

MY SOUNDSAFE

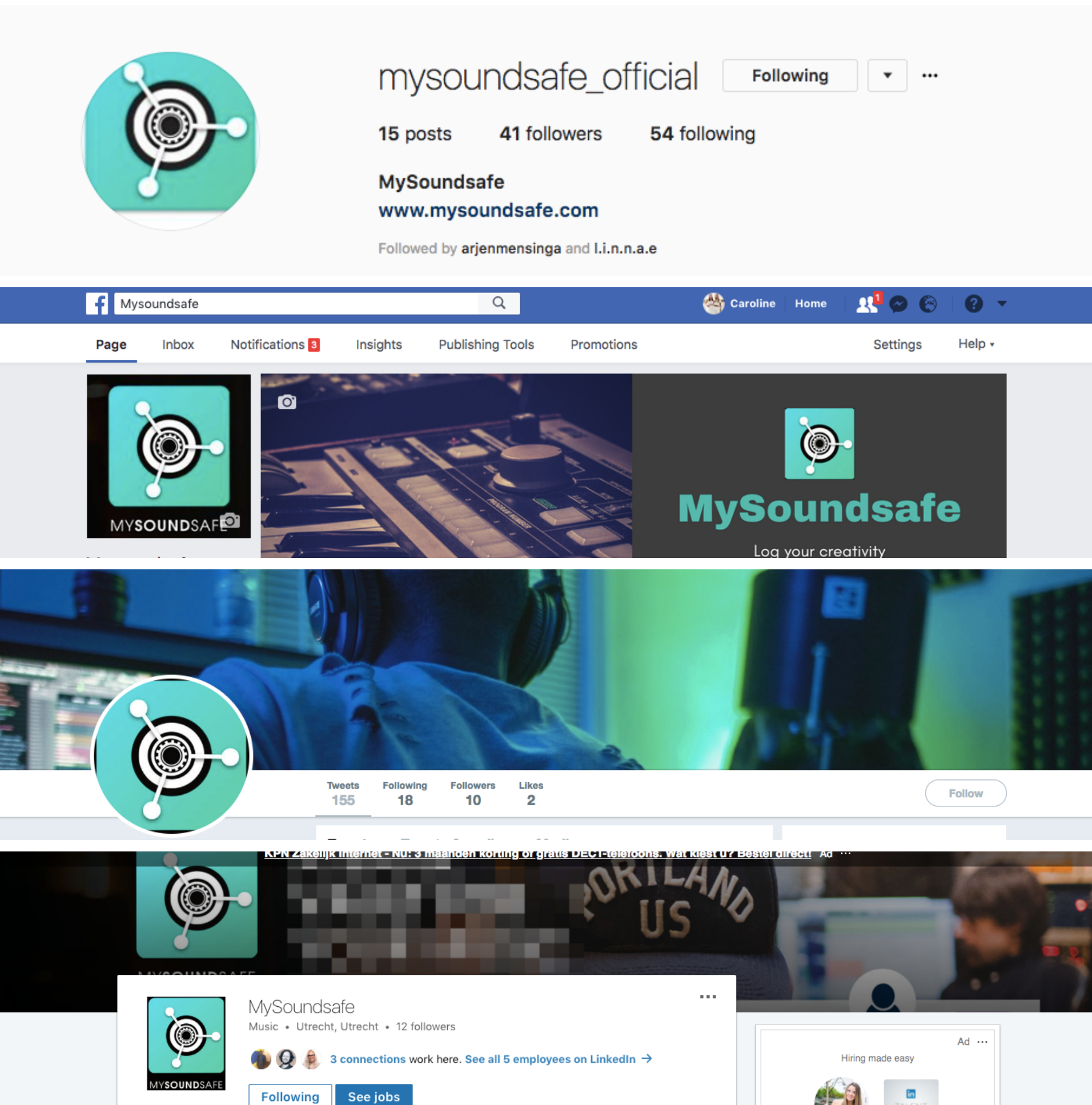
Changing the way artists log their creativity.



CAROLINE CARDER, MARKETING INTERN

"Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience - and, ultimately, to drive profitable customer action."

-The Content Marketing Institute



BRAND STANDARDS

Currently, social applications are not synchronized and represent different brand images.

Every social channel should have the same logo as the profile picture, to increase brand recognition at an early stage of consumer awareness.

Recommended brand logo:

Brand Colors:

- Grey BG mss #4B4D4F
- Sartaans: #00d4bf
- Purple: #412EAE





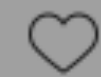
Potential Slogans

- Changing the way artists log their creativity.
- Changing the way artists log their music.
- The new way to log the creation of music.
- The new way to log the creation of music using blockchain technology.



Instagram

Search



mysoundsafe_official

Following



15 posts

41 followers

54 following

INSTAGRAM

***Purpose:** Establishing a brand identity and increasing presence in the industry.*



INSTAGRAM

REVAMP

GOALS

Increase
following

Establish
aesthetic theme
for the profile

Engage users
through
campaigns and
stories



mysoundsafe_official

15 posts 41 followers 54 followi

MySoundsafe

www.mysoundsafe.com

Followed by arjenmensinga and l.i.n.n.a.e



RECOMMENDATIONS



Replace profile picture with brand standards.
Fix crop of the thumbnail.



Update Bio: Changing the way artists log their creativity. www.mysoundsafe.com



Content: Bright, vibrant colors, retro atheistic.
High contrast, tech feel grid.

- Release dates and updates
- Day-to-day business operations
- Infographics about copyright infringement
- Highlight consumers across all music industries, showing our product is for all creative content makers
- Motivational messages
- Relevant hashtags to increase reach



mysoundsafe

Mysoundsafe
@mysoundsafe

Home

Signup!

Posts

Reviews

Videos

Photos

About

Community

Offers



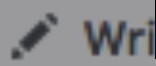
MySoundsafe

Log your creativity

FACEBOOK

***Purpose:** Publishing **information** about the company/industry, while keeping engaging content at the forefront.*

Send Message



Write



Write a post...



Photo/Video



Feeling/Activ...



Write Note



This Week

FACEBOOK

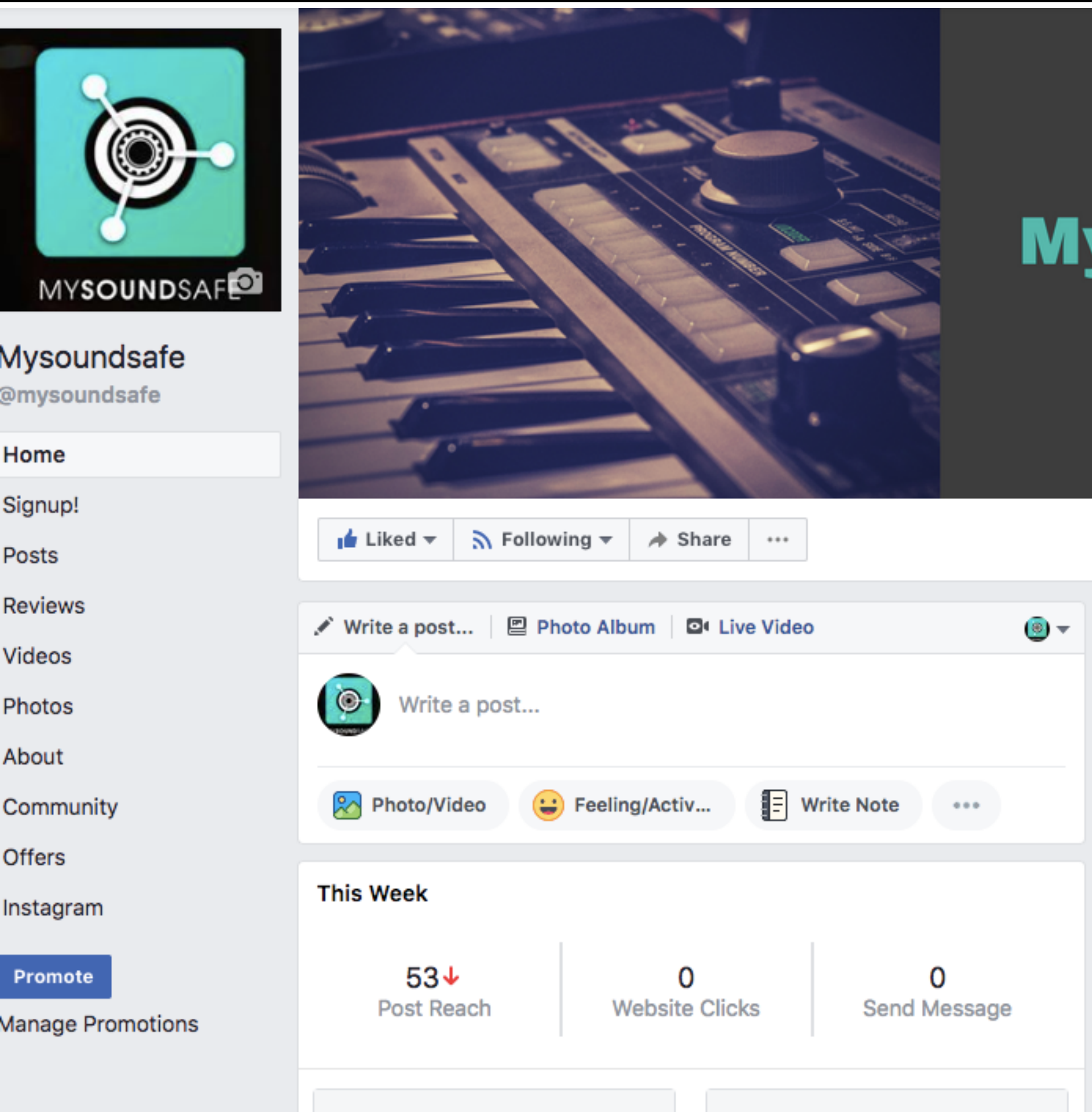
REVAMP

GOALS

Reorganize
page

Publish
engaging,
informational
content

Facilitate
navigation to
other channels
via FB Page



RECOMMENDATIONS

Replace profile picture with brand standards.

Create a cover video. Logo extension to show blockchain without stating it.

Tap into FB groups for 'dark social'.

Reorganization of navigation side bar: Move 'About' to the top + expand upon this section. Add in links to social channels.

← **Content:** informational posts that are relevant and provide value to our target consumers

- Links to new blog posts
- Interesting articles that are useful to our target market. Ex- updates in the music industry, innovation of blockchain technology
- Republish some of Instagram content
- Promoted posts -product release countdown, positive customer reviews, site launch

BLOG

***Purpose:** Informing consumers what MySoundsafe is, and establishing a strong brand presence by keeping consumers engaged with the company and industry prior to product release.*

01

BLOG

03

SOCIAL

ABOUT US

BLOG

CREATION

GOALS

**Brand
familiarity and
presence**



**Storytelling to
help consumers
to understand a
complex product**

**Engaging
content while
MVP is being
developed**

BLOG

CONTENT IDEAS

- What is blockchain?
- Series: Famous Copyright Infringement Cases
- Partner Altos Tech - Black Mirror inspired storyline
- Up & coming artists
- Events and news within industry

 Caroline Carder 
6 days ago • 1 min

Emil Bjarni - The Aesi

Create a blog post subtitle that summarizes your post in a few short, punchy sentences and entices your audience to continue reading. Welcome to your blog post. Use this space to connect with your readers and...



Search

Home

My Network

Jobs

Messaging

Notifications

Me

Work

Free Upgrade to Premium

Business Funding In 24 Hr - Fast & Easy Loans. Apply For \$10K to \$1M in Minutes. Same Day Approval. Ad ...



MySoundSafe

Music



Follow

LINKEDIN

***Purpose:** Professionally displaying the company and **blockchain technology** to potential customers, partners, and investors. This is the only social network you can discuss blockchain on. Grow our connections and network.*

About us



Blockchain Expert Explains One Conce...
youtube.com

Ad ...
s and best practices to optimize
business processes



ad of new technology and
innovation

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Entertainment
201-500 employees

Messaging

LINKEDIN

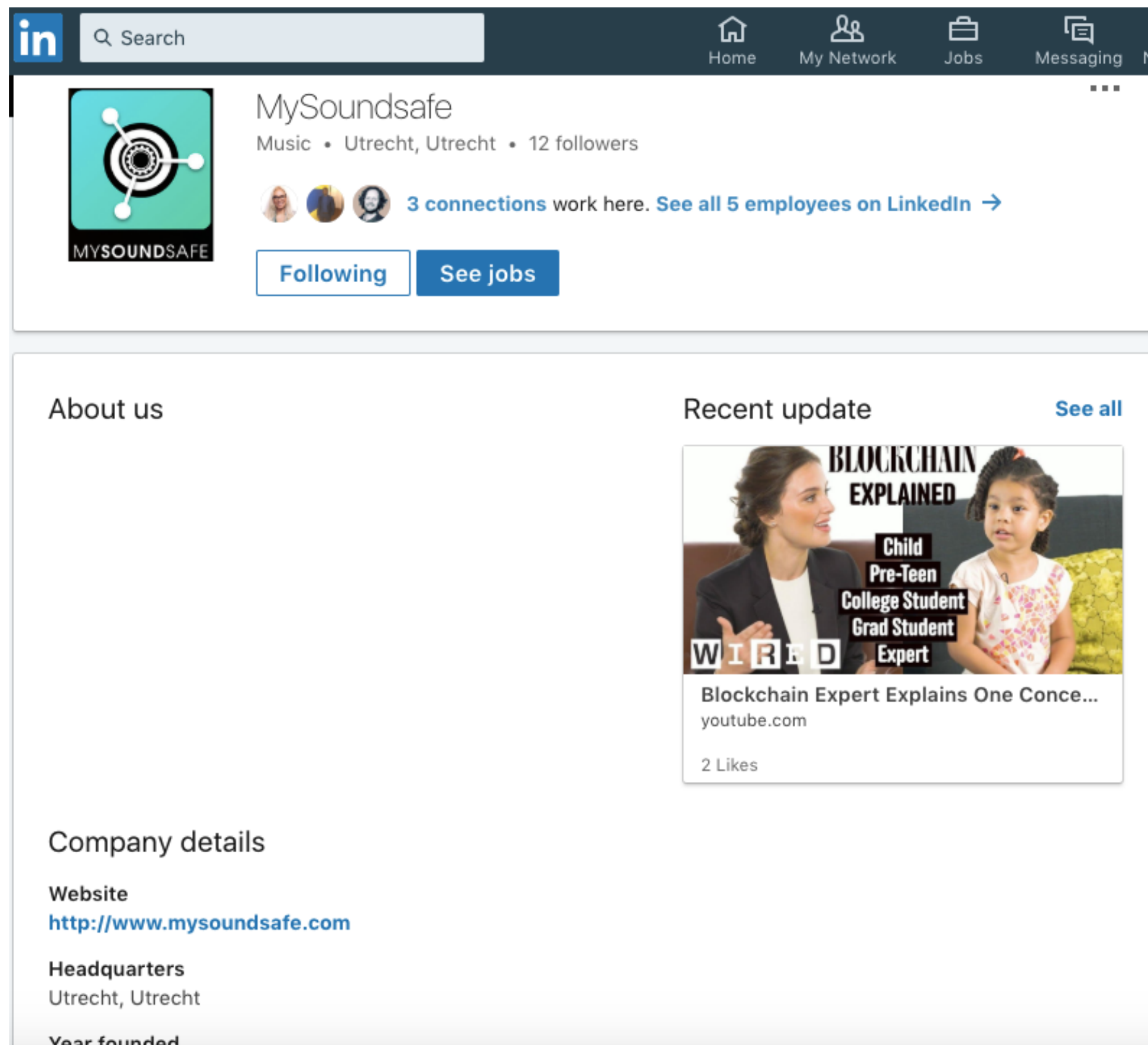
REVAMP

GOALS

Establishing the
company in the
market and
business realm

Highlighting the
blockchain
technology that is
the foundation of
the company

Making and
maintaining
valuable
connections



RECOMMENDATIONS

Replace profile picture with brand standards and replace cover photo.

Fill out 'About Us' section fully to optimize search results.

Use LinkedIn company tools to discover new connections. Send personalized messages once MVP is released.

Content: Take advantage of the blockchain buzz.

- This is the only platform we can talk about blockchain on (other platforms prohibit the topic)
- Users on this platform are interested in blockchain
- Highly academic articles discussing the rise of blockchain
- Press releases about MySoundsafe

SPOTIFY

REVAMP

GOALS

Attach playlists
on other social
platforms
(Instagram
story, FB, etc.)

Connect with
our audience
with our core
value: music

Create playlists
that our users
want to subscribe
to and will thus
recognize the
brand



Create. Engage. Connect.