

# 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.

USA is the only country organic ads are run	Broaden the location of the audience to other countries since the product is being sold in London, Australia, Canada, France, Germany, Italy in addition to USA.
Video overall received more impressions and engagements	increase video content
Testimonials overall have high reach, impressions and engagement	increase testimonial ad content

# 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.

Facebook-is already set up as a profitable source of ad revenue for the company.

Twitter- all of buyer personas are on twitter, suggesting that our target audience can be found there

Instagram- target audience we want ot reach is 21-45 and that demographic can be found on this social medial channel

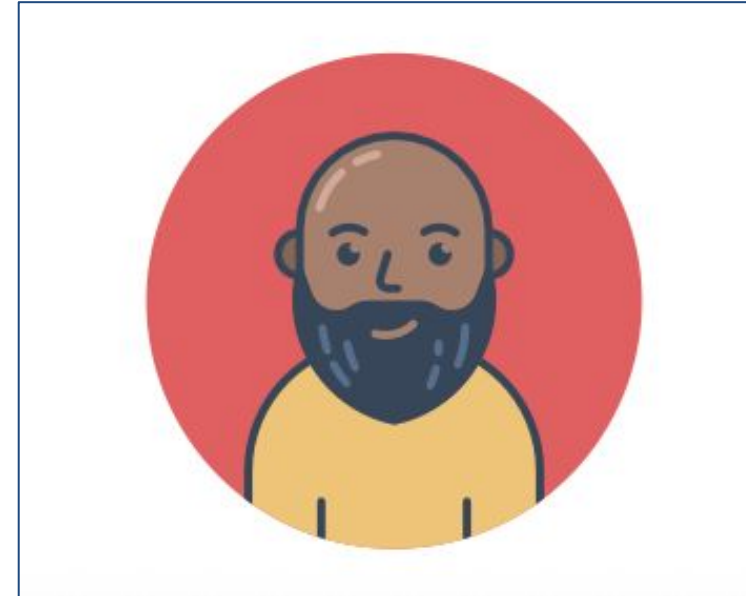
# Identify your audience

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)



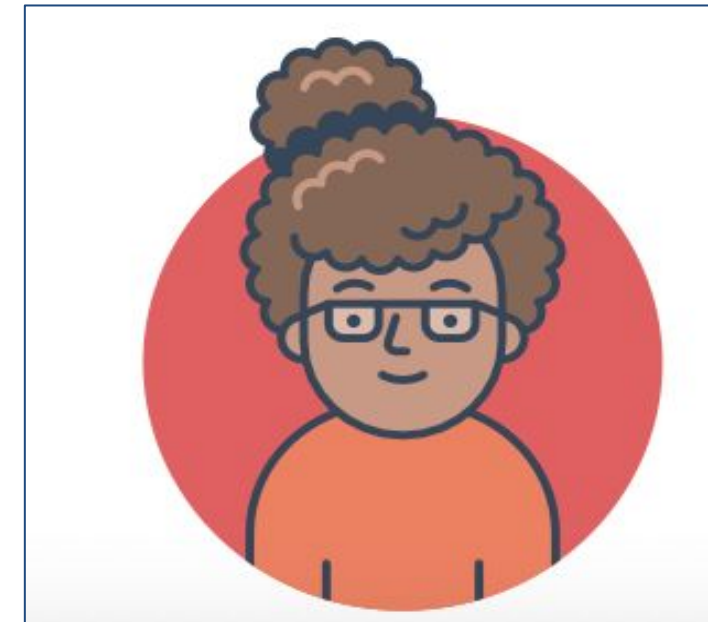
**Marketing Michelle**

- 25 to 34 years
- Wants an easy regimen
- They Gain Information By Marketing Conferences, Podcasts, Online webinars
- Works in marketing industry



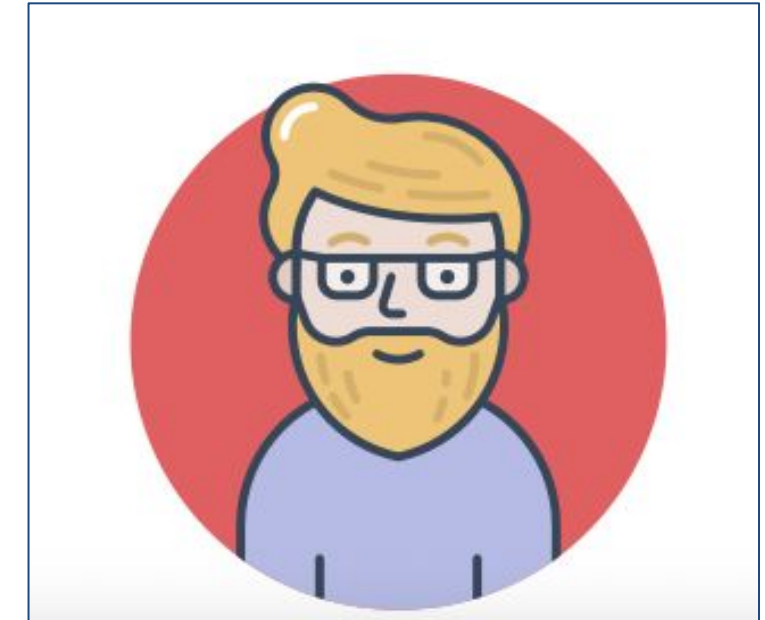
**Realtor Rich**

- 35 to 44 years
- Hard to find products for razor-bump prone skin
- Some college, no degree
- They Gain Information By Conferences, Online trainings, Social Media



**Wendy the Web Developer**

- 35 to 44 years
- Wants an acne solution that is effective
- They Gain Information By Conferences, Online, webinars
- Works in technology industry



**Pharmaceutical Phil**

- 45 to 54 years
- Sensitive Skin
- Bad experiences with over-the-counter products.
- They Gain Information By Facebook

# 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

Core of brand



Copy-Text /Caption	<p>With PYUR indulge your skin in the luxury it deserves with our exquisite skincare line. Say goodbye to dullness and hello to a radiant glow that steals the spotlight.</p> <p>CTA: Shop PYUR now</p>
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# 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
Facebook	<ul style="list-style-type: none"><li>• Post Title/Description</li><li>• Publish Time</li><li>• Content Theme</li><li>• Placements</li></ul>	(sample 1) Five essentials for clean skin 12 p.m. Core of brand Feed and Stories		Nature's Elixir 11 a.m. Core of brand Reel	Skin Bliss 4 p.m. conversational carousel ads		Imperfection Erased 5 p.m. Calendar instant experience	
Twitter	<ul style="list-style-type: none"><li>• Post Title/Description1</li><li>• Publish Time</li><li>• Content Theme</li><li>• Placements</li></ul>		Combat acne 3pm conversational Feed and Stories			Nature's Secret for Ageless Beauty: PYUR 5 p.m. conversational stagtic	Elevate Your Skincare Ritual 1 p.m. Calender Feed and Stories	Your Skin's New Best Friend 2 p.m. Core of brand Feed and Stories
Instagram	<ul style="list-style-type: none"><li>• Post Title/Description</li><li>• Publish Time</li><li>• Content Theme</li><li>• Placements</li></ul>	Youthful Aura 5 p.m. conversational reel		Perfectly You 1 p.m. Core of brand static picture		Glow Beyond 2 p.m. conversational Live Stream		Timeless Transformation 11 a.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	Male and Females in USA between 21-45 who use internet as source of information.
Where: Channel	Twitter
What is the tactic?	Share your content on other platforms and encourage cross-platform following. Research and use relevant hashtags to increase discoverability. Actively engage with your audience by responding to comments and initiating conversations. Collaborate with other creators in your niche to expand your reach.
How will it grow the channel?	Create content that increases traffic and engagements.

# **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.*

Video ad gets more impressions. 72,317 vs 23,817 for the static ad.

increase video ads

Awareness testimonials had 2x more impressions and clicks than Awareness Product Feature

Create more content that are testimonials

Facebook had higher placement resulting in higher impressions vs instagram

increase placement on instagram, using more channels to reaching a wider audience.

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

Campaign Objective	Increase brand awareness and engagement for PYUR by promoting the transformative power of our skincare products, with a focus on increasing website traffic and encouraging social media interactions, ultimately leading to a 20% growth in online sales over the campaign period.
Budget	Paid media: \$8k Influencer: \$10k
Platforms	Facebook, Instagram, 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:

Male and Females 21-45

Geo-targeting

United States

Behavioral targeting

Click ad and engage with brand content

# 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.



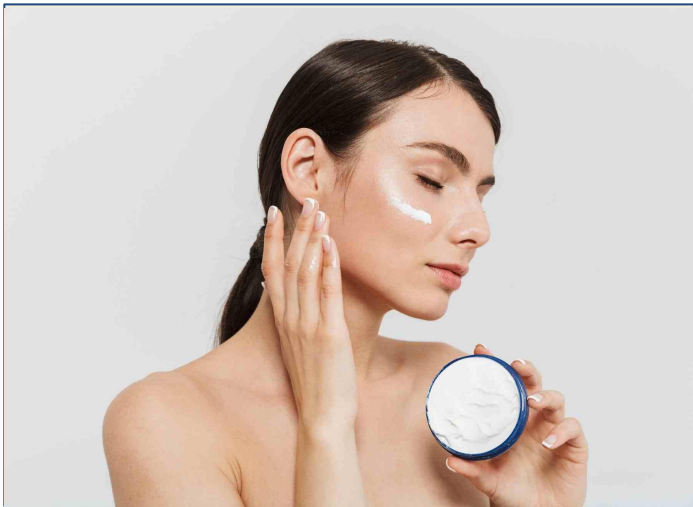
**Stories Ad**

Revitalize your skin with PYUR, where nature meets luxury to unveil a radiant, ageless glow; embrace the beauty within—transform your skincare ritual today. #GlowWithPYUR

**Call To Action:**

**Learn more Today**

**Feed Ad**



**Caption Text:**

PYUR. Because your skin deserves nothing but the best.

**Call To Action:**

**Learn more Today**

# 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
Ad 1	Bring awareness to brand and engage audience	increase in engagements	facebook users male & female 21-40	Max \$2000
Ad 2	increase awareness of brand	increase in impressions	facebook users male & female 21-40	Max \$2000

Expectation and next steps: Describe your goal is for the A/B Test and what you next steps will be based on results.  
Goal is to increase the awareness and engagements of PYUR brand. Depending on the results, the ad with the highest CPM will receive the remainder of the \$8k max total budget to carry out our quarterly campaign.

# Influencer Overview

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

Who/How many: Target audience of influencers

Target unisex audience of viewers struggling with acne.

Where: Activation Channels

Facebook & Instagram

What: type of lifestyle?

Skincare enthusiast, possible esthetician background, or had a history of acne healed from.

When: will it launch? Duration?

Starting next month. last for 1 month. Multiple weekly posts and engagements

Cost?

Max totaling \$2k

How: What is the project proposal?

Livestream on Instagram their favorite skincare products from the line, what they use them for, how they help them with skin issues, demonstrate using, and engage with questions and tips from live viewers.