[](http://www.ariel.ac.il/component/banners/click/1)

**בית הספר לתקשורת**

**אוניברסיטת אריאל בשומרון**

A close up of a logo

Description automatically generatedניהול קמפיינים בדיגיטל

|  |  |
| --- | --- |
| **מרצה:** | מר בן עדי מנחם |
| **מגישות:** | עליזה גלסמן : 313342354  עדי פרדמן : 315443283 |
| **תאריך הגשה:** | 22/03/20 |

**סעיף 1: מחקר תשאול ובניית אפיון לפעילות**

***א.* Business goals צרכי העסק:**

**As an individual, Yonina is constantly working on growing on a personal level.  
She believes bringing this mindset into her business is of great value.**

1. **Increase in the number of profitable events:** Quality over quantity.

A wedding is often a high-pressure event where many people get involved in the planning with contradictory requests. A bar-mitzvah, anniversary parties or a corporate event etc... on the hand usually only involves one person’s requests and leads to less changes of plan. This makes the latter type of event more profitable as they are less stressful and time consuming.   
  
Ideally Yonina would like to increase the number of profitable events while still organizing weddings since she loves this aspect of her work.

**2. Growth in number of followers on social media (Instagram & Facebook):**

Yonina doesn’t necessarily want followers because it “looks good”.   
Although that is an added benefit and it offers more dynamic options (such as swipe up), she sees it more as spreading awareness and as a portfolio of her work.  
  
In addition, Yonina desires to grow a following from potential clients from other Anglo communities around the world.

**3. Conversions:**

Not only is it important for potential clients to know and be interested in ‘Yonina Events’ services, it is crucial to see results in conversions. The goal is to get the client from the social media page to a personal one-on-one conversation, where they close the deal.

**האם קהל היעד נמצא בפייסבוק ומה האינדיקציה איתם  
B2C:**Yonina considers all her social media activities to be on a  B2C relationship dynamic.

When working with businesses that are also looking to hire Yonina as an event planner, they too become clients.

**B2B:**

The only B2B relationships Yonina has are interpersonal with suppliers offline.  She prioritizes keeping a good relationship with them, in order to maintain healthy and good business partnerships. In the B2B sector, Yonina’s focus is currently on the hotel industry.  

**Existing Clients:** Engaged couples and family members follow ‘Yonina Events’ on Instagram and Facebook. Receiving a customer review immediately after an event helps build ‘Yonina events’ credibility. In addition, while working with her clients on their event, and after the event, she uploads pictures and tags them in order to create engagement and preserve relationships.

**Potential Clients:** Future clients, for example engaged couples or their parents, who are searching for an event planner for their wedding can search on social media (Facebook/Instagram). This is a great platform to look for such a service, especially if recommended by their friends (via social media algorithms) . Furthermore, another target market is dating couples who aren't officially engaged yet. Following Yonina’s page will expose them to Yonina and will prompt them to one day be willing to close the deal for their event when it is relevant.

**Insights**

Instagram: 729 followers.

* **Gender -**  men: 31%,  women : 69%.
* A screenshot of a cell phone

  Description automatically generated**Country -** Israel : 71%, U.S.A : 13%,  Palestine : 2%, Australia and  U.K : 2%

A picture containing device

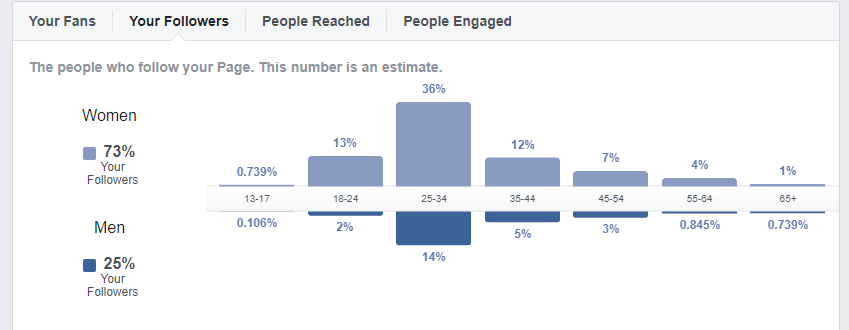
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* **Cities -** Jerusalem : 34%, Tel Aviv : 10%, New York : 5%, Modiin : 3%, Ramat Gan : 3%
* A screenshot of a cell phone

  Description automatically generatedA screenshot of a cell phone

  Description automatically generated**Age** **-**  13-17 : 1%, 18-24 : 10% 25-34 : 45%, 35-44 : 23%, 45-54 : 15%, 55-64 : 5%, 65+ : 1%

Facebook : 960 followers



* **Gender -**  25% : men, 73% : women.
* **Age** **-**  13-17 : 0.73%, 18-24 : 13% 25-34 : 36%, 35-44 : 12%,   
  45-54 : 7%, 55-64 : 4%, 65+ : 1%.



* **Country -**  Israel : 69%, U.S.A : 8.75%,  Argentina : 5.31%, Australia : 4.27%, Palestine : 2.81%,  U.K : 1.56%, France : 0.83%, Canada : 0.83%, South Africa : 0.52%, Italy : 0.52%, Netherlands : 0.42%.  
  (and more countries with very little followers).
* **Cities -** Jerusalem : 40%, Tel Aviv : 8.02%, Sydney : 3.85%, New York : 3.65%, Modiin : 3.44%, Ramat Gan : 1.77% Ra’anan : 1.56%, Giv’at Shmuel : 1.35%, London : 1.15% (and more cities with very little followers).
* **Language  -**  English U.S : 59.9%, Hebrew : 17.9%, English U.K : 8.54%, Spanish : 3.96%, French : 1.98%, Arabic : 1.88%, Spanish : 1.35%, Russian : 0.63%, Potuguese : 0.63%, German : 0.42%, Dutch : 0.42%, Italian : 0.31%.  
  (and more languages with very little followers).

**Target audience perception:   מיפוי תפיסתי של קהל היעד   
  
Location** - Very Important - (UK, US, AUS, Israel)

**Language**- Very Important - (English & Hebrew)  
**Gender** - Very Important - (Mostly Woman)  
**Interests** - Very important - (Design, Weddings, etc.)  
  
***Family*** - Relevant -  (Mothers planning bar and bat Mitzvahs in addition to weddings. Young engaged woman etc... the women vary between the ages of 20-55).

**Education** - Not relevant. **Profession** - Not relevant.

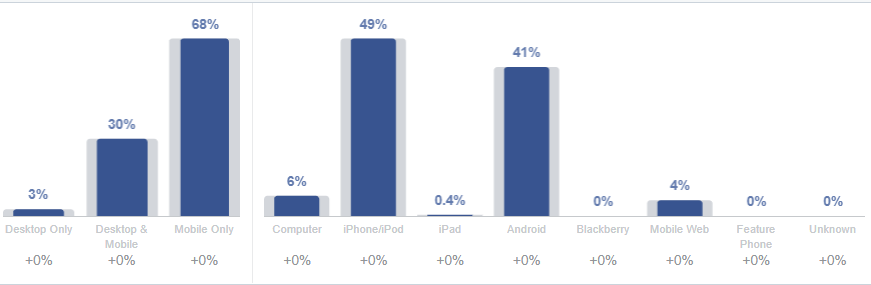
**ב. The following is based on research that we have done on engaged couples and their parents who may be interested in using 'Yonina Events':**

Interests:

1. Traveling (esp to Israel)
2. Luxury design
3. Photography
4. Makeup
5. DIY projects
6. Baking
7. Table Decor
8. Dancing
9. Shopping
10. Hairstyling

Top cities:  Jerusalem and Tel Aviv

Facebook Surfing Habits:

Desktop only - 3%, mobile only - 68%, desktop & mobile - 49%.   
Iphone / Android: Iphone - 49%, Android - 41 %. 

Social Media Competitors:

1. Alliance Event
2. Sky Productions
3. Kby designs
4. Debbie Nussbaum Events
5. [Jenny-Lee Event Planning](https://www.facebook.com/Jenny-Lee-Event-Planning-700955026604732/)
6. Letizia Events
7. [Nofar Sharabani](https://www.facebook.com/nofarsharabanievents/)
8. [Ariella Tayar Event Production](https://www.facebook.com/ariellatayar/)
9. [Elisheva Goldman Events](https://www.facebook.com/ElishevaGEvents/)

These event planners were chosen based on:

\* The similarity of the clients.  
\* The design and very upmarket style of events.   
  
The likes on the Facebook pages vary from 500 followers to around 3000. They all work with clients who tend to hear about them many times from word of mouth since they work with connected wealthy families from classy communities.

**ג.תחום העיסוק של החברה**

**Area of expertise:**‘Yonina events’ are a team of experts that plan luxury events in Israel. A big percentage of her clients are Anglos from other countries in addition to her Israeli clients.   
Yonina’s team ensures excellence and the planning of the events are guaranteed to be stress free. Yonina chooses the top vendors who ensure exquisite results, while making sure everything is taken care of, down to the last detail. Family and friends can just relax & enjoy the planning process and the event itself.

Currently, the majority of ‘Yonina Events' are weddings. Although in the future as stated above, Yonina hopes to expand her business and increase the number of profitable events.

Digital Challenges:

Social media is a powerful tool, but it can also prove to be a challenge. ‘Yonina Events’, at times worries that their social media and website don't represent who they are and what they stand for well enough. Nowadays, not having a strong social media following and an up-to-date website, can damage the business and prevent potential customers from closing a deal. This could encourage them to use the services of other event planning competitors. Yonina’s team is aware of this problem, and therefore has set goals to allocate a budget to increase social media activity and to work on a new website.

In general, digital challenges have not been a major problem for ‘Yonina Events’. In all the years they have only had one bad review. In cases where they feel a client wasn’t 100% pleased with their service, they simply won't ask them to put up a review.

Qualitative Goals:

* Increase in engagement on social media.
* Increase in number of leads and conversions from social media platforms where they lead to private messages from serious potential clients.
* Raising awareness and increasing word-of-mouth recommendations.
* Increase in the amount of future profitable events.
* Continue to prioritize a high personal connection with clients.

Quantitative Goals:

3-month strategy:

* Increase Instagram following by 33%.
* Increase Facebook following by 30%.
* Increase in the amount of paid advertisements within the next 3 months.
* Increase in the amount of partnerships and collaborations: within the next 2 months to have 10 meetings with hotels, 10 meetings with travel agencies, 10 planners from abroad.
* Raising awareness and increasing word-of-mouth recommendations.

**ד**.   
Although Yonina wants to increase profitable events, for this campaign Yonina still wants to target weddings. She feels the company is not properly equipped yet to take on corporate and other events as professionally as she would like. 

Target Market for Campaign**:** Engaged couples.

Parameters: Anglo-Saxons, ages 25-34, wedding venues in Israel, couples from : Boca Raton-Florida, Pico Blvd -California, New Rochelle way- NY.

We believe it is important to view and learn from the insights.  The reason for the age parameter that we chose is due to the fact that a large chunk of the followers from both Instagram & Facebook are between the ages of 25-34. We understand from these analytics that Yonina’s content is interesting to the said age groups and they are following and staying active. Yonina does state however that her clients do range up to around age 55, because parents often take an interest as well. Despite the latter, that age range often doesn’t come from Yonina’s social media activity. 

Although most of the followers are Israeli, we know that the lack of followers by couples from abroad is not due to the content being unsuitable for them, since many of Yonina’s events have been for couples from abroad. With this campaign, our goal is to attract new audiences from a wider range of communities in America that can afford 'Yonina Events' services, thus enabling us to bring more potential clients as followers.

For campaigns to succeed it is crucial to make content relevant to a specific age group, geography, interest and so on.   
The content we will make will be suitable for the target market we designated for the campaigns.

**סעיף 2: בניית/טיוב דף העסק**

**Advised page categories:**

Luxury Event Planning

Destination Events In Israel (from Instagram)

**Profile picture:**

A close up of a logo

Description automatically generated  
We do not advise changing the profile picture. The Facebook and Instagram page have the same photo of ‘Yonina Events’ logo and brand. The logo reflects who the company is and what they stand for: elegance & class.

**Cover Video:**

[](https://www.youtube.com/embed/4IjamsHxuh4?feature=oembed)

Here too, we do not advise to change the cover. The Facebook cover video is a captivating video with large sized captions, impeccable photos and inspiring music. The cover video and the profile picture really evoke the feelings one would feel at an actual event and enable the user to quickly understand how unique ‘Yonina Evets’ truly are.

The 'about section' of the Facebook page:

“We specialize in creating luxurious, beautiful and perfectly executed events and trips for our clients. We facilitate all the logistics down to the last detail and ensure that your events and travel exceed your wildest visions and dreams!”

**סעיף 3: מעורבות**

**Eight posts that are in the campaigns below. א**

**Two scenarios that could cause a crisis. ב**

1. Being in a business means you also have competitors.

There is a potential problem for Yonina where a competitor may use her content and post it at the same time.

For instance: if her competitor took her words for a post regarding a giveaway and posted it the exact same week she did. This would cause her target market to get the client’s Facebook feed filled with another event planner's content and make it seem as if she copied from them rather the other way around.

As a way to deal with this problem Yonina team should continue to be as genuine as possible and remind themselves that copying is transparent, and their audience will eventually realize who is genuine and who is copying.

One cannot control one's competitors' actions and devoting time to worrying is counterproductive. Therefore, it’s advisable to continue creating great genuine content that attracts clientele.

1. There is a possibility of being flagged and comments and the page itself being disabled etc... as a result of copywriting in a Facebook or Instagram video when using other people's music, ideas or photographs.  
   While this penalty occurs and there is no possibility of communicating with followers it’s worth spending time planning new content. When the penalty is over it is best to publicly acknowledge the absence on Facebook/Instagram and apologize for not being able to respond to people that tried to reach out.

This situation could be avoided by using copyright free music and photographs or by receiving prior permission and giving credit.

**ג.** A concept for a competition:

Due to the Coronavirus, gatherings have been limited to ten or less people or are completely cancelled. In this difficult time, with quite a few disappointed couples, we wanted to add some light to the situation and do a fun giveaway.

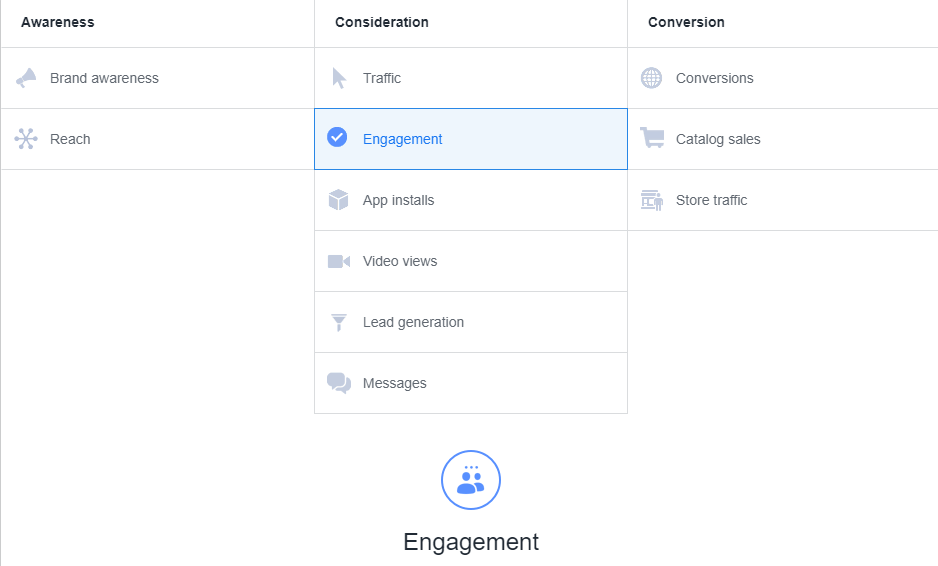
In this giveaway, on ‘Yonina Events’ Facebook page, contestants have a chance to win a romantic date and a luxury picnic basket.

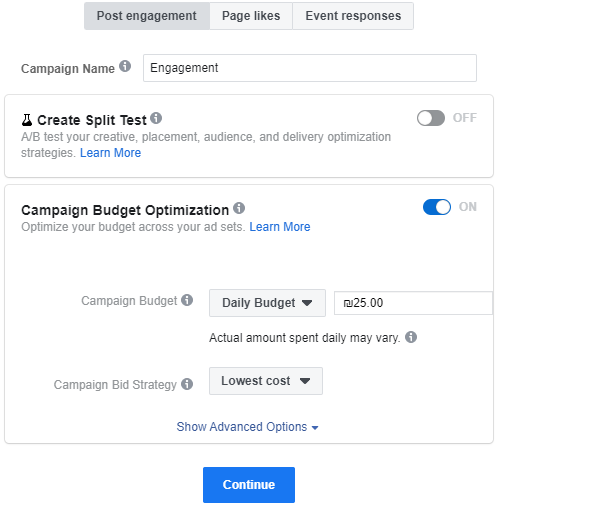
All they need to do is like the photo, share the post and tag as many couples as they can who were due to get married but whose plans were changed.

This initiative will not only enable the couple who wins to have a special date but also Yonina herself in the future to be able to work with these potential clients that one day will have the wedding.   
  
Yonina could include items of food in the picnic basket from small businesses that are quality brands but are struggling right now because of the Coronavirus. This way Yonina could promote their items while showing the public she cares.

**סעיף 4 - מערכת פרסום -   
קמפיין מעורבות :**

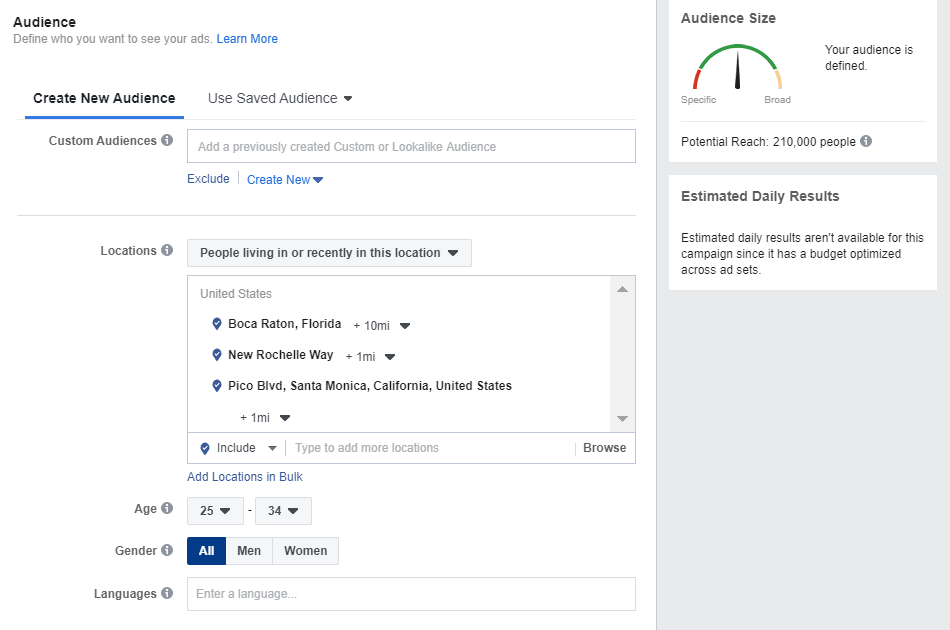
**Instagram & Facebook Engagement Campaign**





We are conducting an engagement campaign for Facebook and Instagram.

We chose 25 NIS as a daily budget. Based on the results the budget should be adjusted for future campaigns.



During our meeting with Yonina, it was brought to our attention that the large number of events that Yonina organizes from Jewish clients are from many countries in the world (such as London, Australia, Israel etc.). Since the budget is relatively low, we chose to target the US for this campaign. We advise Yonina to target other wealthy Jewish communities with luxurious taste for future campaigns.

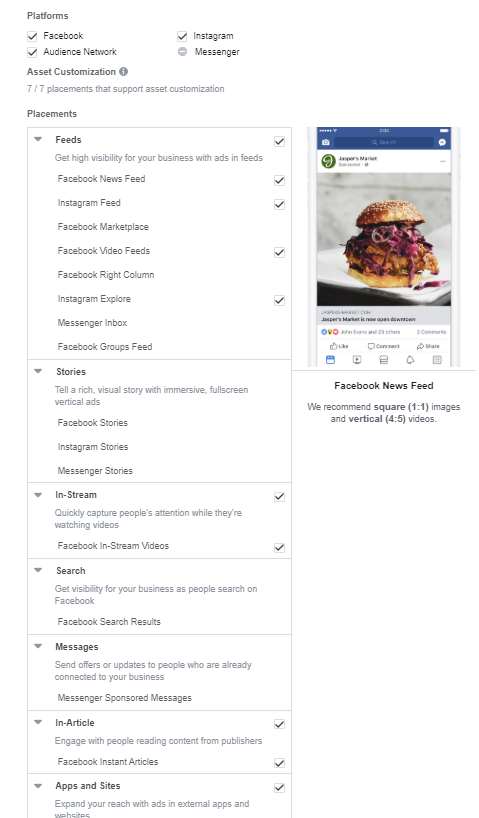
A screenshot of a social media post

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A screenshot of a social media post

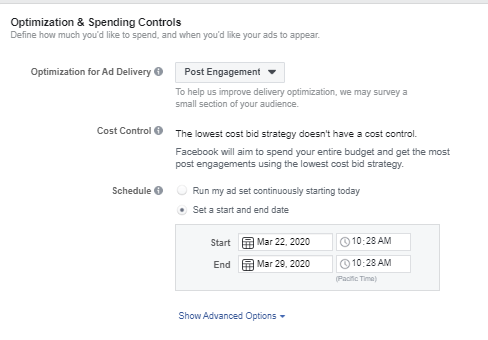
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Due to our research and insights we concluded the interests above as the Interests of the target market of ‘Yonina Events’ clientele. Targeting the audience through these will increase the chances for greater exposure to the intended audience.

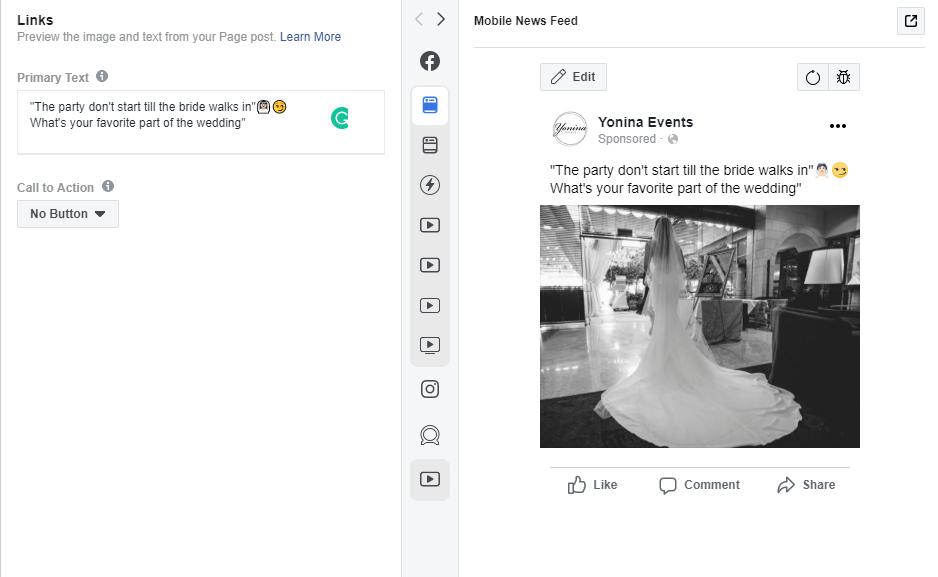


We are creating two Facebook & two Instagram engagement campaigns.

Most users on both social platforms are on the feed which is why we marked the feed on both.   
Additionally, we included stories and live videos, since they are also extremely popular especially in Instagram. These create a face for the company and provide authenticity.



We estimated the campaign to be one week.



1. A screenshot of a cell phone

   Description automatically generated **The first Facebook engagement campaign:**

We created a post that engages people with a question that can be applied to anyone and answered in the comments below.

Asking what their favorite moment of the wedding is, is applicable to all genders, ages and cultures. Creating this post, and making it sponsored, will increase the chances for better exposure.

1. **First engagement post on Instagram:**

A picture containing drawing

Description automatically generated

A story does not disclose the amount of engagement and attraction it is receiving to the outside viewers. However, it actually plays a crucial part in being able to get leads and become aware of people who may not officially be following Yonina’s Instagram page yet are interested in the page's content.   
  
The Instagram story feels more personal to the users which is why we thought it would be appropriate to discuss Corona there. In this way it can increase the community's ability to support and help each other through this crisis.

1. **The Second Engagement Campaign on Facebook:**

A screenshot of a cell phone

Description automatically generated

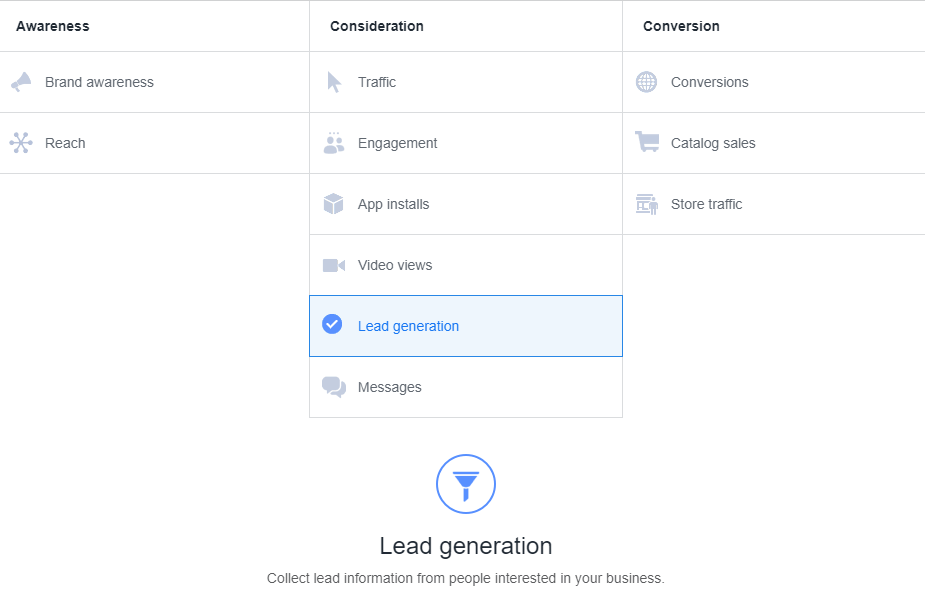
For this post we decided to use the giveaway competition (mentioned above) since we believe it is very relatable and relevant. This post is an amazing way of doing something small for a couple who had to postpone the biggest day of their life.   
It will bring a lot of engagement.

**4.** **The second Engagement Campaign on Instagram:**  
**A picture containing table, food, man, different

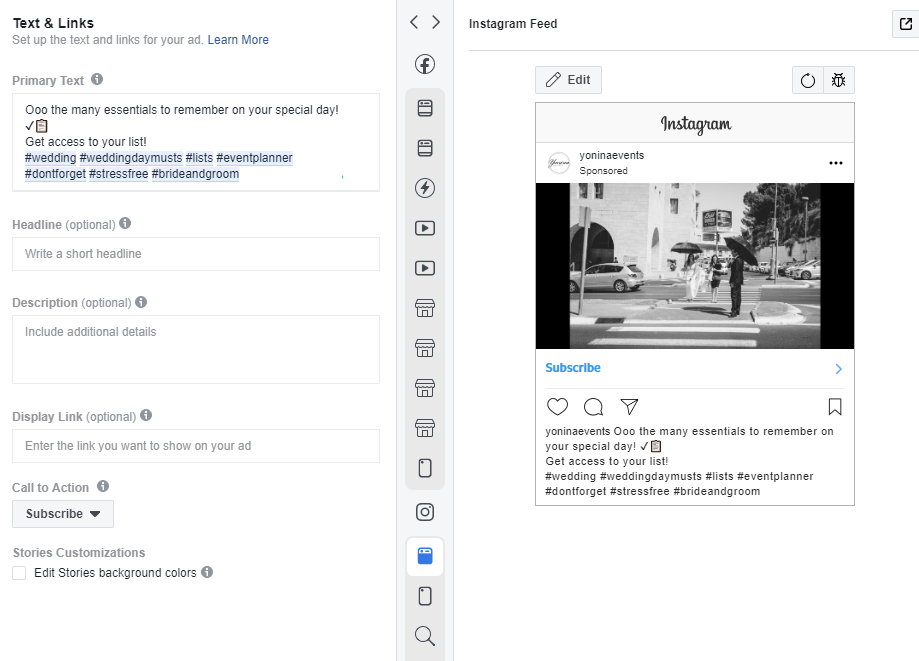
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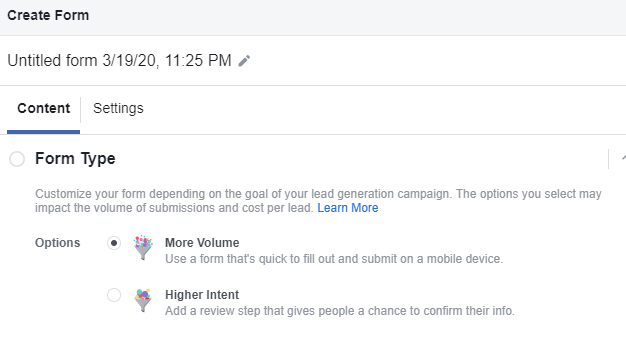
In this post we asked the followers to tag a friend that classy is her style. We didn’t ask to tag specifically a bride-to-be since we see that as too obvious of a request for clients. For this post we wanted the request to be subtle. Here the priority is to  increase awareness.  
Furthermore the girls who will  be tagged could potentially start following ‘Yonina Events’ and the company could be relevant to her/her family/her friends in the future.  

**Facebook & Instagram Lead Campaign**

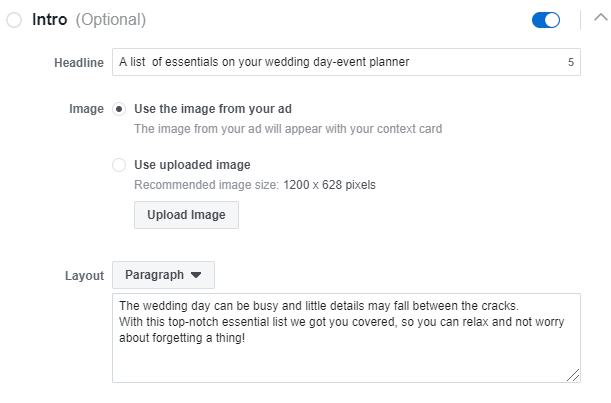
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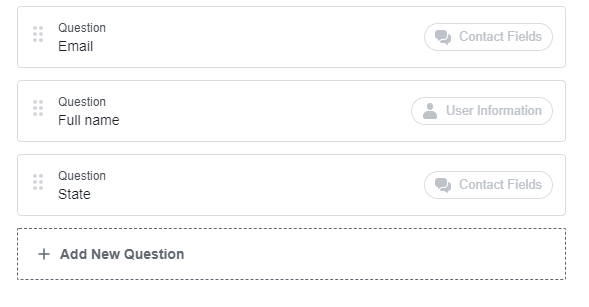
For the lead campaign, we chose the same parameters as all the other campaigns.



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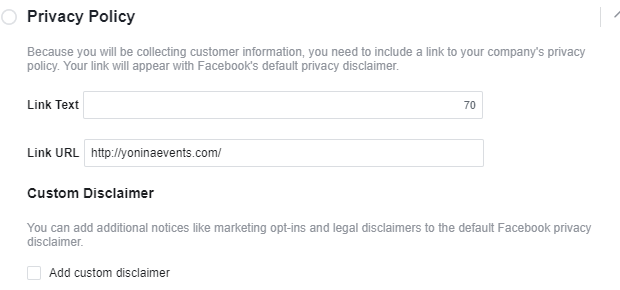
We created this form and chose 'more volume'.   
63% of our users follow us through their cell phone. This will enable them to fill out the form with their contact info quickly and easily on their phone   
(so they can get the special-don't-forget-list from us).





In addition to the usual default questions, we added a question about location (What state they are from).

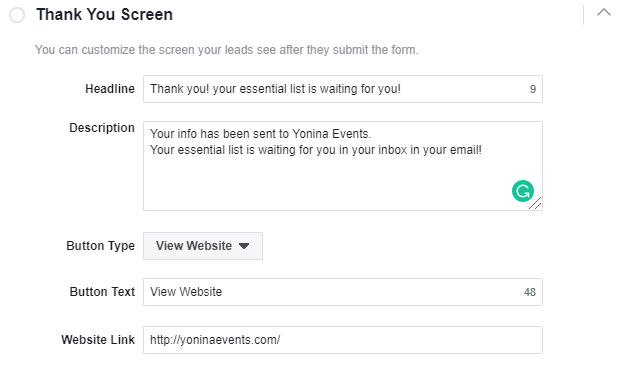
This will enable us to easily identify where our market is spread out within our mailing list and If we succeeded in expanding and reaching other places other than our most common location of followers.

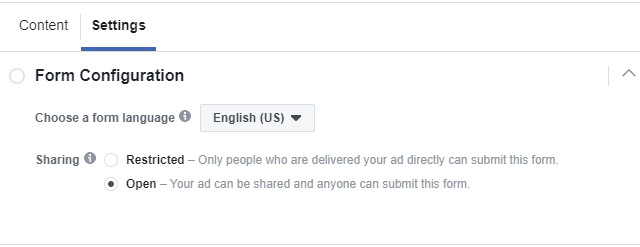


A screenshot of a cell phone

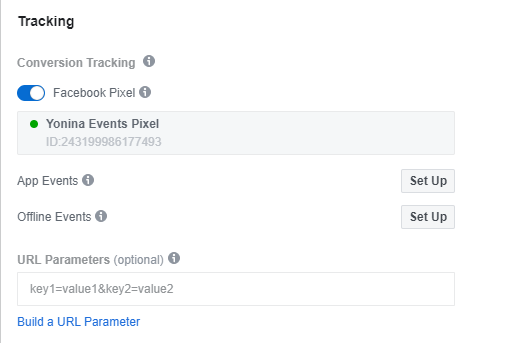
Description automatically generatedA screenshot of a cell phone

Description automatically generatedAs required by Facebook guidelines, we added the company's privacy policy.

Above, is the thank you pop up where we will inform the users that their information was sent to 'Yonina Events' and their essential list is waiting for them in their inbox.



We changed the default to “open”, thus expanding to as many people as possible.



'Yonina Events' has a Facebook pixel tracking for this ad.

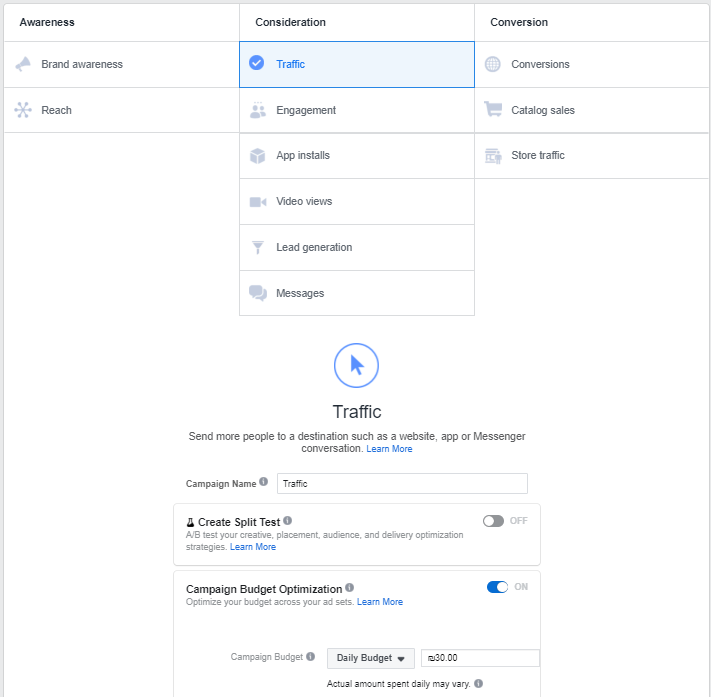
1. **![A person walking down a street

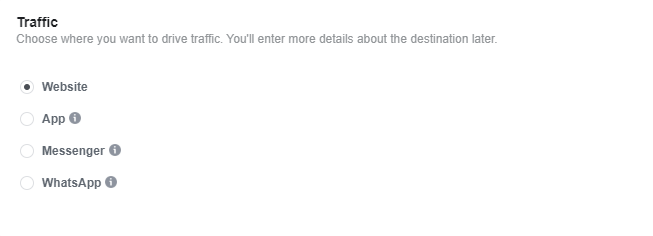
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campaign on Instagram:**This campaign is done in a post format in order to bring people to come to the 'Yonina Events' Instagram page and leave their details in order to receive a list of what a bride must not forget on her wedding day. This is a very simple list to make as an event planner and it does not take away clients.   
   Clients want to be a guest at their own event, this list will not fulfill that desire. It will obviously be a given to clients who take Yonina as an event planner, but this is a clever way to reach more people and get leads from the details they fill out in order to get the list.
2. **Lead Campaign on Facebook:**

**A screenshot of a social media post

Description automatically generated**As with the Instagram post, in Facebook we decided to do a similar type of campaign since Facebook does have more followers and this would be a great way to compare the success of this kind of campaign if they are executed with the same parameters.

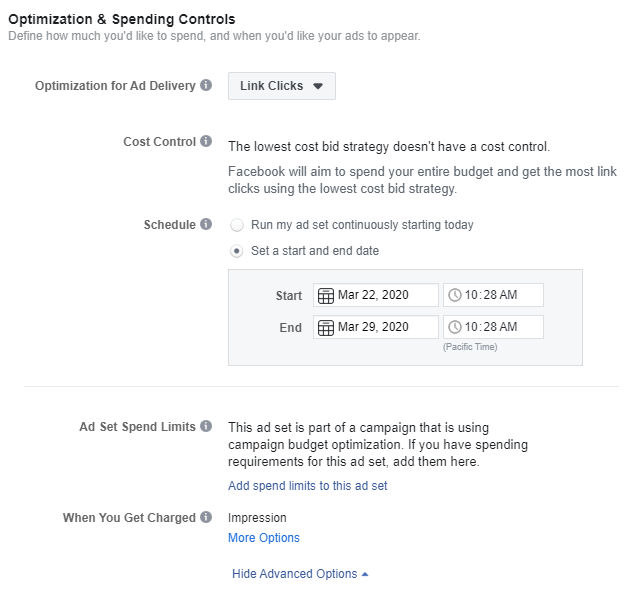
The post requests users to give in their details in order to receive a cute countdown printable calendar. It is very easy to make and gives users the feeling that they got a free gift.

**Facebook & Instagram Site Referral Campaign:**   




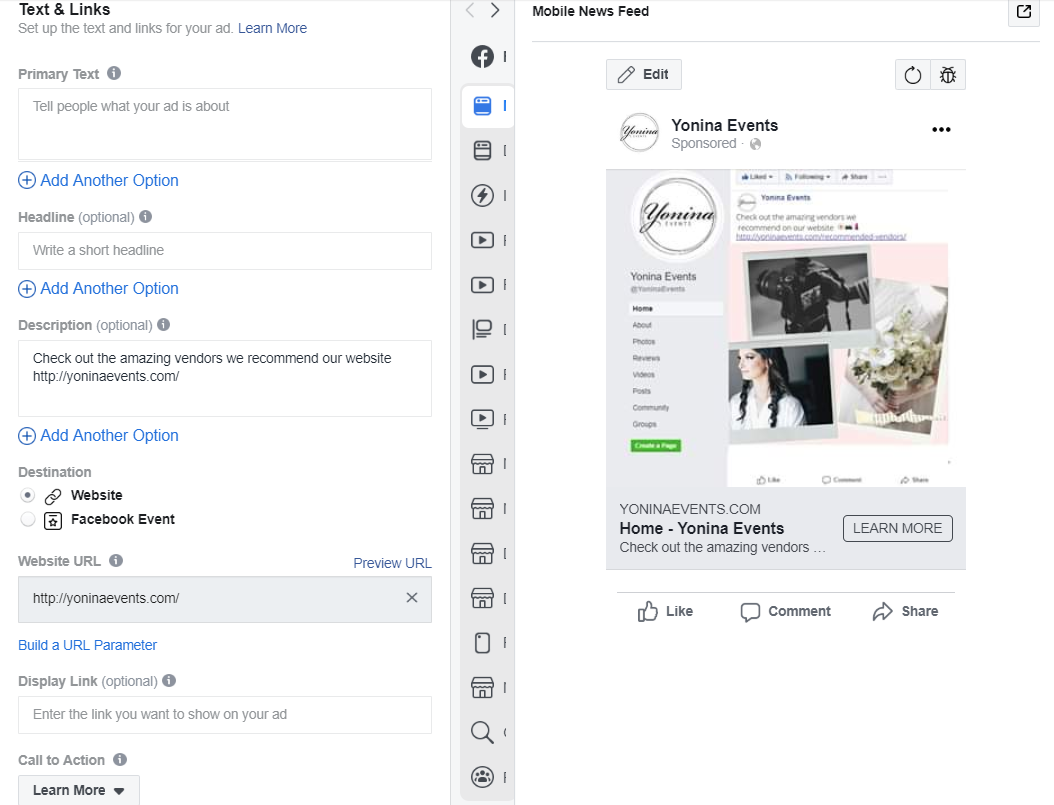
We chose for 'traffic' to lead to the **website.**

The rest of the parameters (mentioned in the other campaigns) are applicable here as well.



Set the campaign to run for a week.

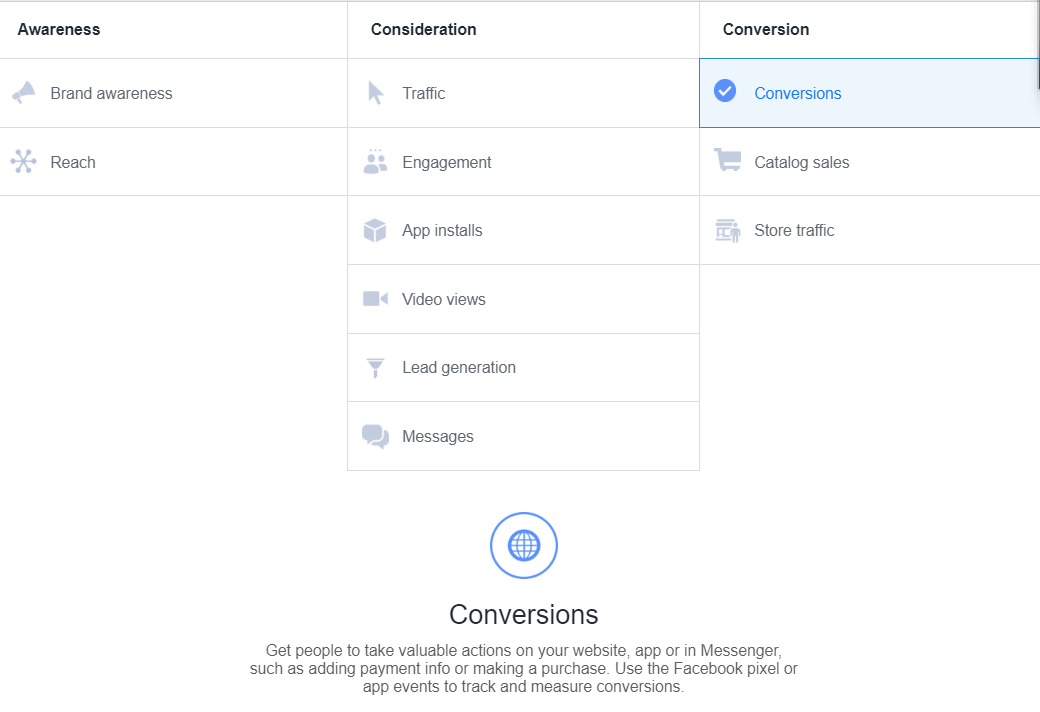
1. **This post below is the post for the Facebook site referral campaign:**

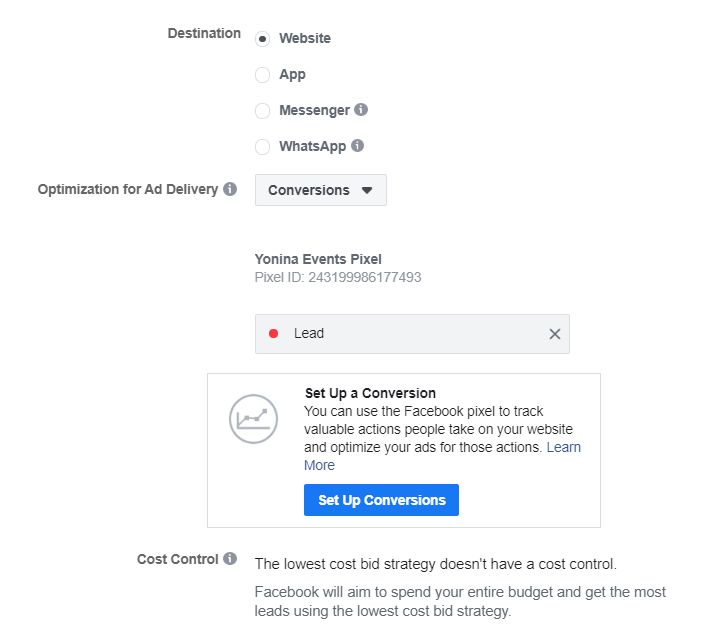


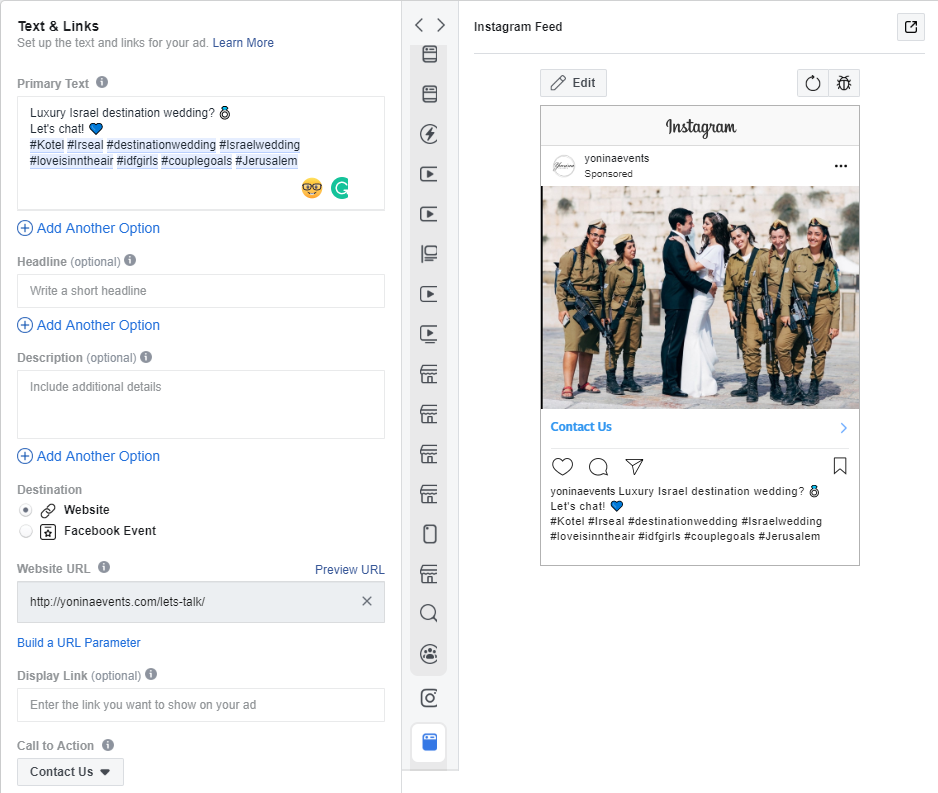
A screenshot of a social media post

Description automatically generatedWe are leading the audience to check out the recommended vendors on our website.  
When planning a wedding, whether a client is taking an event planner or not, he or she would like to know who the best vendors are. The fact that Yonina’s website has a page referring to great vendors is beneficial to everyone. It makes the vendors look good since they are the exclusive vendors she chose, and they are grateful for the exposure. It makes Yonina look classy by suggesting these vendors while making her believable to the clients, since she is not hiding her recommendations from the public.   
Linking this specific page sends the message above to all the followers and they will almost definitely check it out, out of interest if nothing less.

**Facebook & Instagram Conversions Campaign**

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1. **The post for the Instagram Conversions Campaign:**

A group of people posing for the camera

Description automatically generated

We decided to make the caption simple and attractive to the target audience. The eye-catching picture is taken by the kotel with IDF women soldiers. The call to action is short and sweet, making it unthreatening and encouraging them to contact Yonina and become serious clients.