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| **Marketing Action Plan (Social Media)** | | | | | |
| **What to do?** | **Who** | **What other resources are needed** | **When?** | **High/Medium/Low priority** |
| **PSA (Passenger satisfaction analysis)**   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 | * Marketing Business Unit | * Social media consultants * Consumer Satisfaction Specialist * Business Intelligence * Keyword analysis | Daily | High |
| **Monitor Social Media**   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 | * Business Intelligence Unit. * Marketing Business Unit | * Machine Learning tools * Web scraping tools * Twitter * Instagram * Facebook | Daily | High |
| **Marketing and PR Optimization**   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. | * Marketing Business | * Business Intelligence | Daily - weekly. | High |
| **Measure Staff Peformance using PSA**  Use Social Media reviews and ratings as a metric to measure the performance of staff members within Kulula. | * Operations Business Unit * Marketing Business Unit | * Business Intelligence * Machine learning | Quarterly | High |
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| **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 | * Marketing Business Unit | * 26% of total Marketing spend | Monthly | Medium |
| Audience Research and growth | Research Consulting Firms | ? | Bi Annualy | High |
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