

Midterm PR Plan Draft

Team One

J 453

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Introduction

Salina Killa is a rising young artist based in Los Angeles, California. Originally from Japan, the multi-talented 25-year-old has made a name for herself on social media and gained a platform where she feels free to “express her inner clown.” In her spare time, Salina enjoys cooking, playing video games, photography and creating content for her followers.

She is a singer, songwriter, TikToker, influencer, makeup artist, photographer and all-around creative. Salina has gained a large following on TikTok (2.1m followers), Instagram (188k followers) and Spotify (90k monthly listeners). She has five songs released currently and is coming out with an EP in May. On TikTok, she makes video tutorials of her unique clown makeup looks and instills the use of effects and transitions to make for a high-quality video. She also posts photos of her looks on Instagram. All of her Instagram photos are taken and edited by herself. Salina also enjoys creating different clown makeup looks on other people unique to each person and posts collections of them on her Instagram as well.

Some of Salina’s strengths are that she has gained a large following on TikTok, Instagram, and Spotify. She has a creative vision with her clown makeup, music and photography and has a personal and unique way of doing all of these. Salina also has a specific set plan for all of her new music releases, such as planned dates for upcoming releases. Some of Salina’s weaknesses include her lack of video footage of live performances. Having video footage of live performances would cause people to take Salina more seriously. The artist is not interested in doing popular trends such as “day-in-the-life” or “get ready with me” videos. These popular trends could help Salina get more of a following by playing into trends that are popular with the younger generation now. She also rarely interacts with her audience on social media platforms. Her following will grow, and more people will connect with her if she’s more interactive. Salina doesn’t have a set plan for growing her following or a date for releasing a full album but plans to throw an album release party. Growing her following would be beneficial to make people want to come to her album release party. She would also need to have an album.

There are a lot of great opportunities for Salina to grow her following. Since she has so many different artistic skills, she could collab with different TikTokers to create looks or collab with makeup brands to promote different brands that she uses for her looks.¹ Salina is also an activist so if she could make partnerships to promote social justice, this could gain her more of a following as well. Salina could also find ways to bring together her makeup and her music, like creating different looks for her different songs. She could create a personal brand with all of her different artistic skills so it would be beneficial for her to combine them all. She mentioned she

¹ “Brand collaborations with TikTok content creators drive big results”, *TikTok* (2022).

wants her future performances to be an experience, so I suggest that she could make all of her social media the same type of experience like interacting with fans, linking makeup brands she uses, using her own songs as the background music, and also making more makeup tutorials. As for threats, there are many young artists trying to make it in Los Angeles, it is important that she makes herself stand out from the others. Her lack of recognition might make it hard for her to find brands to collaborate with. It will be hard to gain a lot of recognition if you fail to keep up with popular trends or lack consistency. Her makeup career is more successful than her music career because she doesn't promote her music the way she does her makeup looks. It is hard to get exposure, so it's important to be consistent and do everything she can to get more followers.

The PR plan intends to increase her engagement across all social media platforms such as Instagram, Twitter and Spotify by playing into the artist's strengths. Our goal is to create a new personal brand for Salina which includes improving her communication with her followers, making her social media more catered to her career as a musical artist and promoting her music on other platforms. This plan is targeted toward younger people who can relate to her, be inspired by her uniqueness and people that already follow her platforms, such as college students and young adults.

SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Killa has built up a large following on social media platforms such as Instagram, TikTok, Spotify and YouTube. • Has previously released five songs, and has an EP planned to be released in May. 	<ul style="list-style-type: none"> • Lack of performance footage and experience. • Doesn't have a specific plan for growing her following. • Wants to host an album party, but doesn't have an album coming out, only EP.
EXTERNAL FACTORS	
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • The artist uses a variety of makeup for her clown-looks, which will allow her to capitalize on makeup partnerships. • The artist is well-known in the clown-makeup community and is known³ to be “at the forefront of the game.” <p style="text-align: center;">2</p>	<ul style="list-style-type: none"> • Social Media algorithms tend to favor more established artists with millions of followers. • There are a lot of upcoming artists who are based in the Los Angeles area, and who are⁴ often trying to create the same content. <p style="text-align: center;">5</p>

Strengths:

Since becoming popular, Salina Killa has amassed a total of 189k on Instagram, 2.1 million on TikTok, 15.8k subscribers on Youtube, 25k on Twitter and 90k+ monthly listeners on Spotify. With this big of a following and her openness toward the different artistic paths, Killa can do many things with her influence. The artist is very talented and her skills include not only music, but special effects clown makeup and photography. In May of 2023, Killa will be releasing her first EP, with many songs already recorded, and has goals of releasing a new song every month throughout the entirety of the year. Salina Killa has many strengths and relatable qualities which make her not only stand out but gives her different avenues for success.

Weaknesses:

Although Salina has built up her following already, there are some things that could be changed in order to make her more successful. Since the artist started making music during the Covid-19 pandemic, there is little to no experience performing, therefore making a lack of performance footage. The large following of Killa is loyal and interacts daily on multiple platforms such as Instagram and TikTok, however, the artist does not engage as other artists do with their fans. Doing this would increase the following growth and create more opportunities for connections in the social media landscape. The artist lacks a specific plan for growing her following on platforms and wants to continue doing what she is doing — such as posting makeup and clips of music. Although her fans seem to enjoy the posts that she does now, the community could benefit from trendier posts, such as “Get ready with me”, or “Day in the life,” in which the artist is not interested.

Opportunities:

Salina has built a mass following on social media platforms for her interest in music and makeup. In 2022, Beauty Matter characterized the artist as being at the forefront of the game when it came to abstract beauty.² In order to capitalize on her popularity, it would be effective for Salina to partner with makeup brands that she uses in her clown makeup looks and find a way to bring together her makeup and music in order to create an experience for her followers. ³By doing this, the artist could create a unique personal brand that could be used to her benefit in the future in her musical and makeup careers.

Threats:

Artists continue to use social media to their advantage to grow their following and their brand. Like others, Salina has found success on Instagram and TikTok by posting what she’s good at.

²“Instagrams Eye-Popping Content Creators”, 2022.

³ “Utilising brand partnerships to increase brand awareness”, 2022.

However, it is common to plateau in followers when competing with the algorithms of these apps, and not paying for advertisements to promote your brand.⁴ Exposure is key in order to survive in this type of landscape, especially being based in the Los Angeles area and being a young creator.⁵ Taking all of this into account, it is important to have a specific plan that highlights the personal brand and attributes to the niche in which the artist thrives.

PEST ANALYSIS

⁴ “How to Leverage Social Media for Artists in 2023”, 2022

⁵ “Budding Musicians: Opportunities In LA Surpass Other Cities”, 2023

EXTERNAL FACTORS	
POLITICAL	ECONOMIC
<ul style="list-style-type: none"> • A TikTok ban has been discussed in America various times and could threaten Salina’s career. • Salina has posted Instagram stories on political matters such as ‘Black Lives Matter’. 	<ul style="list-style-type: none"> • Recent inflation has caused concert tickets to severely rise. • Young audience mixed with high ticket prices makes it difficult to perform in big venues and draw large crowds.

SOCIAL	TECHNOLOGICAL
<ul style="list-style-type: none"> • Gen Z/Teenagers are the biggest demographic on TikTok; Salina’s main audience. • Many of Salina’s TikTok audience will be brought to her music. 	<ul style="list-style-type: none"> • TikTok and music streaming is more accessible than ever with many devices/apps. • Instagram selected Salina as an “eye-catching content creator”.

Political:

As recently as last week, Texas governor Greg Abbott announced a plan for a statewide TikTok ban.⁶ Due to the app's Chinese ownership and allegations of spying and tracking, Texas is one of the many states considering banning TikTok. Texas is one of Salina's biggest markets for her music and TikTok content. Obviously, the ban would have a major effect on her career and her fans being able to access her content.

Economic:

Concert ticket prices are higher than they've ever been. Salina—with only one live performance under her belt—has stated that she would love to perform at festivals and more concerts. With many of her fans being in the younger generation and ticket prices through the roof, it may be difficult for her to sell out venues. After COVID-19 and the rise of inflation, many music fans say it's impossible to get tickets, even in small venues.⁷

Social:

According to surveys and reports by Statista in January 2023, the majority of TikTok users are women aged 18-24.⁸ These statistics align with Salina's audience demographic. While her TikTok following is significantly more popular than her music, it is useful to note that some sort of cross-over between TikTok and music would reach the same target demographic.

Technological:

Salina already has two careers, making it easier for people that watch her TikToks to listen to her music and vice versa. She also already has a major following on social media. With music streaming services easier to access than ever, it is crucial that she build her music career now in case a countrywide TikTok ban comes into effect. However, her TikTok content is unique and she has already been selected for Instagram's "eye-catching content creators."⁹ In the future, she wants to start being active on Twitch and release cinematic, movie-like music videos.

Communication Audit:

Salina Killa has high engagement on Tik Tok with 2.1 million followers, Instagram with 188k followers, and Spotify with 91k monthly listeners. These are the main socials that she has the most success on. She does a good job of being consistent in the content of her videos and how frequently she posts. Her TikTok has been successful because she makes high-quality videos with good transitions. Her Instagram has a large following and it is basically a portfolio of all the different looks that she's created. Her page looks very uniform because of the consistency in looks and how much she posts. She also posts on her Instagram stories randomly throughout the

⁶ "Texas governor announces plan for statewide TikTok ban", *Yahoo News* (2023).

⁷ "Here's Why No One Can Afford Concert Tickets Right Now", *Vice* (2022).

⁸ "Global TikTok user age and gender distribution 2023", *Statista* (2023).

⁹ "Instagram's eye-catching content creators", *BeautyMatter* (2022).

day to give her audience a better idea of her personality. She posts on Spotify whenever she releases a new song and promotes her new music on her Instagram and TikTok.

What works well for Salina is that she is consistently posting new content to Instagram and TikTok. She has a very niche style that is very unique to herself. Not many people do clown makeup so she has created a new style of makeup routine videos. Because of her unique style, she has gained a following from people who like her unique looks. What doesn't work is her lack of interest in creating other types of content. While her followers already love her clown makeup videos, they will eventually want to get to know her better and see what she does in a day and other lifestyle content. She expressed she had no interest in anything that has to do with a lifestyle which could be problematic in the future because of the lack of diverse content.

Salina has done a good job of gaining a following on her socials. She could do a few things that could make her gain even more recognition though. One thing she could improve on is interacting with her audience more. So many people comment on her TikTok and I think to maintain and grow that following would be to interact and respond to their comments. They will feel more connected and will be more likely to keep coming back. She also could respond to people on Instagram as well, it will make her audience feel like she cares. Another improvement that could be made would be making some changes to her Instagram. I think promoting music more on Instagram could prove helpful. In the link in her bio, her music is at the very bottom of the list. Put that at the top and more people will click on it. I also think that using her own songs in her TikTok's would be good for her fanbase because she has more of a following on TikTok. Also just promoting her music on TikTok more, in general, will be helpful for her music. She could also partner with the makeup brands she uses and promote them through her socials. Partnering with makeup brands could also spread awareness of her music. I also think it's important for her to have a presence on all social media so posting on Twitter more about her music and makeup videos would be beneficial. She could even just post her TikToks on Twitter.

Audience Profiles:

Demographics: College students/Zillennials

Key Publics:

- Beauty Influencers who use TikTok such as Doja Cat and Jeffrey Star
- Music Enthusiasts/DJs who enjoy alternative artists such as FKA Twigs and Gorillaz

Demographic #1: College students

Persona #1: Ashleigh is an 18-year-old freshman in college at Texas A&M. She enjoys social media platforms such as TikTok and Instagram and draws inspiration from these platforms for her own makeup looks. She is a fan of clown and special effects makeup and spends her spare

time practicing these looks on herself and her friends. Ashleigh is an ideal person for this plan because she enjoys more special effects makeup than everyday makeup, and spends a lot of time taking inspiration from artists on TikTok and Instagram.

Persona #2: Brenda is a 22-year-old makeup enthusiast from Los Angeles who has a very unique style of makeup that she does. She has been trying to find the confidence to post videos on social media because she's nervous that her looks won't reach the right audience. Brenda is a good person for this plan because she admires Salina's confidence to post unique videos on TikTok.

Demographic 2: Zillennials

Persona #1: Elijah is a 25-year-old barista from San Diego. They listen to a lot of alternative pop music and just recently discovered Salina Killa and have started to listen to her more. They're also wondering why she doesn't have more music released and is eagerly waiting for her to drop her new EP. Elijah is the perfect candidate for the plan because they're already a fan of Salina and keeps up to date with her new drops.

Persona #2: Kyle is a 28-year-old guy from New York with dreams of being a music producer. He's a DJ that plays at a local, trendy bar and is looking for new beats to add to his production mixes. He tends to be a fan of alternative house music and needs a new artist to add to his tracks. Kyle is the perfect person for this plan because Salina offers him exactly what he is looking for, different music that he can play unlike anything else that anyone has heard.

GOAL STATEMENT:

Salina Killa is a content creator who designs unique clown makeup looks as well as being an artist whose goal is to create music that provides an experience for her listeners. Our goal for Salina Killa is to increase her engagement across all social media platforms such as Instagram, Twitter and Spotify by creating a personal brand that brings together her passion for makeup and music and encourages her listeners to be themselves.