**3rd Quarter’s Social Media Campaign Report**

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*Marketing Department*

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**PROJECT #1 : How to choose the right education course**

* Strategic initiative
  1. Increase Brand awareness.
     1. Provide professional and unique information of studies in Australia.
     2. Give practical ideas for people who’re being confused in choosing education course.
     3. Provide handful information which relates to ‘Permanent Visa.’
  2. Increase sales.
     1. Offer a free quote and consultation and then, stimulate people to have interest.
     2. Provide fast reply and feedback to people’s comments.
  3. Increase followers and likes.
* Type of Content & Frequency
  + 1. Post – On Facebook (Once)
    2. Video – On Vimeo (Once)
    3. Blog – On Naver Blog (Once)
* KPI Target (per month)
  + 1. Shares
    2. Followers
    3. Likes
    4. Sales point

**PROJECT #2 : Industry news**

* Strategic initiative
  1. Increase Brand awareness.
     1. Provide quick and exact information of updated industry news and immigration news.
     2. Give professional advice to who want to know how that news will affect on them.
     3. Provide handful information which relates to ‘Permanent Visa.’
  2. Increase number of enquiries.
     1. Offer a free quote and consultation and then, stimulate people to have interest.
     2. Provide fast reply and feedback to people’s enquiries.
  3. Increase followers, Kakaotalk Friends and likes.
* Type of Content & Frequency
  + 1. Kakaoplus Message – On Kakaotalk (Every quarter)
    2. Post – On Facebook (Every quarter)
    3. Blog – On Naver Blog (Every quarter)
* KPI Target (per month)
  + 1. Shares
    2. Followers
    3. Likes
    4. Sales point

**PROJECT #3 : Selfie Contest**

* Strategic initiative
  1. Increase Brand awareness.
     1. Expose the name of company as much as possible on social media.
     2. Engage people to participate in this contest and try to make it viral.
  2. Increase followers on Tumblr and Instagram.
     1. Prepare special awards for 1st to 3rd.
     2. Provide fast reply to people’s comments.
* Type of Content & Frequency
  + 1. Photo – Tumblr (Once)
    2. Photo – On Instagram (Once)
    3. Post – On Facebook (Once)
* KPI Target (per month)
  + 1. Shares
    2. Followers
    3. Likes
    4. Sales point

**NICHE SOCIAL MEDIA MARKETING BUDGET REPORT**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Campaign** | **Expense Category** | **Expense Item** | **Forecasted Budget** | **Actual Spend** | **Variance** |
| Overall | Strategy | Strategy consultation | $1,000 | $1,000 | 0% |
| Management/ measurement | Community Manager | $1,000 | $1,000 | 0% |
| How to choose the right education course for you | Content creation | Copywriter  Video Director | $2,000 | $2,500 | -25% |
| Industry news and updates about immigration laws | Content creation | Copywriter | $200 | $200 | 0% |
| Selfie Contest | Content creation | Copywriter  Photographer | $200  $300 | $200  $800 | -100% |
|  | Distribution | Facebook, Vimeo, Tumblr, Naver Blog sponsored ad | $1,500 | $2,500 | -33% |
| Community Management | Management | Social media listening tool | $50 | $50 | 0% |

**NICHE SOCIAL MEDIA MARKETING SCORECARD**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Strategy** | **Campaign/ Always on** | **KPI** | **KPI Target**  **(per mth)** | **Actual Result** | **Variance** | **Comments** | **Additional Media Mentions / KPI Achievements** |
| How to choose the right education course for you | Once | * Shares * Followers * Likes * Sales point | * 50 shares * 50 followers * 100 likes * 125% vs the same month of last year | * 300 shares * 600 followers * 600 likes * 200% | * +500% * +1,100% * +500% * +75% | It was introduced by a famous lecturer on Podcast and as soon as we noticed it, we added that podcast link on the post and video | 12,000 blog visitors |
| Industry news and updates about immigration laws | Once | * Shares * Followers * Likes * Enquiries | * 100 shares * 100 followers * 200 likes * 100 new enquiries | * 300 shares * 300 followers * 300 likes * 500 enquiries | * +200% * +200% * +50% * +500% | It’s been shared by many people, and our customers were the main reason of that unexpected number | 200 people visited the office |
| Selfie Contest | Once | * Shares * Likes * Number of participants | * 50 shares * 100 likes * 300 participants | * 15 shares * 40 likes * 50 participants | * -70% * -60% * -83% | We implemented this campaign when we have no followers on Instagram and it’s not been shared much | N/A |

**Social Media Marketing Campaign Evaluation Report**

**#1 How to choose… Campaign**

This campaign’s been more successful than we expected due to a famous lecturer on Podcast who mentioned our video on his English lecture, and marketing staff utilized it efficiently as adding that information in the video immediately as soon as we had noticed it. The result is unbelievable, we achieved +75% to +1100% to be compared to what we expected.

Even though it is not what we aimed on, we must admit how effective influencers are and have to try to take advantage of it.

I would like to suggest to consider a partnership with influencers in the next strategy meeting.

**#2 Industry News**

During this campaign, we found a lot of people have difficulty in searching correct information of education, immigration industry news mostly because of language issues. And there are still lack of information providers who translate English news or updates to Korean, I strongly believe that situation can be a good chance to increase sales. Post Share speed was above our expectation. And people shared our news mouth to mouth, then some clients visited our office after they saw our industry news.

Therefore, we should keep going with this campaign, not just once. It is good cost-efficiency content, furthermore, we should try to make this more professional in my opinion.

**#3 Selfie Contest**

In the first place, we expected this campaign would not be failed since gifts were great enough, but the result showed it is wrong.

Firstly, we had only few followers on Tumblr, and Instagram. And many people minded to send us their selfie. Some asked us if we are a genuine agent, it simply means that people can hardly trust an account that has no followers and no history. It seems like a big mistake, what we should do first was making our Tumblr and Instagram account look good. The fact that all participants are our customers lends support to that guess.

I do not think that selfie contest itself is not a good idea, but we failed to make a right procedure.