Research for Content Strategy

Crafting a content strategy for Eindhoven Rockcity involves understanding the target audience, the goals of the organization, and the platforms available for reaching and engaging with the audience.

1. Objectives:

  - Increase brand awareness within the local music community.

  - Engage with fans, musicians, and industry professionals.

  - Promote local music events, bands, and venues.

  - Establish Eindhoven Rockcity as a leading authority in the music scene near Eindhoven.

2. Audience:

  - Rock music enthusiasts of all ages, especially those interested in local music scenes.

  - Bands and musicians looking for exposure and networking opportunities.

  - Music venue owners, event organizers, and industry professionals.

3. Content Themes and Topics:

  - Profiles and interviews with local bands, musicians, and artists.

  - Coverage and reviews of local music events, concerts, and festivals.

  - Behind-the-scenes looks at the local music scene, including rehearsal spaces, recording studios, and venues.

  - Educational content such as music tutorials, gear reviews, and industry insights.

  - Fanmade content, including fan art, concert photos, and videos.

4. Content Channels:

  - Website: Regularly updated blog posts, features, and event listings.

  - Social Media: Active presence on platforms like Facebook, Instagram, X, Tiktok and YouTube.

  - Email Newsletter: Monthly or weekly updates on upcoming events, featured bands, and exclusive content.

  - Podcast: Interviews with local musicians, industry professionals, and discussions on music trends and topics.

  - Community Forums: Engage with the audience through forums such as Reddit or online communities focused on music.

6. Engagement and Interaction:

  - Encourage audience participation through polls, Q&A sessions, and contests.

  - Respond promptly to comments, messages, and inquiries from followers.

  - Foster a sense of community by featuring fanmade content and highlighting fan contributions.

  - Collaborate with local businesses, artists, and influencers to expand reach and engagement.

7. Measurement and Analysis:

  - Track key metrics such as website traffic, social media engagement, and email open rates.

  - Use analytics tools to assess the effectiveness of different content types and channels.

  - Adjust content strategy based on insights gained from data analysis.

Times to post:

1. Social media (in general): The best times to post on social media, in general, are 7:00 PM, 3:15 PM, and 8:41 AM
2. Instagram: The best times to post on Instagram are 9:00 AM, 8:00 AM, and 10:00 AM
3. Facebook: The best times to post on Facebook are 9:00 AM, 7:00 AM, and 10:00 AM
4. X: The best times to post on Twitter are 10:00 AM, 9:00 AM, and 12:00 PM

Source: https://coschedule.com/social-media-marketing/best-times-to-post-on-social-media

Generally, the best times to post on social media are as follows:

- **Weekdays**: 1 pm to 3 pm and 5 pm to 6 pm
- **Weekends**: 9 am to 2 pm and 8 pm to 11 pm

The worst times to upload and times we should avoid are:

- 6 AM to 9 AM.
- 9 PM to 12 AM.

Source: https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic