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Social media strategy Proposal

project 2

Makayla Johnson

# overvieW

## The mission for my business organization MKCreative Artistz is to expand my talent within a lot of clients in different areas of interest. Because of my talent of creativity, I wanted to learn more on different things on top of the knowledge I already know. I started my business back in 2020 after I graduated from high school and after a year, I found out I was expecting and I and to put everything to a stop. Now that everything is out of control, and I have achieved goals that I need to accomplish I will start back up my business as a designer.

## The services that MKCreative Artistz offered are based all on creativity! There are no main products when it comes to this organization. Every client will always get a chance to see my creative side first when talking about any products they are interested to be customized for any special occasion. If the client doesn’t like any of the designs, I mocked up and created that’s their chance to explain to me how they would like the design to be, and I will create it upon what the client describes and show as an example of work that they like.

## The organization isn’t big just yet, but it is a known organization of mine. Once I can update my business social media, I feel like that’s when my business will expand even more. Every time I create something for someone everyone always compliments it or even ask who did that for them. MKCreative Artistz has been around for 3 years but it has been slacking due to personal reasoning.

## MKCreative Artistz doesn’t have a social media presence although after doing “pages” on Facebook as participation for our summer class I plan to keep it up and update it into my business organization to reach others on Facebook themselves.

## BRANDING STRATEGY

## The personality brand of MKCreative Artistz is to be shown the talent within me as a person! This whole organization also express how much and how art itself is my passion in life and why I keep going as a person.

## The emotion that I want this organization to expand is CREATIVITY.! Anything you think of it can come to life and that’s what I want my audience to understand! Especially when it comes to design a lot of people that do create clothing lines doesn’t create their designs themselves, but they pay someone else to do the design for them. That’s what makes me different! I do everything from scratch even all the mockup designs.

## The promise of this organization is that creativity comes along way! When it comes to design it sometimes takes time and patience when dealing with clients that really do not know what they want. This is the reason why I tend to create 3 or more mockup designs for each client so that they can see what I am capable for when it comes to designing from scratch.! Even if the client doesn’t like any of my designs that’s when we will sit down and talk about the ideas that they have and thought of. I do plan to update my organization name and logo to make it more pop and eye catching for others to want to see what I can offer as a designer and their needs and wants.

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## AUDIENCES

## The audience that eye catches this organization is anyone that needs anything designed up to business cards, clothing, bags, hats, etc!

## <https://maze.co/guides/user-personas/>

## <https://99designs.com/blog/business/define-your-target-audience/>

## the links listed are research readings on audience persona’s that would help anyone’s business/organization to expand and get better than before.

## Any client/audience of the organization is important because it’s what makes my talent expand into other people eyes and interest into giving me challenges to create designs that they want to come into life.

## Instagram was my main platform, but I will now expand MKCreative Artistz into Facebook to reach any more people with my talent and creativity.

## CONTENT STRATEGIES

## Every content idea you can think of would help this organization out big time! Speed recording videos, reels, informational input, picture collages are the main content I would post and spread within social media! People really like when I add music to the background of recorded videos. Including music would get audience’s attention especially if its music that they like listening too. Audiences with different interest is what I investigate! I don’t want all my clients to want the same thing I want everyone to express what they are looking to be done and I will do my best to fulfil their request.

## EDITORIAL CALENDAR

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## With this calendar I show what a month of my work would insist when dealing with this organization. My priorities are to always end with my client/audience to be happy with the outcome and always to come back with more ideas they would want me to design and bring to life.! The goals of social media are to expand in every which way even getting notice with my custom products and hearing how others like what they see when other people wear or walk around with what I have created!

# CONTENT SAMPLES

(My content samples are posted in our group Facebook page!)