

2025 May 5

CAROLINA FLUTE STUDIO MARKETING

Strategies for Building an Engaging Presence

TEAM 7

Addison Killman Haley Singleton Michael Cote

About

What is Carolina Flute Studio?

The USC Flute Studio is committed to supporting students as they advance in their musical careers and education. With a strong focus on career development, the studio provides opportunities for students to grow, while also showcasing their work to a broader audience.

Message:

They want to show that classical music is something anyone can enjoy. While it's often viewed as intimidating or overly serious, the USC Flute Studio works to make it more approachable and inviting.

Goal:

Develop a recognizable brand with a cohesive visual identity. Attract a broader audience beyond just flutists or musicians.



Aesthetic

Tone and Style

Aesthetic – The visual style should be modern, fresh, and engaging while remaining informative. It should avoid feeling sterile or overly formal.

Color Palette and Fonts – The studio has an existing color palette and font style, but it’s open to adding new elements as long as they align with the current vibe and overall aesthetic. However, this is the color palette on the right that is mostly used for all posts.

Profile Picture and Logos - These visual assets can be used across social media platforms to increase cohesiveness between the Flute Studio and the School of Music.

Goal - The goal is to use this brand kit to make a cohesive presence for future social media posts.

Brand Kit:

TYPOGRAPHY & COLOR PALETTE


#3B6CA


#7C1315


#FFF1E2


#607A36


#DD1D3C

Display Typeface
BERLINGSKE SANS EXTRA-CONDENSED EXTRA-BOLD
Uses: headlines, section headlines
Font Weight: extra bold
Substitute Typeface: Impact

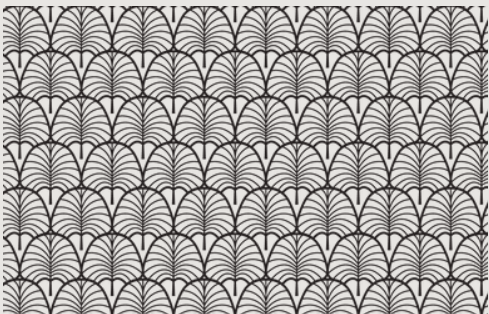
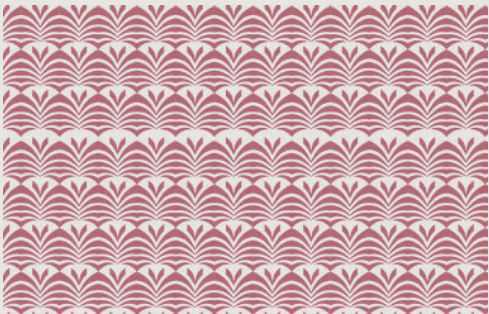
Primary Sans-Serif Typeface
Berlingske Serif

Uses: headlines, subheads, body copy, quotes, names
Font Weights: light, light italic, regular, italic, medium, bold, bold italic
Substitute Typeface: Arial

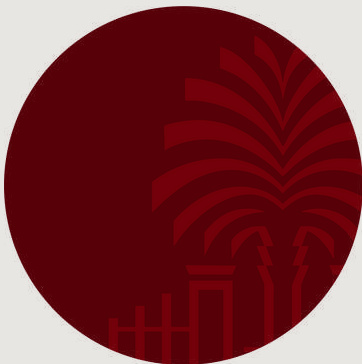
Berlingske Sans
Primary Serif Typeface

Uses: headlines, subheads, body copy, quotes, names
Font Weights: regular, italic, medium, medium italic, bold, bold italic
Substitute Typeface: Georgia

University Patterns



Highlight



Profile Picture



Instagram

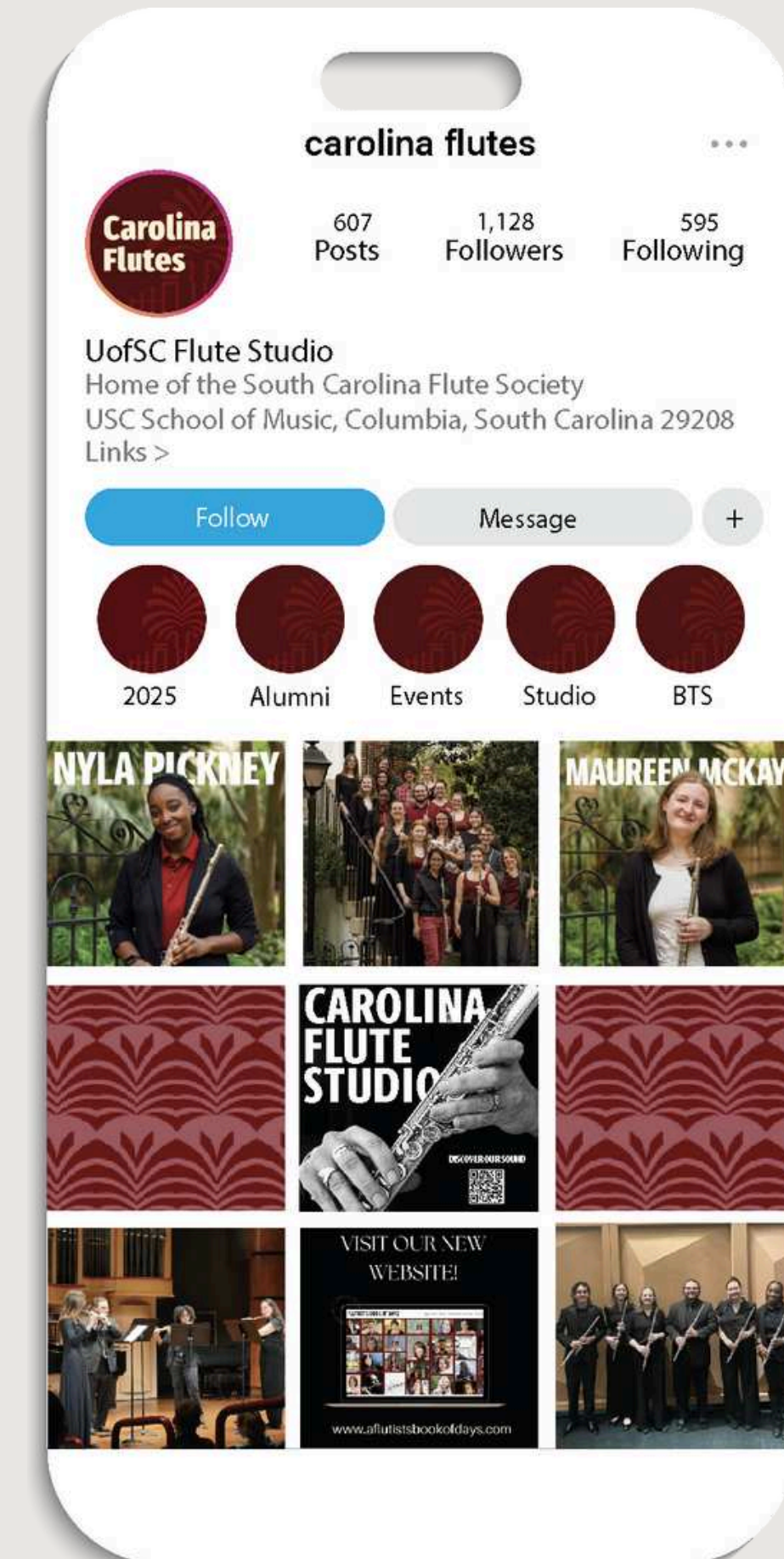
Social Media Branding

Social media branding for various posts, allowing for easy updates to wording and photos.

- Examples: flutist highlights, job highlights, event/competition announcements, competition winners, and youtube videos.

Goal:

- Consistent visuals across all social media platforms will strengthen professionalism and help increase engagement.
- By implementing the brand kit into social media, we will establish a more recognizable and consistent brand.



Social Media

Content Strategy

Here’s a tailored weekly Instagram content calendar for the USC Flute Studio, focused on career development, community engagement, and professional branding. This format balances Reels, Posts, Stories, and Highlights, and allows for easy photo/text updates each month.

Goal:

- Establish consistency, strengthen brand identity, and increase engagement with the audience by delivering intentional content on a regular schedule.

Day	Theme	Content Type	Post Ideas
Monday	Motivation / Career Tips	Post / Carousel	“Flute Career Tip of the Week,” student advice, audition strategies
Tuesday	Behind the Studio	Reel / Story	Practice rooms, rehearsal clips, teaching moments
Wednesday	Flutist Feature	Carousel / Reel	“Student Spotlight” – a flutist’s story, goals, or recent success
Thursday	Throwback or Milestone	Post / Story	Past concert clips, alumni updates, early studio photos
Friday	Event / Announcement	Reel / Graphic Post	Upcoming masterclasses, competitions, performances
Saturday	Winner/Job Highlight	Post / Story	Job offers, grad school acceptances, competition winners
Sunday	YouTube / Longform Promo	Story + Link / Highlight	Feature a YouTube performance/interview, add to Highlights

Postcards

Admitted students postcard

The admitted students version of the postcard will be sent to students who have been accepted into the School of Music, congratulating and welcoming them. It is designed to create a personal connection and motivate students to enroll.

Suggested written message:

We're so excited to have you with us, and we can't wait to see all that you'll accomplish! Don't hesitate to reach out if you have any questions; we're here for you every step of the way!

Goal:

Encourage and increase enrollment through personal outreach.



Postcards

Student interest postcard

The student interest version of the postcard will be sent to students who have toured, attended an event, or expressed interest in the USC School of Music. It is designed to increase engagement through personal connection and motivate students to take the next step and apply.

Suggested written message:

We are excited about your future and hope you'll consider joining us here at the University of South Carolina. Please reach out if you have any questions as we are here for you and happy to help!

Goal:

Increase interest through personal outreach and encourage application.



Headshots & Group Portraits

Professional portraits

Cohesive headshots were taken of every member of the USC Flute Studio. This was an important part of our promotional strategy as it creates a professional image of the studio.

Goal:

- Present a consistent representation of the studio
- Use for promotional materials on social platforms, postcards, and other visual marketing materials



Poster

Poster Promotion

Purpose:

The poster's purpose was to design an eye-catching piece to be displayed in public spaces. It was created to appeal to a general audience and encourage engagement through a scannable QR code.

Design:

The poster uses black-and-white photography and bold typefaces to create a modern piece that stands out. Its simplicity helps prevent overwhelming people with too much content.

QR Code:

The QR code leads to a simple site that provides access to all the platforms where people can explore and engage with the flute studio's online presence.

Goal:

- Introduce new audiences outside of the music industry to the studio.
- Increase views on online platforms and awareness of the studio.



THANK YOU

