



Reiseone Social Media Kickoff Report: WEEK 1 DELIVERABLES

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Date: July 10, 2025

Onboard meeting minutes

Start time: 10:30 am

Purpose of call: Orientation on Reiseone's mission, vision, and values, walkthrough of Reiseone's brand voice, tone, and visual identity, understanding Reiseone Ltd (corporate & travel solutions) and Explore More.

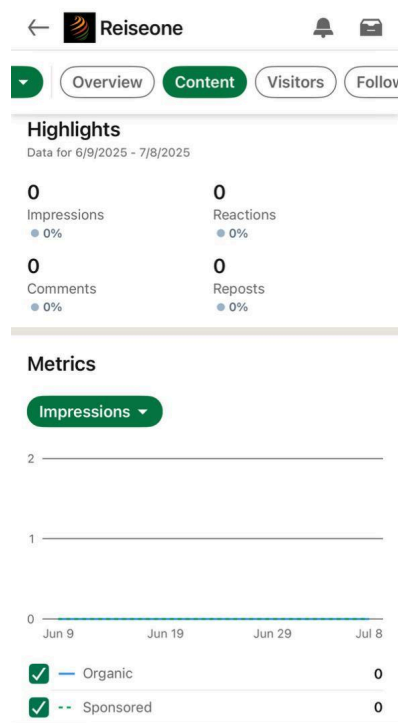
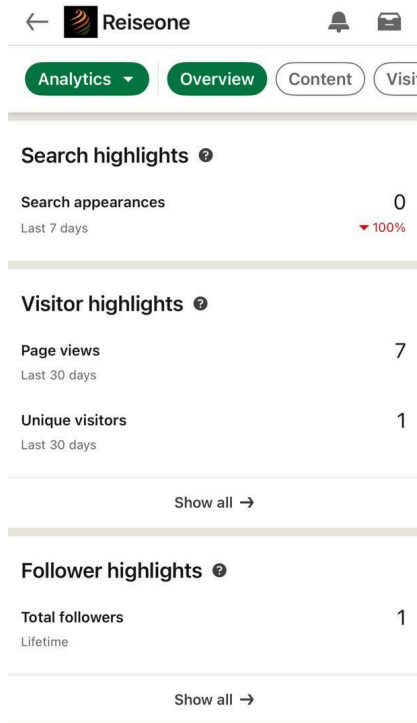
Audit & Familiarization

Successfully logged in to the following social media platforms for the organization.

Observation: All accounts essentially have no posts, followers, or engagements. The Instagram account(Reiseoneevents) has some graphic posts, but they do not align with the brand's colour.

The social platforms have the following current performance, and analytics are also stated below.

1. Instagram:
 - a. Reiseoneevents: 12 posts, 31 followers, 31 following. Insights(last 30 days): 0
 - b. Reiseone_ng: 0 posts, 22 followers, 16 following. Insights(last 30 days): 0
2. Facebook: Reiseone Global. Login details retrieved, linked to Instagram account (Reiseone_ng).
 - a. Username/Email: reiseoneofficial@gmail.com
 - b. Pswd: andima@7S
 - c. 0 posts, 0 likes, 0 followers
3. TikTok: New account created, switched to business account instead of a personal account
 - a. Username: reiseone_ng
 - b. Pswd: andima@7S
 - c. 0 followers, 0 following, 0 posts
4. LinkedIn: 1 follower. Images of insight below;



Competitor Research & Audience Familiarity

Competitors analyzed:

1. Wakanow
2. Travelstart Nigeria
3. Bliss Events
4. goodevnts
5. zeetravels_tour

Observations:

Brand	Strengths	Weaknesses	Opportunities
Wakanow	Many followers: 522k+ Strong customer trust; Consistent promos	Low engagement on posts	Focus on premium or curated experience storytelling for Reisoene Travels

Travelstart NG	Very nice visuals; regional relevance	Low engagement on posts	Highlight local travel experience creatively
Bliss Events	Good pictures and video content for the online audience.	Influencer-dependent	Position Reiseone as a <i>collective experience</i> , not just a person
goodevnts	Good event visuals; elite appeal	Generic captions & No captions	Focus on <i>relatable luxury</i> for wider appeal
zeetravels_tour	Good engagements on social platform(i.g)	Poor visuals; not too appealing in terms of graphics	Use <i>behind-the-scenes</i> and <i>real testimonials</i> to win trust Do collaboration posts with customers.

Recommended Priorities (Q3 2025): Short-Term (July–August)

Goal	Action Item
Establish brand identity	Launch intro posts on all platforms with brand mission, value & vision
Grow first 100 followers	Use founder/team network, targeted IG/FB ads, and platform cross-promotion
Create platform consistency	Unified brand kit: fonts, tone, colour palette, logo usage
Build content buckets	Define content pillars: Travel, Events, Tips, Testimonials, Team, Trends
Engage early	Use polls, Q&As, and interactive reels to generate early engagement

JULY POST CALENDAR

Date	Platform	Post Title/Concept	Format
July 14	All	“Introducing Reiseone Travels” “Introducing Reiseone_events”	Simple Graphics
July 14	LinkedIn	Brand story – how Reiseone was born	Picture of Sharon in a company-branded T-shirt
July 15	All	“Our Core Promises to You”	Graphic post
July 17	IG /TikTok/ FB	Venue setup of the July 17th event	Reels
July 18	IG /TikTok/ FB	60-second video coverage of the July 17th event #TGIF	Reels (voiceover)
July 20	IG /TikTok/ FB	“How you’ll feel booking your next trip with us”	Reels+Trending audio
July 21	All	Travel/Events Service Breakdown	Carousel(Graphic)
July 24	All	BTS: Planning an event teaser	Reel
July 25	All	Poll: “What’s your 2025 dream destination?”	Graphic post
August	All	Happy New Month	Graphic post

Requirements(Graphics)

1. Brand’s logo document
2. Welcome to August with an Aeroplane image(for Reisone Travels)
3. Brand’s Font Types