

Organic Social Media Strategy Template

Build your organic social media strategy.

Historical Analysis, Insights/Observations, and Recommendations

Review the Fall 2021 Facebook awareness campaign dataset under the *Organic tab*.
Identify 3 key insights/observations and one improvement for each.

Content Type	The videos has more engagement than the photo. The recommendation is posting more videos.
Posted	Thursday has a more engagement and reach than other days. The recommendation is posting the content in the Thursday.
Content Theme	The Testimonial has a high engagement. The recommendation is to thank customers for their review to encourage them to post more testimonials.

Identify your platforms

Based on the provided documents and campaign brief, identify 3 social media platforms you will use to market.
For each platform, explain why and how these platforms support your campaign objectives.

platforms name :Facebook (FB)

justification: Facebook Ads allow us to target our audience based on demographics like age, gender, location, and interests.

platforms name : Instagram.

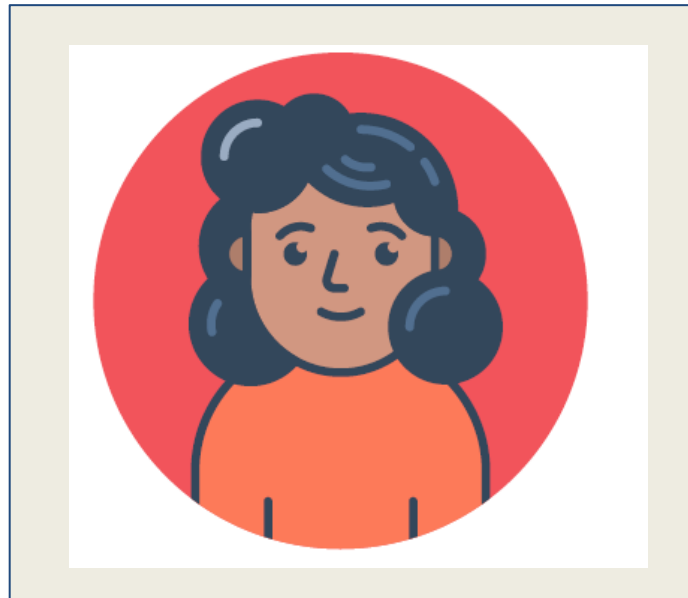
justification: Instagram app offers all the features we need to advertise our product and it is an excellent social platform for building brand awareness.

platforms name : Twitter.

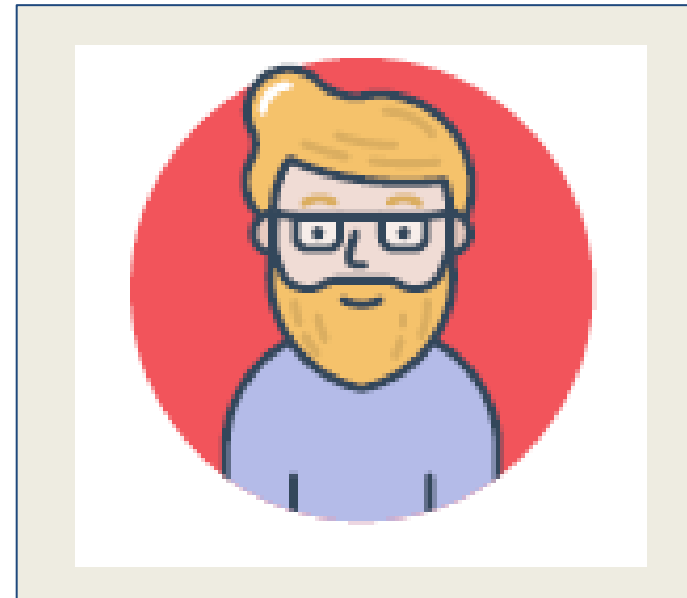
justification: To connect with our audience easily, actively and to build a community, also twitter's ad is more flexible than the other platforms

Identify your audience

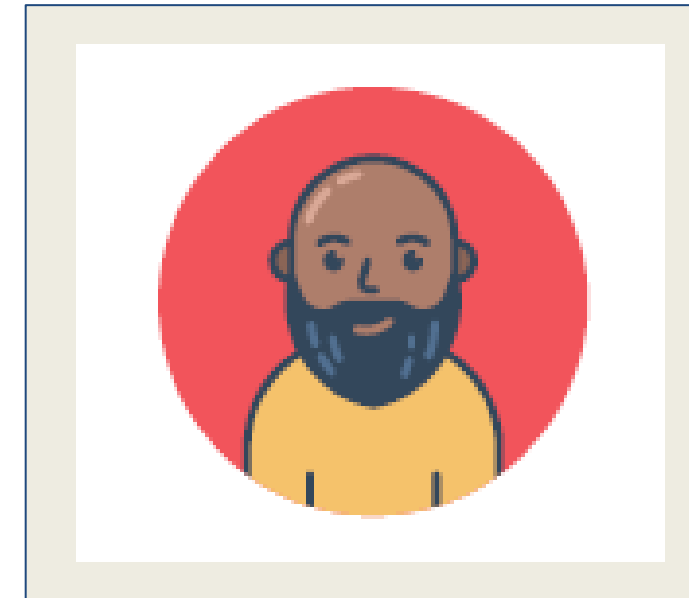
Review the provided persona profile documents, and use those to create 4 customer profiles. Each profile must include 1)title, 2)age, and then 3) three additional key points. (Profile image is optional)



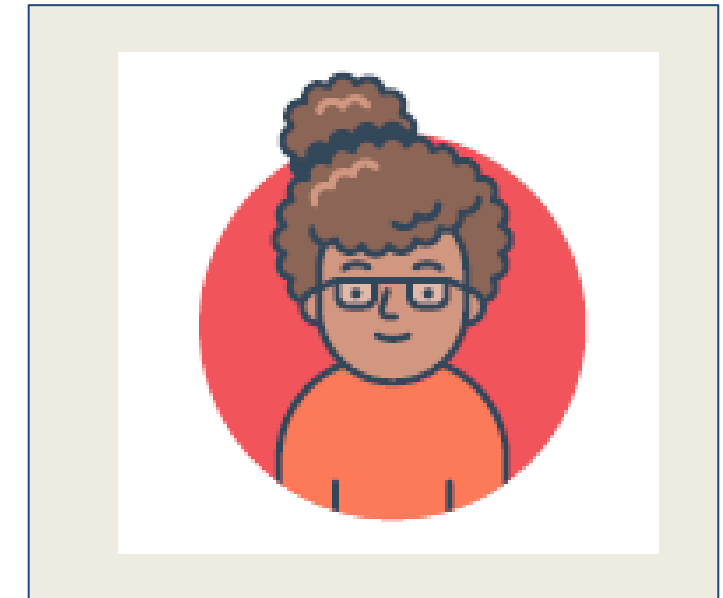
- Marketing Manager
 - 25 to 34 years
- Preferred a social media as method of communication.
- Skincare is not her first priority
 - Wants an easy, non fussy regimen



- Pharmaceutical Sales Specialis
 - 45 to 54 years
 - Quick and easy morning grooming.
 - Sensitive Skin
- Bad experiences with over-the-counter products



- Real Estate Agent
 - 35 to 44 years.
- Hard to find products for razor-bump prone skin
 - Dry and itchy skin
 - Skin discoloration due to ingrown hairs



- Web Developer
 - 35 to 44 years
- Wants an acne solution that is effective
- Extreme dry skin during the winter
 - Preferred an Instagram as method of communication.

Content Theme Sample Post

Based on the 3 content themes(Core of brand, Calendar, Conversational), choose one and create a mock post. Mock post should include

- Type of Content theme
- image: should be 1) lifestyle image that represents any of customer profile from the previous slide or 2) product image from the website).
- Copy-text: should be 1-3 sentences about the product including a call to action

Core of brand



Copy-Text /Caption	Water-free oil-serum is the secret to unclogging pores and evening out skin tone.Enriched with antioxidant rich ingredients to soothe and protect your complexion,and it is give hydrating benefits that soften and strengthen the skin’s barrier, this serum is the latest addition you need in your routine.
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Call -to -action : “Get Early Access Black Friady Deals With 50% off in the next 30mintus, Don't forget to tell your frinds "!...

This CTA will create a fear of missing out and a sense of exclusivity when they do actually get it .

Calendar and Cadence

Please provide a typical week snapshot of your social media posting calendar.
The posting calendar must include at least 4 posts *per platform* throughout the week.
Each post must include Post Title/Description, Publish Time, Content Theme, Placements

	elements to include	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Platform 1 (Facebook)	<ul style="list-style-type: none">Post Title/DescriptionPublish TimeContent ThemePlacements	<i>(sample 1)</i> Five essentials for clean skin 12 p.m. Core of brand Feed and Stories	Offers and gifts on occasion of valentine's day. 9:00 p.m. Calendar Post	Share posts from satisfied customers. 7:00 p.m. Conversational Post	Share humorous fun content 6:30 p.m. Core of brand Video	Remind people to visit your website and the benefits they get if they do. 8:00 p.m. Core of brand Post	Post tips and tricks for the products. 1 p.m. Core of brand Photo	Announcing for a new Products. 4:00 p.m. Core of brand Video
Platform 2 (Instagram)	<ul style="list-style-type: none">Post Title/Description1Publish TimeContent ThemePlacements	Five essentials for clean skin 12 p.m. Core of brand Feed and Stories	Offers and gifts on occasion of valentine's day. 9:00 p.m. Calendar Post	Share posts from satisfied customers. 7:00 p.m. Conversational Post	Share humorous fun content 6:30 p.m. Core of brand Video	Remind people to visit your website and the benefits they get if they do. 8:00 p.m. Core of brand Post	Post tips and tricks for the products. 1 p.m. Core of brand Photo	Announcing for a new Products. 4:00 p.m. Core of brand Reels
Platform 3 (Twitter)	<ul style="list-style-type: none">Post Title/DescriptionPublish TimeContent ThemePlacements	Five essentials for clean skin 12 p.m. Core of brand Feed and Stories	Offers and gifts on occasion of valentine's day. 9:00 p.m. Calendar Post	Share posts from satisfied customers. 7:00 p.m. Conversational Post	Share humorous fun content 6:30 p.m. Core of brand Video	Remind people to visit your website and the benefits they get if they do. 8:00 p.m. Core of brand Post	Post tips and tricks for the products. 1 p.m. Core of brand Photo	Announcing for a new Products. 4:00 p.m. Core of brand Video

New Opportunity/Growth Strategy

Please provide a tactic that will help grow a new channel using newer platforms (i.e. TikTok, Snapchat, Pinterest, etc)

The goal: Provide the who, what, where, and how you will grow the channel.

Who: Target Audience	Men and women in the United States between the ages of 21-45 who care about clearer, healthy-looking skin.
Where: Channel	TikTok
What is the tactic?	Short videos with trending sound effects
How will it grow the channel?	By making our original content with using trending hashtags , Songs and sound.

Paid Social Media Plan

Build your paid social media strategy.

Historical Analysis, Insights/Observations, and Recommendations

Review the Fall 2021 Facebook awareness campaign data and charts under (***Paid tab***)

Identify 3 key insights/observations and one improvement for each.

Remember, the campaign objective is awareness.

Amount Spent	For the awareness product features campaign(2nd) the amount spent is close to the amount spent on the Awareness Testimonial campaign(First) and the result of the first campaign are better than the other campaign.we can use video instead of image even the cost is bitly high but the result is deserve.
CPM	For the Awareness Product Feature the CPM is 3.39\$ which is very high cost compared to the expected result for the Impressions are not good and very low. Thus, we can reduce the cost and changed the Ad type to get more Impressions with good cost.
Post engagement	We are noticed the Post engagement in the Static Image is more than the Video! .. so recommend to investigate the photo why is got this high engagement.

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

Campaign Objective	The goal is to increase awareness of PYUR’s new 3-step solution in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets for the new fall season.
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 in the United States between the ages of 21-45.
Geo-targeting	United States
Behavioral targeting	People who care about clearer, healthy-looking skin and want to feel confident, clean, fresh, healthy; with a young spirit, free, and simple.

AD MOCKUPS

Based on the campaign objective, create ad mock-ups for a Facebook (Meta) campaign. Please create ads for two placements, one for Facebook (Meta) Stories, and the other for the Facebook (Meta) feed. The ads must include an image that represents the brand, one post text caption, and one call-to-action.

SPECIAL
ANNOUNCEMENT



SWIPE UP!

Caption Text:
Our special serum of the year
is finally back in stock!

Call To Action:
SWIPE UP!

Stories Ad

20%
OFF

Cyber
Monday
Sale

www.pyurskincare.com



Caption Text:
Cyber Monday Sale is RUNNING!

Call To Action:
RUN to the website!

Feed Ad

Facebook A/B Test

Based on the campaign brief and other provided information,complete all sections of the A/B test table below. Some of the budget details are provided for you in the brief, but you will need to identify the A/B test details. Make sure it is clear the difference between A & B. Also complete the Expectation and next steps section.

Facebook A/B Test for Optimization				
Name of Ad	Campaign Objective	(Evaluation metrics) Key Performance Indicators (KPIs)	Audience	Budget
Ad 1	The goal is to increase awareness of PYUR’s new 3-step solution in united state markets for the new fall season.	The number of user clicks	Women	\$1000
Ad 2		The number of user clicks	Men	\$2000

Expectation and next steps: Describe your goal is for the A/B Test and what you next steps will be based on results.

First, we will try to use (ad A) and (ad B) on the men and women,we see at which creative has a most clicks on the both men and women. Second we are compare the result between the A/b Ads and see which of thm had an good result .

Influencer Overview

Based on campaign objectives, provide a snapshot overview of the concept

Who/How many: Target audience of influencers	Men and women between the ages of 21-45 who care about clearer, healthy-looking skin
Where: Activation Channels	Facebook
What: type of lifestyle?	Healthy lifestyle and skincare
When: will it launch? Duration?	Launch: in a new fall season ,Duration: One Month
Cost?	\$2K
How: What is the project proposal?	A significant impact on improvement will come from expanding and diversifying the selection of products available on the brand website, as well as from include user reviews, product ratings, and a list of occasionally-appearing discount coupons.