



sundance
MOUNTAIN RESORT

SOCIAL MEDIA MARKETING PLAN

How to take Sundance
Mountain Resort to the
next level

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2023



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INTRODUCTION

CONTENT STRATEGY

SUMMARY

In order to meet your (Sundance Mountain Resort) goals and needs for the coming seasons we have put this guide together to help you better target the Park City audience and encourage them to try all that Sundance Mountain Resort (SMR) has to offer.

In our kickoff meeting it was stated that the goal for this next years Ski season is **to attract Park City locals to Sundance Mountain Resort** so that they can get a taste of what they are currently missing. Through research, discussion, and analysis, we've curated **two social media campaigns** for both your Ski and Mud seasons through Instagram, Facebook and LinkedIn. In addition, we've included detailed explanations on how these campaigns can be implemented and why they will be successful and valuable to your business as well as your audience. We have also included an analytics overview of your SEO for your website at the end of the document.

Content Strategy

SKI SEASON

The theme of our primary Ski season campaign for Sundance Mountain Resort is "Less Lines. More Rides." For this campaign, we are targeting the Park City local audience. Our goal is to entice them to spend some of their ski and snowboarding days here at SMR by showcasing the great snow and short lines SMR has to offer. We believe a social media campaign focused around marketing this aspect of SMR would not only be successful, but also raise awareness of the resort, by using Instagram, Facebook, and LinkedIn.



MUD SEASON

The theme of our secondary campaign is "Like our snow? Try our___. This campaign is centered around advertising Mud season activities and attractions visitors can participate in, such as classes and courses. We believe Mud season has much to offer in engaging your audience and raising awareness of the resort as a whole. By investing in a focused Mud season campaign on Instagram, Facebook, and LinkedIn, attendees will be more likely to return in the Ski season.

SECTION 01

INSTAGRAM

OVERVIEW

Instagram is one of the most visual social media platforms. In Sundance Mountain Resort's case, Instagram will be an excellent place to showcase all that it has to offer. In this section we will cover the following topics that can contribute to a successful social media campaign and how it can be used to attract audiences from the Park City region and beyond:

- *The best content to post on Instagram*
- *The best time to post on Instagram*
- *Utilizing trending sounds*

THE PROBLEM

Sundance Mountain Resort is a stunning destination nestled in the heart of the Wasatch Mountains in Utah. Known for its scenic beauty, world-class skiing, and outdoor recreational activities, Sundance is a haven for adventure seekers and nature lovers alike.

If you're looking for a way to showcase the unique experiences and breathtaking views at Sundance, Instagram Reels is the perfect platform to do it. With its short-form video format and creative editing tools, Reels allows you to capture the essence of Sundance and share it with your followers in an engaging and dynamic way.

CONTENT

Based on our Park City local survey, action shots are a must!. Action shots are more engaging and make the audience want to participate. This is the best way to draw an audience closer to taking part in what you have to offer. Show them what they're missing! Based on our research, Instagram Reels is the best way to draw your target audience. Taking this into consideration, Sundance Mountain Resort can post a wide variety of content no matter what the season.

SHOW THE SNOW



You are already doing a lot of this really well. The video you see to the right is a great example of the type of content that does well in attracting people to the resort.



REEL IDEAS FOR SNOW AND MUD SEASONS

Snow Season

- Skiing/snowboarding action shot
- Showcase the short lines
- Show how good the snow is
- Show people having fun

Mud Season

- People making pottery
- People blowing glass
- People soaking in the spa
- People enjoying the dining experience

Instagram

IN PRACTICE

SNOW SEASON

LESS WAITING. MORE FUN. - Capture the peaceful, serene atmosphere of the mountain early in the morning. Show clips of skiers and snowboarders enjoying the fresh snow, interspersed with shots of the empty lift lines and quiet mountain. Add a calming caption like "Better than coffee.
#SundanceSkiing #ShortWaitTimes
#PerfectPowder"

Key Factors -

Action Shot - Show The Lines
Trending Sound
Call To Action
Catchy Caption

LESS LINES. MORE RIDES. - Show a short clip of a skier or snowboarder carving down a powdery slope, then cut to a shot of the empty lift lines and a sign indicating "Short Wait Times." Add a playful caption like "When you find the perfect run AND no lift lines #SundanceSkiing
#FreshPowder #NoWaitTimes"

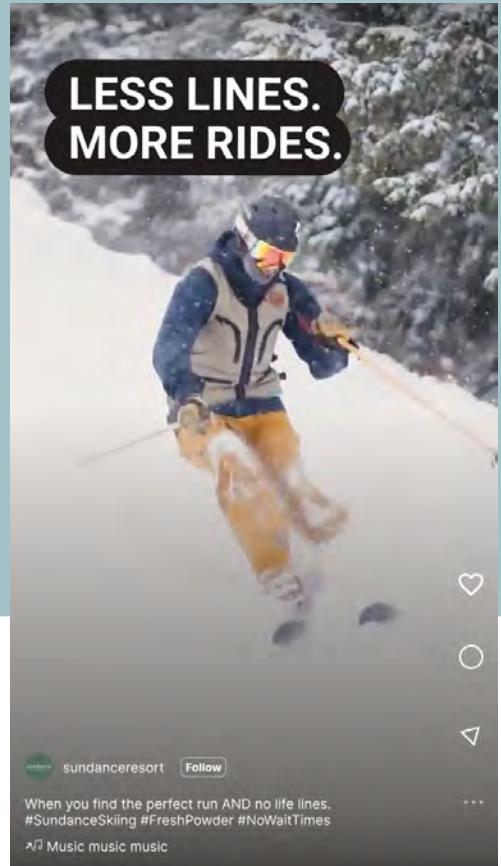
Key Factors -

Action Shot - Show The Snow
Trending Sound
Call To Action
Catchy Caption

**LESS WAITING.
MORE FUN.**



**LESS LINES.
MORE RIDES.**



Instagram

IN PRACTICE

MUD SEASON

"LIKE OUR SNOW? TRY OUR POTTERY" - Show a montage video of people making pottery. Capture how much fun they are having. Show from start to finish. Add a playful caption like "Pottery is not just an art, it's a lifestyle. #SundancePottery #FreshClay #MoreThanSnow"

Key Factors -

- Action Shot - Show the clay spin
- Trending Sound
- Call To Action
- Catchy Caption



"Treat Yo Self" - Create a fun and playful reel that encourages guests to treat themselves to a day at the spa. Show clips of people enjoying massages, facials, and other treatments, interspersed with shots of the delicious food and drinks served at the restaurants.

Key Factors -

- Action Shot - People just enjoying a day at the spa
- Trending Sound
- Call To Action
- Catchy Caption



TIME

Ultimately the best time to post to Instagram is dependent on an account's specific audience. Below are listed the recommended days and times to post for the Sundance Mountain Resort audience. (Personalized recommendation from Influencer hub)

- Wednesday: 11AM
- Thursday: 2PM, 3PM
- Friday: 10AM

TRENDING SOUNDS

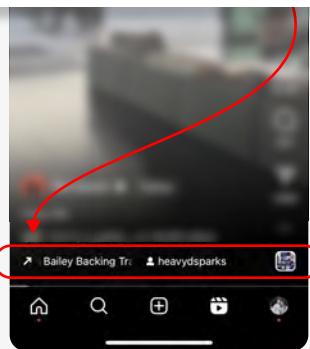
Trending sounds are key to getting exposure for your Instagram Reels. Instagram's algorithm uses trending sounds to show your content to more people. It's best to find a trending sound that fits with the content you are posting. We recommend matching the styles of the two. For example, Action shots with faster paced music.

A WALK THROUGH

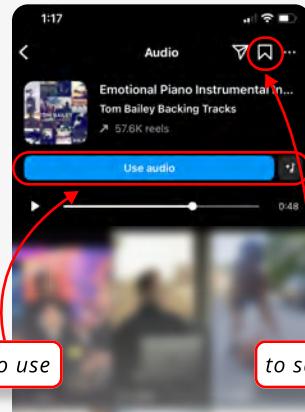
1.



Start by finding a trending sound. You can easily do this by scrolling through Reels until you find a sound with the arrow symbol.

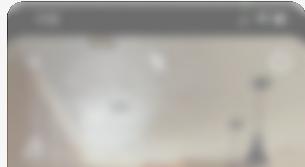


2.

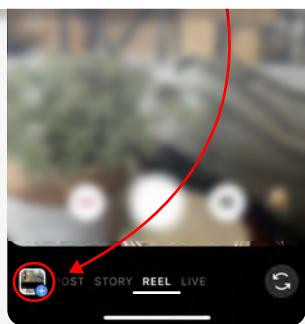


When you find a sound you want, to use it, press use audio, to save it, tap save button to save audio the audio for later.

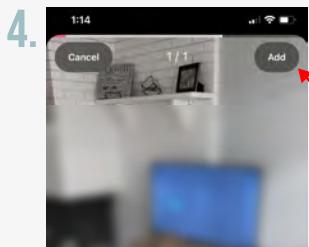
3.



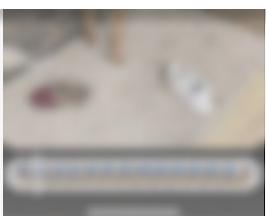
After you found the right sound, add the song to your new post by selecting the add media button on the Reel tab.



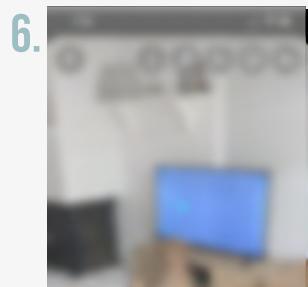
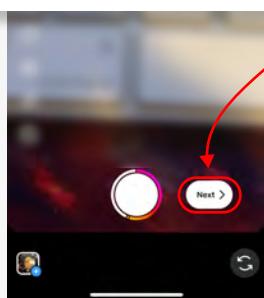
Instagram



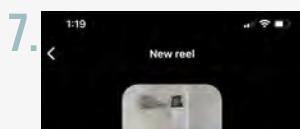
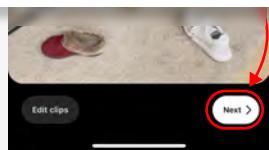
Clip the video to the desired length and push "Add".



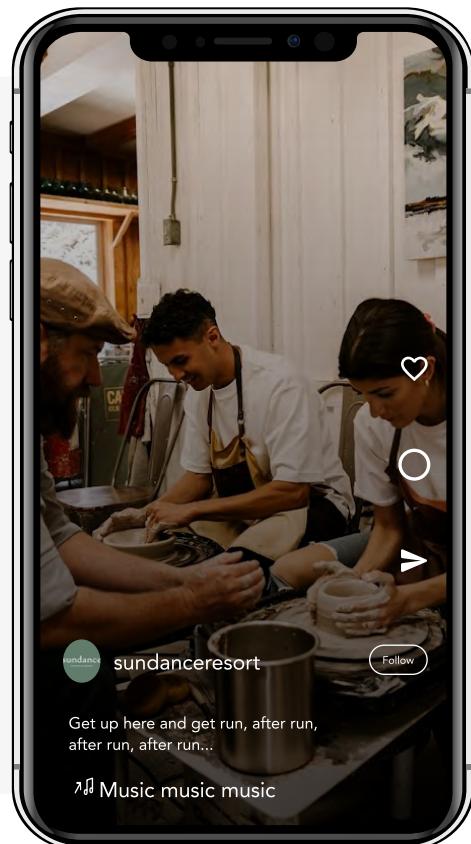
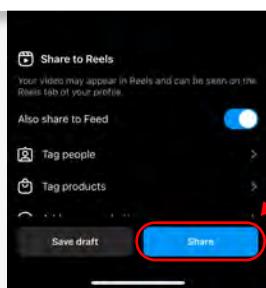
Unless you want to add another video to the reel, push "Next".



If you want to add any other elements to the reel you can select those above. If not, press "Next".



Write your caption below and use any of the other features below that Instagram offers. When ready push Share to post the Reel.



IN CONCLUSION

Instagram Reels is an excellent way to promote Sundance Mountain Resort and showcase the beauty and adventure that the resort has to offer. With its innovative video format and editing tools, Reels allows you to create compelling content that resonates with your audience and inspires them to visit this one-of-a-kind destination. We are confident that if you follow this strategy guide for instagram reels, you will find success in attracting your Park City Target Audience.



SECTION 02

FACEBOOK

OVERVIEW

Facebook is a social media platform with a focus on social connections. Facebook offers the ability to target ads to specific demographics as well as cross-platform posting, which can help engage and build relationships with your geographical customer base in Park City.

- *Facebook Ads Overview and Abilities*
- *Facebook Ad guidelines and formats for ultimate posting success*
- *Benefits of cross-platform posting*

THE PROBLEM

Facebook is a long standing, reliable social media platform, but it may not be the most actively used platform. With a reputation for having a largely older audience base, Facebook offers the unique ability to target your audience down to their location and interests. This section breaks down how you can use Facebook Ads to your benefit, as well as how posting videos may have a further outreach compared to static posts. This section also discusses how using the cross-platform posting ability to post on Facebook and Instagram can boost engagement with your audience and build a stronger brand identity.

WHAT IS FACEBOOK AD CENTER?

Facebook Ad Center allows you to post the same Ad across multiple platforms Meta Suite (i.e. Facebook, Instagram, and Messenger) while using the business account. Facebook Ads can also advertise directly to your customer base that are engaging with your content.



WHO CAN YOU TARGET?

You can tailor ads to your core audience by targeting their:

- Demographics
- Behaviors
- Interests
- Location

Arguably the biggest benefit of using Facebook Ad Center is the fact that you can target your audience within 10 miles of a targeted geographical location, which can be useful in specifically targeting the Park City, Utah market.

SETTING UP AN AD

The walk through below outlines how to navigate to the Ad Center, create an ad, and set up a custom audience. Following these steps will ensure that you narrow down your target audience in the best way possible.

A WALK THROUGH

1. Main Dashboard

Navigate to the "Ad Center" from the dashboard of your Manager Page.

Breezy's

- Professional dashboard
- Insights
- Ad Center**
- Create ads
- Settings
- More tools
- Meta Business Suite
- Switch into Breezy's Page to take more actions

Switch

2. Choose a goal

Indicate what kind of goal you want to advertise. We recommend you use the "Promote your Page" option.

Ads Get personalized ads that adjust over time to help you get better results.

Promoted posts Recommended

Promote your Page

Get more leads

Get more messages Recommended

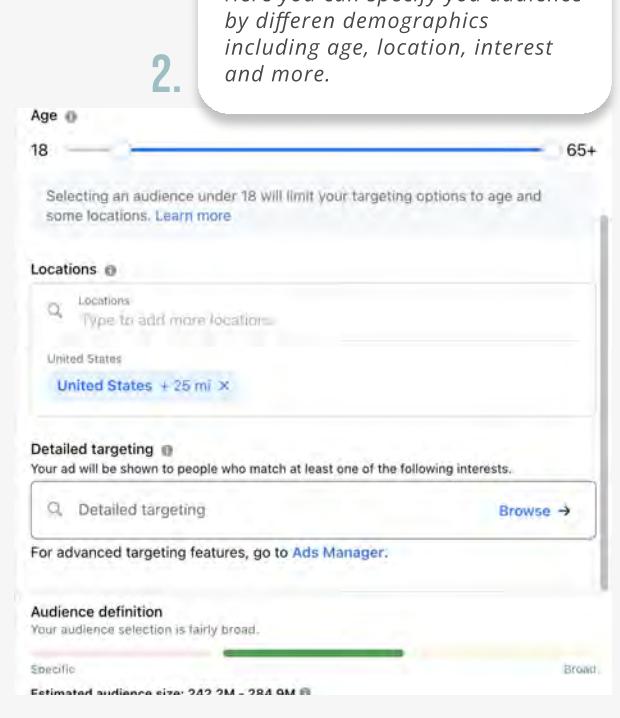
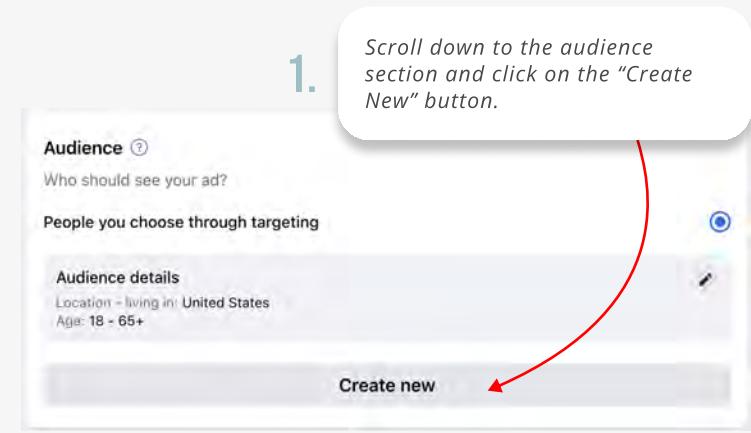
Promote your app

Facebook

CUSTOMIZE YOUR AD

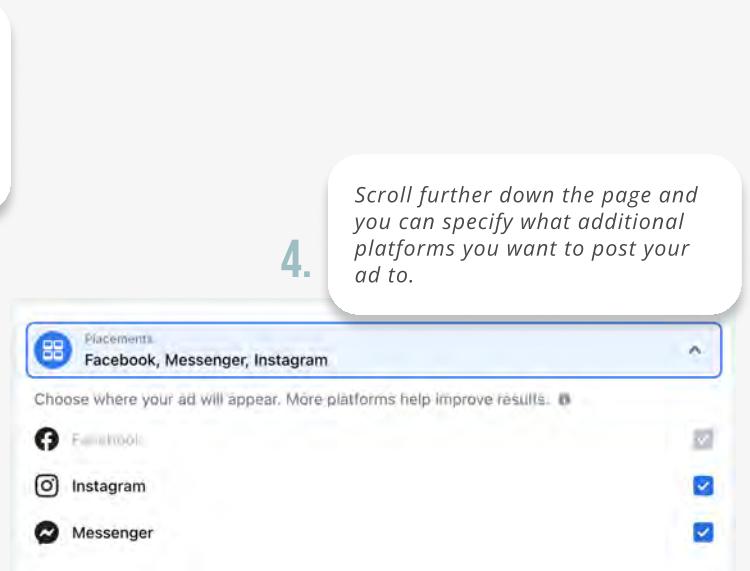
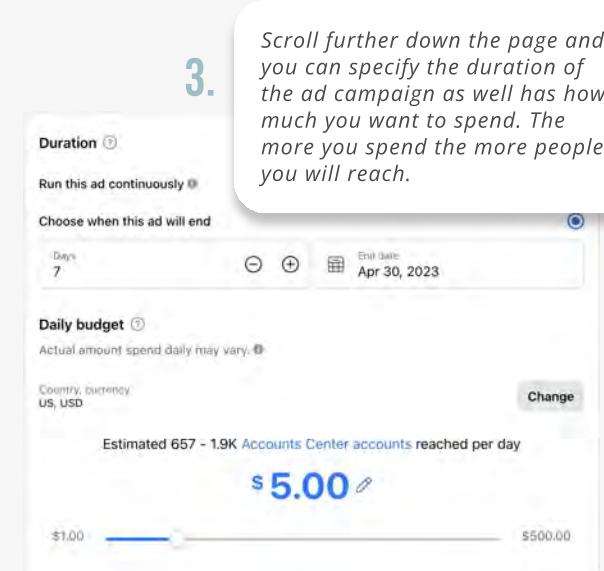
1. Scroll down to the audience section and click on the "Create New" button.

2. Here you can specify your audience by different demographics including age, location, interest and more.



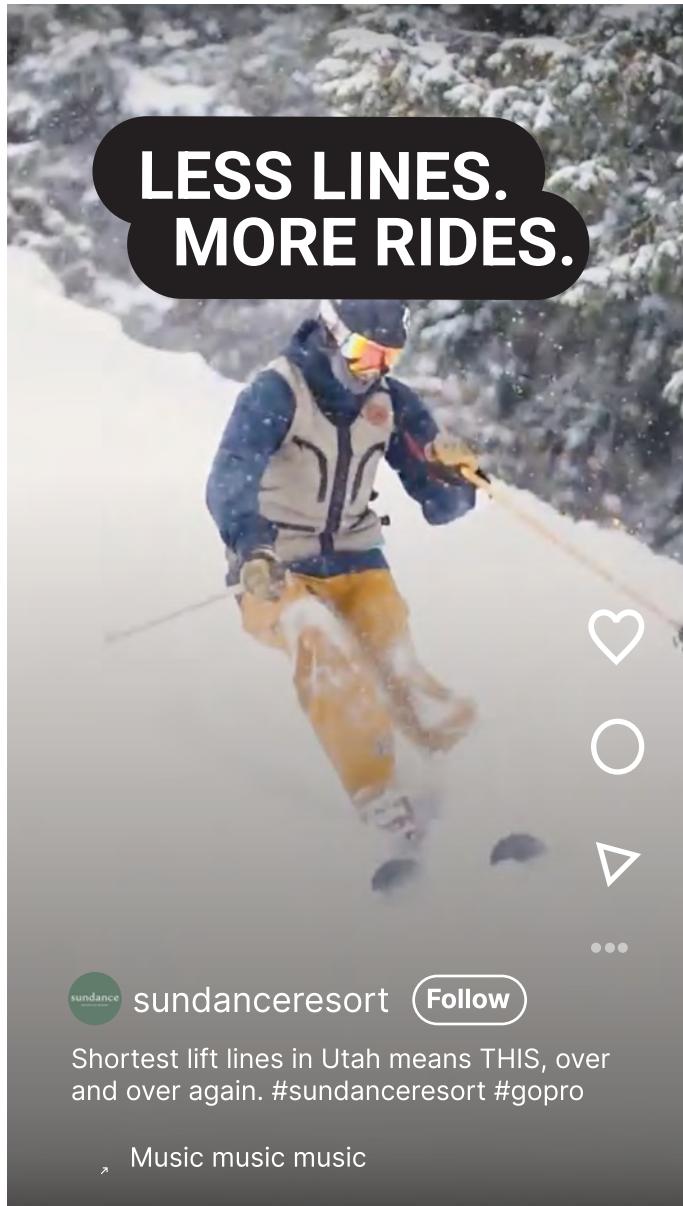
3. Scroll further down the page and you can specify the duration of the ad campaign as well as how much you want to spend. The more you spend the more people you will reach.

4. Scroll further down the page and you can specify what additional platforms you want to post your ad to.



WHAT WORKS BEST ON FACEBOOK?

Video ads gain the most engagement and traction on Facebook. Videos ads can be implemented as either a post or a story and can be reposted to Instagram as a Post, Story, or Reel.



ELEMENTS OF A SUCCESSFUL FACEBOOK AD

- Simple with one immediate, actionable CTA (Call to Action)
- Clear headline, conversational, with an engaging image
- Description eases/reassures the customer and remove barriers that might stop them from fulfilling the CTA

This ad on the left for the 'Less Lines, More Rides' campaign can easily be posted onto both platforms as an Instagram or Facebook story, engaging with audiences from both platforms.

Facebook

IN PRACTICE

SNOW SEASON

Good Facebook ads are targeted and have a good call to action. Like depicted in the example on the top right, you want to make sure you are both staying on brand yet offering something desirable. In the caption we are making it clear they can wait less and ride more and then inviting them to take action and buy season tickets.

Key Factors -

- Enticing, Relevant Picture
- Inviting Caption
- Good Call To Action

A Facebook advertisement for Sundance Mountain Resort. The post features a photograph of several skiers and snowboarders standing in a queue at a ski lift terminal. The Sundance logo is visible on the building. The caption reads: "Sundance Mountain Resort Sponsored Less Lines. More Rides. Get your season pass...". Below the image is the Sundance logo with the text "MOUNTAIN RESORT". At the bottom, there is a call-to-action button with the text "sundanceresort.com Explore Passes Now" and a "Learn more" link.

MUD SEASON

Although not a part of the snow season, there is great potential for brand growth with the mud season. Sundance Mountain Resort has so much to offer and the over all goal is to get people to realize that. Bringing awareness to Sundance's other offering will grow awareness about Sundance Mountain Resort overall.

Key Factors -

- Action Shot - People having fun and making things.
- Inviting Caption
- Good Call To Action

A Facebook advertisement for Sundance Mountain Resort. The post features a photograph of three people wearing aprons, working on pottery wheels and creating clay pots in a workshop setting. The Sundance logo is visible on the wall. The caption reads: "Sundance Mountain Resort Sponsored Like our snow? Try our pottery making class!". Below the image is the Sundance logo with the text "MOUNTAIN RESORT". At the bottom, there is a call-to-action button with the text "sundanceresort.com Explore Passes Now" and a "Learn more" link.

BENEFITS OF CROSS CHANNEL POSTING

- **Boost your Brand Awareness**

More customers can be aware, like casting a wider net. Several channels means several avenues to promote Sundance.

- **Collect More Data to Improve Customer Experience**

More channels means more ways to track customer data and behavior, (such as demographics, behaviors, and location), gaining a better understand on what ads work best on which platforms.

- **Build Trust in Your Brand (reliability)**

Consistency in several social media spaces can make companies seem engaged, and customers may be more likely to reach out to an active company than a stagnant company.



IN CONCLUSION

Sundance Mountain Resort can succeed interacting and building relationships with their customer base by using Facebook, especially by posting video posts which may be more engaging. SMR can also cross-platform post to boost brand awareness, collect more data on your audience, and to build trust, reliability, and trust in the brand.

SECTION 03

LINKEDIN

OVERVIEW

LinkedIn is a well-known platform utilized by business professionals. By advertising and regularly posting on this platform, you can reach a wider audience of professionals, particularly in the Park City area.

- *Advertising on LinkedIn*
- *Step by step instructions how to create a LinkedIn campaign*
- *Step by step instructions how to create a LinkedIn ad*

THE PROBLEM

When promoting a resort, it can be difficult to reach the right audience. While posting on other social media platforms can reach a broad audience, LinkedIn allows you to target business professionals who may be more likely to spend money when visiting the resort. Additionally, while many visitors may come to the resort for the snow, they may not be aware of other entertainment and dining options available. LinkedIn provides a way to showcase all aspects of the resort to a curated audience.

OUR SOLUTION

To elevate your LinkedIn presence we suggest running targeted advertising campaigns on LinkedIn to showcase all aspects of Sundance Mountain Resort to a curated audience of business professionals. This will help increase website traffic and attract a wider audience who may be more likely to spend money when visiting the resort.

LINKEDIN CAMPAIGN SETUP

1. Title your campaign

2. Choose your objective

- Brand Awareness | Reach more people with your posts
- Website Visits | Get more clicks to your landing page

3. Choose your Target Audience

- Profile Based | Target the people that already follow your page and similar users
- LinkedIn Template | Choose from a list of custom audiences LinkedIn has already created
- Saved | Select from audiences you have already curated.
- Choose your location(s)

4. Ad Format

- Single image | Most common & has better results.
- Video

5. Budget & Schedule

- Select a daily or lifetime budget and enter the amount for the campaign.
- LinkedIn recommends to a maximum of 1 month for campaigns. This will help you have realistic forecasted results.

Sundance Mtn Resort

Create lasting bonds and bowls with your team and dates at Sundance Mountain Resort.



Craft lasting bonds and bowls

[Learn More](#)

An example of a Mud Season ad or post

LINKEDIN AD SETUP

The numbers in this section correlate with the numbers on the ad to the right.

- 1. Ad copy:** This is the main text of the ad that appears in the ad post. It should be concise, attention-grabbing, and clearly communicate the value proposition of your product or service.
- 2. Headline:** A brief, attention-grabbing title that appears below the visuals next to the CTA. It should be relevant and engaging.
- 3. Visuals:** This includes images or videos that can be used to convey your message and make your ad more appealing.
- 4. Call-to-Action (CTA):** This is normally a "Learn More" button but can be changed.

To the right is an example of a LinkedIn ad including each part that is needed when creating an ad.



CONCLUSION

By utilizing LinkedIn to target business professionals and companies SMR will be able to promote themselves in a more professional space and be remembered among wealthier individuals who are more willing to spend at ski resorts.

CONCLUSION & DATA ANALYTICS

DATA ANALYTICS

We found the following issues with your website's SEO.

- **365 Images don't have <alt> attributes**
The use of Alt tags depends on accessibility. Because of this it decreases the ability to rank well on Search Engines.
- **47 Pages don't have <meta> descriptions**
Meta descriptions are used for search engines which allow for them to understand what the page is about and can increase your SEO rankings.
- **7 Pages don't have an <H1> heading**
Similar to meta descriptions, H1 tags clearly state what the page discusses.

The full SEO report will be sent via email along with a digital copy of this document.



IN CONCLUSION

To best fulfill the goal of Sundance Mountain Resort (SMR), we created two **social media campaigns** for both Ski Season and Mud Season to target and entice the local Park City audience to try skiing and snowboarding at SMR, as well as maintain engagement in the off-season.

By showing off how SMR offers a unique experience of great snow and short lines, SMR will be able to attract individuals from the **Park City market** over to theirs. In addition, by showcasing the classes and activities offered during Mud Season in a concentrated campaign, it will entice visitors to participate and even return to SMR in the winter. By taking advantage of the unique features that Instagram, Facebook, and LinkedIn have to offer, SMR will be able to grow its exposure and popularity among the Park City audience and its target audience in general.

The goal is to create not just an experience that people will remember but give them reasons to come back. We believe the social media marketing plan we have laid out in this document will help Sundance Mountain Resort fulfill this goal.

