



Champagne Lane Social Media Strategy

Business Goals:

- Increase bookings and revenue to Champagne Lane.
- Increase website traffic from paid and organic sources
- Increase our affinity with our social media followers

Content Strategy:

- post 2 - 3 times / week
- use instagram, facebook and tiktok
- post a mixture of families and the Lane, pictures of the Lane and things to do around eg. hiking, etc.

Target Audience:

- facebook: men and woman within the ages of 35-65
- instagram: woman between ages 20 - 50
- tiktok: people between ages 20-55

Messaging:

- tone of voice: fun, inviting yet not too informal... keeping relevant.
- what are we portraying? A memorable holiday for a family.

Standard Operating Procedures:

- answer FB/Instagram messages once a day
- if there is a question we do not know the answer to, message/call Mary-Ann.
- before scheduling any social media posts, send content plan to Trevor for approval
- once a day reply to comments and delete inappropriate comments.

Review and Reporting:

- review social media strategy monthly
- report monthly on social media KPI's