Social Media Campaign Targeting Plan

Channel Evaluation and Prioritization

1. LinkedIn (Priority 1)

Justification: LinkedIn is the best platform for B2B marketing and targeting professionals based on job title, industry, company size, and more. It aligns perfectly with company objectives if you're trying to reach decision-makers, generate leads, or promote high-value services. Buyer personas such as Marketing Managers, HR professionals, and IT Decision-Makers are highly active here.

2. YouTube (Priority 2)

Justification: YouTube is ideal for showcasing product demonstrations, testimonials, and educational content in video format. It supports high reach and engagement, especially for younger audiences and those seeking visual explanations. It complements the campaign by reinforcing brand trust and awareness through visual storytelling.

3. Twitter (Priority 3)

Justification: Twitter is useful for real-time engagement and awareness but less effective for lead generation or deep targeting. Its character limits and fast-moving timeline make it less suitable for conveying complex product features. It may still be used for hashtag-driven brand exposure, but it's the lowest priority in this campaign.

Campaign Targeting Plan by Channel

1. LinkedIn - Priority 1

Objective: Generate qualified B2B leads and drive traffic to the product landing page.

Why This Channel: Advanced targeting tools help reach professionals by industry, job title, company size, and more.

Target Audience Characteristics:

- Ages 25-50

- Job Titles: Marketing Managers, Operations Directors, HR Professionals

- Industries: Tech, Finance, Consulting

- Urban metros (Delhi, Mumbai, Bangalore)

- Desktop and mobile users

Content to Promote: Case studies, eBooks, product demo snippets.

Ad Description: Carousel and image ads with strong CTAs and lead gen forms.

2. YouTube - Priority 2

Objective: Increase product awareness and educate potential customers through visual storytelling.

Why This Channel: YouTube's vast reach and integration with Google boosts brand visibility.

Target Audience Characteristics:

- Ages 18-45

- Interests: Business, entrepreneurship, tutorials

- Mobile-heavy consumption

- PAN India

- Frequently watches how-to/product reviews

Content to Promote: Explainer videos, how-to guides, testimonials.

Ad Description: Skippable ads, discovery ads, with CTAs like 'Watch demo', 'Visit site'.

3. Twitter - Priority 3

Objective: Build brand awareness and join trending conversations.

Why This Channel: Creates buzz around launches and updates.

Target Audience Characteristics:

- Ages 22-40

- Interests: Startups, tech, marketing

- Mobile-first users

- Engaged in hashtag discussions

Content to Promote: Announcements, webinar invites, teaser clips.

Ad Description: Promoted tweets, image cards, CTAs like 'See what's new'.

Final Notes

This campaign aligns targeting strategies and content with platform strengths: LinkedIn for conversions, YouTube for awareness, Twitter for visibility.