

DAPP

Social Media Plan

Overview

DAPP is a fitness oriented company having multiple ventures such as DAPP Fitness, DAPP Lifestyle, DAPP The grooming room.

Goals

1. Brand awareness campaign
2. Social media engagement + followers
3. Wikipedia page and creating brand existence

Target Audience

The target audience for Dapp can be further divided into 2 segments, primary audience and secondary audience. Since Dapp is a fitness oriented brand, it is advisable not to miss out on any possible group and as per the Covid related issues going around the world, it is recommended and viable to acquire as many groups as possible. The following are the 2 major target audiences:

Dapp Fitness

- 1. Primary audience** - Age (25-40), Geographic (Tier 1 & Tier 2 cities), Education (Higher School and above), Income (Middle and Higher), Fitness interest (Medium to high)
- 2. Secondary audience** - Age (18-25), Geographic (Tier 1 & Tier 2 cities), Education (Higher School and above), Income (Middle and Higher), Fitness interest (Medium to high)

Dapp the grooming room

- 1. Primary audience** - Gender (Female), Age (20-35), Geographic (Tier 1 & Tier 2 cities), Education (Higher School and above), Income (Middle and Higher), Interest (Travel, modern, styling, fashion & grooming)
- 2. Secondary audience** - Gender (Male & Female), Age (18-30), Geographic (Tier 1 & Tier 2 cities), Education (Higher School and above), Income (Middle and higher), Interest (Networking, modern, travel, styling, fashion, grooming, styling)

Social Media Plan

1. **Dapp Official** - Current status

Followers: 77

Engagement: 2.73%

Strategy - The goal is to push at least 2 posts & 1 story everyday relating to fitness & lifestyle. These posts need to be shareable and informative which will make the content shareable leading to higher engagement rate therefore leading to more enquiries and help reaching the goal.

2. **Dapp The grooming room** - Current status

Followers: 62

Engagement: 4.03%

Strategy - The goal is to push at least 1 post and 1 story a day revolving around styling, facts, information about the brand and the products available. The technique would be to push maximum content and silently push the products and services, this will help the page grow in the initial period.

Paid Campaigns

There are multiple ways which we can implement to increase the number of followers and create brand awareness. I suggest we take all these into account and act accordingly for optimum results.


I. **Running ads**

This is the most simplest way to promote a page or a specific post on the page where we define a specific narrowed audience and a budget which helps the post and the page grow. We can expect the following numbers and estimations:

Rs.500/week - 8,100 - 21,00 estimated reach

Rs.1,120/week - 16,000 - 43,000 estimated reach

Rs.1400/week - 20,000 - 54,000 estimated reach



(note: the above numbers denotes the reach of post and page, the actual numbers might vary depending upon the division of the target audience)

II. Micro Influencers

The idea is to promote the page via connecting to various micro influencers and get affiliations on their social media handles, this can be executed by simply asking the influencers to push content of our page or providing them a separate creative or post directing audience to our page.

III. Buying Followers

There are various ways in which we can buy followers on the internet for the amount as little as Rs.500, this method is only advisable for the initial stage as this will just give us the number of followers and not the engagement.

Facebook

The presence of a brand is extremely important on all the necessary social media platforms depending upon the respective brand. As Dapp is a fitness and grooming related brand, it is recommended for the brand to have a presence on both the platforms that are Instagram as well as Facebook.

Facebook's average advertising cost could potentially give us the following result:

- With a budget of Rs.500/week - 340 page likes with 12000 reach
- With a budget of Rs. 1000/week - 880 page likes with 24000 reach
- With a budget of Rs. 1500/week - 1500 page likes with 60000 reach

(note: these are rough numbers actual numbers might vary)

Advantages

- Social media platforms helps in creating brand's visibility and reputation
- A well maintained social media page helps in collaborations and tie-ups with other ventures and influencers
- Through social media handles, we can target a definitive and potential audience
- It helps in better communication with customers and potential customers

Wikipedia Page

The major requirement for creating a Wikipedia page is having the article containing notable information, meaning the brand needs to have multiple articles on the internet on some of the fairly reliable web pages. These articles can be news pages or some well known blogs, by providing these reference links on Wikipedia, it is easy to get recognition on Wikipedia. The name Dapp is already taken on Wikipedia, it is advised to use Dapp Official or something relating to the brand.

(note: if the topic is not notable enough or not referenced properly the article can be rejected and be troublesome to apply for the same again)