

## Out to Space Studios



## Multi-Channel Communication Plan



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# 1. Strategy Overview

## a. Online Communication Objectives

### Build Trust & Demonstrate Expertise

Establish Out to Space Studios as a seasoned, strategic partner and thought leader in creative consulting and marketing.

### Generate Leads

Guide potential clients toward hiring Out to Space and generate inbound leads and long-term collaborations.

### Attract & Engage Ideal Clients

Capture the attention of target audiences by addressing client pain points and positioning the studio as the solution for their challenges.

### Showcase Capabilities & Drive Measurable Results

Clarify complex ideas and demonstrate the studio's ability to blend artistry with strategy to drive measurable outcomes.

### Increase SEO Visibility

Content creation, particularly through the blog and LinkedIn, must be leveraged to appear in search engine results for niche queries, creating an organic funnel for lead generation.



## b. Our Dream Client

### Occupations

Vision-driven marketing directors, creative leads, small business owners, and independent creators seeking impressive visuals and marketing without sacrificing authenticity.

### Demographics

Marketing directors, creative leads, communications professionals, small businesses, independent creators, global brands, entertainment companies. Creative marketing budgets typically range around \$25k-\$500k+.

### Psychographics & Lifestyle

Creativity is core, not an accessory. Clients value originality, strategy, and growth. They are risk-takers demanding aesthetics and accountability.

### Geographics

- *Primary*: North America, Western Europe.
- *Secondary*: East Asia, Latin America.

### Characteristics & Motivations

They are collaborative, value creative excellence and strategic insight, and want abstract ideas translated into tangible creative systems.



### Needs, Frustrations, & Pain Points

- *External*: Fragmented brand storytelling, underperforming visuals.
- *Internal*: Anxiety over losing creative integrity while scaling.
- *Philosophical*: Belief that art should move both audiences and markets.

### Desired Change

They want their brands portrayed as emotionally resonant, globally aware, and commercially effective without compromising creativity.

## c. Positioning Statements

### Mission

Out to Space Studios exists to help brands and creators grow by blending artistry with strategic business objectives.

### Brand Positioning

For creative leaders and brand visionaries, Out to Space Studios transforms artistic ambition into strategic success through multimedia production, creative consulting, and globally resonant storytelling.

### Unique Selling Proposition (USP)

Out to Space fuses artistry with analytics to craft emotionally intelligent and globally scalable storytelling for brands seeking strategic depth beyond surface-level marketing.



## Key Consumer Benefit (KCB)

Clients retain creative control while achieving data-driven campaigns that build trust and measurable ROI.

### d. Calls to Action

<b>CTA Type</b>	<b>Examples</b>	<b>Action &amp; Placement</b>
<u>Direct Conversion</u>	“Ready to launch your bold idea into orbit? Connect with our creative consultants.”	Booking a consultation via LinkedIn or Website
	“Unlock your global brand potential. Schedule a consultation today.”	Direct button on the website homepage for lead generation
	“Preserve your vision. Get started with hands-on creative consulting.”	Targeted ad or landing page for smaller clients
<u>Transitional (Lead Magnet)</u>	“Join our Mission Log newsletter for expert insights on blending artistry with strategy.”	Sign-up form (ex. website footer or end of a blog post) to build retention and authority
	“Looking to scale globally without losing creative control? Download our free guide to cross-cultural strategy.”	Lead magnet offered in exchange for contact information
<u>Engagement</u>	“The art of strategy. Watch our case study and see how we drive measurable results.”	Link to a detailed video case study on YouTube or blog
	“Swipe to see the transformation. Ready to make your mark globally? Link in bio.”	Instagram carousel or reel caption driving immediate visual engagement



## 2. Communication Platforms

<b>Channel</b>	<b>Frequency</b>	<b>Target Audiences</b>	<b>Content Type</b>	<b>KPI</b>
<u>Website / Blog</u>	Weekly	Decision-makers, creatives	Case studies, industry insights	Session time, conversion rate
<u>Email Newsletter</u>	Bi-weekly	Clients, prospects	Strategy breakdowns, creative tools	Open rate, CTR
<u>Instagram</u>	3-5x/week	Creatives, small businesses	Visual storytelling, reels, BTS	Engagement, reach
<u>Facebook</u>	Weekly	Broader audience	Announcements, reposts	CTR, impressions
<u>TikTok</u>	2-3x/week	Emerging creatives	Short-form visuals, creative advice	Reach, shares
<u>YouTube</u>	Monthly	Global creatives, executives	Video essays, case studies	Watch time, subscribers
<u>LinkedIn</u>	3x/week	B2B audience	Articles, infographics, thought leadership	Engagement, lead generation



## 3. Messaging

### a. Article Topics

<b>Content Pillar</b>	<b>Example Topics</b>	<b>Purpose</b>
<u>The Intersection of Artistry and Strategy</u>	Balancing Creativity with Measurable ROI	Positions Out to Space as the solution to balancing creativity and business goals, demonstrating that artistic choices drive measurable results
	Beyond Beauty: Ensuring Your Visuals Serve a Strategic Purpose	Reinforces that creative work aligns with business objectives and measurable performance
<u>Scaling Creative Visions &amp; Outsourcing</u>	How to Preserve Your Vision When Outsourcing Creative Work	Addresses the frustration of losing creative control when outsourcing production
	In-House, Freelance, or Agency? What to Choose for Your Next Campaign	Attracts decision-makers searching for niche outsourcing queries, positioning Out to Space as a guiding expert
<u>Consulting &amp; Capabilities Deep Dives</u>	The Making of Our Latest Video Game Demo	Acts as a detailed portfolio highlight, provides proof and showcases production capabilities
	How to Brief a Creative Team So You Actually Get What You Want	Offers immediate, actionable value to clients while clarifying the creative consulting process



## b. Weekly Social Media Topics

<b>Theme</b>	<b>Percentage of Output</b>	<b>Example Posts</b>	<b>Objectives</b>
<u>Campaign Stories</u>	40%	Carousel posts & Reels showcasing client transformations	Demonstrate the studio's ability to drive measurable results and execute full-scope production
<u>Educational Insights</u>	30%	Infographics or concise articles on LinkedIn framing client pain points	Position Out to Space as a knowledgeable guide and strategic partner
<u>Behind-the-Scenes</u>	20%	Short-form content showing the production process	Build deeper connections and show creative integrity in action
<u>Calls to Action</u>	10%	“Ready to launch your bold idea into orbit? Connect with our creative consultants.”	Convert engagement into measurable leads and consultations



## 4. Campaigns

### a. *Art in Orbit*

#### Timeline

90-day pre-launch content cycle, continuous rollout, dependent on:

- Website launch
- First blog post
- First social media posts

#### Main Message

Introduce the studio, demonstrating how imagination and structure can coexist to deliver emotionally intelligent and globally scalable storytelling. Coincides with the launch of its website, blog, and all social media.

#### Goals

- Build awareness and authority in creative, marketing, business circles
- Establish high-concept, results-driven consulting and production
- Generate leads and initiate long-term relationships



### Channels Used

- *Website & Blog*: Long-form articles and case studies.
- *LinkedIn*: Thought leadership articles, teaser posts, and B2B outreach.
- *Instagram*: Visual storytelling, behind-the-scenes process, reels.
- *YouTube*: Cinematic brand film and case study deep dives.
- *Email Newsletter & Blog*: Bi-weekly updates, launch recaps, insights.
- *TikTok*: Short-form creative storytelling emphasizing process and innovation.

### Media Assets

- *Flagship Video*: 60-90 second cinematic trailer
- *Mini Case Study Series*: 3 short-form videos highlighting the blend of strategy and artistry
- *Infographic Series*: Visual breakdowns of “The Art-to-Strategy Pipeline”
- *High-Resolution Stills & Carousels*: Key visuals for Instagram and LinkedIn
- *Newsletter Assets*: Branded graphics and campaign visuals

### Calls to Action

- “Launch your bold idea into orbit. Schedule your creative consultation today.”
- “Join the Mission Log for insights on blending artistry with measurable strategy.”
- “Discover how we turn creativity into strategy. Watch the full case study on YouTube.”



### Measurement Method

- Track engagement (likes, comments, shares) across all platforms.
- Measure blog traffic, session time, and click-throughs from LinkedIn and email.
- Monitor YouTube watch time and average view duration.
- Attribute inbound leads to campaign assets via UTM tracking.
- Review email open rate (goal: 35%) and CTR (goal: 8–10%).

### Post-Campaign Feedback Example

“*Art in Orbit* reached 85% of engagement and lead goals in 90 days, establishing awareness and measurable traction. Thank you to early supporters and collaborators.”

## b. *Signal Beacon*

### Timeline

60-day growth sprint beginning immediately after *Art in Orbit*'s midpoint. Operates alongside ongoing content but uses concentrated value-delivery hooks. Dependent on:

- Publication of first three cornerstone blog articles
- Mission Log newsletter gaining traction
- Generated inbound leads



## Main Message

Position Out to Space Studios as a knowledge source. Show that the studio not only produces visuals, but also guides creative leaders through strategic thinking, measurable outcomes, and globally informed storytelling.

## Goals

- Increase Mission Log subscribers
- Increase website returning visitors
- Build early-stage thought-leadership audience
- Expand leads for consulting and production

## Channels Used

- *Website & Blog*: Lead magnets, long-form explainers
- *LinkedIn*: Articles, carousel insights, industry commentary
- *Instagram*: Infographics, micro-insights, short video explainers
- *TikTok*: Creative tips, principle breakdowns, short educational series
- *Email Newsletter*: Exclusive tools, early previews
- *YouTube*: One in-depth breakdown video



### Media Assets

- *Lead Magnet*: “The Creative Systems Field Guide” (a 10 page long-form article)
- *Carousel Series*: “Strategic Creativity Principles”
- *Short Video Series*: 5 videos on measurable storytelling
- *Blog Pillar*: “How to Build a Global Visual System”
- *Newsletter Exclusives*: Multiple smaller case studies

### Calls to Action

- “Join the Mission Log for weekly creative intelligence.”
- “Download the Creative Systems Field Guide.”
- “Upgrade your brand’s storytelling. Start with our free strategy primer.”

### Measurement Method

- Mission Log subscriber growth (target +300 to +1k in 60 days)
- Lead magnet downloads (conversion benchmark 15-25% of landing-page visitors)
- Blog returning visitor rate (target 20-30%)
- LinkedIn articles click-through rate
- TikTok saves and shares as indicators of educational value

### Post-Campaign Feedback Example

“*Signal Beacon* expanded the Mission Log by 400 subscribers and increased returning website visitors by 28%. The field guide surpassed expectations with a 23% conversion rate.”



### c. *Aligned with the Stars*

#### Timeline

45 day cycle surrounding an industry conference, creative festival, or design summit.

Begins 30 days before the event, ends 15 days after. Dependent on:

- Confirmed presence at the event (speaker slot, exhibitor space, or attendee status)
- Announcement assets prepared
- Brand deck finalized

#### Main Message

Reinforce that Out to Space Studios is shaping its future. This campaign demonstrates credibility, professionalism, and global creative awareness. With an event at its center, content that builds the company's authority is paramount.

#### Goals

- Boost awareness through third-party validation
- Increase follower count among creatives, directors, and marketing leads
- Strengthen perception of Out to Space as a strategic and artistic thought leader
- Generate leads from event attendees and online viewers



### Channels Used

- *LinkedIn*: Event announcement, live updates, post-event insights
- *Instagram*: Reels, behind-the-scenes content, photography
- *TikTok*: Creative snippets, process footage, micro-highlights
- *YouTube*: Post-event recap film
- *Website & Blog*: Event summary, key takeaways, extended insight
- *Email Newsletter*: Pre-event breakdown, post-event analysis

### Media Assets

- *Event Trailer*: 20-30 second announcement reel
- *Behind-the-Scenes*: Stills and short clips from prep, travel, and event floor
- *Panel Recap*: Cinematic edit for YouTube
- *Design Deck Sneak Peek*: Carousels of slides and frameworks
- *“What We Learned” Article*: Trend analysis and industry observations
- *Lead Capture QR Cards*: For in-person networking

### Calls to Action

- “Follow our event journey and see the work in motion.”
- “Join the Mission Log for full takeaways and resources.”
- “Explore our event case study and start your consultation.”



### Measurement Method

- Follower growth during 45 day period (target +10-20%)
- Website traffic spikes from event-related posts
- Leads captured via QR codes and LinkedIn connections
- Recap video watch time and completion rate
- Engagement rate lift for BTS and authority content

### Post-Campaign Feedback Example

“*Aligned with the Stars* produced a 17% rise in cross-platform followers and generated 24 warm leads from event interactions and digital engagement. The recap article drove the highest week of blog traffic since launch.”



## 5. Results

### a. Targets

<b>Objective</b>	<b>KPI</b>	<b>Target</b>	<b>Timeframe</b>	<b>Review Date</b>
<u>Awareness</u>	Followers across all platforms	5k followers	6 months	Quarterly
	Total reach	100k impressions / views	6 months	Quarterly
<u>Engagement</u>	Likes, comments, click-throughs	10% engagement rate	6 months	Monthly
<u>Conversion</u>	Consultations & signups	15 signups per month	6 months	Monthly
	Generated leads	5 leads per month	Ongoing	Monthly
	Website Conversion Rate	3% conversion rate	Ongoing	Monthly
<u>Website &amp; Blog Authority</u>	Website / blog unique visitors	500 viewers	Ongoing	Monthly
	Time viewing blog	3 minutes average	Ongoing	Monthly
<u>Retention</u>	Audience Retention Rate	40% retention	9 months	Quarterly
	Email Open Rate	35% Open Rate	Ongoing	Monthly
	Email Click-Through Rate	8-10% CTR	Ongoing	Monthly
<u>Behavioral Impact</u>	Client ROI gains	2x ROI	Ongoing	Annually



## b. Measurement Notes

### Lead Generation

The conversion KPI is critical, targeting 15 consultations per month within the first six months. This is tracked by CTAs like “Schedule your consultation”.

### Website Metrics

The KPI of Session Time is crucial for the blog, as deep engagement with authoritative and educational content builds a rapport with prospective clients and positions Out to Space as a strategic partner.

### Email Marketing

Targets for the Mission Log newsletter retention rate are set higher (40% over nine months) due to the educational and value-driven nature of the content, which fosters a long-term audience connection.

### Proof of Concept

Long-term success is measured by documented client ROI gains to prove that the studio successfully delivers measurable performance and lasting impact, fulfilling its mission to fuse artistry with analytics.

### Short-Term Goal (3-6 months)

The studio aims to onboard 3-5 anchor clients and establish inbound visibility alongside the goal of reaching 5,000+ combined followers.



Long-Term Vision (12-18 months)

Become recognized as a studio fusing artistic identity with marketing strategy; expand consulting division internationally.