

Kit Hughsen

2024 Instagram Content Marketing Plan

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SAMPLE ONLY

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Introduction and SWOT

Kit Hughsen is a local up and coming musician who plans on releasing new music and touring heavily in 2024. He released an EP in late 2023 and is currently promoting it on his upcoming Japan tour in February-March 2024. He is primarily looking to build a fanbase and increase his streams on Apple Music and Spotify. He is currently only interested in using Instagram to promote his music, so this plan will focus only on this social media platform at this time.

This plan will support the musician in developing content that is on brand that can help reach a broader audience and meet his streaming goals. This plan will be the first step in Kit Hughsen's overall long-term marketing goals and plans; that is, this plan will not cover setting up a website, other social media platforms and other digital marketing opportunities. However, [a list of recommendations \(see Appendix C\)](#) will be provided for when the artist is ready to execute further strategies and tactics.

| Internal | Strengths | Weaknesses |
|----------|---|--|
| | <ul style="list-style-type: none">• Natural talent and songwriting ability• Catchy songs• Solo male artist in the | <ul style="list-style-type: none">• Not a lot of posts or reels currently on Instagram.• Inconsistent posting schedule.• Instagram bio could be more |

| | | |
|----------|---|--|
| | <ul style="list-style-type: none"> alternative, pop, rock genres Really strong foundational knowledge of the music industry and history Has a small follower base that we can work with (e.g., 351 followers on Instagram) Easily books shows in Japan | <ul style="list-style-type: none"> detailed or optimized to promote releases/tour details. Username on Insta not connected to his stage name. No website for additional information and to support SEO. Limited budget Limited time to do social media marketing. |
| External | Opportunities | Threats |
| | <ul style="list-style-type: none"> Stronger online presence on Instagram Website Capturing photos and video during shows for content. Pitching songs for music influencers to review or playlist. Email/newsletter sign up through website for an established email list. Advertising on Instagram and YouTube. | <ul style="list-style-type: none"> Saturated music market Short attention spans of audiences/users. |

Audience

Without having the resources and funding to support a market research project to identify audience data, this plan will rely on the limited free data available for Instagram, Spotify and Apple Music. Once Kit Hughsen’s streams and followers increase, it’s recommended to check specific analytics to see who’s listening and following the artist to tweak audience segmentation and targeting.

While Kit Hughsen’s music is available to everyone, it’s recommended to target the following audience demographics based on the limited audience research in [Appendix B](#) to leverage Instagram’s user and frequent streaming service user demographics:

Demographics

- **Gender:** All genders
- **Age range:** 18-45
- **Regions:** USA, Japan, United Kingdom, Italy, Spain, Germany, and Canada.
- **Education level:** Students, graduates, or no university education
- **Industry/sectors:** Music, film, nonprofit, technology, marketing, design, private sector, social media/influencers (and any other similar creative fields)

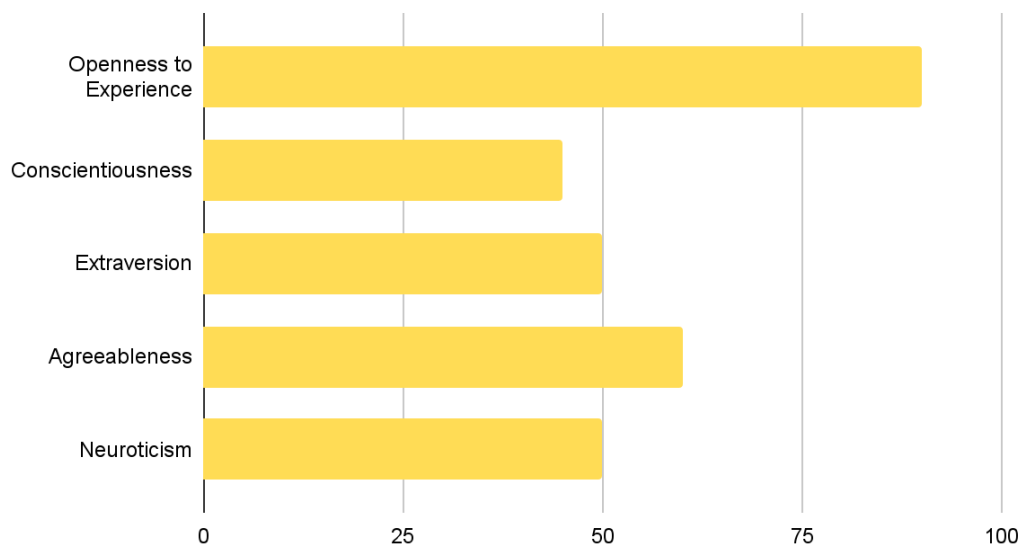
Psychographics

Psychographic data for Instagram and streaming platforms is not widely publicly available. The psychographics listed below are generalized traits that Kit Hughsen can select from for online advertising and targeting purposes:

Personality

Based on the [types of personalities that listen to different genres](#), the following Big 5 Personality Traits would likely be the most ideal to target or keep in mind for Kit Hughsen's music which aligns with Indie, Alternative, Pop, Rock, and Singer/Songwriter genres:

Recommended Big 5 Personality Traits on a Scale



- **Openness to Experience – High:** These individuals tend to appreciate art, are open to emotions, curious, and open to trying new things. This could include seeing new movies/tv shows, and most importantly openness to finding new music/artists.
- **Conscientiousness – Medium-Low:** These individuals are not as concerned with organization or exact structure, they tend to be flexible and open to spontaneity which is also likely related to creativity.
- **Extraversion – Medium:** It's likely that both extroverted and introverted individuals listen to music, but how and where they listen to music would likely widely vary. For example, an extroverted person may be more prone to listen to music in a social setting like a party, while an introverted person may be more likely to collect and listen to vinyl records as a hobby. It's most likely that Kit Hughsen would benefit from targeting ambiverts or introverts to reach his ideal audience.
- **Agreeableness – Medium-High:** These individuals tend to be more optimistic, generous, caring, considerate, trusting, etc. These types of people tend to care about the wellbeing of others and are likely more open to sharing content they relate to and

supporting an online account they enjoy vs. disagreeable individuals who are skeptical and likely overly critical.

- **Neuroticism – Medium:** These individuals likely have a mixture of negative emotions (e.g. prone to anxiety/depression or stress) and positive emotions but are likely able to cope with their feelings. Kit Hughson's music is on the emotional side, so appealing to people who have a mix of emotions will be important to keep in mind.

Interests

- **Music:** People who enjoy listening to music, finding new music, saving songs, EPs or albums to their digital library or buying physical media.
- **Film/TV:** Individuals who like keeping up with new movies and tv shows and even download an occasional soundtrack or song they discover from this medium.
- **Art/Design:** People who enjoy art and design as part of their profession such as graphic designers, artists, interior designers, etc., or as a hobby like painting/sketching, knitting/crocheting. These types of individuals may occasionally or frequently draw inspiration from other mediums such as music.
- **Sports/Athletics:** Individuals who like to work out, run, play sports – those who are likely to listen to music while exercising or to wind down afterwards.

Lifestyle

- **Social media consumers:** For the purpose of this plan, we're targeting Instagram users in this instance. They are likely on Instagram for at least 30 minutes to 1 hour/day. The users that would be good to target in this instance follow other music influencers, and bands/artists they like.
- **Early adopters/Music fanatics:** People who create playlists or add to their music libraries frequently. They would likely listen to music upwards of 1-2 hours/day. These individuals are passionate about music and view it as a hobby –always looking out for the next big artist or genre and are most likely to seek out independent music.
- **Casual/Average music listener:** People who save songs they like and will listen as context arises such as getting ready, driving to work, the radio, background music, etc. These individuals likely listen to music an average of 15-40 minutes/day and likely in a more passive way compared to the early adopters/music fanatics.

Strategy

This plan's strategy is to primarily leverage the Instagram platform as the artist has limited time and resources to focus on an overall digital marketing strategy at this time. To leverage, Instagram, it's recommended to focus on:

- **Content marketing:** Creating original and relevant content as a means to connect with users, and increase followers and streams.
- **Paid advertising:** Boost or promote ads to expand reach as budget permits.
- **Community engagement:** Follow other relevant accounts and like, comment, and share relevant and timely content to boost the account's profile within the algorithm.

Goal

To establish a consistent fanbase that streams Kit Hughsen's music through relationship building and content marketing via Instagram.

Objectives

Objective #1: To get at least 2,500 new streams total across Apple Music and Spotify by the end of 2024.

Objective #2: To gain at least 300 new followers on Instagram by the end of 2024.

Objective #3: To increase engagement (e.g., replies, comments, likes, views, etc.) with existing and new followers by at least 5% by the end of 2024.

Advertising Budget

Paid or boosted ads for 2024 \$300

Note: Kit Hughsen would like to spend roughly \$100 in the month of February and roughly \$20/month for 10 months afterwards on ads. This amount may be flexible and some months may vary in additional ad spend compared to others.

Content Plan and Evaluation

