**Business plan for custom firework delivery**

**Introduction:** This company will make advertisements for custom patterned fireworks in the design of words or names, the design can be in different colours and fonts but the form will always be the ‘repeaters’ or ‘aerial fireworks’ that will detonate high up in the air into the pre-chosen design, this is the unique aspect of my company. The company will have a program on the website that will render an animation for the design that has been chosen then the customer can order the custom-made firework directly to their doorstep, or PO box within 2 weeks or a month if they are overseas.

The company is called ‘Build-A-Firework’ and is intending to use social media to increase their publicity and gain more customers, the company only has one factory where they build the fireworks before mailing it to the customers, because of this they do not need multiple stores to go in person and can work over the internet. The hope of using social media is to gain more customers and make a reputation for the unique aspect of the fireworks and the fact that no one else in the firework making game can replicate what the company is capable of with their methods; this is also going to be how the company will be promoted in YouTube advertisements and sponsorships, as a unique and amazing new concept of firework messages.

The benefits of using social media for publicity is that the company will gain renown across the UK and maybe even overseas and will gain more customers and subsequently earn more money to expand the company and create new unique firework designs, they hope to be known globally as the pioneers of custom firework designs.

To measure performance, they will first upload examples on their website, and their multiple social media platforms as well as sponsoring popular youtubers and having advertisements on websites with a large traffic; television adverts – this will then be checked for the amounts of followers they have and the shares / retweets on Facebook and twitter. The more comments and likes and mentions they get will increase their popularity and have more people buying fireworks from them. The use of these platforms match my organisation profile as they can spread its influence and reputation amongst their user audience, they all have a wide intended audience and are not limited to any genres so the company can easily thrive on them.

**Content Planning and Publishing:** This company will post pictures and videos of examples and previews of their products and will tweet teasers of their upcoming products, they will get this content by making their own products (not to be delivered to anyone) and record or take picture of them being used and then post them on their social media accounts. The platforms that will be used are YouTube for adverts and sponsorships, twitter for teasers and notifications and Facebook for spreading their name and getting feedback from consumers to improve on. These will usually be updated once a month or every 2 months. The target audience is anyone over the age of 18 as the age restrictions for buying fireworks are 18 years old in the UK.

The keywords to be used in this social media campaign are fireworks because I’m selling fireworks and it has a wide range and audience profile, custom, Build-A-Firework, homemade and homemade fireworks, these keywords are all directly connected with the business and are likely what people would search for to find it. Google AdWords will be used to show the companies adverts on YouTube and to check the number of clicks and traffic it gets. The content will be updated either monthly or bi-monthly, but the uploads will increase drastically around late June in preparation for the 4th of July in America and late October in preparation for the 5th of November’s bonfire night in the UK, maybe even near Eid, Diwali and other celebrations.

**Online Communities:** To develop online communities I will need to advertise and sponsor some Youtubers and give them some free products and ask them to review them in their videos, this way if they are satisfied with them they will recommend the products to others and their viewers may pay to use my service.

To keep the audience engaged I need to keep coming out with new content that is if high quality and is an innovative new idea, and constantly update them and keep a high quality in my products without any failures or errors such as the fireworks not working or blowing up in their faces or even blowing up in the wrong design.

I will use promotional techniques such as requesting feedback and conduction surveys to know what to improve and cater to the needs of my target audience.

I will have a team that looks out for our reputation and what people are saying about us on other websites bi-weekly to always be improving ourselves.

I will respond to queries and complaints on twitter if they are major and through texts or private messaging if they are small complaints.

**Social Media Policy:** The policy of the organisation will be to not upload unrelated content to the company on the social media accounts, the social media team will go through all the posts to ensure that they will gain publicity and that they reach the intended audience. Any derogatory on harmful comments will not be tolerated on the social media page, such as sexism, racism, etc. The rest of the rules will be determined at a later date.

Untested or unfinished products will not be made public until they have a low degree of error and will not be sold until there is no chance for errors at all to ensure confidentiality; employee details will not be release except for the identities of those on the social media team, if their consent is given. The account details will be only known to the account holders and nobody else to maintain security, to deal with breaches there will be a security team that will prevent and fight against all kinds of cyberattacks like DDOS’s or we may hire a cyber security company for this. We will also have security guards on site inacse anyone tries to physically come and steal our data or make a ruckus in the company compound.

No-one is allowed to use the company social media accounts for personal messing unless it is in response to complaints or to help a customer in some way so that no-one tarnishes the company image and reputation.

The legal and ethical considerations I will need to take are following copywrite laws, addressing the use of cookies on the company website and not using them maliciously, user data management and what is collected from them and not using Blackhat SEO techniques such as reporting our competitors or having hidden text / links

To ensure the policy is followed I will have a system in place that will find out who has broken the policy. There will also be penalties dealt by the HR department to those who do not follow the company policy to a tee.