
JUST-ICE

A new Album by People's Band Metallica

Metallica

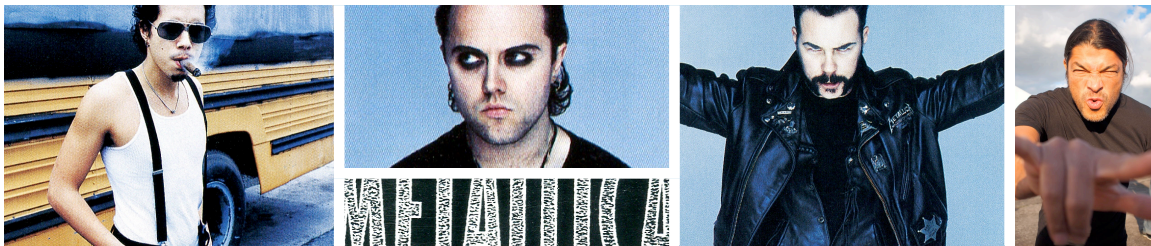
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Just-ice

A new Album by the heavy metal band we love.

SOCIAL MEDIA PLANNING



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Objective Including business:

- To be Relevant
- Evolve Heavy metal (Adding Melody)
- Presence of Heavy Metal Band (Alternative)
- Bring attention to Social issues (Gun Violence and Suicide among young people)

(If you want to grow an army, you've got to show them you've been through the same battles and slept in the same foxholes. You show them your strengths by allowing them to see your vulnerabilities. Then, through your work, they will see themselves and the way out of their own painful situations with you leading the way.

It's not just about identifying and then solving the problems that keep your audience up at night. That's nice and helpful. You need to pick up that flag with their cause and go charging up the hill like Braveheart. Leave them speechless with your insights where they can't help but think, "Whoa, this person really GETS me!"

And something else that Metallica "got" turned out to be one of the key ingredients that led to their meteoric rise to fame and fortune)

Audience:

- 15 - 50
- Men (Mostly)
- People who are not fan of fabricated, media made main stream pop artist.
- High school/College graduates (mostly)

(While their pop counterparts wore eyeliner and Spandex, Metallica wore dirty jeans, T-shirts and biker boots. They were the anti-pop stars. Rather than the pop confection songs that ruled those MTV playlists, Metallica's music spoke about alienation and raging against the machine. It resonated with a huge mostly young adult male audience hanging out on the fringes that reviled pop culture, and were desperate to vent their young angst toward authority)

Image (Of Album) - Social & business Objectives:

Metallica has a positive image among peers and fans. They have talked about social issues in their past albums and are well respected. This album is different times because they haven't done an album for a while and music scene has changed so much over the course of past 3 to 4 years.

This time they are going to be using Social Media platforms to talk to their fans, to be relevant.

Here is how they are planning to build the image album.

- Talk about the studio the album was recorded
- Who recorded the album (well respected Producers with great track record)
- How long it took to record (Blood and sweat went to this album, long meeting, differences among band mates, creative differences with the record labels and how they are able to change the way of record labels's management and able to put out what they strongly believe that their fans and new fans will like.
- Sell to the people by emphasizing and high quality flac files (more and more real music lovers wanted a high quality music).
- Collaborate with Neil Young's Pono (High quality music download and player). This is new big thing and many well respected artists are supporting this (<https://ponomusic.force.com>)
- Discuss youth Community services and support
- First video will cover Gun Violence (hot issue currently among people in North America)

Social Media Voice & Character:

“METALLICA WANTS TO TALK TO YOU”

My intention here is not to give any materialistic sign (\$). An honest phrase that shows that they care. (not Gimmicky).

- Its **Character** is **Friendly**
- Its **Tone** is **Honest** and **Personal**
- The **Language** is **Simple**
- The **Purpose** is to **Engage**, **Entertain** and of course eventually it will **SELL**.

(How serious are you about being insanely useful to others? Or outrageously entertaining or inspiring to the point where people simply cannot ignore what you have to say anymore? And then doing it in a way no one's quite done before? don't have to write epic 5,000-word posts or be controversial just for the pure shock value and you don't have to produce a series of adorable kitten videos to get people to pay attention either.

It can be as simple as being brutally honest and showing your humanity in a way that inspires others, just as Lori Deschene has over at Tiny Buddha to build a massive following over a million strong)

Social Platform to Engage(Primary): Twittter Secondary(tied with Instagram posts)



Instagram

Instagram; One of those social network you can no longer ignore. it's picture based but there's is no doubt that it can be used to built a strong connection with Metallica and its audience (Fans).

Why Metallica choose Instagram? Fan appreciate pictures. As they say picture worth a thousand words. A lot of fans appreciate having somewhere to see still images of their band and things related to.

Pictures can inspire. Seen a cool picture and wish you were there? Thats exactly Instagram can help achieve. Band will post some shots of their gig and show others what a fun time crowd had. Metallica is mostly about Live performances and Fans loves that. The app allows you to add effects to any picture and make it look better. This will also help portray a better image.

Instagram also makes it easier to connect to other social networking site for posting in multiple places so if your fans don't have smart phone or for some reason they are not using Instagram will be able to get latest info on band.

Here is what Metallica going to post on their social sites

- **Photos of Performance** - Inspire other people to come to next gig(**Metallica makes most revenue on their live performance.**)
- **Photo with Fans** - Because fans can Tag both in it and in turn leave more links for people to see.
- **Photos of Recording Sessions** - Let see fans behind closed doors and show them what its like where make music come to life. Also Fans can see what band is working on.
- **Photos of CD covers and Art work**(multiple versions) - Fans love to see shots of album/single artwork before its officially released... a sneak peak.
- **Pictures that give a deeper insight into your personal life** - Gives fans the idea who you really are this can also help to built an image.

Resources:

- <https://blog.bufferapp.com>
- <http://boostblogtraffic.com/metallica/>
- <http://www.bethkanter.org>
- <http://www.musicindustryhowto.com/instagram-for-musicians-using-pictures-to-market-your-music/>
- <https://help.instagram.com/169948159813228/>
- www.yoursolutionsforrent.com
- www.smallbusiness.chron.com
- www.socialmediaexplorer.com
- Technographics (google)
- www.whatculture.com
- Branding (google)