Social Media Plan for Dexter Morph

Social Media Overview:

It is extremely important that Dexter Morph, The Visor Guy, has a strong presence in social media to get the word out about his music. Social media plays a huge role in today’s society so it is a huge opportunity to reach a lot of people in one place. Dexter’s goal is to spread the word out about his different style of music. He sees his music as an art form instead of just another way to make money. He is also going about his music career in a very abnormal way which many people appreciate, but the only way consumers will find out about his music is by making an influential digital footprint about his music. There are so many artists out there in the world that it is hard to break out. Dexter’s style of music is extremely unique so it is bound to stand out he just needs to use the necessary tools to allow that to happen.

Target Audience-

Demographics:

Age Range- 30 to 55 years old.

Gender- Men and women.

Location- Australia, United States of America, Canada, and United Kingdom.

Ethnic Diversity- All ethnicities.

Language- English speaking.

Employment- Full-time employment.

Income- All incomes.

Psychographics:

Interests- Second Life, Funk music, social media, online games, virtual fantasy life, online social networking, computer games, and underground music.

Lifestyle- Online networker, eccentric, plays online games, virtual reality and social media core source for social network.

Objective 1: To establish a Facebook fan page with more than 100 members by December 31st, 2011.

Strategy 1: Become more visual online through social networking.

Tactic 1: To establish a fan base on Facebook we will use Dexter’s Second Life avatar, The Visor Guy, to tell his fans that attend his shows in Second Life to fan him on Facebook to keep updated with his projects. Dexter himself will share the link for his fan Facebook on his personal Facebook wall as well as suggest the page to his friends for them to “like” it. There will also be a link to the Facebook page on the website. The Facebook fan page will also be tweeted about when new pictures are added to the page or events are posted, etc.

Objective 2: To establish a Twitter page with at least 100 followers by December 31st, 2011.

Strategy 2: Use Twitter page more effectively.

Tactic 2: Tweet about updates on recent work such as music videos, new songs, concerts, and other updates relating to Dexter Morph’s music. We will also use the Twitter and search for those talking about Second Life and follow them. By doing this they will encounter Dexter’s page and potentially follow him back. The Twitter will also be interactive to get fans more involved with things like promotional giveaways. By doing this it will increase the activity on the Twitter page and keep fans interested. For the Twitter page to be successful Dexter will also respond in a timely manner when fans tweet at him. A link will to the Twitter page will also be provided on Dexter’s website to direct his fans there.

Objective 3: To increase blog traffic by 50% by December 31st, 2011.

Strategy 3: To increase awareness about the blog through social networking on other social media sites.

Tactic 3: All Blog posts will be posted on the Twitter page for Dexter Morph as well as on the Facebook fan page. Blogs will be posted at least once a week with updates about current projects to keep Dexter Morph in their news feed and fans aware of what is going on and interested. A link to the blog will also be posted on the Dexter Morph website.

Evaluation-

I will know that we have reached our goal of establishing a Facebook fan page with more than 100 members by the end of the year by documenting the amount of fans the page has at the beginning and then check the Facebook page itself and see how many fans there are at the end date. We will also use the information available on Facebook to monitor how often the fans interact on the page by liking posts, watching videos, and commenting on the wall.

I will know that we have reached our goal of establishing a Twitter page with at least 100 followers by the end of the year by documenting how many followers the page has at the beginning of the campaign and how many there are at the end. The Twitter page will be a success if Dexter is continuously posting updates about his current work, responding when fans tweet to him, and keeping all the information posted relevant to his work.

I will know that the blog traffic for Dexter Morph will have increased by 50% by using Google Analytics to track the traffic. Google Analytics will be able to tell me what type of users we are getting on the page as well as how long they are staying on the page. It will be able to tell me the percentage increase of traffic the blog received from the starting to the end date.

Appendices-

10 Influencers:

* The Beatles- Facebook, <https://www.facebook.com/thebeatles>
* The Beatles- Twitter, Thebeatles, <http://twitter.com/#!/thebeatles>
* Backstreet Boys- Facebook, <https://www.facebook.com/backstreetboys?sk=info>
* Backstreet Boys- Twitter, Backstreetboys, <http://twitter.com/#!/backstreetboys>
* Usher- Facebook, <https://www.facebook.com/usher>
* Usher- Twitter, UsherRaymondIV , <http://twitter.com/#!/UsherRaymondIV>
* Lady Gaga- Facebook, <https://www.facebook.com/ladygaga>
* Lady Gaga- Twitter, Ladygaga, <http://twitter.com/#!/ladygaga>
* Second Life- Facebook, <https://www.facebook.com/secondlife>
* Second Life- Twitter, SecondLife, <http://twitter.com/#!/SecondLife>

Code of Ethics for Blog:

The blog will be updated at least once a week informing the fans of current projects. Comments from fans will be allowed as long as they are appropriate. Comments will be deleted if they are spam, offensive, or off topic. Comments that are posted on the blog will be responded to in a timely manner if necessary. No post that is done by the blogger will be deleted, only edited with clarification posted to preserve integrity. The blog will remain professional and be spellchecked closely. Everything provided on the blog will be presented with complete honesty.