CONTENT MARKETING & SOCIAL MEDIA PLAN

Company Name: Zersey

Industry: News/ Media Website

Company URL: <https://zersey.com/>

**AUDIT OF THE COMPANY**

1. Zersey is a social media platform to connect and interact on topics that interests you. One can start their own blog or manage own micro-site and connect with like-minded people. They can read and write on the topic of your choice and build a community around it. In short, it is a social media for the informed millennials.

It is currently providing services of creating content like: photo post, word post, link post, Q&A post, and Quiz under various categories like: News, Entertainment, Inspiration, Food and Health, Travel, Sports etc. Moreover, they also have a different section named apps where the users can play different games like: Tic-tac-toe, Crossword, Sudoku etc. They share their content mainly though blogs and through social media platforms like: Facebook, LinkedIn, Twitter, and Instagram.

**SOCIAL MEDIA**

**FACEBOOK:**

Facebook: <https://www.facebook.com/zerseyindia/>

Their Facebook Page has 353,856 followers.

Many Facebook Followers are not active as it is visible by the number of likes and shares the posts receive which is very less.

**LINKEDIN:**

LinkedIn: <https://www.linkedin.com/company/zersey>

LinkedIn Page has 43 followers.

One cannot comment much about LinkedIn Followers as there aren’t many posts on LinkedIn Page.

**TWITTER:**

Twitter: <https://twitter.com/zerseyindia>

Twitter Page has 136 followers.

Twitter followers are not much active as there are not much shares and retweets on the posts.

**INSTAGRAM:**

Instagram: <https://www.instagram.com/zerseyindia/>

Instagram Page has 97 followers.

Instagram Followers are active and are interested in the content which is related to their topic of interest.

**UPDATED CONTENT MARKETING PLAN**

1. The foremost thing the company should be concentrating about is the content they are generating. As it is seen that many Facebook followers are inactive, this shows that the content generated is indeed of a poor quality and the length of the content is also small. Also, they should be focusing more on data driven content and a research oriented content. This creates an interest among the people reading the article and thus, it is likely to get more links and shares. To increase LinkedIn Followers, the company needs to generate more professional content on their LinkedIn page. To generate more interest among public, they could also tie up with some large-scale company having a huge brand name. This will help in increasing the number of followers and would lead to increase in organic traffic on their website. Besides writing articles and posts, the company should also focus on creating high quality videos and sharing it on YouTube by creating their own channel. Many people prefer watching videos over reading any content and thus, it will engage more audiences.

**EXAMPLE:**

1. I would post more pictures on Instagram regarding travel, sports, and entertainment. I would also create a business account in Tumblr which is also a great social networking platform for posting pictures related to the above-mentioned categories.

Apart from this, I would also prefer creating high quality videos of the travel experiences of people in different places and would share it on YouTube channel. The videos of hot topics in politics can also be shared on the channel. This would engage more users as it would show them the real-life experiences of others. To promote the video, I will take help of the influencers who would help in spreading this video among larger portion of audiences. This will help me in getting followers in all the social media platforms.

**NEW SOCIAL MEDIA PLAN:**

1. The social media plan will vary for different social media platforms. To generate more followers and to ensure that they remain active, the content generated and shared on Facebook should be of a high quality. Moreover, the content should be lengthy too. This is true for all the categories like: Politics, Entertainment, Sports, Travel etc. Also, the content should contain images describing any situation or condition which would create more interest among users sharing their content and following the company.

For sharing content on LinkedIn, it should be professional one. That means it should be related to some company or some business. One cannot expect to share entertainment content on LinkedIn.

For twitter, the key thing in generating more followers is the title related to the post. The title should be catchy which captures the attention of audiences. Thus, one should use the 140 characters’ limit of Twitter wisely and cleverly.

Company should reach out to influencers like:

1. Amit Agarwal – Digital Inspiration (Labnol)

An IIT graduate, Amit Agarwal had quit his corporate job to become a professional blogger. By being a professional full-time blogger since 2004, he is also known for being the first professional blogger from India. Mainly focusing on Social Media based technology, his blog also has up-to-date updates on various latest technologies from Google. WordPress, Apple, etc.

1. Shalini Mehta

A Mumbai-based fashion stylist, Shalini Mehta runs the blog. She graduated from the National Institute of Design. With extensive expertise and skillset in the fields of fashion, styling, cinema, and TV, Ms. Mehta writes some of the best quality content that works well from a brand’s perspective and engaging & relatable from a reader’s perspective.

1. Rutavi Mehta – Photo Katha

A travel and lifestyle influencer, Rutavi Mehta is a digital marketing professional and a travel consultant as well. Her blogs are full of crazy travel tales, essential tips for travellers, and a lot of lifestyle content. Be it Jordan or Bali, Photo Katha is the right place to get all your travel queries answered. Even brands love associating with Ms Mehta for her unique content and splendid photography skills.

1. Revati and Charles- Different Doors

The blogger couple not only shares the same passion – travelling – but they also share their travel blog. From travel suggestions to tips, from where to stay to what to do, their blog has everything that a traveller needs. They are not only open to collaborations with brands, but they are also happy about meeting up with their blog readers over good food and wine.

These are the top influencers; the company should reach out to increase their online

Presence and business.