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

**Assignment #2**

Social Media Marketing Plan

Phase#2: Activation Plan

**Instructor:** Megan Patterson

**Prepared By:** Chirag Valand

Student, Saskatchewan Polytechnic

**Due Feb 16, 2022**

**Activation Plan**

**a).** I will create 4-week calendar including every aspect and important dates of this plan. It is a part of my posting regulations and important dates reminders as well where I will schedule date and times of my important posts with regular timings. Posts will include which book is important to read for getting what audience need. I will create posts based on important facts about this book to generate curiosity in targeted audience before posting actual summary. I will use Facebook and Instagram for creating social interest in my posts. I will provide brand based promotion to get more visits and traffic on my website. I will provide 10% discount on purchases once a quarter for my visitors from any of social media platforms. In addition, I will ask for comments during my you tube posts and mention top 10 followers in my summary.

* I will implement this plan, but I may take some help from my followers to get their feedback and ask for financial help by subscribing to my channel. It is quite hard to manage all social media platform at once, but I will try to make Hootsuite subscription to create regular posts using one platform.

**B) Ans:**

**Week One**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| Morning | Book Introduction  & Ask For support on YouTube | Announcement about this week’s Book |  | Post about benefits of reading this book |  |  |  |
| Afternoon |  | Post about interesting facts about this book |  |  | Share a story campaign |  | Weekly  Book Summary |
| Evening |  |  | Community building practices |  |  |  |  |

**Week #2**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| Morning | Live Review Reading session and feed back assessment | Announcement about this week’s Book |  | Post about benefits of reading this book |  |  |  |
| Afternoon |  | Post about interesting facts about this book |  |  | Share a story campaign assessment |  |  |
| Evening |  |  | Community building practices |  |  |  | Weekly  Book Summary |

**Week#3**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| Morning | Live Review Reading session and feedback assessment | Announcement about this week’s Book summary |  | Post about benefits of reading this book |  |  |  |
| Afternoon |  | Post about interesting facts about this book |  |  | Share a story campaign assessment |  |  |
| Evening |  |  | Community building practices by implementing ideas in real world, learned from this book. |  |  |  | Weekly  Book Summary |

**Week#4**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| Morning | Live Review Reading session and feedback assessment | Announcement about this week’s Book summary |  | Post about benefits of reading this book |  |  |  |
| Afternoon |  | Post about interesting facts about this book |  |  | Share a story campaign assessment |  |  |
| Evening |  |  | Community building practices by implementing ideas in real world, learned from this book. |  |  |  | Weekly  Book Summary |

* Most of my audience are morning readers or evening as they have not much time in between. I also prefer to work in morning or evening time, but I have divided my timing based on my preferred availability. In addition, many people have time to access phone in morning, lunch time or dinner time and I have managed my posts based on targeted audience preference.

**C) –** I have used Microsoft excel to make calendar on Social Media Posts with tentative schedule for this campaign. Please see attached file to access calendar file.

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**d)** My objective is to build animated video summary about famous books, and I need quite high budget for that around $10,000 for buying best video creation software’s, computer, and equipment’s. I made this cost based on my assumptions, it may vary by increase or decrease but on an average, I will start my work after having this much of budget to accomplish my goal.