

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.

Insight/Observation 1 Customers interact more with video content	improvement / recommendation 1 More resources should be spent on social proof (Testimonial videos)
Insight/Observation 2 There is more engagement between 8AM, 12 PM & 3 PM	improvement / recommendation 2 posting time should be consistent
Insight/Observation 3 Explainer video (How-to) interest potential customers.	improvement / recommendation 3 How-to videos can generate leads

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.

platforms name and justification(FB)

Platform: **Facebook**

Justification: Facebook recorded 1.37 Billion daily users all over the global which makes it handy to target audiences in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.

With FB Ad manager, you can run ad, target lookalike audiences and use A/B test campaign feature to test for different given location in the objectives.

You can segments age groups from 21-35 and 36-45 to see which product they interacted with more and get insights to what to post next.

platforms name and justification

Platform: **Instagram**

Justification: Instagram is good for sharing visuals, short videos in reels and stories. Engage with live streaming videos

With instagram, you can engage with audiences in real-time using high-resolution images to capture the attention of viewers.

Influencers such as

platforms name and justification

Platform: **Youtube**

Justification: Youtube is the best teacher, everyone goes to the platform to learn something new.

You can upload explainer videos, to educate audience on how to use certain skin care products or clear ance.

Upload testimonials videos, behind-the-scene videos to captivate your viewers.

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)

Wendy

- A Web Developer
- A female between 35 to 44 years
- She wants an acne solution that is effective
- Her skin gets extremely dry during the winter she needs skin moisturizer.
- She prefers instagram and email as her mode of communication.

Realtor
Rich

- Self employed Real Estate Agent
- 35-44 years
- Need skin care products for razor-bump, dry and itchy skin and skin discoloration due to ingrown hairs
- Active on Social media platforms
- Earn \$120K

Pharmaceutic
al Phil

- Pharmaceutical and Sales Specialist
- 45 to 54 years
- Needs quick and easy morning grooming
- Have sensitive skin
- Bad experiences with over-the-counter products
- Earn \$85K as income

Marketing
Michelle

- Marketing Manager
- 25 to 34 years
- Want a skin care regimen
- Earn \$75K
- Active on social media platforms

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

Content theme Calendar



Copy-Text /Caption

it’s another Black Friday season.

Get our moisturizing skin care that provide a visibly even and radiant skin this winter.

30% discounts available on every first order.

72 products left.

Shop Now

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	Five must have skin regimen 12 p.m. Core of brand Feed and Stories	How to remove Makeup from your face 12 p.m. Conversational Feed and Stories	Three best skin products for acne 12 p.m. Conversational Feed and Stories	Five ways to reduce fine lines 12 p.m. Live stream Video	Five must have skin regimen 12 p.m. Calendar Feed and Stories	The best serum for dry skin 12 p.m. Core of brand Feed and Stories	Three ways to maintain your lowi 12 p.m. Conversational Feed and Stories
Instagram	<ul style="list-style-type: none">Post Title/Description1Publish TimeContent ThemePlacements	How to prevent breakouts 3 p.m. Core of brand Stories and reel	Live stream on Thursday 3 p.m. Conversational Post and Stories	How to reduce discoloration from acne marks 3 p.m Conversational carousels	How to stop ingrown hairs 3 p.m. Bore of brand Live stream Video	Skin care production studio (behind-the-scenes) 3 p.m. Calendar Videos and Reel	30% discounts on all skin care products 3 p.m Calendar (black friday) Carousels and Stories	The best Serum to remove facial hair 3 p.m Conversational Carousels and Stories
YouTube	<ul style="list-style-type: none">Post Title/DescriptionPublish TimeContent ThemePlacements	Skin Care daily routine for Men 8 a.m. Core of brand Video and community	The best serum for dry skin 8 a.m. Core of brand Video and community	Skin care routine for oily skin 8 a.m. Core of brand Video and Shorts	Five ways to reduce fine lines 8 a.m. Core of brand Video and Shorts	Five must have skin regimen 8 a.m. Core of brand Video and Community	30% discounts on all skin care products 8 a.m. Calendar (black friday) Shorts and Community	Skin Care daily routine for Women 8 a.m. Core of brand Video and community

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	Gen Z
Where: Channel	TikTok
What is the tactic?	Short videos on how to apply skin serum to the face for a smoother and clearer face.
How will it grow the channel?	Insert trending song to the video while watching the video will boost brand awareness and engagements on the platform.

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

Video content had more
impression than static

improvement / recommendation 1

Increase the amount spend on the ad to record larger impression

Insight/Observation 2

Static content
engagement is higher
than the Video

improvement / recommendation 2

Interacting with your audience regularly will increase awareness

Insight/Observation 3

Testimonial videos
receive more clicks

Improvement / recommendation 3

Post more awareness testimonial Videos

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

Campaign Objective: Increase awareness of PYUR's new 3-step solution for new fall season in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.
Run A/B tests to understand how the campaign performs for their targeted audience of men vs. women.

Budget: **Paid Media:** \$8k
Influencer: \$2k

Platforms: Facebook and Youtube

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 between the ages of 21-45

Geo-targeting

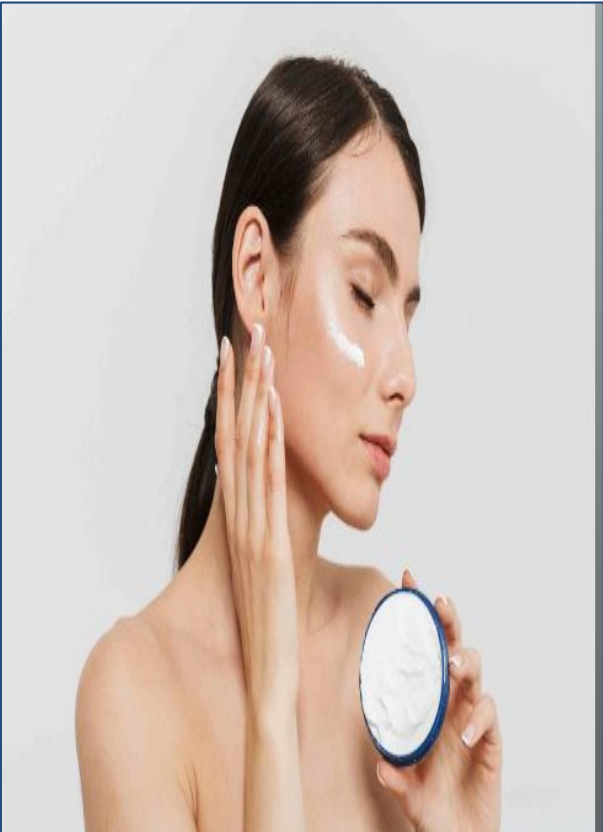
United States

Behavioral targeting

Men and Women that 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.

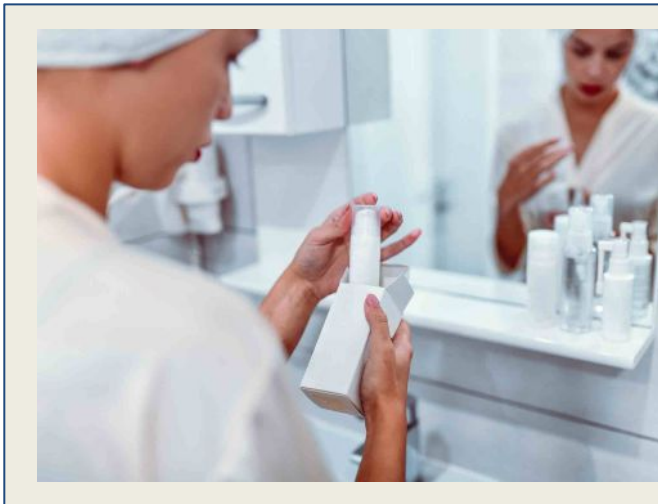


Caption Text:
Say no to dry and crack skin. PYUR moisture Infusion is a lightweight and a go-to moisturizer this fall season.

Call To Action: **Buy Now**

Stories Ad

Feed Ad



Caption Text: **Are you struggling with dark spot and blemishes? Look no further! This PYUR package clear all dark spots while moisturizing your skin. Limited quantity available.**

Call To Action: **Order Now**

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 for new fall season in New York, Chicago, Miami, markets.	Click-through rate (CTR) Cost per Mille Cost per Click	Men age 21-45	\$1000
Ad 2	Increase awareness of PYUR’s new 3-step solution for new fall season in Dallas, Houston, and Los Angeles	Click-through rate (CTR) Cost per Mille Cost per Click	Women age 21-45	\$1000

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

A/B testing for PYUR new 3-step skin care will help identify which ad design and content elements resonate best with either men or women in their different locations.

Influencer Overview

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

Who/How many: Target audience of influencer	Mid-teir influencer of about 10,000 followers
Where: Activation Channels	Facebook
What: type of lifestyle?	Health conscious audience
When: will it launch? Duration?	It may launch since the campaign just started however, it's not great to run a campaign and interrupt it. Duration: 3 months
Cost?	\$2000
How: What is the project proposal?	<ul style="list-style-type: none">• Social Media Mention: The influencer will mention PYUR's new toothpaste launch in a live stream.