

CHRISTMAS CAMP AT THE SLATE CENTER CONTENT PLAN

Overall content goal: To position the Christmas camp as the number one Christmas destination for kids aged 3 – 16 and enroll over 40-80 kids before December 12th, 2022. This will involve a combination of owned, paid, and earned media.

How do we achieve this?

First, Positioning/Awareness

- Spread the word of an impending event by producing material that keeps readers interested.
- Put out contents from past camp activities (Easter, Summer, and Christmas camps)
- Ask users to guess the theme then, introduce the theme of the Christmas camp
- Announce the details of the Christmas camp.

Then, Engage.

- Create online contests
- Break down prospective daily Christmas camp themes and create engaging content around them.
- Collaborate with 2 influencers on the camp promotion.
- Send out 5 PR boxes to celebrity parents and have them unbox them with their kids. (Christmas gift unboxing)
- Post educative and informative content that will trigger engagement and sharing.
- Use live sessions to engage and promote.
- Create polls and content that requests the audience to reply or share.
- Introduce fun countdown methods.
- Jump on a fun trend to create a social challenge and meet the team

And then, promote

- Create targeted media ads
- Share content with key collaborators
- Send out PR boxes to 5 parent influencers and have them box them with their kids.
- Conduct live. Sessions with 2 influencers on the 8th of December, 2022.

To further breakdown

- Create and promote a hashtag: current suggestion- #christmasattheslate. This will be used across all platforms and promotional items.
- Showcase past camp activities in video or pictures
- Create a Facebook event page.
- Create cover photos and designs and theme logo. This will be on platforms as well as on the flyers.
- Usage of countdown videos/graphics
- Carousels on Instagram and GIFS/Memes on Instagram story and twitter.

- Posting of testimonial videos/texts
- Usage of promotional videos
- Create promotional tweets.
- Go live on Facebook and Instagram.

TYPE OF CONTENT NEEDED

1. Promotional
2. Educational
3. User-generated (trending videos)
4. Influencers
5. Behind the scenes.

SYSTEMS NEEDED TO ENSURE SMOOTH RUNNING

Create a content calendar for the development phase (Positioning, Engaging, and Promoting). This includes captions, copies, and possible hashtags.

- Create engaging designs to accompany copies.
- Use of social media scheduling tools.
- Proper targeting of social media ads to reach the desired audience.
- Get at least 3 kids and rent Christmas costumes to create content for a particular theme.
- Arrange an interview for a parent and a child that has attended the Christmas camp.
- Contact 2 influencers that will be used majorly for promoting the event: 5 parent influencers that will be used for unboxing pr boxes.

PHASE ONE: POSITIONING

This is to run for 1 week starting on the 2nd of November – the 5th of November, This would include Pictures, videos, Carousels, and graphics. (The main camp ad starts running detailing the theme, date, venue, and what to expect from the Christmas camp, then an awareness video of TSC, with previous camp activities displayed). The goal here is to create a top-of-mind awareness as the number one children's destination for Christmas camp in the city of Abuja. The content idea for this phase includes but not be limited to:

- Promotional Video (to serve as the main ad)
- Highlight video (Previous camp activities)
- Pictures from past camps
- Introduction of the camp hashtag. #christmasattheslate

- Introduce the general theme for the camp and logo (follow the stars.) and the synopsis for the general theme.
- Introduce the daily themes in a collage in one graphic or a carousel.
- Testimonials from both parents and kids in video and graphic content.

PHASE TWO: ENGAGING

This will commence from the 5th of November – the 11th of December. It includes videos of influencers and facilitators talking about the camp. This phase would see us engage our audience in social challenges. It is our hope to keep the audience engaged from the beginning of this digital marketing plan to the end.

- Testimonials
- Online games.
- Polls, GIFS, Boomerangs, Trending Memes.
- Social challenge
- Educative and informative posts especially in form of carousels for Instagram.
- Reaching out to past camp attendees and engaging them in a WhatsApp group
- Bi-weekly updates via email
- Special offer for past attendees
- Interview with past clients.
- Live videos to answer their FAQ with influencers.
- Fun countdown videos.
- Online Contest
- Use the themes for each day to create engaging content. Post two themes weekly till week 5.

PHASE THREE: PROMOTING

This begins on the 2nd of November and continues until the end of camp. It is designed to put information about the Christmas camp continuously in front of our desired audience. This involves the promotion of different activities across Instagram, Facebook, and YouTube simultaneously. Content ideas previously shared will be promoted.

WHAT	WHO	WHEN
<ul style="list-style-type: none"> Graphics Designs video editing Animations. 	Mr. Ebitimi	Weekly
<ul style="list-style-type: none"> Content Calendar document compilation. 	Ms. Sena & Ms. Peace	26 th October
<ul style="list-style-type: none"> Reaching out to Instagram/Facebook mum groups/pages 	Ms. Peace	28 th October
<ul style="list-style-type: none"> Social Media campaign budget TSC promotional document compilation. 	Ms. Sena	26 th October
<ul style="list-style-type: none"> Creating of ads and targeting Handling and Posting on all TSC platforms. Conduct interviews Calling and following up on past clients. (Direct Selling) 	Ms. Sena Ms. Sena & Ms. Peace	<ul style="list-style-type: none"> Weekly Daily 25th November-5th December Daily till 10th December
<ul style="list-style-type: none"> Past camp activities collation 	Mr. Ebitimi	28 th October
writing <ul style="list-style-type: none"> Copywriting (emails, etc) Articles, blogs Script for animation and interviews 	Ms. Peace	Weekly
Live Video	Ms. Victoria and Team	

Details of weekly posts can be found in the content calendar.