

# Organic Social Media Strategy Template

Build your organic social media strategy.

# Historical Analysis, Insights/Observations, and Recommendations

High numbers in testimonial video which indicate to success	Focus more on testimonial video more than photo because it gets people attention more
How-to content has great impressions numbers	Start improving how-to content of all the social media platforms
Product videos has more engagement numbers than product photos	When release a new product it better to use video as awareness content

# Identify your platforms

Facebook – provides specific ads management which is helpful at audience targeting
Instagram – has the highest percentage of the target audience
TikTok – considered the best short-term video platform which suits the brand content

# Identify your audience



- Web Developer
- 35 to 44 years
- Wants an acne solution that is effective
- Preferred Method of Communication is Instagram
- uses Facebook as social network



- Real Estate Agent
- 35 to 44 years
- Hard to find products for razor-bump prone skin
- Uses Facebook and Instagram as social networks
- They gain information from social media



- Pharmaceutical Sales Specialist
- 45 to 54 years
- Has a sensitive skin
- They gain information by Facebook
- Their favorite social network is Facebook



- Marketing Manager
- 25 to 34 years
- Uses Facebook and Instagram as social networks
- Biggest challenges skincare
- Wants a clear non fussy regimen to use.

# Content Theme Sample Post

Calendar content



Copy-Text /Caption	<p>It's time to start thinking about a gift for your loved one, isn't it?</p> <p>With that in mind, make sure to get winter care set from Sulwhasoo with 50% off.</p> <p>Use code (CHRISTMAS22)</p> <p><a href="http://www.PYUR.com">www.PYUR.com</a></p>
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# Calendar and Cadence

	elements to include	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook	<ul style="list-style-type: none"><li>• Post Title/Description</li><li>• Publish Time</li><li>• Content Theme</li><li>• Placements</li></ul>	Five essentials for clean skin 12 p.m. Core of brand Feed and Stories		Don't forget to use code CHRISTMAS22 12pm Calendar post	Winter care set by Sulwhasoo 12pm Calendar post		Top 5 products for 2022 4pm Core of brand Post and stories	
Instagram	<ul style="list-style-type: none"><li>• Post Title/Description1</li><li>• Publish Time</li><li>• Content Theme</li><li>• Placements</li></ul>		Winter care set by Sulwhasoo 12pm Calendar post		3 step to get the best night routine 12pm Core of brand Reels and stories	Don't forget to use code CHRISTMAS22 12pm Calendar post		What is your favorite essentials 3pm Conversions Story question
TikTok	<ul style="list-style-type: none"><li>• Post Title/Description</li><li>• Publish Time</li><li>• Content Theme</li><li>• Placements</li></ul>	How to apply sunscreen perfectly 3 pm Conversions Video post		Winter care set unboxing explanation 4pm Conversions Video post			Top 5 products for 2022 4pm Core of brand post	how to know your skin type 4pm Conversions Video post

# New Opportunity/Growth Strategy

Who: Target Audience	Men and women between 21-45
Where: Channel	TikTok
What is the tactic?	Conversions post
How will it grow the channel?	More engagement from audience



# Paid Social Media Plan

Build your paid social media strategy.



# Historical Analysis, Insights/Observations, and Recommendations

High spend on Awareness Product Feature campaign	Reduce spend on CPM
High impressions in Awareness Testimonial video	Awareness Video content usually get more attention, stick to it
High engagement number on Awareness Product Feature campaign	High engagement numbers in awareness campaign doesn't mean of success

**Based on the campaign brief, identify the campaign objective, budget, and which platforms you will run ads on?**

Campaign Objective	The project consists in developing an advertising marketing campaign for the new fall season to increase awareness of PYUR's
Budget	8k
Platforms	Facebook

# Who is your target audience and what is the reach for this campaign?

Review buyer personas, and campaign brief to identify target audience demographics, Geo-targeting, and behavioral targeting

Audience Demographics	Men and women between the ages of 21-45
Geo-targeting	in the United States
Behavioral targeting	who care about clearer, healthy-looking skin

# AD MOCKUPS

## Stories Ad




A Stories Ad mockup featuring a light gray background. At the top, the text "So fresh" is displayed in a black, sans-serif font. Below the text, a collection of six PYURFRESH skincare products is arranged on a white surface. The products include a small yellow bottle, a white bottle, a small green bottle, a white bottle, a white bottle, and a tall white bottle, all with the "fre" logo.

**Caption Text:**  
SMART FORMULATIONS  
MADE OF PURE  
INGREDIENTS WITHOUT  
FLAVORS AND ARTIFICIAL  
FRAGRANCES.

**Call To Action:**

**Don't mess the FRESH**

## Feed Ad



A Feed Ad mockup featuring a background of orange circles of varying sizes. Six PYURFRESH skincare products are arranged on the background. The products include a yellow bottle, a white bottle, a small green bottle, a white bottle, a white bottle, and a tall white bottle, all with the "fre" logo.

**Caption Text:**

**That's how you say goodbye to impure skin**

**Call To Action:**  
**order now**  
**[www.PYURFRESH.com](http://www.PYURFRESH.com)**

# Facebook A/B Test

Facebook A/B Test for Optimization				
Name of Ad	Campaign Objective	(Evaluation metrics) Key Performance Indicators (KPIs)	Audience	Budget
Ad 1	Awareness	Reach	Male	2k
Ad 2	Awareness	Reach	Female	2k

Expectation and next steps: Describe your goal is for the A/B Test and what you next steps will be based on results.  
your response here  
*The results showed that the female element is the most interested in the campaign, so this campaign will be targeting female.*

# Influencer Overview

Who/How many: Target audience of influencers	Women between 22-34
Where: Activation Channels	TikTok
What: type of lifestyle?	Healthy, skincare, makeup
When: will it launch? Duration?	1 week 20-27dec
Cost?	2k
How: What is the project proposal?	3 post 1-skin care routine 2-favorite skincare products for 2022 3-giveaway