

# Organic Social Media Strategy Template

Build your organic social media strategy.



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# 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.

Videos are seem to have more reach, engagement, impressions, and views than photo	I would recommend to post more videos instead of photo .
The product posts are no so effective	Try to make quality content with showing more features about the product
Lifestyle post seems more active	Try to focus on lifestyle posts



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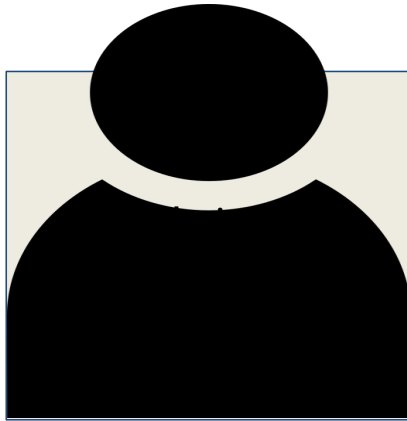
# Identify your platforms

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.

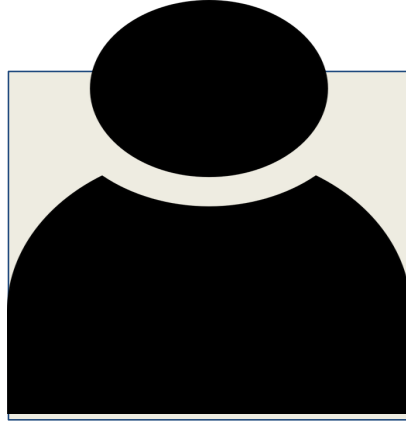
Facebook due to its heavy traffic
Instagram quality content and genuine users
Pinterest as most women uses it

# Identify your audience

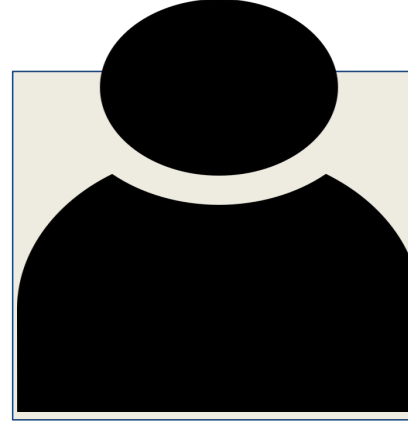
Review the provided persona profile documents, and use those to create 4 customer profiles. Each profile must include 1)title, 2)age, and then 3) three additional key points. (Profile image is optional)



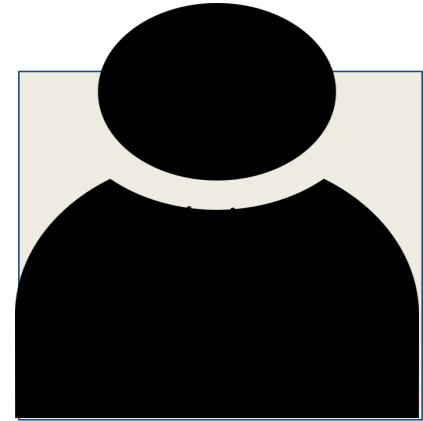
- Marketing manager
  - Age 25-34
- Uses facebook, linkedin, twitter
- Communication method email
- Goals to start own business



- Real estate agent
  - 35-44
- Income 120k
- Self employed
- Education- mostly some college or no education



- Web developer
  - 35-44
- Education masters
- Hobby book collector
- Online webinars, meet up



- Pharmaceutical sales specialists
  - 45-54
- Income 85k
- Facebook, linkedin, twitter
- Organization size 10001+ employees

# 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 the brand



Copy-Text /Caption

Start your day with PYUR!

# 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>	•Five essentials for clean skin •12 p.m. •Core of the brand •Feed and Stories			•Start your week •10am •Feed •Core of the brand		•Product features •9 pm •Stories and feed •Core of the brand	•Which one do you like •2pm •Feed •Conversional
Platform 2 (Instagram)	<ul style="list-style-type: none"> <li>Post Title/Description1</li> <li>Publish Time</li> <li>Content Theme</li> <li>Placements</li> </ul>	•Start your day •10 am •Core of the brand •Stories	Start your week 8 am Stories and feed Core of the brand				•Give yourself some time •12 pm •Core of the brand •Stories and feed	Which one do you like 12pm Stories Conversional
Platform 3 (Pinterest)	<ul style="list-style-type: none"> <li>Post Title/Description</li> <li>Publish Time</li> <li>Content Theme</li> <li>Placements</li> </ul>	•How to use •4 pm •Core of the brand •Feed		•Discount •10am •Feed •Core of the brand			•Give your self some time •12pm •Core of the brand •feed	Let's restock 4pm Feed Core of the brand



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# 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/Women, age 20-30,
Where: Channel	Social media channel like Tiktok, snapchat, Pinterest
What is the tactic?	Creating eye catching lifestyle content(videos/photos) for the product.
How will it grow the channel?	The tactic will grow the channel by attracting young generation who are mostly active on those channels and want to improve their lifestyle.

# Paid Social Media Plan

Build your paid social media strategy.



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# 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.*

The awareness video has more reach, impressions, and less CPM	Put the budget of image in video it will increase awareness
Facebook has more impression then any other platform	Try to focus on other platform e.g. instagram, pinterest
Awareness testimonials video has 54785 reach and awareness product feature image has only 15780 reach	it means video has more reach then image so try to make more videos



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

Campaign Objective	The objective of the campaign was to build awareness
Budget	\$8000 and \$2000 for influencers
Platforms	Facebook, instagram, oculus



# 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	Men and women in united states, the age of 21-45 who care about clearer, healthy looking skin
Geo-targeting	New York, Chicago, Miami, Dallas, Houston, and Los Angeles
Behavioral targeting	Who care about clearer, and healthy looking skin

# 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:  
Skin care

Call To Action:  
Buy Now

Stories Ad

Feed Ad



Caption Text: Tips for  
Glowing skin

Call To Action: Send  
message



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# 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	Increase awareness	Impression rate, reach, frequency	Men	\$4000
Ad 2	Increase awareness	impression rate, reach, frequency	Women	\$4000

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 of the A/B test is to check weather our campaign create more awareness among men or women.

# Influencer Overview

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

Who/How many: Target audience of influencers	5000 women and 2 influencers to target. Our influencers will be women who are beauty artists and health care lovers.
Where: Activation Channels	facebook
What: type of lifestyle?	Beauty artist, blogger,
When: will it launch? Duration?	Launch during weekend for 2 weeks
Cost?	\$2000
How: What is the project proposal?	The influencer will use the product on itself and give feedback about the product