



Content Mark		
	#1	#2
Type of Medium/ Platform (if other, explain in notes)	Other Social Media	Other Social Media
Scheduled Date	(Instagram) 7/25/2025	(YouTube) 7/25/2025
Topic	BTS content, rehearsals, promo reels	Livestream of webinar or music clip teasers
Purpose	Build emotional connection and anticipation for the event/webinar	Capture video-driven audience, repurpose content
Keywords	#FaithMusicPurpose #ReeseSoulExperience	faith-based music, Reese Soul live
Cross-posting	Facebook, TikTok, Threads	Website blog, email
SEO Title	Alt-text, Hashtags, Captions	Title tag, video transcript, closed captions
Image(s) to support your message	https://illustratorsllc2.wixsite.com/	https://illustratorsllc2.wixsite.com/
Interactive Content (if other, explain in notes)	Other	Other
Notes	Polls, Q&A Stories	Comment threads

References

Tang, M. (2025). Four strategies to thrive in the merger of public relations and content marketing. *Journal of Brand Strategy*, 14(1), 43–52.
<https://doi.org/10.69554/xaex354>

Luttrell, R., & Wallace, M. (2021). *Social Media and Strategic Communications*. Rowman & Littlefield.

Online Media Room - PBR640

PR/Content Strategy Template

Updated: May 2025

Marketing Strategy		
#3	#4	
E-mail newsletter	Blog	Type of Medium/ Platform (if other, explain in notes)
7/25/25	7/25/25	Scheduled Date
Promo sequence: Save-the-date, Ticket link, Thank-you email	Blog post: "Why I Still Sing with Soul" by Reese	Topic
Nurture warm leads and convert RSVPs	Deepen engagement, boost site time and SEO	Purpose
Reese Soul event, ATL music, Faith webinar	Reese Soul blog, ATL soul music	Name of Medium
N/A	Twitter, Email, Threads	Media Contact
Subject lines, preview text	Meta description, internal links	
https://illustratorsllc2.wixsite.com/	https://illustratorsllc2.wixsite.com/	Image(s) to support your message
Other	Other	
RSVP buttons	Comment section	Notes

Pew Research Center. (2023). YouTube remains top platform for music discovery. Retrieved from https://www.pewresearch.org	Johnson, D. (2022). Audience Segmentation in NPR Listenership. Public Broadcasting Rese9(3), 21–38.	References



Traditional Media	
#1	#2
Newspaper	Radio
7/25/25	7/30/25
Feature story on Reese Soul’s dual identity as a worship leader and soul artist	Sound & Soul Live: A Listening Experience + Q&A featuring Reese Soul
Educate the local Georgia audience on his music mission and upcoming event at The Velvet Note	Radio reaches Atlanta’s core R&B and soul music lovers, it’s a chance to tap into local credibility and real-time reach.
Atlanta Journal-Constitution	KISS 104.1
Melissa Ruggieri	Dyron Ducati
/reese-soul	/reese-soul
AJC is highly trusted among Georgia residents and culturally	traditional radio remains a trusted source of entertainment and

relevant in ATL music coverage.	information, especially among Black adults ages 25–54, which is our primary demo
Roy, B. (2016). Social vs. Traditional Media: Has the Battle Already Ended? Public Relations Tactics, 23(4), 7.	(Nielsen, 2023). This outlet boosts local legitimacy and buzz just before the event.