

# Organic Social Media Strategy Template

Build your organic social media strategy.

# 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.

<u>Insight/Observation 1</u>  <b>Video Testimonials had the highest reach among USA audiences November 4:11pm</b>	improvement / recommendation 1B  <i>I would capitalize on these video testimonials and even follow through with a customer day in the life/lifestyle post why the product means so much to them. This will help give them more insight. As advertising features on facebook prefer ads become more personal and beneficial and less focused on flaws which can be harmful.</i>
<u>Insight/Observation 2</u> <b>Photo products listed at 10:41 a.m. had lowest reach, impressions and engagement and video views overall</b>	improvement / recommendation 2  <i>I would change the timing of these posts. As people may me doing morning activities, such as going to work, doing skincare routine etc,. I would post late at night so viewers can utilize the tips in the morning. I get a lot of my skincare tips browsing late at night.</i>
<u>Insight/Observation 3</u> <b>Reach and Impression was high overall but Video views and engagement performed lower</b>	improvement / recommendation 3  <i>I would create influencer videos and partnerships to help generate more video clicks and improve engagement through ctas, branded graphics and stories to share the company story and brand to get viewers involved and become brand advocates</i>

# 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)

I would utilize **Facebook**. Justification: Pyur's Brand Voice is: Proven to work, Trustworthy, Modern, Innovative, Informative, Stylish. This meshes well with facebook's brand voice. They are modern, innovative and informative. Plus their ads will have a high reach through facebook ads.

platforms name and justification

I would then utilize **Instagram**. Justification: It's a highly popular platform for photography that will help create a nice collage for the Brands Graphics, especially with their 3 step approach will go nicely with instagrams 3x3 posts. It's is also highly popular for influence marketing and those who lead active lifestyles.

platforms name and justification

I would lastly Utilize **TikTok**. Justification: **Target**. Men and women in the United States between the ages of 21-45 who care about clearer, healthy-looking skin. Consumers using PYUR products should feel confident, clean, fresh, healthy; with a young spirit, free, and simple.

The age group for TikTok is around that age group. They will find a great audience that meshes well with their objective of finding free, cconfident, young spirit. They can build their lower engagement rates and video views through TikTok quickly to grow their brand.

# 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)



**Merry Mary**

21 Caucasian in urban area

- College Student in Media/Communications
- Prefers text based social media; facebook
- Likely finds the brand through FB ad;
- Challenge: looking for boost self esteem, confidence for her Goal of presenting a speech
- Likes Pyurs pristine brand image.



**SocialiteSelma**

24 Mixed Ethnicity urban area

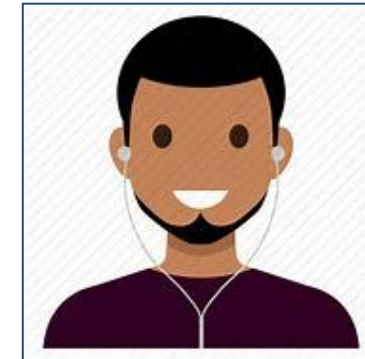
- College Grad In Fashion Marketing
- Challenge: Loves social events, clubs, parties and doesn't feel confident; needs a strong effective brand. Goal: Wants to look her best for social media posts
- Prefers image based social media; instagram & pinterest
- Likely finds the brand through scrolling skin care feed
- Likes Pyurs clean and clear image



**Builder Bob**

32 caucasian, blue collar worker in rural-suburb area

- Goal: Going to be married wants to look good for wedding photos posted on social media
- Challenge: doesn't know much about skincare but likes the three step approach
- Prefers video format mostly youtube to show step by step;
- Recommended by (relatives) w-o-m
- Likes Pyurs clean and clear image



**Techie Tyler**

- 28 African-American in suburbs
- Data/Tech apprentice
- Challenges: Wants to get a healthier lifestyle and clear up acne. Goal: Wants to look good going on dates
  - Prefers Lives streams
- Finds the brand through influencer marketing of products
- Likes Pyurs clean and clear image

# \*Calendar Content Theme - New Years

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

Pyur-ify your Year!



Copy-Text /Caption

**Start your New Years on a new start. Try our new and improved Pyur Package. It features the pure cleanser, Micro Detox serum w/ detoxifying exfoliator & PYUR Moisture Infusion is super lightweight but also super moisturizing.**

We'd like to see your news years skin care goals for 2024! Share your New Years Skin care goals by sharing your favorite products and tag #Pyur for your chance to win prizes

# 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"><li>Post Title/Description</li><li>Publish Time</li><li>Content Theme</li><li>Placements</li></ul>	Five essentials for clean skin 12 p.m. Core of brand Feed and Stories	Love Your Skin, Love Yourself 4 pm Core Of Brand Feed and Stories	Daily Rituals for Beautiful Skin 12 pm Core Of Brand Feed and Stories	Pyr-ification Week: Customer Content 3pm Conversational Feed and Stories	Thanksgiving Delights. Details on our new Product Launch 4 pm Calendar Feed and Stories	Featured in Vogue. Our founders highlights 2pm Conversational Feed and Stories	Get Ready to Shine! 🌟 Pyur’s Skincare Lunch 5 pm Core Of Brand Feed and Stories/ Ad
Platform 2 (Instagram)	<ul style="list-style-type: none"><li>Post Title/Description1</li><li>Publish Time</li><li>Content Theme</li><li>Placements</li></ul>	"Your Skin's Daily Dose of Love 💖 #Pyrify 2pm Core of Brand Feed and Stories	Purely Pyur: The Skincare Revolution You've Been Waiting For 🚀 4pm Core of Brand Feed and Stories	Pyr Winter Holiday Theme Collection 6 pm Calendar Feed and Stories/Ad	What products were your fav this year. Pyur Poll Conversational 3 pm Conversational Feed and Stories	Pyr Delight, Pyur Sale. This Weekend Only Core of Brand 1 pm Core of Brand Feed and Stories/Ad		
Platform 3 TikTok	<ul style="list-style-type: none"><li>Post Title/Description</li><li>Publish Time</li><li>Content Theme</li><li>Placements</li></ul>	"Hydrate Your Way through Winter with Pyur 💧💧 #HydrationHacks" Core of Brand 3 pm Feed and Stories	Naughty or Nice? Christmas Eve Wishlist Giveaway. 8 pm Calendar Feed and Stories	Check out our Winter Hydration Collection. Mens and Womens Products 7 pm Calendar Feed and Stories	Recap! Hlghlights of the Events of the Year 11 am Conversational Feed and Stories			

# 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	Females Age Range 21-65, USA & Europe Based. Skin care/Beauty enthusiasts /beginners.
Where: Channel	Pinterest
What is the tactic?	Keyword optimization, High-Quality Pins, Pin regulary, utilize analytics, monitor trends, cross promote
How will it grow the channel?	Pinterest helps to create engaging visuals which will help to promote Pyur’s Aesthetic and Brand Design. As well as drive traffic as it functions as a search engine and social media platforms

# **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

Awareness Product  
Feature received  
significantly less reach  
than testimonials

improvement / recommendation 1

Improve product feature content with seo utilization to really increase awareness for the products; utilize email marketing and collaborate with influencers

Insight/Observation 2

However product feature  
received more post  
engagement

improvement / recommendation 2

To increase engagement overall create high quality content, utilize visuals, and create great copy/content writing, utilize hashtags and encourage shares and saves

Insight/Observation 3

The cpm is high for the  
awareness product  
feature

improvement / recommendation 3

I would allocate the budget to the better performing ad

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

Campaign Objective	The project consists in developing an advertising marketing campaign for the new fall season to increase awareness of PYUR’s new 3-step solution in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets. The campaign needs to have A/B tests to understand how the campaign performs for their targeted audience of men vs. women.
Budget	<b>Campaign Budget</b> <b>Paid Media: \$8k</b> <b>Influencer: \$2k</b>
Platforms	Facebook, Instagram & Pinterest

# 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 in the United States between the ages of 21-45

Geo-targeting


New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.

Behavioral targeting

Who care about clearer, healthy-looking skin. Consumers using PYUR products should feel confident, clean, fresh, healthy; with a young spirit, free, and simple.

# 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.



**Pyur Delight!**  
Our Pyur Winter Sale is This Weekend Only!

**Shop Now**

Stories Ad



Pyur Delight! Check out Pyur’s Winter Hydration Collection. New formulas to keep hydrated for all skin types.

**Discover More**

Feed Ad

# 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 {Pyur Delight}	To increase reach and brand awareness for brand’s content and products	<ul style="list-style-type: none"><li>Reach, Impressions: Brand Recall:</li></ul>	Men in the United States between the ages of 21-45	4000
Ad 2 {Discover Radiant Winter Skin with Pyur}	To increase reach and brand awareness for brand’s content and products	<ul style="list-style-type: none"><li>Reach, Impressions: Brand Recall:</li></ul>	Women in the United States between the ages of 21-45	4000

**Expectation and next steps: Describe your goal is for the A/B Test and what you next steps will be based on results.**  
I expect the winter Collection content to get more reach with a headline “Pyur Delight” vs Discover Radiant Winter Skin with Pyur

- I will see how the A/B testing affects engagement. I will then decide if I want to test creative, placements, or audience to see how targeting each one affects ad results.

# Influencer Overview

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

**Who/How many:**

Target audience of influencers; Skincare Enthusiasts,  
**GeoTargeting:** New York, Chicago, Miami, Dallas, Houston,  
and Los Angeles  
**Type:** Micro and Macro Influencers

**Where:**

Activation Channels mentioned:  
Facebook, Youtube, Pinterest, Instagram, TikTok

**What:** type of lifestyle?

Confident, stylish, healthy; with a young spirit, free, and simple.

**When:** will it launch? Duration?

A three-month organic social media campaign that features a  
Livestream activation OR a giveaway contest w/ an influencer

**Cost?**

2K

**How:** What is the project proposal?

*See Next Slide*

## **Step 1: Project Overview**

- The goal of the campaign Pyur-fluencer. is to spread awareness of the products and brands through influencer partnerships. The content we are looking for depends on the quality, creativity and reach of posts and promoting the brand effectively through our key messages for our Target and Brand Voice.  
**keywords:** clearer, healthy-looking skin. Consumers using PYUR products should feel confident, clean, fresh, healthy; with a young spirit, free, and simple.  
**Brand Voice** Proven to work, Trustworthy, Modern, Innovative, Informative, Stylish.

## **Step 2: Influencer Selection and Strategy**

- The characteristics we are looking for those in beauty and skin care niche, who trustworthy, innovative, living a healthy confident lifestyle. We are looking for around 5000+ to 10000+ follower count. We will start on Instagram, Youtube, TikTok. We will reach out through dm, agencies and other platforms. Influencers get rewards from free gifts to pay per post of our products through performance based incentives. Content can be in the form of hashtags, product features and disclosure of partnerships

## **Step 3: Execution and Measurement**

- We will monitor influencer posts and hashtags and engage through comments and messages. We will determine the success of campaign by indicating reach, engagement, conversion and roi using Instagram, Facebook and TikTok Analytics. Key Performance Indicators (KPIs): Using metrics to measure the success of the campaign, such as reach, engagement, conversions, or ROI.