

Grindaholiks 12 week plan

This plan will detail the next steps Grindaholiks must take to become a trusted source in the music and technology industry.

Deliverables to complete for the next 12 weeks

- Set-up and post daily on all social media platforms (Twitter, Facebook, Instagram, and Tumblr)
- Create a monthly plan to post on all social media platforms
- Create interesting content tailored to the music industry
- Create a steady fan base
- Complete website re-design with SEO and mobile friendly components
- Monetize blog content
- Launch an email campaign

Deliverables break-down

Below is a break-down of each deliverable.

1. Social Media

To become an authoritative voice in the music industry, Grindaholiks must have a continuous online presence.

To achieve this goal, a monthly social plan will be set-up before each month. The plan will include original Grindaholiks content (blog articles, artists profile and artists' interviews), industry articles, re-tweets, images, artists' videos and technology reviews. Grindaholiks will post six times a day to start and after four months it will increase to twelve times a day.

As well, new hashtags will be added monthly to Grindaholiks hashtag lists. The hashtag list will start out from keywords pulled from the keyword analysis during the SEO process.

After a four months, Grindaholiks should look into Facebook and Instagram ads to generate more followers.

2. Content

Grindaholiks content will be the important factor for followers to be engaged. Content will include the following:

- Industry news
- Information on getting started in the industry (tips and tricks, lesson learned, personal journey)
- Equipment and software reviews
- Artist's Profile including Dj's and producers,
- The cost of your art (How to price your art)
- What's new at Grindaholiks (services and talent acquisition)
- Business management of the music industry

All content will be posted on the Grindaholiks website, social media platforms, and Medium.com. Also, Grindaholiks will be working to create online relationships with web publishers in the industry to unlock guest publishing opportunities.

Monetizing Content

After four months of continuous content and gaining a steady followership, Grindaholiks will analyse their readership and decide to start the process of affiliate marketing, Adsense and Skillshare to monetize their blog articles.

What is affiliate marketing?

Affiliate Marketing is writing about a product or service and earning a commission when your reader clicks your affiliate's link. Affiliate marketing is the best way to monetize online content and share a product or service to your reader that is beneficial to them.

To become an affiliate marketer, many music software and hardware companies provides affiliate marketing. As well as, Itunes provides an established affiliate marketing program.

What is Adsense?

Adsense is an advertising tool by Google. Adsense will generate ads onto your blog and when a reader clicks an ad, the blog generates money. An average click can generate \$0.25 to \$0.50. Adsense should become an option for Grindaholiks in 2017.

What is Skillshare?

Skillshare is an online platform where creators can learn from a global community. By becoming a teacher, you can earn money every time a student register for your class. Skillshare is an option for Grindaholiks in 2017 after gaining a large followership through social media and the blog.

3. Website

Grindaholiks website will go under a re-design through a designated website designer. The website will be eye-catching and mobile-friendly.

SEO

Throughout the new website re-build, SEO will be implemented through the website. A keyword analysis will be completed and the keywords will be implemented on the website for Google to cache and show on Google search list.

Monthly Analytics

Each month, a Google Analytics report will be completed to showcase Grindaholiks website traffic and social media traffic. With this report, Grindaholiks can make adjustments to their marketing deliverables.

4. Newsletter campaign

A newsletter is an interactive marketing piece that can engage readers, potential customers, and industry professionals to stay up to date with Grindaholiks.

On the website, a newsletter bar will be installed and a call-to-action popup will appear to ask the reader to subscribe to the newsletter when they are on the blog. The newsletter will include news about Grindaholiks, new blog post, artists' profiles, new videos and new talent acquisition.

Schedule

Weekly Schedule for the next four months

- Two original blog articles posted on the Grindaholiks website
- Daily post on social media: six posts a day on the weekdays and four posts a day on the weekends
- Daily social media interaction (liking, commenting and following)
- One or two artist profile posted on the Grindaholiks website

Monthly Schedule

- Monthly newsletter
- Analytics report for the website and social media

Four Month Review

- Review total website and social media traffic
- Outreach to affiliate marketing programs
- Review and update SEO
- Increase social media post from six posts a day to twelve post
- Ads for Facebook and Instagram