

Akukom's Pre-launch Content Plan

Overall Content Goal:

Position Akukom as the premier destination for preserving family history through engaging and authentic storytelling experiences. The aim is to generate awareness and enroll a target of 100 users before the official launch date of (yet to be decided) utilizing a blend of owned, paid, and earned media strategies.

How do we achieve this?

1. Positioning/Awareness:

- Share teaser content from past user9(Beta Testers) experiences, showcasing the emotional impact of preserving family history with Akukom.
- Encourage users to guess the theme of Akukom's prelaunch campaign, building anticipation and curiosity.
- Announce the details of Akukom's prelaunch, including the unique features and benefits of the platform.

2. Engage:

- Conduct online contests where users can share their favorite family memories and stories, with prizes such as early access to Akukom's platform.
- Break down key features of Akukom's pre-launch and create engaging content around them, such as interactive demos or behind-the-scenes sneak peeks.
- Collaborate with influencers in the genealogy, storytelling, or family history space to promote Akukom's prelaunch to their audiences.
- Send out PR boxes to influential figures in the family history community and have them share unboxing videos or testimonials about their experience with Akukom.
- Host live Q&A sessions or webinars to answer questions and provide insights into the benefits of preserving family history with Akukom.
- Create polls and interactive content to solicit feedback and input from potential users, fostering a sense of involvement and ownership in the pre-launch process.
- Introduce fun countdown methods, such as daily trivia or sneak peeks, to keep anticipation high leading up to the official launch date.
- Join trending social challenges or create a unique challenge related to family storytelling to engage users and build brand awareness.

3. Promote:

- Launch targeted media ads across social media platforms to reach potential users interested in genealogy, family history, and storytelling.
- Share content with key collaborators, such as genealogy societies, historical organizations, or family-focused influencers, to amplify reach and engagement.
- Conduct live sessions with influencers on platforms like Facebook and Instagram to showcase Akukom's features and benefits in real-time.
- Create and promote a branded hashtag, such as #PreserveYourStory, to encourage user-generated content and facilitate community engagement.
- Showcase testimonials and success stories from beta testers or early users of Akukom's platform to build credibility and trust among potential users.
- Utilize promotional videos, tweets, and live broadcasts to generate excitement and drive sign-ups for Akukom's prelaunch.

4. Systems Needed to Ensure Smooth Running:

- Develop a detailed content calendar outlining the timeline and key content pieces for the pre-launch phase, including captions, graphics, and promotional materials.
- Create visually appealing designs and assets to accompany content, ensuring consistency and brand cohesion across all channels.
- Utilize social media scheduling tools to plan and automate content distribution, optimizing posting times for maximum reach and engagement.
- Implement proper targeting and segmentation strategies for social media ads to reach the desired audience effectively.
- Secure costumes or props for content creation and interviews to enhance storytelling and engagement with users.
- Coordinate interviews or collaborations with influencers and key stakeholders to leverage their expertise and reach in the family history community.

Phase One: Positioning

- Share Mission, vision and why we're here.
- Encourage users to guess the theme of the prelaunch campaign
- Announce details of the pre-launch, including features and benefits

Phase Two: Engaging

- Conduct online contests and interactive demos
- Collaborate with influencers and host live Q&A sessions
- Send out PR boxes and host unboxing videos
- Create polls, quizzes, and countdown methods

Phase Three: Promoting (Continuously)

- Launch targeted media ads and share content with collaborators
- Conduct live sessions with influencers and showcase testimonials
- Create and promote a branded hashtag for user-generated content
- Share promotional videos, tweets, and live broadcasts to drive sign-ups

WHAT	WHO	WHEN
<ul style="list-style-type: none">• Graphics Designs• video editing• Animations.		
<ul style="list-style-type: none">• Content Calendar		
<ul style="list-style-type: none">• Reaching out to Instagram/Facebook Influencers.		
<ul style="list-style-type: none">• Social Media campaign budget• Promotional content compilation.		
<ul style="list-style-type: none">• Creating of ads and targeting• Handling and Posting on all Akukom's platforms.• Conduct interviews• Calling and following up on past clients. (Direct Selling)		
writing <ul style="list-style-type: none">• Copywriting (emails, etc)• Articles, blogs• Script for animation and interviews		
Live Videos		

CONTENT CALENDAR.

Day 1-5: Brand Introduction and Mission

- Day 1: Carousel post introducing Akukom's inspiration and mission.
- Day 2: Reel showcasing the evolution of family storytelling, from traditional photo albums to digital documentaries.
- Day 3: Carousel highlighting the pain points of traditional family history preservation methods and how Akukom addresses them.

- Day 4: Infographic explaining the key features and points of difference of Akukom.
- Day 5: Vox pop video featuring testimonials from potential users expressing their desire for a seamless and enjoyable family history preservation experience.

Day 6-10: Community Engagement and Throwback Contest

- Day 6: Launch announcement post inviting users to participate in the throwback contest.
- Day 7: Carousel post explaining the contest rules and how to enter.
- Day 8: Reel featuring throwback pictures from the Akukom team, encouraging users to share their own.
- Day 9: Carousel showcasing couples' wedding memories, inviting them to share for a chance to win.
- Day 10: Influencer partnership announcement post with influencers encouraging their followers to participate in the throwback contest.

Day 11-15: User-Generated Content and Influencer Marketing

- Day 11: Reel featuring user-submitted throwback pictures and wedding memories.
- Day 12: Carousel post highlighting the importance of preserving family memories and inviting users to join the Akukom waiting list.
- Day 13: Influencer video testimonial sharing their positive experience with Akukom.
- Day 14: Carousel post showcasing the benefits of Akukom's seamless and enjoyable production experience.
- Day 15: Paid targeted ad campaign on Facebook, Instagram, and YouTube promoting the throwback contest and Akukom's unique features.

Day 16-20: Countdown to Launch and Teasers

- Day 16: Reel teasing the upcoming launch of Akukom and showcasing snippets of user-submitted content.
- Day 17: Carousel post counting down the days until the official launch of Akukom.
- Day 18: Influencer takeover on Instagram Stories, providing a behind-the-scenes look at the Akukom team preparing for launch.
- Day 19: Reel featuring testimonials from early users of Akukom's pre-launch beta testing.
- Day 20: Launch day announcement across all platforms, celebrating the

official release of Akukom and inviting users to sign up for early access.

This content calendar incorporates reels, carousels, vox pops, and infographics to engage the audience and build anticipation for the launch of Akukom. It also integrates user-generated content, influencer marketing, and targeted ads to maximize reach and generate leads for the waiting list.

Email Marketing Strategy

- **Segmentation:** Divide our email list into segments based on factors like engagement level, demographics, and interests to ensure targeted messaging.
- **Personalization:** Use recipients' names and tailor content based on their preferences and past interactions with Akukom.
- **Engagement:** Encourage engagement by including interactive elements such as polls, surveys, and calls-to-action in your emails.
- **Value-driven Content:** Provide valuable content that educates, entertains, or solves a problem for our subscribers, rather than just promotional material.
- **Consistency:** Maintain a consistent sending schedule to keep our brand top-of-mind without overwhelming subscribers.
- **Testing and Optimization:** Continuously test different subject lines, email formats, and content to optimize performance and improve open and click-through rates.
- **Compliance:** Ensure compliance with GDPR and CAN-SPAM regulations by including clear unsubscribe links and honoring subscribers' preferences.

Newsletter Ideas

- **Spotlight Stories:** Feature a different user's story in each newsletter, showcasing how Akukom helped them preserve their family history.
- **Tips and Tricks:** Share tips and tricks for effective storytelling, family history research, and using Akukom's platform to create compelling documentaries.
- **Behind-the-Scenes:** Offer a behind-the-scenes look at the making of Akukom documentaries, including interviews with team members and insights into the production process.
- **Customer Testimonials:** Highlight testimonials from satisfied customers who have used Akukom to preserve their family's legacy.
- **Community Highlights:** Showcase user-generated content, such as throwback pictures or favorite family memories shared by subscribers.
- **Exclusive Offers:** Provide subscribers with exclusive offers, discounts, or early access to new features or content on the Akukom platform.

- **Educational Content:** Share informative articles, infographics, or videos on topics related to family history, storytelling, and genealogy.
- **Events and Workshops:** Promote upcoming events, workshops, or webinars hosted by Akukom or in partnership with relevant organizations in the genealogy or storytelling space.
- **User Polls and Surveys:** Gather feedback from subscribers through polls and surveys to better understand their needs and preferences, and tailor future content accordingly.

STRATEGY FOR MARKET/AUDIENCE ANALYSIS

1. Design Poll Questions: Develop a series of concise and relevant poll questions that align with the objectives of the market analysis. Ensure the questions are clear, unbiased, and easy to understand to encourage maximum participation.

2. Choose Platform and Schedule: Determine whether Twitter or Instagram (or both) would be the most appropriate platform for conducting the polls based on the target audience's preferences and behavior. Choose optimal days and times for posting the polls to maximize visibility and engagement.

3. Promote Polls: Create eye-catching graphics or captions to accompany the polls and attract attention. Utilize relevant hashtags, mentions, and tagging of influencers or industry experts to increase reach and participation. Consider leveraging paid promotions to boost visibility further.

4. Monitor Responses: Monitor the responses to the polls in real-time to track engagement levels, trends, and patterns. Analyze the data collected to identify key insights, such as popular preferences, emerging trends, or areas of opportunity for Akukom.

5. Analyze Results: Once the polls have concluded, analyze the results comprehensively to extract meaningful insights and actionable takeaways. Look for patterns, trends, and correlations in the data that can inform strategic decision-making for Akukom's marketing and product development efforts.

6. Iterate and Follow-Up: Use the insights gained from the polls to refine Akukom's marketing strategies, product offerings, or messaging. Consider conducting follow-up polls or surveys to delve deeper into specific topics or gather additional feedback from respondents.

7. Report Findings: Compile a comprehensive report summarizing the findings of the market analysis, including key insights, trends, and recommendations. Present the report to relevant stakeholders within Akukom to inform strategic planning and decision-making processes.

8. Continuous Monitoring: Maintain an ongoing monitoring process to track changes in customer preferences, industry trends, and competitive landscape over time. Regularly conduct new polls and surveys to stay updated and ensure Akukom remains responsive to evolving market dynamics.

Poll Ideas for Twitter and Instagram that can provide valuable insights for Akukom's Market Analysis.

Preferred Family History Preservation Method:

Poll question: "How do you prefer to preserve your family's history?"

Options:

- a) Traditional photo albums
- b) Digital photo albums
- c) Video documentaries
- d) Written memoirs

Interest in Documentary-Style Storytelling:

Poll question: "Would you be interested in creating a documentary-style video to preserve your family's legacy?"

Options:

- a) Yes, definitely
- b) Maybe, I'm not sure
- c) No, not interested

Awareness of Akukom:

Poll question: "Have you heard of Akukom, a platform for preserving family history through video documentaries?"

Options:

- a) Yes, I'm familiar with it
- b) No, I haven't heard of it before

Preferred Features in Family History Preservation Platforms:

Poll question: "Which feature is most important to you in a family history preservation platform?"

Options:

- a) Easy-to-use templates
- b) Customizable themes
- c) Interactive storytelling tools
- d) User-friendly interface

Frequency of Documenting Family Memories:

Poll question: "How often do you document your family's special moments?"

Options:

- a) Regularly, I capture everything
- b) Occasionally, for major events
- c) Rarely, I don't document much

Interest in Personalized Documentaries:

Poll question: "Would you be interested in a personalized documentary capturing your family's unique history?"

Options:

- a) Yes, I'd love to have one
- b) Maybe, if it's affordable
- c) No, I'm not interested

Preferred Platform for Sharing Family Memories:

Poll question: "Which platform do you primarily use to share family memories with loved ones?"

Options:

- a) Social media (Facebook, Instagram)
- b) Messaging apps (WhatsApp, Messenger)
- c) Email

Challenges in Family History Preservation:

Poll question: "What is the biggest challenge you face in preserving your family's history?"

Options:

- a) Lack of time
- b) Difficulty organizing information
- c) Not knowing where to start

Interest in Collaborative Family Storytelling:

Poll question: "Would you be interested in collaborating with family members to create a collective family history?"

Options:

- a) Yes, sounds like a great idea
- b) Maybe, if it's feasible
- c) No, I prefer to do it alone

Preference for Digital vs. Physical Preservation:

Poll question: "Do you prefer digital or physical methods for preserving your family's history?"

Options:

- a) Digital, for easy access and sharing
- b) Physical, for sentimental value and tradition
- c) Both, I like to have options

These poll ideas can help Akukom gauge user preferences, awareness levels, and challenges related to family history preservation, thereby informing our marketing strategies and product development efforts.