



Marketing Strategy 2025 - 2028



A comprehensive guide that outlines the strategies, tactics, and best practices for achieving marketing objectives and driving growth.

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Introduction



Aligning our marketing & communications to our vision & mission, is key to success

Creating an effective marketing and communications strategy is important in building a roadmap for Fèis Rois' future success. It is a plan of action to help us achieve our goals: not just what, when and how we do it, but why we are doing it – what do we want to accomplish? Our marketing & communications plan details what we will do to get there and the strategy is why we are doing it.

This strategy will look at Fèis Rois' vision and mission and how marketing and communications can support these. It is important to consider our audience when setting objectives to ensure that our community is benefitting from our marketing efforts.

The strategy will take into consideration both short-term and long-term marketing activities. Short-term activities promote services and events through various channels such as press, print marketing, e-newsletters etc, whilst long-term activities, which are part of a strategy for increasing brand awareness, future planning and development, taking into consideration such things as market trends, audience demands/behaviours, potential threats, including website development, SEO, content creation and social media.

A photograph showing a woman in the foreground playing a violin, and a man in the background playing an accordion. They are in a music room with sheet music stands and a window in the background.

Business summary

Fèis Rois enables people of all ages to access, participate in and enjoy the traditional arts and Gaelic language through a diverse programme of activities in Ross & Cromarty, across Scotland and beyond.

Based in Dingwall, Fèis Rois is widely recognised as a national leader in the arts, particularly in music education. The organisation aims to give young people and lifelong learners the opportunity to experience and engage with traditional music and Gaelic culture in a way that supports them in developing their social skills and inspires them to reach their full potential.

Central to Fèis Rois's activity remains our annual programme of residential fèisean (music schools or festivals). These fèisean bring people together to learn and develop skills in traditional music, as well as exploring a range of other art forms and the Gaelic language. The residential fèisean are supported by a busy year-round programme of music-making activities in both the formal education and informal education sectors.

We are a key partner in a number of projects, both internationally and at home and offer a wide range of services and online resources to the traditional musical community.



Recent marketing success

1 Social media

Fèis Rois has an established social media presence, particularly on Facebook, with a loyal following. At the time of writing this, the reach on Facebook was up 151% on the previous month, to 76,385 and interactions were up 50%.

Year on Year growth (Jan 22 - Jan 23, compared to Jan 23 - Jan 24) shows a reach growth of 199.1%, to 295k, with interactions up 60% to 12.9k.

Facebook is a key channel for connecting with our adult learners, parents of children and young people, and professional musicians, age 35 - 54.

Although the reach on Facebook is good, there is always scope for creating more engaging content and trying out new ideas to connect with followers.

There is potential to create a strong young following on TikTok which is a key objective over the next year.

2 E-newsletter

In stats published in January 2024 by Constant Contact, the average open rate (OR) for e-newsletters is 39.7%, with CTR (click through rate) of 1%.

Relevant sectors ↓

Education - 40.2% OR, 1.7% CTR

Non profit - 42.3%, OR, 1.9% CTR

Entertainment - 41.8% OR, 1.1 CTR

Fèis Rois' e-newsletter stats, on average, over the last 12 months (March 23- 24) were **48.8% OR, 4.3% CTR**

The e-newsletter sent on 2nd March 24, had achieved the following within 24 hours; **44.7% OR, 9.9% CTR**. After 2 weeks it had risen to **51.7% OR, 11.9%**.

These above national average stats demonstrate an engaged and loyal subscriber base, who appreciate the content in the newsletters, making it an effective marketing channel for Fèis Rois.

Although the stats put Fèis Rois newsletter marketing above average, there is still potential to grow on the success, with new content ideas.



Recent marketing success

3 Website

The Fès Rois website has seen a steady and gradual increase in visitors Year-On-Year (YOY).

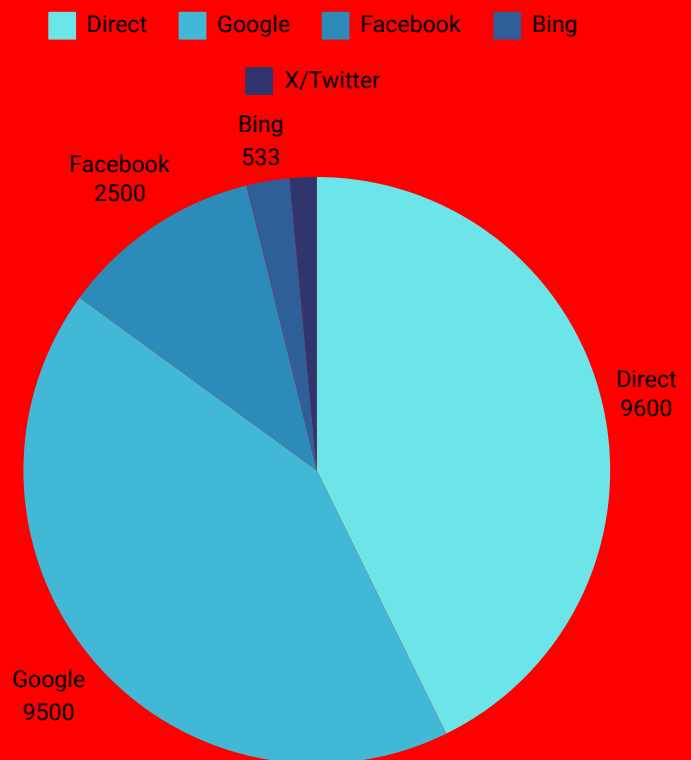
Last 12 months (Apr 23 - March 24) - 23.2k unique visitors, 26.8k visits, 74.6k page views

Previous year (Apr 22 - March 23) - 22.5k unique visitors, 26.3k visits, 67.3k page views

- Top sources: Direct, Google, Facebook
- Top devices: iOS, Android, Windows, Mac
- Top pages: Homepage, Adult Fès, Weekly classes, Youth Fès (Oct), Youth Fès (Easter), Vacancies

Although there is already a steady stream of traffic to the website there is potential to increase this and this will be a key objective over the next three years and will look at how SEO can help position Fès Rois in front of more online users.

Top traffic sources





Recent marketing success

4 Online event example - Virtual Fèis

The very first Virtual Fèis Rois Weekend was held in May 2020 after both Fèis Rois Inbhirch and Fèis Rois Oigridh were cancelled due to COVID-19. In order to provide some sort of tuition and entertainment, much needed paid work opportunities for musicians and creative practitioners and to lift spirits, Fèis Rois moved its event online, providing workshops and concerts, free of charge, via Facebook and YouTube.

After press coverage, e-newsletters, website updates and social media, the concerts and workshops gained over 50,500 views on Facebook and YouTube, over 1000 new followers on social media and received over 128,000 engagements on social media from over 2600 participants from 50 countries – all without any paid for social media advertising.

Media coverage was extensive and the feedback from those participating and involved was fantastic; musicians reported an increase in CD, book and commission sales as a result of the weekend.



01-03 MAY 2020

VIRTUAL FÈIS ROIS WEEKEND

We can't gather in Ullapool this spring, but Fèis Rois invites people of all ages to come together online. Join us for a weekend of tuition and concerts from some of Scotland's leading traditional musicians.

All workshops and concerts will take place on Facebook Live. You do not need a Facebook account to be able to enjoy taking part.

	FRIDAY 01 MAY	SATURDAY 02 MAY	SUNDAY 03 MAY
WORKSHOPS	10:00 Fiddle with Duncan Chisholm 12:00 Small Pipes with Mairead Green 14:00 Accordion with John Somerville 16:00 Gaelic Song with Eilidh Mackenzie	10:00 Fiddle with Lauren MacColl 12:00 Whistle with Ali Levack 14:00 Keyboard with James Ross 16:00 Harmony Singing with Corrina Hewat	10:00 Fiddle with Iain Fraser 12:00 Harp with Corrina Hewat 14:00 Guitar with Anna Massie 16:00 Scots Song with Siobhan Miller
CONCERT	21:00 Brian Ó hEadhra and Fiona Mackenzie Singing songs from their acclaimed new album, Tuath	21:00 Lauren MacColl and Ewan MacPherson Tunes and songs where Lauren will perform a brand new tune to be auctioned over the weekend.	20:00-23:00 Fèis Tutor Concert Recreating a typical Fèis Tutor Concert with different musicians performing every 15 minutes. See separate flyer for details.

JOIN IN: www.facebook.com/feisrois

COST: There is no obligation to pay, but Fèis Rois welcomes any donations at this difficult time for freelance artists and small organisations. For those who can afford to donate, we suggest a minimum of donation of £5 per workshop or concert viewed. You can contribute at www.justgiving.com/feisrois or www.feisrois.org/get-involved/support-us/

The Highland Council
Cumbairle na Gàidhealtachd

CREATIVE LAND 1000

ALBA | CHRUTHACHAL
Fèis Rois is a charity (SC017047)
registered at 16/17 High Street Elgin, IV15 9RQ

Vision, mission & values

It is crucial that our marketing activities align with our business vision, mission and values.

→ Vision

Fèis Rois wants to see a Scotland that nurtures, values, and celebrates traditional music and the Gaelic language at home and around the world.

→ Mission

Fèis Rois creates transformative opportunities for people of all ages to engage with traditional music and the Gaelic language.

→ Values

- People and communities are at the heart of everything we do.
- Wellbeing, fun, creativity and music are central to Fèis Rois.
- We are ambitious in all that we do, and we nurture others to realise their own ambitions.

Objectives

- To deliver a traditional music and arts education programme locally, nationally and internationally.
- To provide opportunities for learners and professional artists to perform, compose, experiment and create.
- To increase engagement in, and grow audiences for, traditional music and Gaelic cultural activities.
- To reduce loneliness and social isolation by bringing people together to enjoy music-making experiences.
- To invest in person-centred approaches to ensure equal opportunities for people to access high quality music-making experiences.
- To build and develop local, national and international partnerships that maximise mutual benefits and help to create an ecology in which artists and creative people can thrive.
- To contribute to the development of a diverse and skilled sector through the delivery of training and professional development opportunities for artists and creative people.
- To provide employment opportunities for professional artists, creative individuals and young people.

SWOT Analysis

This SWOT looks at strengths, weaknesses, opportunities and threats from a marketing and communications perspective.

STRENGTHS

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- Talent – skilled & dedicated staff members & team of talented freelance tutors & creatives
- Loyal & engaged customer base
- Innovative & impactful projects
- Reputation as one of the top traditional arts organisations
- Established & recognised projects such as Ceilidh Trail, weekly classes & residential events
- Strong relationships with local media, schools, 3rd party orgs
- Social channels being used more as integral part of overall plan

WEAKNESS

W

- No marketing team – freelancer & within remit of existing staff
- No fundraising team – freelance & within remit of existing staff
- Limited funding sources
- Large scale projects – small team

OPPORTUNITIES

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- Reaching new audience through amped up social media and PR activity
- Marketing consultant taking on work from full-time staff
- Build relationships with educational press, offering thought leadership features
- Local collaborative partnerships
- Rising awareness of importance of music for mental health
- Strong local community support

THREATS

T

- Decrease in funding
- Cost of living – people unable to afford attendance at events/concerts/possible decrease in donations
- Government change to regulation/funding cuts
- Ever changing social media algorithms and users jumping platforms, meaning we have to adapt

Audience profile

Profile	Key demographics	Interests & attitudes	Behaviours	Preferred content
Student (13-24)	17 years old Lives at home Saturday job in retail/hospitality	Traditional music Being with friends Active, lots of other activities throughout the week	Avid social media user Heavy mobile user Desire to be independent	Instagram TikTok
Professional musician (21 - 65)	35 years old Lives in a flat in Glasgow Teaches, performs & composes for a living	Passionate about trad music Enjoys being outdoors when they get the chance Used to being on the move for long periods of time	Very little routine due to lifestyle Uses social media primarily for work	Facebook Instagram Considering using TikTok as platform grows for musicians
Parent of children/young people	45 years old Lives in a house in Ross-shire Has 3 children - 1 in high school, 1 in primary school, 1 in nursery Full-time job	Very busy lifestyle Juggling various activities at once Keen to involve children in trad music	Infrequent social media user - typically in the evenings Member of several FB community groups	Facebook Newsletter Website
Funder	50 years old Lives in Glasgow Has grown up children full-time job for arts funder	Not involved in trad music directly Enjoys going to concerts	Heavy email user Reads news daily	Press coverage Newsletter Facebook LinkedIn
Adult learner	65 years old Retired	Became involved in trad music as an adult Keen to learn Likes to plan ahead	Infrequent social media user Reads news often	Email Facebook Newsletter News Website

Campaigns

Our marketing strategy can be broken down into four main themes, which align with our vision, mission and values:

Learning & performance: This covers our educational and performance opportunities in traditional music and Gaelic culture, on a local, national and international level. The passing on of Gaelic culture to future generations and providing opportunities for those at all levels, to learn, perform, compose, create and experiment.

Community & collaboration: Fèis Rois aims to continually grow engagement in traditional music, by creating a community through shared cultural experiences. Building friendships, locally and internationally, in order to grow audiences of our music and language.

Wellbeing & inclusivity: We aim to enable wider access to traditional music, providing equal opportunities for all, with a variety of projects which tackle social isolation and loneliness.

Inspire: To inspire people to be creative and empower them to reach their potential. Creating a culture where creatives can thrive, and motivate and inspire each other.

Through three different campaign ideas, we can deliver content which will help us to reach our aims and objectives, whilst growing the Fèis Rois brand.

**** The accompanying communications planner and content bank details, month by month, suggestions of social media, project focus, press, website and newsletter activity, divided into the different campaign ideas. It also highlights UK awareness days which can be piggybacked on to reach a wider audience and results in relevant, on trend content.*

Campaigns

#MUSICMAKESUS (COMMUNITY & COLLABORATION AND LEARNING & PERFORMANCE)

1. Highlights our core projects
2. Demonstrates need to share and pass on our traditional music and Gaelic culture
3. People and communities are at the heart of everything we do

#PEOPLEBEHINDTHEMUSIC (INSPIRE AND COMMUNITY & COLLABORATION)

1. Celebrating the people behind Fèis Rois – team, board and tutors
2. Showcasing former participants to inspire the current generation, and to empower them to reach their full potential. Also provides a platform to promote former participants work.
3. Highlighting collaborations and partnerships
4. People and communities are at the heart of everything we do

#OURSHAREDLANGUAGE (WELLBEING & INCLUSIVITY AND COMMUNITY & COLLABORATION)

1. Music is a world language – no matter what language you speak, you can communicate through and appreciate music
2. Whether you have a physical or mental disability, you can participate in and engage with music
3. Sharing Gaelic on a local, national & international level
4. People and communities are at the heart of everything we do

Marketing objective 1

Fèis Rois aims to pass on the unique cultural heritage of Scotland to a new generation for them to interpret and make their own; to increase engagement in, and grow audiences for, traditional music and Gaelic cultural activities.

Finding ways to target, and engage and interact with, the new generation, particularly those new to Fèis Rois, will be key to helping achieve this

To help us do that, we aim to:

Grow our TikTok account over the next three years in order to develop relationships and engage with a key demographic, 13 – 24 years old; aiming for an average of growth of 4% per month (recommended target for accounts with less than 50,000 followers), & engagement rate of 4% (engagement rate by view measures how attention-grabbing your content is by dividing the number of engagements it earns and dividing it by the overall number of views.)

Over the next 12 - 36 months, we'll work on building a fun and engaging TikTok account that becomes a go-to resource for young people interested in traditional music. It should become our number-one source of leads, and engagement, month over month amongst the 13-24 demographic.

We can post content which falls under all three campaigns, #MusicMakesUs, #PeopleBehindTheMusic, #OurSharedLanguage.



GOAL









To build and strengthen brand awareness with young demographic
To become number 1 channel of online engagement between key demographic & Fèis Rois
To create a fun, safe, online platform for aspiring young musicians










METRICS TO SUCCESS

Tracking views against targets set above
Track follower count - steady increase over the next three years
Monitor engagement rate
Measure reach and impressions
Monitor demographics
Monitor and track our hashtags
Paying attention to comments and messages and taking action/adapting content based on feedback

How to grow our TikTok

-  Our content should educate, entertain, or inspire our audience. Create relevant, engaging content with a focus on motivational, inspirational & fun content for 13 - 24 year olds.
-  Create content featuring former participants who are now professional musicians to **inspire**.
-  Create content focusing on other creative professions within the traditional music world, i.e. producers, sound engineers, marketing, arts admin, management, etc, **educating** about other options within the industry.
-  Cross promote with professional musicians, or relevant organisations & partners, with growing TikTok accounts, i.e. Josie Duncan, to **entertain**.
-  Create relevant hashtags and use trending hashtags to capture audience. Jump on trends and convey from a traditional music POV.
-  Monitor active times to post at best times for our account and audience. Consistency is key - algorithms like consistent content and will show our content to more people, the more regularly we post. Quality over quantity, is usually the norm, however on TikTok, quantity also matters. TikTok recommends posting one to four times per day, however this is not achievable nor realistic, starting with 1 -2 videos per week for the first year, or less if possible, upping gradually as the team become more comfortable with the platform. Videos can be made in advance, creating a TikTok content bank.
-  Engage with our creators and commenters - community is at the heart of everything we do.
-  Make use of Duet and Stitch features - perfect for musical collaborations for aspiring young musicians.

TikTok tactics continued

-  The more engagement a TikTok receives, the better it will fare when it comes to the algorithm's ranking. Metrics like comments, likes and saves will determine how good TikTok thinks our content is, so the more you can encourage them, the better. For example, use the 'Post wrong answers only' video angle to encourage people to comment wrong answers on your posts - a fun, light-hearted but good way to up your engagement with the key demographic. It also encourages followers to be creative with their comments. Be sure to like/reply to comments, furthering engagement.
-  Reply to comments with other TikToks. Easy way to increase the amount of content you post, and it also ups engagement - two birds, one stone!
-  Honest, authentic content on TikTok works. Showing behind-the-scenes content is a great way to give us personality and let our followers really get to know us.
-  To start with, it is ok to broadly target content, then as our following grows, we can refine our target audience. This will help us to reach a wider, more relevant audience.
-  Always give a call to action - sometimes more subtly than others.
-  TikTok requires full screen vertical content for best outcomes so remember that when filming content.
-  Most importantly, have fun. TikTok is a platform which allows us to have fun, show personality and not take things too seriously - however it is important to still consider brand voice when creating content.

Marketing objective 2

Fèis Rois aims to build community, friendship, and new collaborations through shared cultural experiences; to build and develop local, national and international partnerships that maximise mutual benefits and help to create an ecology in which artists and creative people can thrive.

Developing more local Highland partnerships could help Fèis Rois to reach new audiences and enable wider access to our music and language. It would also support the aim of collaborating to build an artist friendly culture, with benefits for all.



GOAL

- To build a community through shared cultural experiences, using local partnerships to extend reach and to create an artist friendly environment where creatives, of all ages and abilities, can thrive and develop
- Engage with more local Highland organisations in mutually beneficially partnerships
- Raise aware awareness of the excellent learning experiences and performance opportunities in traditional music and Gaelic culture to a wider audience, enabling wider access



METRICS TO SUCCESS

- Establishing links with Highland organisation, such as Cultarlann Inbhir Nis: showcasing the Highlands as *the* hub of traditional music
- Use marketing tactics, such as mutually beneficial and shared e-newsletters to measure reach
- Monitor website traffic to see whether partnership is delivering new users to website: Page views and impressions measure the number of times a partner's content or messaging is viewed by potential customers. CTR measures the percentage of customers who click on a partner's content and then proceed to the business's website. A high CTR indicates that the partnership is effectively driving traffic to our website website.
- Monitor social media engagement. This metric measures the number of likes, comments, shares, and other engagement with a partner's social media content. Utilise tools such as crossposting
- Press monitoring in particular local and industry press
- Monitor audience attendance at events with partners
- Monitor participant numbers in partnership events
- ROI

Marketing objective 3

Fèis Rois aims to deliver a traditional music and arts education programme locally, nationally and internationally and to contribute to the development of a diverse and skilled sector through the delivery of training and professional development opportunities for artists and creative people.

In order to continue to deliver a successful arts education programme and growing this with new schools/partners, we will work to promote the education work of Fèis Rois to a targeted education audience. Engaging with the education sector through press and social media will support the goal of building the Fèis Rois education portfolio.

This third objective is by far the longest-term strategy. Developing industry credibility, on a wider scale, takes time. Our focus should be on developing relationships through partnerships, high-quality, engaging and thought-provoking content and resources.

Tactics

- Thought leadership - Share our expertise through insightful blog posts, feature articles in relevant media, demonstrating our knowledge and value.
- Participate in relevant education sector awards to gain further recognition and establish credibility - important to media
- Attend further education events in order to network, with the aim of establishing new partnerships/collaborations, and be involved in the education sector discussions, on local and national levels. Look at extending e-newsletter and social media content to more education sector professionals.
- Promote educational resources available on the website



GOAL

Secure Fèis Rois' reputation as an arts leader within the education sector in order to raise awareness of the benefits of music in learning

Create an impactful online and in print presence in education media

Become go-to resource/expert in arts in education in Scotland



METRICS TO SUCCESS

Securing articles within education media, i.e. TES (Times Education Supplement), Music Teacher magazine, Primary Music Magazine, Ensemble Magazine

Monitor website traffic

Monitor social engagement via relevant bodies' social media

New collaborations

Growth in schools involved in programme

Special events for 2025 - 26

A number of key events will take place throughout 2025 & 2026 which will require specific marketing tactics to promote them. There will be a comprehensive comms plan put in place for the anniversary, and a separate plan for the international commission would also be followed, taking the various partners into consideration.

40th anniversary - Tune book

A new book of tunes Fèis Rois has commissioned over the years will be released. Featuring commissions such as The Seer, The Voyage of the Hector and Gneiss, the book will feature music from some of Scotland's top traditional musicians.

Social Media: Reels of musicians playing the tunes will be shared, encouraging the musicians included to share on their own platforms. A short-term campaign, #FèisRoisAt40, will be launched and all relevant content will be promoted through this.

Media relations: Including Local, National & Industry press. Launch press release and series of interviews & features set up.

Newsletter: Build up, launch and updates throughout campaign.

Website: New section of website created to host #FèisRoisAt40 content.

Weekly classes will be encouraged to focus on learning tunes from the book throughout the year.

40th anniversary - Concert

A largescale showcase concert featuring participants from the 40 years. This will be an event which will include well-known traditional musicians and it is hoped that it will attract interest from BBC Scotland, BBC Alba and Celtic Connections.

Social Media: A variety of content will help to promote via #FèisRoisAt40, including footage and photos covering the 40 years; who's who of Fèis Rois; where are they now; Musicians in action; Behind the scenes. Social media advertising could be considered.

Media relations: Including Local, National & Industry press. Launch press release, series of interviews & features with key figures from Fèis Rois' history; Pauline Maclean to be approached for BBC feature.

Newsletter: Build up, launch and updates throughout campaign; alumni spotlight.

Website: New section of website created to host #FèisRoisAt40 content.

Commission

An international project which will tell the story of Highlanders who engaged in, or benefitted from, the slave trade in the Caribbean Islands and Guyana, and give voice to those who suffered from these crimes against humanity.

Social Media: Content to follow journey of musicians involved and provide snippets of history and music together. Crossposting with partner organisations to reach wider audience.

Media relations: Including Local, National, International & Industry press. Potential for broadcast features; following the creative process and partnership opportunities. National features and interviews to be offered from planning stage in order to offer broadcast media opportunity to follow process.

Newsletter: Launch & progress updates.

Website: Partnership focus.

Channels

Over the course of the next three years, we will ramp up our use of the following channels for educating our audience, driving online traffic & in person attendance, all in a bid to develop brand awareness. Developing our activity on these channels will also help us to build meaningful partnerships, whilst placing the Fès Rois senior team as go-to experts in their field, particularly with regards to the education sector.

Website & SEO development

To raise wider awareness of Fès Rois and the benefits, and opportunities, of learning traditional music we will drive increasing traffic, new and returning, to our website.

It is a prime time to have a good think about the website and whether the format and content aligns with the aims & objectives. What are the main things we want to convey to our audience, whether that is participants, musicians, or funders? Creating a website with more functional highlight pages, outlining delivery and impacts, whilst also showcasing projects which best highlight this work. For example:

Environment: Explaining how and what Fès Rois is doing in a bid to lower its carbon footprint and to contribute to raising awareness of the importance of climate change. Showcasing environmental focused projects on a dedicated landing page.

Partnerships: Explaining Fès Rois partners with other organisations in order to meet its vision, mission & aims. Showcasing various projects on a dedicated landing page.

Working with the website team would help us to ensure that our website is working at the highest possible impact level for Fès Rois, whilst deliver an accessible, inclusive and user friendly website. The site could also be designed to reflect the overall four main themes: **Learning & Performance, Community & Collaboration, Wellbeing & Inclusivity, and Inspire.**

Ensuring that our content is fully optimised in terms of SEO is important if we are to increase search rankings and increase our online presence. An audit of the website and of critical keywords, based on keyword research, will enable us to place Fès Rois on the screens of more people. Social listening (being aware of the industry and contributing to these stories) is also important in increasing website traffic, via google search rankings.

In terms of search engine rankings there are three key things we must do, on a long-term basis, to ensure we are using our website in as effective a way possible to raise brand awareness:

- Publish new content regularly: Google likes to see websites that are updated frequently.

- Increase the number of back links: Work with partners/media/musicians to increase the number of relevant and high quality back links
- Regular content updates: New, regular and relevant content (social media, website content) will develop engagement and is search engine friendly
- Accessibility and user friendly: a website audit will highlight accessibility issues and any areas which could be improved. This will widen reach and ensure inclusivity.



Newsletter

Our newsletter has a loyal base of subscribers however, with any newsletter, the number, and quality, of subscribers tends to decrease from time to time. People change email address, whether that is because they move job, or swap email provider, and most won't remember to subscribe with their new details. Subscriber lists should be monitored for bounce backs regularly.

In order to keep our newsletter a positive and strong method of communication, we must:

- Create unique, personalised content
- Include incentives - this is where partnerships could work with our newsletter
- Consider breaking down our subscriber list into audience segment to be very targeted
- Encourage shares - 'Share with a friend' option
- Include sign up link in staff email signatures
- Resource downloads - available for free download after they input their email address (ensuring it meets GDPR regulations)
- Change social media covers in line with newsletter theme/campaign of the month
- Make a PDF version available on the website - don't direct to MailChimp, stay on FèisRois.org
- Video content - use YouTube to encourage sign ups, using subscribe options
- CTA in social bios
- Ask followers for feedback on newsletter content - what do they want to read?
- Guest blogs
- Competition with partner in their newsletter
- Collect email addresses at all in-person events

Social media

Fèis Rois has a substantial social media following, particularly on Facebook. With trends and user behaviour constantly changing, we will monitor the popularity and engagement rates across Facebook, Instagram and X, to ensure we are spending time and efforts on the correct platforms. TikTok, as a new platform for Fèis Rois, will be treated slightly different, in terms of requiring more content in the beginning as the account grows.

- Facebook targets all demographics, mostly over 35.
- Instagram targets mid range demographics, as well as younger generation
- X is a tool for engaging with potential and current funders, partners, education bodies.

Top goals for our social media strategy:

- Increase brand awareness
- Increase community engagement
- Provide a safe, open space for creatives, of all ages and abilities, to thrive, be acknowledged and appreciated

It is important to stay informed of current trends; listen to conversations happening online amongst demographics, whether that it aimed at adult learners, professional musicians, funders or the education sector, and content plans may have to be adjusted in order to piggyback on certain relevant online conversations. The following pages contain some social media content ideas to consider.

Social media content ideas 1

Content type - Image, text, audio

- Tune of the month (**Provides inclusive and accessible opportunities for learners whilst also supporting professional musicians #musicmakesus**)

Share a Fèis Rois related tune (something from the commissions perhaps). There could be a dedicated page on the website, displaying the tune for a month only. Then, after this, only the link to the musician's shop is displayed, encouraging people to purchase the music. Weekly classes/Kiltearn Fiddlers could be encouraged to learn the tune so that at the end of the month, reels can be shared on social media. At End of Year/Term concerts, compilation videos could be shared showing the diverse range of music learnt by participants throughout the year, showing progression, whilst sharing professional's music.

- Facal na seachdain (**Provides inclusive and accessible opportunities for learners and increases engagement in, and grows audiences for, traditional music and Gaelic cultural activities #oursharedlanguage**)

These can be made well in advance and scheduled in ahead of time. An education series of content, featuring Gaelic words related to music, events, things happening in the Highlands, trending topics, etc. These could be added to the Gaelic resource page of the website and Canva graphics could be made available for download on the website, aimed at teachers & music tutors, as well as learners. This could also be a feature of the newsletter.

Content type - Reels

- Meet the team (**Showcasing professional development and career progression opportunities, demonstrating person centred approach #peoplebehindthemusic**)

Introducing team members; who they are, what they do, how they came to work at Fèis Rois, fun fact - good content for engaging with young people who are thinking about future careers in the music industry.

Social media content ideas 2

- Come to xxx with me (Provides inclusive and accessible opportunities for learners and increases engagement in, and grows audiences for, traditional music and Gaelic cultural activities and showcases traditional music and arts education programme locally, nationally and internationally #peoplebehindthemusic)

A reel showcasing a trip somewhere, could be Tj spending a day visiting weekly classes/Lullaby project; could be Fiona on a partnership trip; could be Christian on the Ceilidh Trail. Again, great behind the scenes content, with a particular aim of engaging young people considering a career in the arts

- Kiltearn Fiddlers (**Provides inclusive and accessible opportunities for learners and increases engagement in, and grows audiences for, traditional music and Gaelic cultural activities #musicmakesus #oursharedlanguage**)

This could be an end of term reel, used to encourage other young people to join Kiltearn Fiddlers, showcasing what they get up to throughout the year, i.e. workshops, performances, rehearsals, friendships.

- Team's fav albums of the moment (**Supports professional musicians and increases engagement in, and grows audiences for, traditional music and Gaelic cultural activities #peoplebehindthemusic #musicmakesus**)

A reel (or could be image based post, with relevant soundtrack potentially) with various team members talking about their favourite album of the moment. Musicians would be tagged and links provided to where the music is available to purchase/or highlighting upcoming gigs. Again this could be incorporated into the newsletter too.

- YMI on the road (**Provides inclusive and accessible opportunities for learners and increases engagement in, and grows audiences for, traditional music and Gaelic cultural activities and showcases traditional music and arts education programme locally, nationally and internationally #musicmakesus**)

Encourage a YMI tutor to take various short clips on their YMI days, could be shots of them travelling, what views/sight seeing spots they pass, what instruments etc they use, and these can be put together in a reel (shots of children could only be included if school & parents have granted permission). Tutors themselves wouldn't need to put reels together if they weren't confident, they could just share the video clips and images with the team and these could be put together. Demonstrates the education programme and the benefits to both children, schools and job opportunities for musicians.

Social media content ideas 3

- Transition into Fèis Rois merchandise (#peoplebehindthemusic #musicmakesus)

A fun reel with team/supervisors/tutors/participants in their normal clothes then transition into Fèis Rois hoodies/beanies etc. Encourages young participants to get involved with Fèis Rois on social media, and makes them feel part of the community and conversation online.

- Ceilidh Trail videos (**Provides inclusive and accessible opportunities for learners and increases engagement in, and grows audiences for, traditional music and Gaelic cultural activities #musicmakesus #peoplebehindthemusic**)

Encourage Ceilidh trail participants to document their experience with videos of rehearsal week, on the road, setting up for gigs, introducing each other, dances and tiktok trends etc

- Day in the life (**Provides inclusive and accessible opportunities for learners and increases engagement in, and grows audiences for, traditional music and Gaelic cultural activities and showcases traditional music and arts education programme locally, nationally and internationally #musicmakesus #peoplebehindthemusic #oursharedlanguage**)

Similar to 'Come with me' & YMI on the Road reels, these could be from the office, ideally when there is a lot of different activity, different people coming and going. 'Get ready with us' (GRWM) videos are popular on TikTok so we could do 'get ready with us before we go to XXX' videos, i.e. getting ready to go Easter Fèis, get ready with before we go to a gig, etc etc. Shows behind the scenes activity, what goes into preparing for a Fèis event or what happens in an arts admin role.

- History of Fèis Rois (**We are ambitious in all that we do, and we nurture others to realise their own ambitions #musicmakesus #peoplebehindthemusic #oursharedlanguage**)

This could be a series of reels, broken down into significant time periods, i.e. the beginning, establishing flagship events, first staff, first Ceilidh Trail, recent education/YMI journey, international partnership development, etc

Social media content ideas 4

- Favourite words/phrases (**Provides inclusive and accessible opportunities for learners and increases engagement in, and grows audiences for, traditional music and Gaelic cultural activities #oursharedlanguage**)
- At various events gather clips for a reel featuring different people's favourite Gaelic words, i.e. at Easter Fèis, a reel of some of the supervisors and tutors saying their favourite Gaelic words; team members in the office; board members' favourite words; at YMI/tutor training days etc; participants' favourite words. This could also be done in collaboration with relevant partner, either locally or internationally (particularly if done when Fèis Rois is working with international partner, sharing Scottish traditional music and Gaelic language to young people in another country).

Although these are primarily content ideas for social media, they can all be adapted for use in other marketing channels, i.e. website, newsletters, resources for teachers, etc.

Measurement & evaluation

In general, different methods require different measurement tools however, for online activity, including website traffic, newsletters, social media, partnerships etc, we can use the following measurement methods.

- Measure lead generation and provide year-over-year (YOY) comparison to observe upward or downward trends. Consider the following:
 - E-newsletter subscriptions
 - Online bookings
 - Website downloads
 - Online enquiries through website or socials
 - Job applications
- Analyse social insights through YOY comparison. Consider the following:
 - Overall page followings/audience
 - Preferred device usage
 - Engagement including Shares by users
 - Web traffic
- Measure user conversions from Facebook and website to other social/digital platforms. Consider the following:
 - Facebook > website
 - Website > Facebook
 - Instagram > Website
 - TikTok > Website
 - Website > e-newsletter subscription
- Track social hashtags for qualitative analysis of conversations surrounding Fès Rois in the social sphere.
- Send qualitative surveys to event participants to gauge these types of visitors' overall Fès Rois experience.

Environmental marketing

Marketing campaigns have a carbon footprint. Whether it is using a third party design and print company, printing your own marketing materials or heavy email use, it all contributes to our carbon footprint. At Fèis Rois we aim to demonstrate our social and environmental responsibility and implement sustainable business practices as far as possible, including marketing activities. Along with our target audiences, we are committed to a greener future and aim to lower our carbon footprint wherever possible.

At Fèis Rois we stand up for our environment and over the last few years have partnered with environmental organisations such as NatureScot on a variety of environment focused projects, to raise awareness of climate change and the environment which inspires much of Scottish traditional music. As well as showing our commitment to the environment through projects, green marketing practices could be developed over the next three years.

Reducing paper marketing

Our paper marketing has reduced over the years and much is done via social media, e-newsletters and our website. We do not use paper booking forms for events, all booking is carried out online. We encourage stakeholders and partners to share digital posters on social media in order to reach their audiences.

Eco friendly email platform

Sending 2000 emails a month, i.e. a monthly newsletter to 2000 contacts, has an annual carbon footprint of 2,847g CO₂eq, which is the equivalent of charging your smart phone 346 times (*data produced using EcoSend Carbon Calculator*). There are green options for email marketing to consider which would reduce carbon footprint and would contribute to the overall green aims for Fèis Rois.

Build online promotion of environmental projects

Further development of partnerships with environmental organisations, i.e. NatureScot

Merchandise

Fèis Rois has a range of merchandise and as far as possible, eco-friendly products should be used. Our CD, 21 years of the Ceilidh Trail comes in a cardboard sleeve; we encourage use of our reusable travel cup; clothing is durable and long-lasting.

Contact Information



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