

# Fangirl Quest: Content Marketing and Social Media Plan

## Fangirl Quest

Travel, tourism, film and television site from a fan point of view.

<http://www.fangirlquest.com/>

### Note:

**I am doing this assignment in collaboration with the site. They want more visibility for their travel articles and would hope that more people visit their site to gather travel information as opposed to coming to the site for the scene frames, which is the current situation.**

The main idea of the site and the project is to travel to filming locations of movies and TV-series and take pictures of the locations with a scene from the movie or series framed into the picture, as you can see here: <http://www.fangirlquest.com/sceneframing/>.

The site also focuses on travel. They review locations, hotels, restaurants, etc. in the locations where they take the scene frame shots. Since the site is also a fan site, they publish fan news, offer fan merchandise, hold contests, and interview popular actors and other people involved with the making of the features TV shows and movies.

They distribute their content through a blog, and mostly by linking it to social media sites, mostly Facebook, Twitter, and Instagram. I know that the Finnish version of the site is published in collaboration with a widely distributed Finnish tabloid newspaper, which might get some readers to the English-language version of the site, too. But since the focus here is on the English-language site I will not be getting into the Finnish version.

Besides their site, they are most active on Facebook, Twitter, and Instagram. The interesting thing about Instagram is that they have a huge number of followers there but have not posted nearly as much content as they have on eg. Twitter. I figure this is because of the visual nature of their site, many followers probably use Instagram as a way to follow the site and as their primary social media channel. They also post short videos on YouTube, which do not have many views but do bring an interesting dimension and behind the scenes look in making the scene frames.

## Social media accounts

### Facebook

<https://www.facebook.com/FangirlQuest/>

5865 followers

Very active. Lots of posts, many likes and shares from fans, many followers and in general very much interaction between the site and the followers.

## Twitter

<https://twitter.com/FangirlQuest/>

6228 followers

Same thing as Facebook. Lots of tweets, many followers, very active and much interaction between the site and its followers.

## Google+

<https://plus.google.com/u/0/110610779373813653683>

12 followers

The page is well set up. There are hardly any followers, but the setup of the page should help the site get noticed by Google in its searches.

## Instagram

<https://www.instagram.com/FangirlQuest/>

12 700 followers

Very active. Sceneframes, pictures of meals, general tourist pictures, pictures of places visited, etc. Lots of likes, at least a few comments on every picture, generally good visibility and interaction between followers and the site.

## Pinterest

<https://fi.pinterest.com/fangirlquest/>

311 followers

Somewhat active, mostly images inspired by the places they visit, fan conventions etc. Also a board dedicated only to sceneframes, which has the most pins but not that many more followers.

## Tumblr

<http://fangirlquest.tumblr.com/>

Tumblr doesn't give out the number of followers to the public.

Many posts and the posters themselves are active, but they have yet to get many likes for their Tumblr blog.

## Youtube

<https://www.youtube.com/channel/UCI55nBdYfIOPeBKmgZ1wexA>

The link is wrong on their website. This should be fixed.

138 subscribers.

Some content, mostly short "Behind the scenes" types of videos, but not much going on in terms of interaction. This might be because of the wrong link on the main site.

## Proposed content marketing plan

The ideal type of content for the site would be a combination of scene frame, travel blog, and travel videos which would then be shared on the appropriate social media channel. The videos would be well-made quality videos about the whole scene framing process combined with vlogging about the destination and some travel and location tips.

On the site, each scene framing trip would include an article about the location itself, possible hotel and restaurant reviews, with quality images and researched, well-written content. These articles would be cross-linked to each other, or possible even featured in one article all together. The site might actually want to consider restructuring its content completely, combining the travel posts and scene framing posts into single, longer posts.

## Proposed social media plan

I would start by shifting the focus of social media updates more into the travel updates. I would post more pictures on Instagram and Tumblr concerning travel, restaurants, and other such things the site wants more visitors on. I would still keep the updates of the original idea, the scene frames, but slightly lessen their frequency in favour of the travel posts.

Then, I would start creating better content on YouTube. Travel vlogging and travel videos are very popular on YouTube, so the competition is strong, but so is the interest. Right now the videos are pretty rough and simple. I would focus strongly on the quality of the videos, and make them a part of the whole scene framing package.

## Influencers to reach out to

I propose offering a collaboration with known YouTube travel vloggers.

### **Kristen Sarah**

<https://www.youtube.com/user/hopscotchtheglobe>

Also a self-professed fan of Finland.

### **Nadine Sykora**

<https://www.youtube.com/user/nayders07>

A popular female solo traveler who also vlogs a lot about the food she eats on her travels, just like the women of Fangirl Quest.

### **The Vagabrothers**

<https://www.youtube.com/user/vagabrothers>

Two brothers who travel for a living. They also love Finland and would probably like to do a collaboration with Finnish bloggers.

## Example content

The influencer visits a destination where Fangirl Quest has made scene frames and creates a video from the location. They describe the scene framing process, interview and talk to the women of Fangirl Quest, film the location, talk about it, and generally present the location in an interesting way.

This video would then be featured on the influencer's channel, on the Fangirl Quest channel, as well as the influencer's website and the Fangirl Quest website. Each party will promote it on their respective social media channels, mentioning each other and cross-linking to each others' channels and sites.

## How this fits with the content marketing and social media plan?

In the plan I detailed that the site should focus on creating better quality videos on YouTube to promote their content. Working with popular travel vloggers who create good quality video content for a living does exactly that. Having a travel-focused influencer feature the site in the content they create helps the site get visibility and make people aware that they are also about travel, which is what Fangirl Quest is striving to do at this moment.