

Marketing Action Plan (Social Media)				
What to do?	Who	What other resources are needed	When?	High/Medium/Low priority
PSA (Passenger satisfaction analysis) <ol style="list-style-type: none"> 1. Read all passenger reviews from top sites (Tripadvisor.co.za, Hello Peter, airlineratings.com) 2. Track key PSA metrics 3. Benchmark PSA vs Competition 	<ul style="list-style-type: none"> • Marketing Business Unit 	<ul style="list-style-type: none"> • Social media consultants • Consumer Satisfaction Specialist • Business Intelligence • Keyword analysis 	Daily	High
Monitor Social Media <ol style="list-style-type: none"> 1. Monitor every mention of the Kulula airline on major Social network platforms and websites 2. Monitor mentions of major competitors 3. Prospects of new business 	<ul style="list-style-type: none"> • Business Intelligence Unit. • Marketing Business Unit 	<ul style="list-style-type: none"> • Machine Learning tools • Web scraping tools • Twitter • Instagram • Facebook 	Daily	High
Marketing and PR Optimization <ol style="list-style-type: none"> 1. Use PSA feedback (Feedback that is retrieved from consumers will be used to position the business in an advantages position) so they optimize their marketing and PR 2. Monitoring Social Media will also improve Kululas response time to the market. 	<ul style="list-style-type: none"> • Marketing Business 	<ul style="list-style-type: none"> • Business Intelligence 	Daily - weekly.	High

Measure Staff Performance using PSA Use Social Media reviews and ratings as a metric to measure the performance of staff members within Kulula.	<ul style="list-style-type: none"> Operations Business Unit Marketing Business Unit 	<ul style="list-style-type: none"> Business Intelligence Machine learning 	Quarterly	High

Marketing Action Plan (Paid Marketing Plan)				
What to do?	Who	What other resources are needed	When?	High/Medium/Low priority
Paid Facebook Adds Paid Instagram Adds Google Ads YouTube adds Linked in Adds Twitter Adds	<ul style="list-style-type: none"> Marketing Business Unit 	<ul style="list-style-type: none"> 26% of total Marketing spend 	Monthly	Medium
Audience Research and growth	Research Consulting Firms	?	Bi Annualy	High

References

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<https://www.tripadvisor.co.za/>

<https://www.airlineratings.com/>

<https://www.webfx.com/social-media/how-much-does-facebook-advertising-cost.html>

<https://blog.hootsuite.com/the-7-components-of-every-social-media-budget/>