

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.

Insight/Observation 1	Video content type generates more reach, impressions and engagement. Mostly use Video format in the future
Insight/Observation 2	Testimonial content type is more effective in a video format. Mostly use Video format for testimonial in the future
Insight/Observation 3	Testimonial content type generate more engagement than other content types. If a campaign objective is to increase engagement we should use testimonial video in the future.

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 because it's the most used social media almost everyone has a Facebook account
Twitter, it has hashtags, which allow people to organize conversations around keywords or phrases making it easier to build product awareness
LinkedIn, since our target customers is aged of 21 to 45 , they are mostly workers so they connect on professional social network. So we can run our awareness campaign here

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)

Profile image
(optional)

- Marketing Manager
- Aged of 25 to 34
- Skincare is not her first priority
- Video blogging is one of her hobbies
- Wants an easy, non fussy regimen

Profile image
(optional)

- Web Developer
- Aged of 35 to 44
- Wants an acne solution that is effective
- Extreme dry skin during the winter
- Communicate with Instagram

Profile image
(optional)

- Real Estate Agent
- Aged of 35 to 44
- Hard to find products for razor-bump prone skin
- Dry and itchy skin
- Skin discoloration due to ingrown hairs

Profile image
(optional)

- Pharmaceutical Sales Specialist
- Aged of 45 to 54
 - Sensitive Skin
- Quick and easy morning grooming
- Bad experiences with over-the-counter products

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>PYUR was founded by John Pyur as a cologne in 1945, in Regent Street, London, England. Within a year of opening, John Pyur came to create many men and women’s grooming products, including his best known, three-step skincare regimen solution. The brand strives to constantly evolve Pyur’s world-renowned plant-based, non-chemical-based ingredients available in skin care today. Click here to discover our PYUR’s new 3-step solution .</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
Platform 1 (Facebook)	<ul style="list-style-type: none">Post Title/DescriptionPublish TimeContent ThemePlacements	<i>(sample 1)</i> Five essentials for clean skin 12 p.m. Core of brand Feed and Stories		Did you know that certain foods can help improve your skin's health? Include these skin-loving foods in your diet to achieve a natural glow. 12 p.m Conversational Single image		Transform your skincare routine with our best-selling product of the month 12 p.m Core of brand Instant experience		Weekends call for some extra self-care! Share your favorite face mask recipes below! 12 p.m Conversational Single image
Platform 2 (Twitter)	<ul style="list-style-type: none">Post Title/Description1Publish TimeContent ThemePlacements	Hydration is the key to healthy-looking skin. Drink plenty of water throughout the day to keep your skin hydrated from within. #HydrationTip #HealthySkin 12 a.m Conversational Single image		Combat dry and dehydrated skin with our nourishing moisturizer. Its rich formula locks in moisture and keeps your skin soft and supple all day long. Say goodbye to dry patches! #NourishingMoisturizer #HydratedSkin 12 a.m Core of brand video		Struggling with acne? Our acne-fighting face wash is specifically formulated to tackle pesky breakouts and prevent future ones. Start your journey to clearer skin today! #AcneSolution #ClearSkin 12 a.m Core of brand video		Pamper yourself with an at-home spa day! Treat your skin to a relaxing face mask, followed by a gentle exfoliation and moisturizing. Don't forget to share your self-care routine in the comments below! #AtHomeSpa #SelfCare 12 a.m Core of brand video
Platform 3 (Linkedin)	<ul style="list-style-type: none">Post Title/DescriptionPublish TimeContent ThemePlacements	Benefits of using natural ingredients in skincare products. 8 a.m Core of brand Carousel		Have you ever heard about collagen and its benefits? Watch this video to know more about 8 a.m Core of brand video		Today we want you to share with us, your daily skin care routine 8 a.m Conversational Single image		Do you know that 95% of HR people care about the candidate's appearance during the job interview?You can start by taking care of your skin with a good and suitable skin care product 8 a.m Core of brand Carousel

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	Pregnant women
Where: Channel	Tiktok
What is the tactic?	Create informative and engaging videos that educate pregnant women about the importance of skincare during pregnancy and address common skin concerns they may have.
How will it grow the channel?	It will help us reach wider audience without spending money on advertising

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.

Insight/Observation 1	Awareness testimonial generate more impressions, click and reach than awareness product feature. Improvement: Use video instead of static image for the awareness product future campaign.
Insight/Observation 2	Awareness testimonial posts are more common than the awareness product future posts. Improvement: Increase the frequency of posts about product awareness features to increase impressions
Insight/Observation 3	The awareness product feature CPM is more expensive than the awareness testimonial CPM but generates fewer impressions and reach. Improvement: refine the target audience for the awareness campaign on product features

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

Campaign Objective	Develop an advertising marketing campaign for the new fall season to increase awareness of PYUR’s new 3-step solution in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets
Budget	Paid Media: \$8 000 Influencer: \$2 000
Platforms	Facebook, Twitter, LinkedIn

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 ages of 21-45
Geo-targeting	Located in the United States precisely in New York, Chicago, Miami, Dallas, Houston, and Los Angeles
Behavioral targeting	People who care about clearer, 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.

Stories Ad



Caption Text:
Discover the Secret to Radiant Skin this Fall! ✨
Hey lovelies! ✨ I can't wait to spill the beans on my latest skin care obsession! ❤️ Say hello to PYUR's new 3-step solution . 🌸 This magical formula has completely transformed my complexion, and I'm obsessed with the results!

Call To Action:

🔥 Tap now to learn more about our exclusive range and grab the chance to unlock your true beauty! 💕

Feed Ad



Caption Text: 🌸 Love your skin? Try our PYUR's new 3-step today! 🌸

✨ Transform your skin with our skin care products ✨

☀️ Combat dryness, acne this fall and restore hydration with our nourishing moisturizer ☀️

Call To Action:

👉 Transform your skin today! Click here to discover the secret to radiant and flawless skin! 🔄

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 of PYUR’s new 3-step solution among men in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets	reach, impressions, engagement, and click-through rates	Men aged 21-45, living in the united states particularly men from New York, Chicago, Miami, Dallas, Houston, and Los Angeles	\$4 000
Ad 2	increase awareness of PYUR’s new 3-step solution among women in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets	reach, impressions, engagement, and click-through rates	Women aged 21-45, living in the united states particularly women from New York, Chicago, Miami, Dallas, Houston, and Los Angeles	\$4 000

Expectation and next steps: Describe your goal is for the A/B Test and what you next steps will be based on results.

This A|B testing Facebook campaign allows for a comparison between two genders, targeting the same geographies, and focuses on product features, to determine which combination effectively increases brand awareness for the skincare product .

Influencer Overview

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

Who/How many: Target audience of influencers	Two micro Influencers man and woman, with a strong focus on skincare, beauty, and self-care.
Where: Activation Channels	Utilize Facebook, Tiktok, Instagram
What: type of lifestyle?	The influencer must follow a disciplined skincare routine, creating high-quality content for various platforms such as Facebook, Instagram and Tiktok.He/she must develop a unique style and aesthetic that sets them apart from others in the industry and must be fueled by passion and authenticity.
When: will it launch? Duration?	Three months
Cost?	\$2 000
How: What is the project proposal?	<p>We envision a collaboration with you wherein we leverage your influential persona to increase awareness of PYUR's new 3-step solution in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets. By joining hands, we can create engaging and authentic content that showcases the unique features and benefits of our skincare range. This collaboration could take various forms, such as:</p> <p>a) Product Endorsement: We would like to send you a carefully curated selection of our flagship products, allowing you to experience their effectiveness firsthand. You can share your honest reviews and opinions via Instagram posts, Tiktok videos, or Facebook content, detailing your personal journey in using our skincare range.</p> <p>b) Social Media Takeovers: To enhance the interactive element of our collaboration, we propose hosting a social media takeover on our brand's platforms, wherein you can engage directly with your audience and answer their questions or concerns related to skincare. This will further strengthen your position as a trusted skincare authority.</p> <p>c) Giveaways and Exclusive Discounts: We are open to collaborating on exciting giveaways and exclusive discount codes, enabling your loyal followers to experience our products at special rates, fostering brand loyalty and expansion.</p>