**Digital Marketing (MKTG-227-004)**

**Assignment #1**

Social Media Marketing Plan

Phase#1: Introduction and Analysis

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**Due Feb 07, 2022**

**Introduction:**

I am planning to make online animated book summary which inspire people to read books and become successful in their life. I have invested lots of time and time in reading books and now I want to share my knowledge, abilities and experience to the world in a form of inspiring people towards book reading.

According to my research, book industry is around $138.4 Billion by end of 2021, and it is projected to go up to 2.35% up in 2022. It has constant growth in form of E-books with an expectation of going very high because customers enjoy their books by reading online or listening its audio versions. I am going to make an impact in this business by introducing animated versions of books where I will provide book summaries in form of animated stories. Customers will enjoy and understand books by its animated concepts of that books by purchasing my course with money back guarantee.

**SWOT Analysis:**

|  |  |
| --- | --- |
| **STRENGTHS**   * Unique foundations * Easy access * High quality contents * Easy to attract young generation via online access * Better customer experience * Rapid growth because of animated contents * Variation in customer interests | **WEAKNESSES**   * Time consuming * Poor pricing strategies will lead business in down fall * Low product promotion * Hard to find interesting contents * Lower turnover because of money back guarantee. * Hard to reach sufficient customers |
| **OPPORUNITIES**   * Continuous increment in knowledge driven population * Availability of high skilled labor force * Expert operational management via online transaction services * Efficient education in country with easy access * Easy to apply growth directed objectives | **THREATS**   * Financial instability due to economic crisis * Stiff competition from similar industries * Hard to understand customer interest and development of content * Legal copyright issues * Wideness of irregular market base |

**Objectives:**

* The main objective in this idea is to spread awareness towards reading books which is one of the most common habits in highly successful people.
* To create high level of engagement and interaction on all social media platforms and convert them to my website through strong content.
* To share information and knowledge which I gained from reading books.
* Send a message that books are the solution of every problem.

**Target Audience:**

1. I will target Collage Students and professors majorly but not limited to them. I will look for professionals who are passionate about reading books and excited to try variations using technology. My primary audience is open minded people who have strong interest in online book reading.
2. I will name my segments as **“Smart Readers”** as they are looking for an option to time consuming reading practices in easy way to understand their favorite books. I have differentiated my segment on below demographics, geographics, psychographics and behavior.

**Demographic:** My majority target audience is college students and other professionals who are passionate about reading books and looking for faster way to gaining knowledge of books without wasting time in reading.

**Geographics:** I will start from Saskatchewan where all the college and university students will visit my website and watch my posts online relevant to their interests.

**Psychographics:** people who are passionate about reading books and have goals for reading. I will monitor people who are interested in audio or video form of book summary and make predictions based on my research to achieve their interest in my content.

**Behavioral:** I will structure my course depend on the varied customers come from and try to find their interest based on statics provided by google analytics. It will help me to make my content more useful to the audience with high rate of acceptance towards their interests.

1. I believe my segment will be mix ofsocial savvy, social snackers and small number of social stars in general because most of the authors use lots of social media for promotion and get feedback of their books but most of the books readers uses Litsy which is famous social network in book reader community.
2. **Buyers Persona:** based on my research I will post my free book summaries on YouTube videos to generate interest in visiting my website where I will prepare introductory video which will inspire them to buy my animated version of their favorite book. In addition, I will use twitter to reach out more professionals and celebrities to get their attention towards my website which will help me to drive their followers in to my account.My video summary will be lower than actual book price to convince them in buying my video edition instead of buying book and spending time to read that.

**Zones & Vehicles:**

I will use below social media sites for my campaign to get more attention and feedback about my idea.

**1.Facebook:** I will run Facebook ads to get my books in front of a massive audience of hardcore book readers. This audience is made up of the people most likely to buy a book.

**2.Twitter:** Twitter provides Book Twitter option for book lovers which is vibrant and uplifting social media tool to reach most of the book lovers and present my idea to them.

**3.Instagram:** Instagram is perfect for my social media marketing to reach out book readers to find aesthetically recommended books.

**4.Youtube:** YouTube is a strong content sharing platform which has large amount of audience specially book readers. I will share 5 minutes of book summary videos on YouTube to get attention of book readers interesting in new content.

**Experience Strategy**

1. I want to share a message using social media is as below.

“Experience the animation of your favorite book and explore your imagination”

1. My brand persona will be inspirational and youthful around all social media platforms as I will use motivational images attached with link to website contents in all platforms. Audience will attract by curiosity and inspired to buy full access of their chosen topic. I will evaluate their comments, feedback and suggestions to apply my youthful strategies for better market segmentation.
2. I will use simple captions and 2D cartoon animations with inspirational background music to create attentive environment during my video posts over all social media platforms. It will help me to encourage targeted youth to engage with my brand with curiosity of upcoming content.
3. I will focus on customer satisfaction by actively reading their comments and feelings over shared contents. I will use serialization tool to get report of unsubscribed customers and finetune online contents according to customers’ interest.
4. I will conduct social media audit to get clear picture of current social media content to plan next content and add it to my calendar. After that I will choose social media platform based on demographics and attention on previous posts. I will create content library to decide my visual content will in reach of my team to control negative feedbacks and comments. I will constantly analyze and track social media content to find out what performed the best and how to optimize that. I will use paid campaigns on Facebook, YouTube and Google ads to reach out more reach out more audience across the region.