



SALINA KELLA'S EP: WELCOME TO THE SHOW

Team 3's Public Relations Plan

Presented By: Journey Baldwin, Ella Ehrlich, Daniel Friis



salinakilla 
Manhattan, New York



AGENDA

- Introduction (3)
- SWOT Analysis (4)
- PEST Analysis (5)
- Communication Audit(6)
- Key publics/personas (7)
- Goal Statement(8)
- Three objectives(9,10,11)
- Timeline (12)
- Budget (13)
- Questions

WHO IS SALINA KILLA?

- Born as Salina (Johns) Killa
- Born in Japan, raised in St. Louis, now lives in Los Angeles
- Went viral on TikTok in June 2019
- Started to record and release music in 2020
- Six songs and multiple collaborations



SWOT ANALYSIS

Strengths

1. Unique style and persona
2. Style of music

Weakness

1. Limited exposure
2. Only one live performance

Opportunities

1. Social media provides many avenues for artists to showcase music
2. Openness to collaboration

Threats

1. Nature of the music industry
2. Other emerging EDM artists like Kevin Whitaker, Willjoy, etc.

PEST ANALYSIS

Political

1. Racism in pop culture
2. GOP ban on gender-diverse shows.

Economic

1. Streaming services
2. Job market post-pandemic

Social

1. Consistent views for TikTok creators.
2. Limited social interactions: From TikTok to live concerts.

Technological

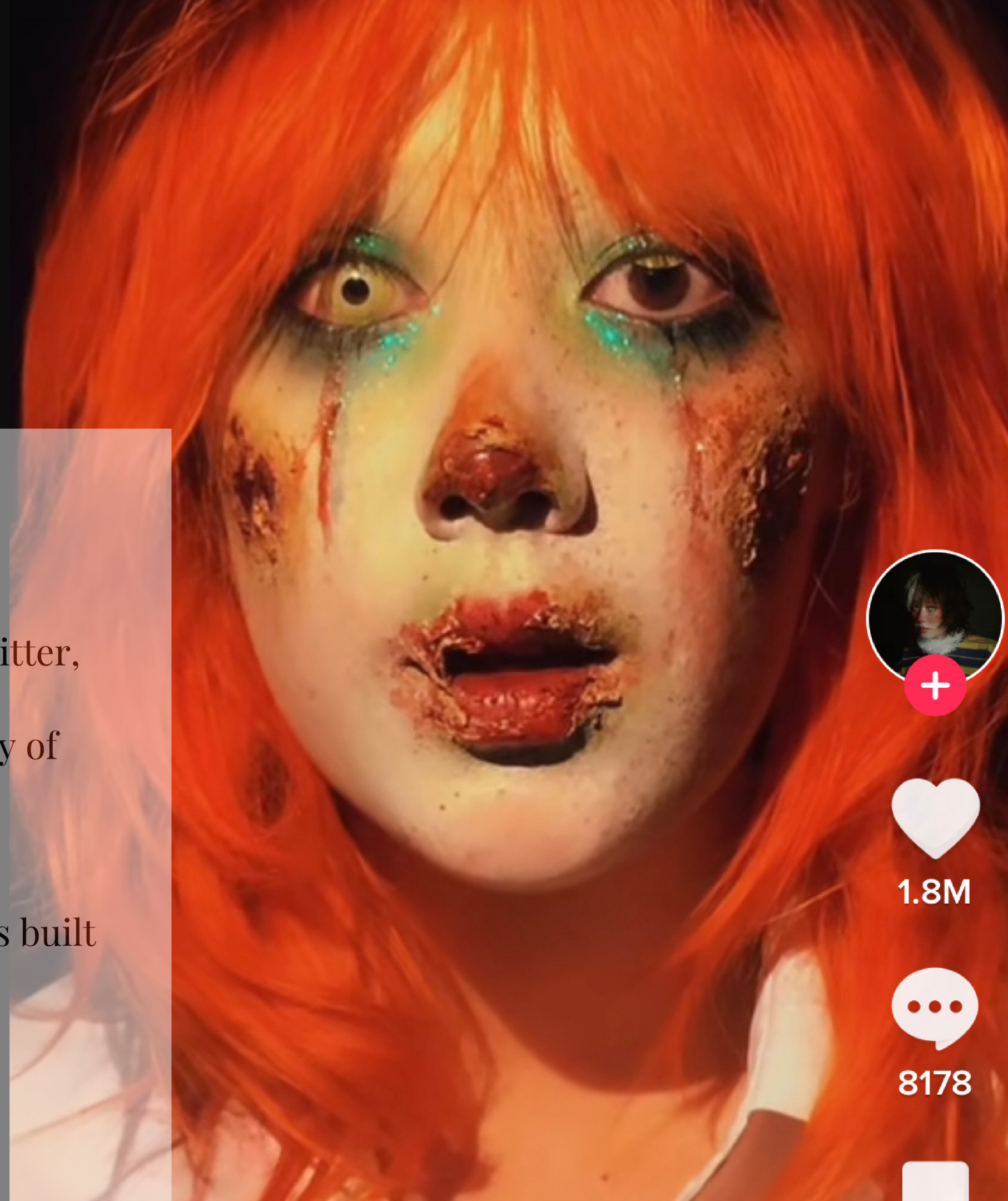
1. Global communication
2. The reliability of Social media in today's generation/ virtual reality

COMMUNICATION AUDIT

- Prominent across various social media platforms: Instagram, Twitter, YouTube, TikTok and Spotify.
- High level of following, overall positive engagement, and a variety of different kind of content.

Recommendations:

- cohesion between her different platforms, and other associations built over social media.



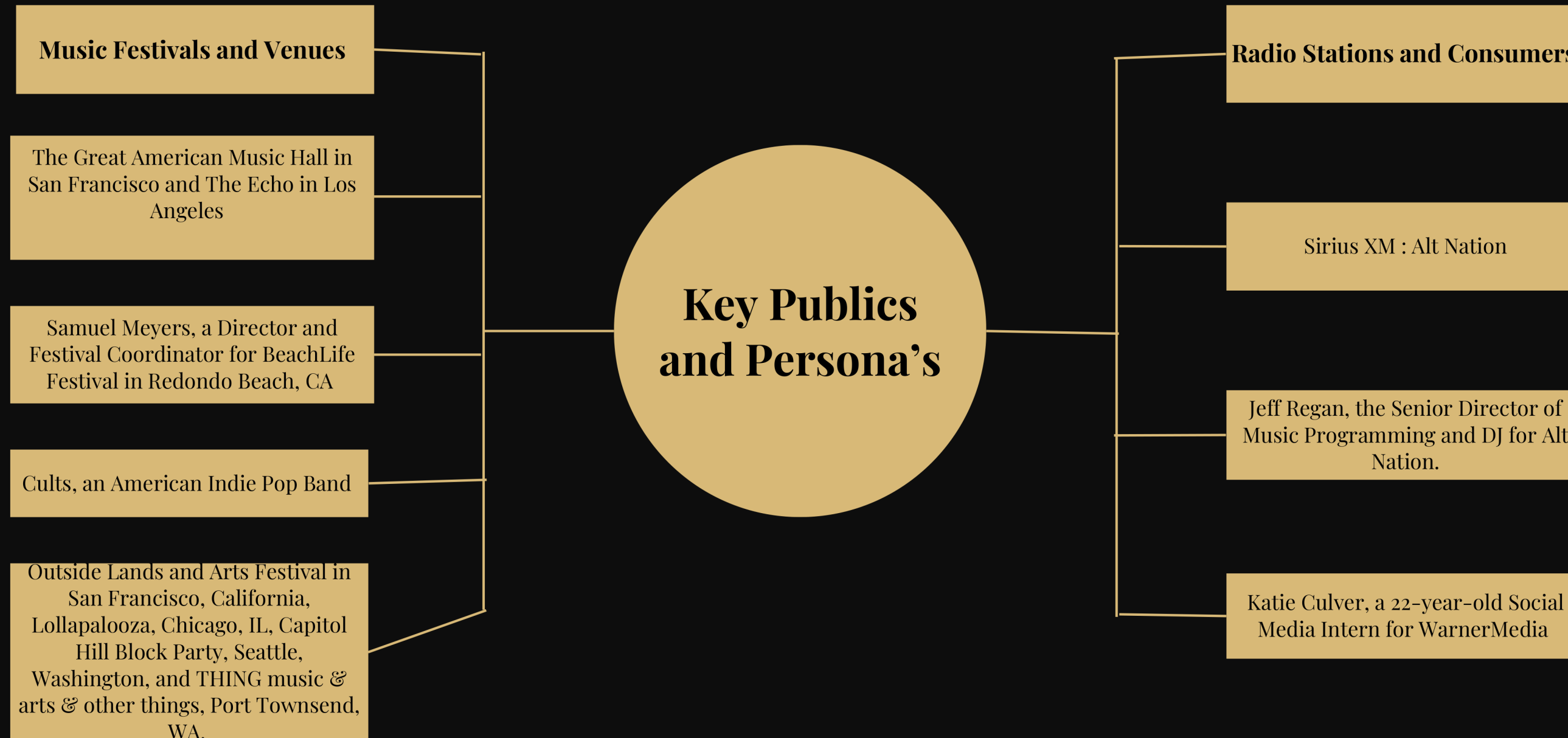
1.8M



8178

KEY PUBLICS

Given the user personas identified for the campaign, elaborate on the branding identity that the campaign will project.



#KookieKilla

CAMPAIGN GOALS

Our goal is to see Salina's success within the music industry align with her already successful career in photography and makeup. By improving her brand and social media platforms as a musician, we plan to incorporate Salina's artistic endeavors into one diverse, and cohesive space, enhancing her personal brand as a whole.



salinakilla



1/5



3

#KookieKilla

ADVERTISE SALINAS EP TO ITS FULLEST ABILITY PHYSICALLY & ONLINE



- **Social Media**

1. Q and A with fans via Instagram live
2. Contest/giveaway through her Instagram.

- **Paid Media**

3. Plane over LA advertising the album, billboards around LA
4. Two pre-planned flash mobs.

- **Influencer**

5. Having friends/those she's worked with repost her advertisements.
6. Snapchat Discovery/Business Snapchat.



CREATING ENGAGING OPPORTUNITIES FOR THE LIVE DISPLAY OF HER MUSIC.

- **Earned Media**

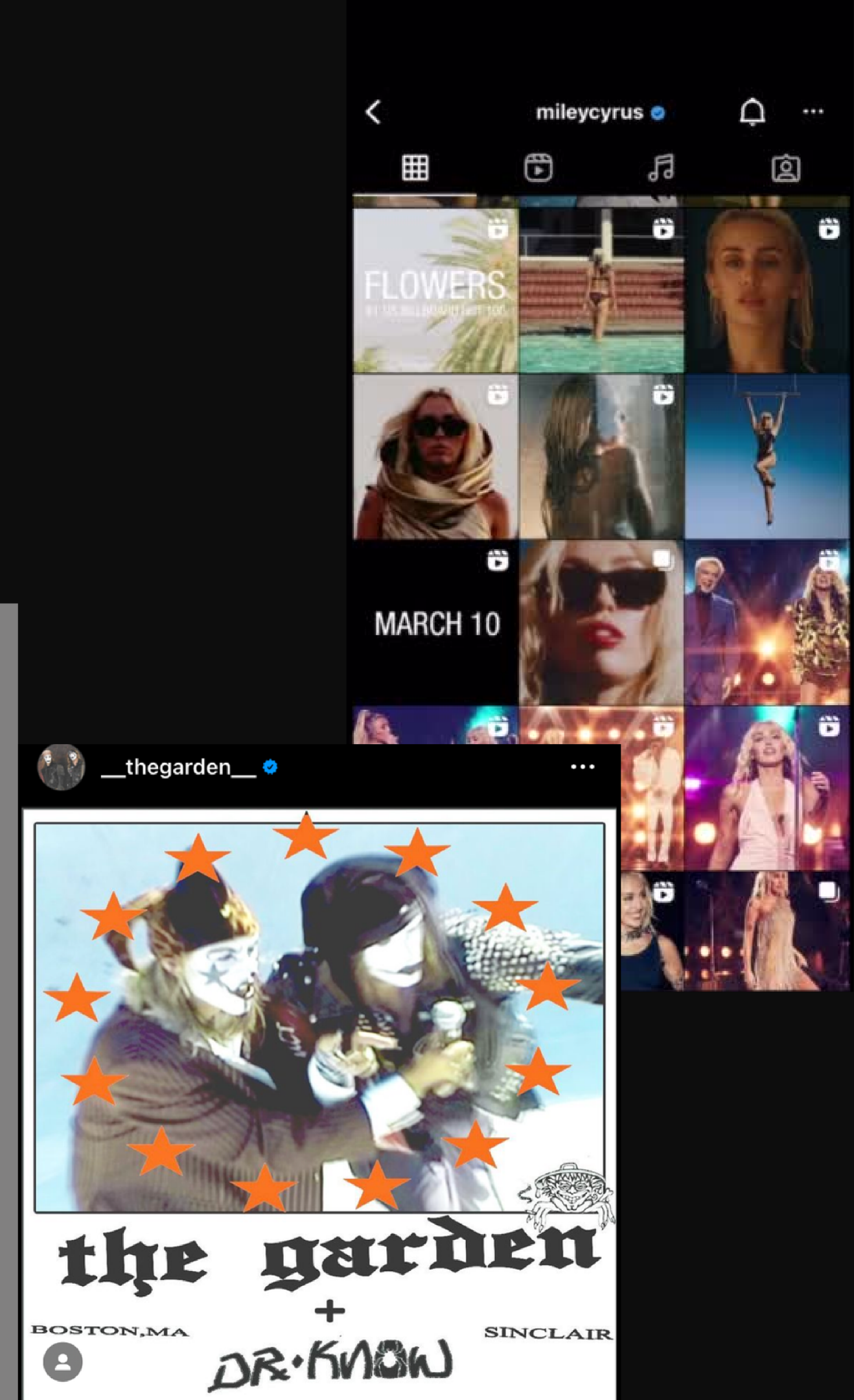
1. The Great American Music Hall in San Francisco and The Echo in Los Angeles
2. Radio - Hits on Hollywood/Sirius XM
3. Festival and Rave lineups

- **Social Media**

4. Social media scavenger hunt, creating buzz for the new EP and the upcoming live performances.
5. Post lyric videos, small music clips, and release dates/live performances
6. Showing appreciation and dedication to her fan base

- **Influencer**

7. Collaborative music pop-ups/meet and greets
8. Network and share samples of EP with influencers



BUILD SALINA'S PRESENCE ONLINE TO CREATE AWARENESS OF EP



- **Earned Media**

1. Tiny Desk Concert on NPR
2. Podcasts
 - The Artistry Drop, Girls Twiddling Knobs

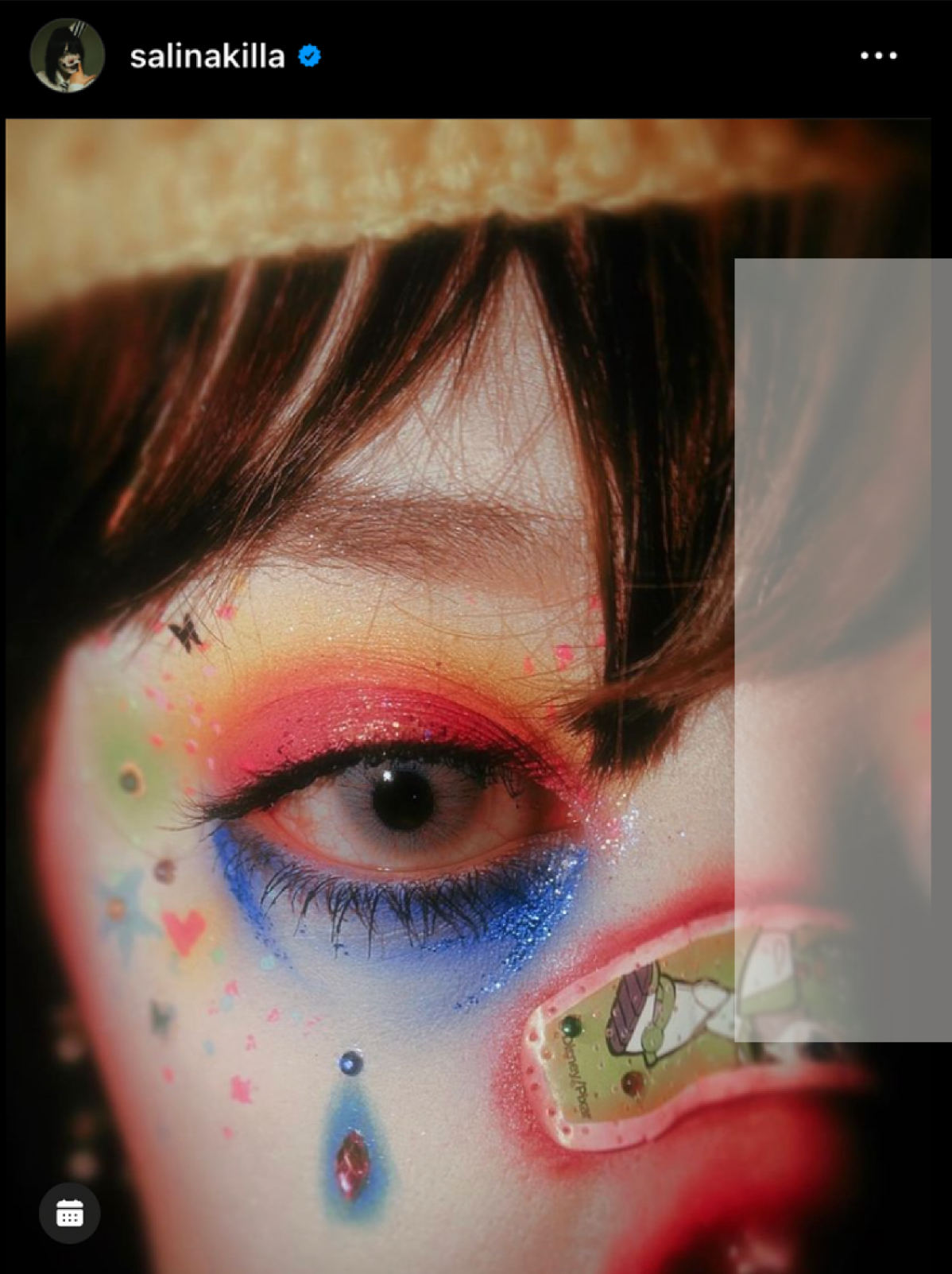
- **Social Media**

1. Digital Lookbook in press kit
2. TikTok challenge



SCHEDULES & TIMELINES

Our PR plan includes dates from March 2023-July 2023

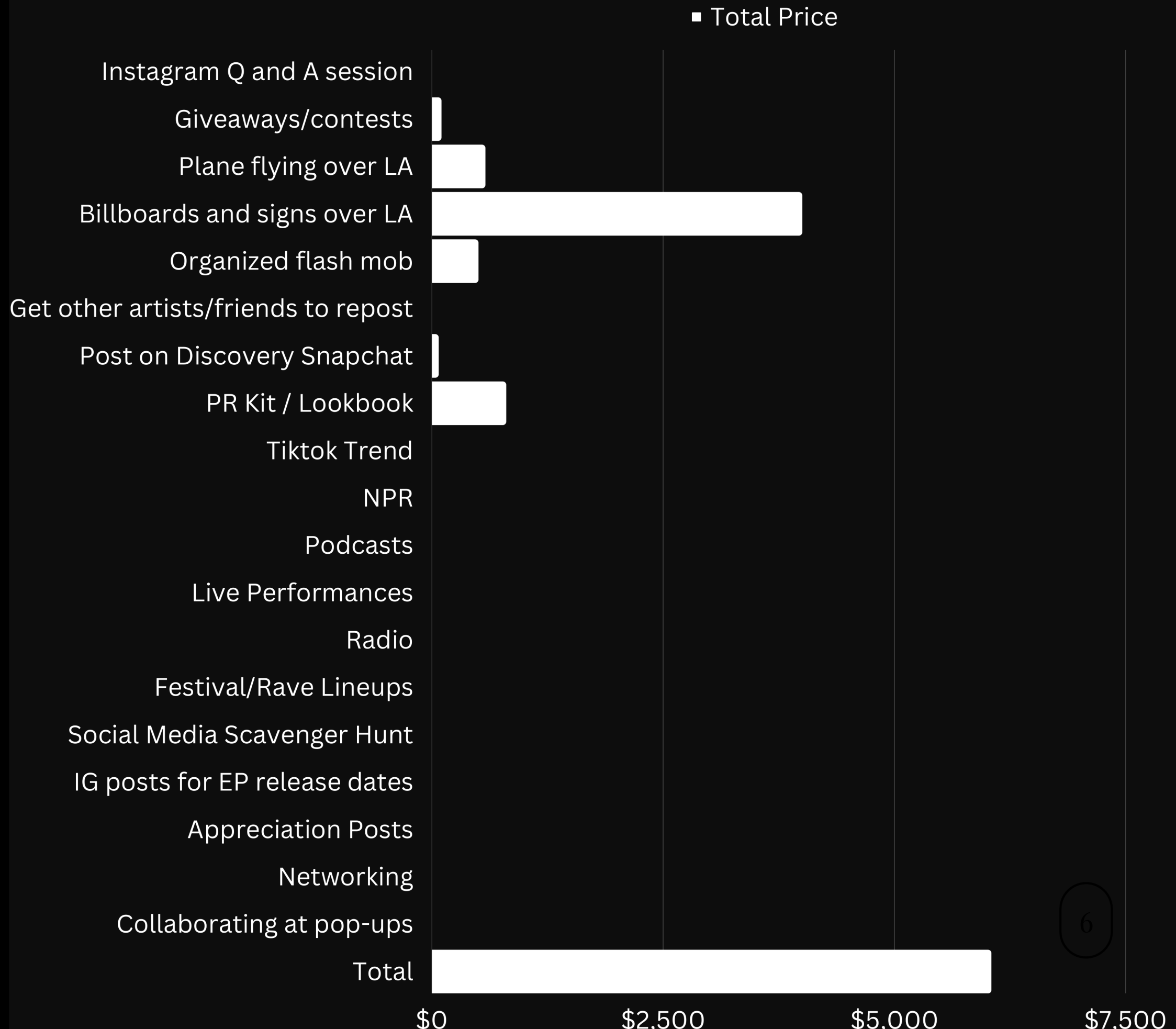


Link To Adobe Spark Timeline:
<https://express.adobe.com/page/rOXD7ClxFVUcX/>



BUDGET

Total: \$6,045



**THANK YOU!
GOT QUESTIONS?**

