
  - Your favorite things
- Your short- term and long-term Goals
- Your process for creating new music
- The importance of networking with other artists
  - Provide a tip or trick
  - Share you favorite products
- Talk about what you're reading or watching
- Your favorite things to do with Avalon/Jake
  - Talk about places you've traveled
  - Share your journey with Jake
- How you're spending your time with friends
  - How you overcame obstacles
- Any new songs you have coming out - talk about and tag any other artists involved, what the experience was like and where they can listen to the song

These are meant to be rinse and repeat ideas. You may be talking about your story in multiple posts over the course of a few months, but the way you write it out will be slightly different each time. Remember to showcase your personality through the context and have fun with this!

# POSTING TO YOUR INSTAGRAM STORIES

Instagram stories are a key way to stay relevant and provide your audience with an inside look at the behind the scenes of your lifestyle and business.

This is a large portion of where your branding guide is going to come into play. This is the perfect spot to refer to your likes and dislikes and to mix the business and personal.

Consistency is key when showing up on any social media platform, *especially* your stories. I recommend posting a minimum of three stories a day. This can always be more but at the bare minimum three a day to stay active and relevant.

Mixing between photos and videos is a great way to connect with your audience. The more you show your face in these posts, the more your audience is going to feel like they can relate to you.

Be sure to use the features inside stories such as the poll feature, question feature, stickers, gifs, text, etc. This keeps your stories interesting and gives your audience a chance to engage with you.

Again, there is an endless amount of content you can post about in your stories, but here is a list of suggestions customized to your specific account, business, and personality.

# POSTING TO YOUR INSTAGRAM STORIES

- Anything you do consistently in the morning to get ready for your day
  - Photos/videos of you and and Avalon getting ready for the day
  - Any quotes you find relevant and interesting
  - Videos of you and Jake with Avalon as you go about your day
  - Tease your audience about any new music you have coming out
    - Spontaneous singing/piano session
  - On video talk about what it's like creating a new piece of music
- If you are in the studio, show some photos or videos - be sure to tag anyone you're working on the project with
- A photo of your meal when you and Jake go for dinner
  - If you went clothes shopping, share photos of what you purchased
- If you're working from the loft one day, give your audience a tour of the loft
  - Any traveling you may be doing
- If you're performing somewhere, get someone to film some short clips for your story
  - Singing with Avalon
  - Spending downtime with Avalon
- Any artists you're a fan of, share some of their music

[DOWNLOAD YOUR WEEKLY SOCIAL MEDIA  
PLANNER HERE](#)



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# PROMOTION GUIDE

*As an artist, your audience is genuinely curious about how you got started and how you've worked your way up to this level of success.*

*Continuing to speak on your experience, tricks of the trade, and any projects you are working on is a key way to keep your fan base interested in all aspects of your business.*

# GOING LIVE

I would like to see you "go live" on Instagram fairly frequently. This is a great way to nurture your audience and fan base, but also boosts your Instagram algorithm getting you in front of a wider audience.

There are a lot of different subjects that you can go live about, but here are some to get you started:

- Have a live "listening" party where you play some of the music you've recently published and chat about how you came up with these ideas, what it was like working with any other artists on the track, and have your audience weigh in on what type of music they want to hear next.
- Do a live studio session where your audience can see what it's like recording a track from a behind the scenes stand point
- Live session singing or doing family activities with Jake and Avalon - people LOVE seeing what an artists family life is like

# ADDITIONAL PROMOTION IDEAS

In thinking about one of your goals being to work with striving and aspiring artists and I can definitely see you offering this as a service with your level of experience.

I would like to see you teach on how an aspiring artists can get started making a name for themselves in this industry. Think of steps you've followed or helped other artists follow in the past. Break this down into tangible steps someone could follow having basic knowledge of how the music industry works.

You can teach these lessons in the form on a free online event such as an Instagram live that you conduct on your own, a webinar on zoom, or a Facebook live video with the intentions of then selling them into working with you.



## STEP 1: CHOOSE A TOPIC

If you choose to offer this type of service, you'll need to think about what exactly it is this "aspiring artist" package includes and the results who are aiming to provide your clients.

Ideally, they would be coming to you for help and guidance through the music industry, vocal coaching, etc. You are the solution to their problem. Break down this solution into tangible steps you could teach your audience during a free online event.

Decide if you want to teach on this topic for one day or multiple days (1-3 days is typically the norm)

## STEP 2: DECIDE ON A DATE(S)

## STEP 3: CREATE AN EMAIL LIST

Before you begin building a landing page that you can use to promote your event, you'll want to create an email list inside mailchimp that will allow you to collect the emails of the people who sign up for your event, schedule email reminders, as well as follow the event with a series of emails that both nurtures this audience and sells to them

## STEP 4: BUILD YOUR LANDING PAGE

You can build a landing page right inside your website or inside mailchimp. This can be pretty simple and straight forward. Be sure to choose photos, colors and text that are on brand and insert a spot for visitors to sign up.

## STEP 5: DECIDE WHERE YOU WOULD LIKE TO HOST YOUR EVENT

There are a few places I recommend hosting free events:

- Facebook live inside a private group
- Instagram Live
- A zoom meeting room/webinar

## STEP 6: YOU'RE READY TO PROMOTE YOUR EVENT!

You'll promote your event through Instagram posts, Instagram stories, Facebook posts, and emailing your list.

Consistency is key. In the week to two weeks leading up to your event, you'll want to be talking about it heavily. Remind them what it is that you'll be teaching on, what it is that they will be learning, and how they can sign up.

# HOW TO WRITE PROMOTION POSTS

When writing copy to promote your event, you want to keep a few things in mind:

- Include copy that triggers their current pain points - what are they currently struggling with?
- Let them know that you struggled with this too at some point - this humanizes you and makes you relatable to your audience
  - Sell your own experience and success
- Include copy that pulls on their true desires - what is it that they wish they had? What goal are you going to help them get closer to through your event?
- Always remind them where they can sign up

Here is what a typical week would look like leading up to an event. You still want to mix in the lifestyle posts as well. These are sample posts as if you were to do a webinar on the "secrets of breaking into the music industry".

[SEE SAMPLE POSTS HERE](#)



# PROMOTIONAL STORY SUGGESTIONS

- Video of you announcing you have an event coming up - share some of the details of what you will be talking about and what they can expect - invite them to join you by heading to the link in your bio to sign up
- Show screenshots of any messages/comments you are getting around the announcement of the event
- Use the poll feature to ask people with they “grabbed their spot yet”
- Use the question feature to ask them to let you know when they are in so you can celebrate with them - take a screenshot of these responses and share them in your story creating excitement around the event
- Share how excited you are to be sharing this information
  - Videos/photos of you preparing for the event

# FREE CALL PROMOTION

At the end of the event, announce that you are holding space for five to ten free 30 minute calls for anyone who is looking to work further through whatever topic you are teaching your event on.

You'll announce this first exclusively to anyone who attended the event and then open it up to your audience on your Instagram.

The idea of these calls is to get people on the phone or a zoom video call, find out more about their story, what they are currently struggling with, offer more value that's customized to their specific experience, and offer them a spot in one of your programs.

You'll pick a deadline for these calls to be booked to create more of an incentive for people to book their call (typically about 5-7 days after your event ends).

With each email and post that you send out before your deadline, always announce that there are less calls available than the email/post before - even if it's the same amount of calls available, this is another incentive and promotion for them to book their calls in before it's too late.

Instagram grid and story content will follow the same guidelines as your promotional posting for your event except this time, you are promoting calls instead of the event.