

# 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.

Testimonial Video had the highest number of impressions, engagement and video views	I recommend that more funds be allocate to this campaign in the future.
How-To Photo had the lowest reach and no engagement.	I recommend that the campaign should be stopped, so that the funds used to finance this campaign can be used to finance another campaign with a better result
Product Video has a good number of Video views	One improvement will be to increase the budget of the campaign

# 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 and justification (Facebook with over 2 Billion Users has both Millenials, Gen Z's, Gen X and Baby Boomers, which is a great way to reach a larger demographic because people love to connect with old friends and family via this platform, discover new opportunities, product and services.)

platforms name and justification (Instagram offers quick visuals for sharing information and it is a good option for people to share their experiences, find interesting topics, show their craft and creativity, attract users and gain relevance etc.)

platforms name and justification (Twitter with over 1.5 billion users, offer businesses discoverability, it allows users to discover stories regarding today's biggest news and events, the leverage to follow people or companies that post content you enjoy consuming, or just simply keeping in touch with friends.)

# 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)



- Web Developer
- Female, 35-44 years
- Wants an effective acne solution
- Prefers Instagram, text and mail
- In Technology Industry



- Marketing Manager
- Female, 25-34 years
- Wants an easy, not fussy regimen
- Household Income of \$75k
- In the Marketing Industry



- Pharmaceutical Sales Specialist
  - Male, 45-54 years
- Bad experience with over-the-counter products
- Prefers Phone calls, text, email and face-to-face
- Household Income of \$85k



- Real Estate Agent
- Male, 35-44 years
  - Independent contractors working 100% commission
- Dry and itchy skin
- Self Employed

# 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

## Beauty



Copy-Text /Caption

Our 3-step system clarifies, unclogs pores, and moisturizes the skin that helps fight blemishes, irritation, and even out skin tone. Click (<https://udacity.github.io/nd018-Social-Media-Marketing/>) to Learn More

# 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"><li>Post Title/Description</li><li>Publish Time</li><li>Content Theme</li><li>Placements</li></ul>	<i>(sample 1)</i> Five essentials for clean skin 12 p.m. Core of brand Feed and Stories		Q&A 12 a.m. Core of brand Stories	Must-Have Wednesday 7 p.m. Core of brand Stories	Essentials for Morning Routine 3 p.m. Core of brand Feed and Stories		Essentials for Night Routine 12 p.m. Core of brand Feed and Stories
Instagram	<ul style="list-style-type: none"><li>Post Title/Description<sup>1</sup></li><li>Publish Time</li><li>Content Theme</li><li>Placements</li></ul>	Q&A 9 a.m. Core of brand Stories	Essentials for Morning Routine 12 p.m. Core of brand Feed and Stories		Must-Have Wednesday 3 p.m. Core of brand Stories		Five essentials for clean skin 3 p.m. Core of brand Feed and Stories	Essential for Night Routine 8 p.m. Core of brand Feed and Stories
Twitter	<ul style="list-style-type: none"><li>Post Title/Description</li><li>Publish Time</li><li>Content Theme</li><li>Placements</li></ul>	Essentials for Morning Routine 3 p.m. Core of brand Feed and Stories		Tips for deep cleansing 8 a.m. Core of brand Feed		Five essentials for clean skin 2 p.m. Core of brand Feed and Stories		Essential for Night Routine 12 p.m. Core of brand Feed and Stories

# 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	Gen Zs
Where: Channel	TikTok
What is the tactic?	Post Engaging Videos using Viral Trends in line with Beauty, Skincare and Lifestyle
How will it grow the channel?	Following Trends on TikTok will increase reach thereby increasing Engagement.

# 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.*

Majority of result and impressions came from Facebook and Instagram	This two platforms will be focused more in future campaigns
The campaigns lasted for 6 days	I recommend that the campaign duration be extended to atleast 2 weeks to gather more data for a thorough analysis of the campaigns
Awareness Product Feature has the highest post Engagement and CPM (Cost per 1,000 Impression)	More funds should be allocated to this campaign

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

Campaign Objective	Increase awareness of PYUR’s new 3-step solution
Budget	\$10K
Platforms	Facebook, Instagram and Twitter

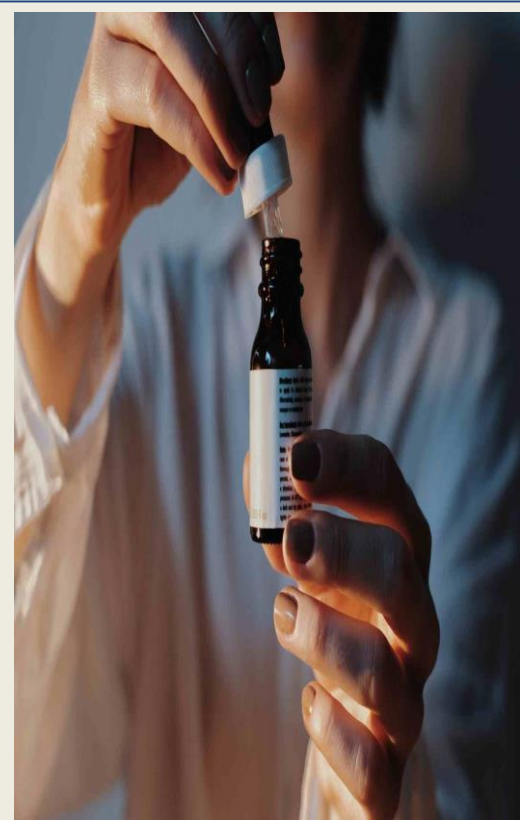
# Who is your target audience and what is the reach for this campaign?

Review buyer personas, and campaign brief to identify target audience demographics, Geo-targeting, and behavioral targeting

Audience Demographics	Ages 21-45
Geo-targeting	United States of America (New York, Chicago, Miami, Dallas, Houston, and Los Angeles)
Behavioral targeting	Skincare, Beauty, Lifestyle

# 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.



**Caption Text: No more acne and skin discoloration. 100% SAW SOFTER, SMOOTHER SKIN.**

**Call To Action: BUY NOW**

**Stories Ad**



**Caption Text: Must-have Skincare that accommodate an active lifestyle, moisturizes the skin, helps fight blemishes, irritation, and even out skin tone.**

**Call To Action: LEARN MORE**

**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
Product Photo	Examine audience knowledge of our products	Post Engagement	Lookalike Audience	\$3k
How-To-Use Photo	Understand Audience Interest in our products	Post Engagement	Custom Audience	\$3k

**Expectation and next steps:** Describe your goal is for the A/B Test and what you next steps will be based on results.  
*The goal for the test is to know which photo will drive more post engagement and the next step will be to incorporate the photo with the better result in future campaigns.*

# Influencer Overview

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

Who/How many: Target audience of influencers	2 Micro Influencers (Caroline Hiron and Tiina Officiel)
Where: Activation Channels	Facebook and Instagram
What: type of lifestyle?	Beauty, Lifestyle, Skincare
When: will it launch? Duration?	First week of December 2023 ( 6 weeks 07-12-2023 – 11-01-2024)
Cost?	\$2k
How: What is the project proposal?	A 2-month project to create awareness about PYUR's new 3-step solution, the budget is \$2k and the goal is to reach a 40% wider demographic in 6 weeks.