

CONTENT AND SOCIAL STRATEGY

@[maryssaannetattoo](#) | @[piercingbyshaun](#) | @[theadventuringartists](#)

THE SOCIAL CHANNELS INFO AND DETAILS



[@maryssaannetattoo](#)

Displaying the beautiful realism and surrealism tattoo art from Marysaa Anne Gray.



[@theadventuringartists](#)

Sharing the adventures of both Shaun and Marysaa Gray as they experience culture, art and travel.

[Current website - RyssandShaun](#)

AIMS & GOALS

@maryssaannetattoo

To increase exposure and social presence of Marysaa as a professional tattoo artist specialising in realism and surrealism tattoo art.

@piercingsbyshaun

To increase exposure and social presence of Shaun as a professional body piercer.

In both cases this is to increase exposure to the right people influencing them to be the next client and to make a booking at an international tattoo convention or guest spot location.

CONSISTENCY

EXPOSURE

TRUST

LOYALTY

BUSINESS GOALS

To be booked over all days at tattoo conventions

To be booked over X% of days at guest spot locations

To maintain the growing momentum of exposure around Clayton, NC

MARKETING GOALS

To drive traffic to the booking page / system

To reach and connect with the forecast target audience and potential clients

To build a community and dedicated audience

To create and curate engaging content

MARKETING GOALS

To drive traffic to the booking page / system

To build a community and dedicated audience

To reach and connect with the target audience and potential clients

To create, edit and deliver engaging visual content

MARKETING STRATEGY

To integrate online booking form link on social media
To actively promote future geographical locations
To include specific call-to-actions e.g. book now / enquire now

To implement organic social media marketing through Instagram and Facebook, and then YT shorts and TikTok
To review audience insight analytics to ensure social media marketing efforts are reaching the right people

To have a consistent present on both Facebook and Instagram by posting at least 5 times a week
To engage with followers via comments and DMs
Using stories to promote artistry work and creativity

To review key social media analytics on a monthly basis, in order to identify which social media efforts are working best, and where improvements could be made.
To ensure content fulfils at least one of the outlined purposes identified

THE CURRENT STATS

@maryssaannetattoo



@MARYSSAANNETATTOO

270 posts | 6,570 followers | 2,344 following

Avg Likes per Post: 5
Avg Comments per Post: 12
Engagement Rate: 0.26%
Based on 35 posts

STRENGTHS

Well established in NC

Proteam: [@naturalinkmag](#)

High level of existing content

Great storytelling on posts

Quick and effiecient

Being international

Engagement strategy

PR Interviews and Features

Structured posting times

Combining personal art with tattooing art

People don't want the pain

WEAKNESSES

Website portfolio

Social media stats*

Google Profile

Inconsistent posting*
(Reported 04-07-24)

Location challenges

Competition is Heating Up

AI designs

OPPORTUNITIES

THREATS

How would you describe your voice on social media?

I feel like my voice is something I struggle with because i am showing my tattoos and I want to show myself as well but still learning how.
I want my voice to be influential in the world of being a travel artist and would like to portray that more.

What is the general vibe of your brand?

I think the general vibe of my brand is custom art, travel, and exploration in myself as an artist and my growth.

What kind of words do you use in your social media conversations?

I try to use positive words and not much negative, while I'm comfortable with showing the downside of tattooing I'd rather be a positive page.

Why are you on social media in the first place?

I'm on social media to promote myself and my brand

Who are your readers?

Currently most of my home clients and starting to reach other tattoo artists as well.

I feel like I’m entering my art era🍷🖋️

Life has been full of a lot of art lately, and I’ve been loving it ❤️
With my job being a tattoo artist, sometimes it can be a struggle to find the creativity or artistic push to do my art. Lately though that’s not the case.

I feel like as artists we all go through highs and lows, but no one talks about how tattoo artists have to show up every single day at 100%.

I found my perfect balance of art isn’t focusing solely on tattooing, or solely on painting, but somewhere in between.

Being creative in multiple avenues has only pushed my artistic brain forward and honestly I can’t get enough 😂

I hope to create many more watercolors soon and can’t wait to share them all. Hopefully prints will be my next big project ❤️

Thank you all for your support and love! You truly make my job the best in the world 🌍

Being a travel tattoo artist 🧑🎨 comes with its own challenges

But I will never regret packing that first suitcase 🧳

I’ve currently traveled to 33 countries with a goal of 50 in the next two years. This job gave me the opportunity to create a free lifestyle of travel and work.

if you had asked me 8 years ago if I believed this was possible, I don’t think I would have. But with enough effort and an amazing clientele I truly think the sky is the limit in this industry.

I LOVE tattooing and it’s such a passion of mine speaking to other artists, learning new techniques, and experiencing community over competition. Meeting artists in Iceland, Thailand, Germany. etc. only opened my eyes to the possibility of tattooing and how much I still have to learn as an artist, for me and my clients 💖

If you’re an artist and you are looking to expand yourself and your knowledge, book that flight. Book that convention, or that guest spot and just go.

I will never regret the choices I made and will continue to make as I continue this journey of being a travel tattoo artist ❤️

Do you have any questions about either my experiences or my advice to start? 🙋

APPRECIATIVE

RELATABLE

PERSONAL

Finally finishing this leg sleeve is so bittersweet 😊

On one hand it’s been absolutely amazing creating this Harry Potter sleeve, and on the other I’m so sad it’s finally finished 😭 it’s been around 3 years of working on this project and I’m definitely going to miss it!

Thank you Matt for the undeniable trust you had in me for creating so many portraits on you 😊

Since I’m going to be back in the US a lot more I would love to take on larger scale pieces like this. I still have a couple of spots available due to some cancellations in NC and am available in Arizona and Colorado as well ❤️

Follow [@maryssaannetattoo](#) for more tattoos and art while I travel

Some leg sleeves I’ve done 🦋

Leg sleeves are my passion projects 🥰 I absolutely love doing arm sleeve but there’s something about a beautiful cohesive leg sleeve.

I’m actually working on quite a few new leg projects but would love to start more! Also im not just in NC, I am also a traveling Tattoo Artist 🧑🎨

Some locations other than Raleigh that I’ll be in:

Glendale, Arizona: [@thatonetattoo](#)parlor July 30-Aug 3rd
Barcelona,Spain: [@barcelonatattooexpo](#) Oct.4-6
Wolverhampton, England: [@halloweentattoobash](#) Oct. 12-13
Miami, Florida : [@theallstarstattooconvention](#) Nov. 15-17
Duisburg, Germany: [@elitetattoo_convention](#) Nov. 29- Dec. 1st

These are all conventions/guest spots I have availability for! Hope to see you there

GRATEFUL

CONVERSATIONAL

TRUSTWORTHY

ACTIONAL

Being back in Raleigh and tattooing at the [@raleightattooartsfestival](#) was such a great feeling!

After traveling and being gone a lot, it feels so good being back in NC and tattooing my clients. As I’ve stated before I’m going to be in NC a lot more so my availability will be opening up for new projects.

This sleeve was done on the lovely Rose 🌹 Thank you so much for sitting like a badass 2 days in a row! You’re braver than most ❤️🙌

At the convention I met so many amazing artists and shops, and also some hopefully new clients.

Can’t wait for next year!!

To the stars who listen, and the dreams that are answered

This design is the beginning to a book inspired sleeve 📖

Over the last couple of years I’ve rediscovered my love for reading and especially fantasy books. Thank you Lisa for giving me creative freedom on this design and I can’t wait to continue ✨

This was inspired by the glass castle in throne of glass 🏰

To all my fellow readers- I am opening my books for August soon and would love to do more projects like this ❤️

Year of the Dragon 🐲

A couple of months ago I started a fully original leg sleeve and we did two days in a row to start!

This is definitely a passion project of mine, and I’m so grateful my client has complete trust in this piece.

My books are open until the 22nd and if you want to book with me please email me at: maryssaannetattoo@yahoo.com

I’d love to do more pieces like this!
Done using [@starbritecolors](#)

GENUINE

INFORMAL

CREATIVE

INFORMATIVE

ENTHUSIASTIC

ACTION

How would I describe your voice on social media?

Passionate | Appreciative | Informative

What is the general vibe of your brand?

Enthusiatic | Friendly | Personal

What kind of language do I see in your social media conversations?

Friendly | Conversational | Trustworthy

Why are you on social media in the first place?

Engaging | Actional | Persuading

Who are your readers?

Tattoo Enthusiasts | Fans | Other Tattoo Artists

Professional yet Approachable:

- Maintain a friendly demeanor that invites engagement while showcasing expertise in tattoo artistry.
- Use clear language that reflects your skills and passion for the craft.

Passionate and Inspirational:

- Share your enthusiasm for tattooing, particularly your love for unique projects like leg sleeves. Inspire clients with your creativity and dedication.
- Use emotive language to convey your excitement about upcoming projects and conventions.

Informative and Engaging:

- Provide insights into your tattooing styles, and the significance behind designs.
- Encourage questions and interaction to build a community around your work.

Adventurous and Open-Minded:

- Highlight your travels and participation in conventions, portraying a sense of adventure and openness to new experiences and ideas.
- Emphasize your willingness to collaborate and create custom designs.

Welcoming and Inclusive:

- Create an inviting atmosphere where clients feel comfortable expressing their ideas and preferences.
- Show appreciation to clients for their patience whilst sitting through tattoo
- Showcase the diversity in tattoo artwork to appeal to a broad audience.

WHAT'S THE DIFFERENCE BETWEEN VOICE & TONE?

Voice is a mission statement.

Tone is the application of that mission.

PEOPLE OFTEN WANT CONNECTION, NOT INFORMATION

At a tattoo convention, you wouldn't walk up to someone and say, 'Hey, I'm Maryssa. I can do a tattoo today for 20 percent off.'

We aren't here to get under peoples skin...
not just yet anyway

EXAMPLE

Done at the [@tattoo_convention_berlin](#) ☒

One of my favorites to this day! I would love to create more pieces like this
❄️

Done using [@worldfamousink](#) [#kwadronneedles](#)



Absolutely thrilled to have completed this at the Berlin Tattoo Convention!

It's been an incredible journey over the last few years and I'm truly grateful for the opportunity to combine my passion for tattoo art with my love to travel.

A huge thank you to [client name](#) for his unwavering trust and flying out, meeting me in Germany to create these intricate portraits. Enjoy the rest of your trip!

Ready to start your own tattoo journey? I would love to take on larger scale pieces like this so let's create something amazing together!



INTERESTS

Realism TATTOO artwork

Surrealism TATTOO artwork

Unique TATTOO art

Animal portraits

Memorable or personal

Full leg or arm sleeves

Vibrant colour art

Help designing a tattoo*

NOT

Their wives name on their forarm

A line through their Ex wives name

Their girlfriends name on their forarm

Their other girlfriends name on their forarm



YOUR REALISM / SURREALISM TATTOOS

AIM: To show the outcome clients
can expect in your unique tattoo style

Using recent and existing content
of fresh and healed tattoos

Why I loved tattooing this specific art
My client trusted me to draw what ever I liked... and
they loved it.
I tattooed this [artwork] piece on the [position] yesterday. It
took [X hours] in one hit
I love tattooing with this [colour ink] If you are after a vibrant
unique tattoo, [these] always look amazing in the skin.
Thankyou to [@client]
I would love to tattoo more in this colour palette!
I always know a [X hour] session is going to an experience and
today did not disappoint!

THE CREATIVE STYLE OF TATTOO ARTWORK

AIM: To show the skill and talent
in your unique tattoo style

Using footage of drawing, drawing
processes, digitalisation of art etc

Why I love designing surrealism tattoos for my clients
My inspiration for this art work design was...
I would love to do more custom art like this
What goes into creating a custom piece
When you get inspired by your travels

When you design a clients tattoo from your travel inspiration

Collaborations

INTERNATIONAL TRAVEL DATES AND LOCATIONS

**To get clients for conventions and
guest spot locations**

Using footage of previous work at conventions
and displaying dates and locations clearly

[Art work] is available at [convention location]

QUICK WINS

Smoothly wiping away the
cleaning foam to reveal tattoo

Showing stencil and then moving
away to reveal the tattoo

Before and after of the area with
and without the tattoo

Ashleys roll over
arm sleeve tattoo

Maggie Atkinson
tattoo

Close up imagery
of tattoo art

THE MAJORITY
OF CONTENT

Join me at this convention

Tattoo this __ with me

Tattoo this __ with me

Clips of tattooing and
revealing the final outcome

Drawing and tattooing compilation

Video carosel of different angles

My favorite tattoos this month

My first tattoo in asia

LONGER EDITS
FOR ADVERTISING

Join me as I travel to Cairo to combine
my love for travel and tattooing

What travelling to Miami to tattoo this was like

Im Maryssa and I am an international
award winning tattoo artist

Karen carlson story of skin, make with maryssa

Multi day projects reel

NY empire4 talk about client flying to get tattooed

- Tattoo Time-lapse:** Post a time-lapse video of a tattoo session from start to finish.

Client Spotlight: Feature a client sharing their tattoo story and experience.

Behind-the-Scenes: Share your workspace setup and tools you use.

Tattoo Meaning: Explain the significance of a specific design you’ve created.

Before and After: Showcase the transformation of cover-up tattoos.

Travel Updates: Highlight locations you’ll be visiting and conventions you’ll attend.

Tattoo Aftercare Tips: Share best practices for caring for new tattoos.

Design Process: Post sketches and concept art leading up to a final tattoo.

Frequently Asked Questions: Address common questions about tattooing in a video or story series.

Collaboration Highlights: Showcase collaborations with other artists or local businesses.

Themed Tattoo Days: Create themed tattoo days (e.g., “Floral Friday” or “Throwback Thursday”).

Tattoo Style Education: Explain different tattoo styles (e.g., traditional, watercolor, realism).

Interactive Polls: Use stories to poll followers on tattoo designs or themes.

Live Q&A: Host a live session where followers can ask about your art and process.

Personal Tattoo Journey: Share your personal tattoo story and how it led you to become an artist.

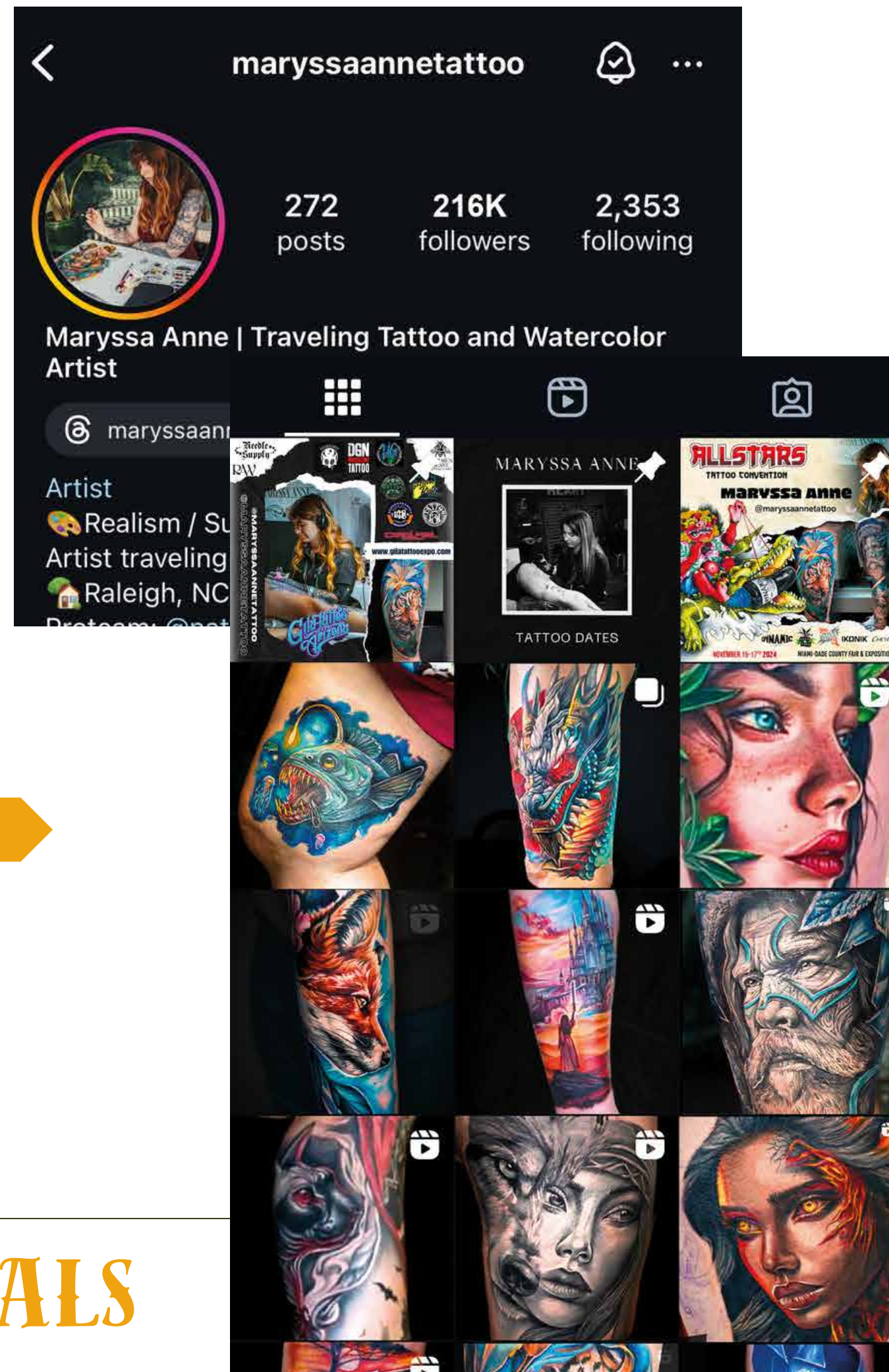
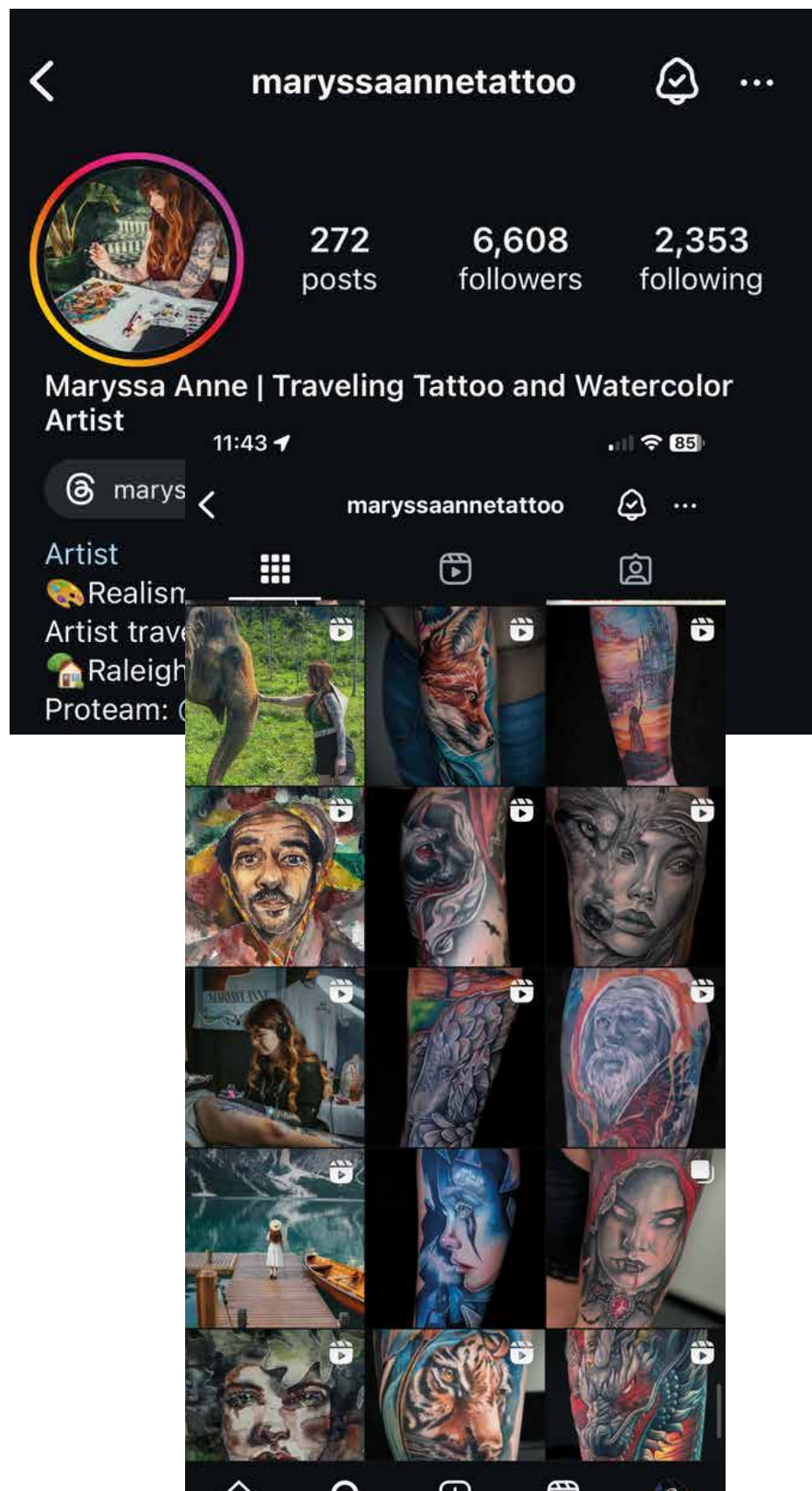
Tattoo Inspiration: Post a mood board of inspirations for upcoming projects.

Client Testimonials: Share quotes or video testimonials from satisfied clients.

Weekly Challenges: Invite followers to submit ideas for designs and create one each week.

Tattoo Myths: Debunk common myths about tattoos in an educational post.

Future Projects Teaser: Share sneak peeks of upcoming designs or themes you’re excited about.
- 1/15
- CONTENT IDEAS
- Next



Displaying the natural saturation of colour

The high level of details within the tattoo

Focusing on the beautiful tattoo art work

The creativity in the art work

Clean and consistent feed



@ALEXKRUNK_TATTOO

432 posts | 14.2K followers | 1,086 following

Avg Likes per Post: 400
Avg Comments per Post: 8
Engagement Rate: 2.86%
Based on 34 posts



@DEVINCOLEY

228 posts | 37.4K followers | 1,753 following

Avg Likes per Post: 1,217
Avg Comments per Post: 41
Engagement Rate: 3.36%
Based on 35 posts



@ALEXGARCIANEOTRADITIONAL

687 posts | 42.7K followers | 2,988 following

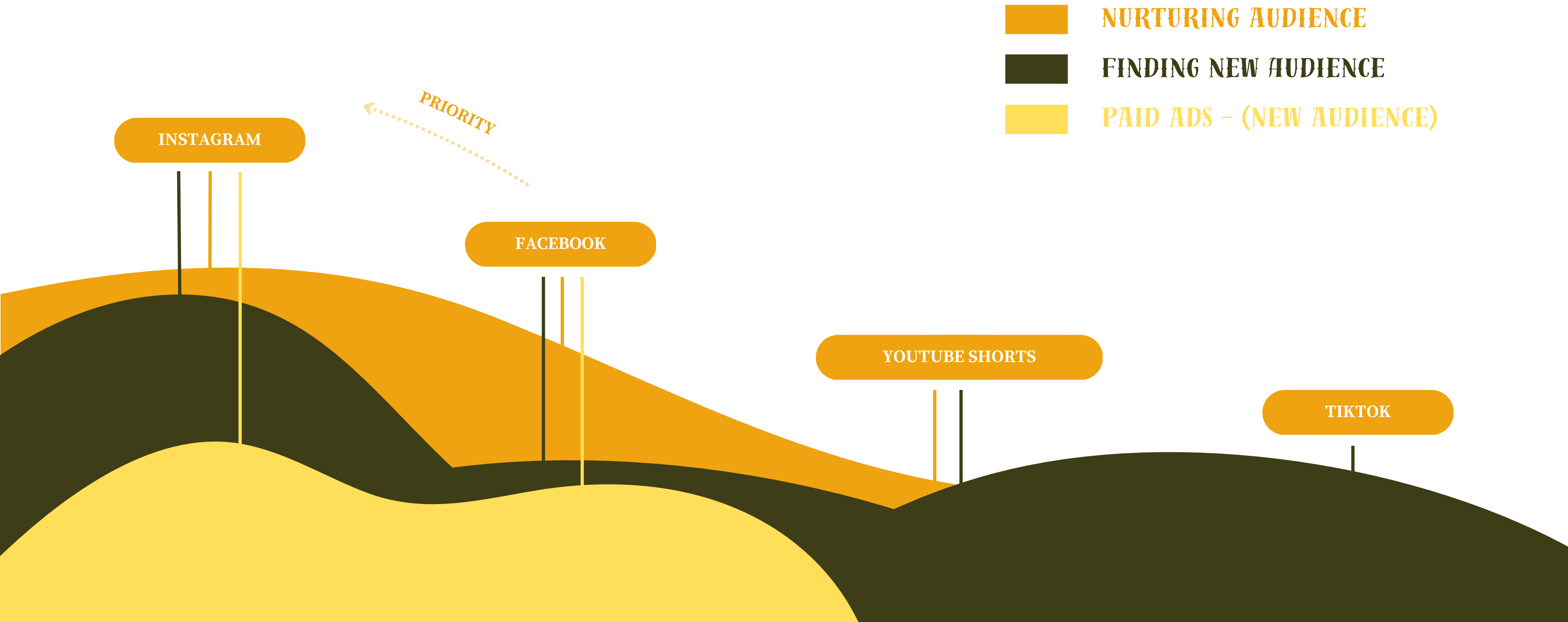
Avg Likes per Post: 1,375
Avg Comments per Post: 23
Engagement Rate: 3.27%
Based on 35 posts



@CHRISSTOCKINGS

2,483 posts | 122K followers | 1,664 following

Avg Likes per Post: 3,288
Avg Comments per Post: 38
Engagement Rate: 2.72%
Based on 34 posts



Engaging video content and high quality photograph content for use on Instagram to then be reposted on other channels.

Commenting on new tattoo related accounts for prospecting outreach of engagement

Replying to comments and DM's on account for nurturing loyal followers and increased engagement

Stories?

INSTAGRAM

- 5 POSTS
 - 2 IMAGE/CAROUSELS
 - 3 VIDEO REELS
- OUTREACH ENGAGEMENT 3 X 15 MINS
- NUTURING ENGAGEMENT 3 X 15 MINS

FACEBOOK

- 5 POSTS
 - 2 IMAGE/CAROUSELS
 - 3 VIDEO REELS

YOUTUBE / TIKTOK

- 3 VIDEO REPOSTED