

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.

Insight/Observation 1 Viewers show the most interest to testimonial videos.	improvement / recommendation 1 Applying more testimonial videos within the campaign can accumulate more interest in the product.
Insight/Observation 2 How-to videos aquires more interest from the audience than how-to photos.	improvement / recommendation 2 More scheduling of how-to videos than how- to photos
Insight/Observation 3 There is less engagement in morning posts than afternoon/ evening posts.	improvement / recommendation 3 Post a majority of content in the afternoon/ evening timeframe.

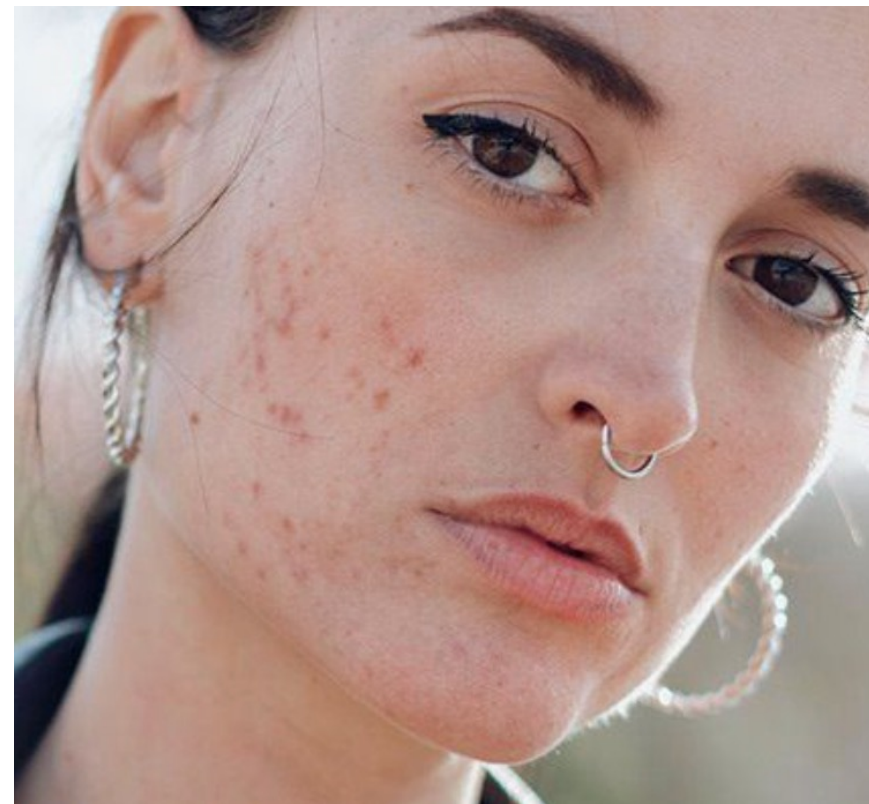
Identify your platforms

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: Facebook- Facebook caters to the wide demographic of men and women between 21-45
platforms name and justification: Pinterest- has a great reach to unique viewers
platforms name and justification: Instagram- many ways of organic advertising available by post, reels and stories

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)



- Marketing Michelle
 - 25-35
 - Always busy
- Sometimes doesn't have the time to take care of skin.
- Looking for a new easy routine



- Pharmaceutical Phil
 - 45-54
- Always open to learning something new for his betterment
- Looking for a quick and easy routine
 - Sensitive Skin



- Realtor Rich
 - 35-44
- Gets information through social media
- Razor Bump prone skin
 - Dry itchy skin

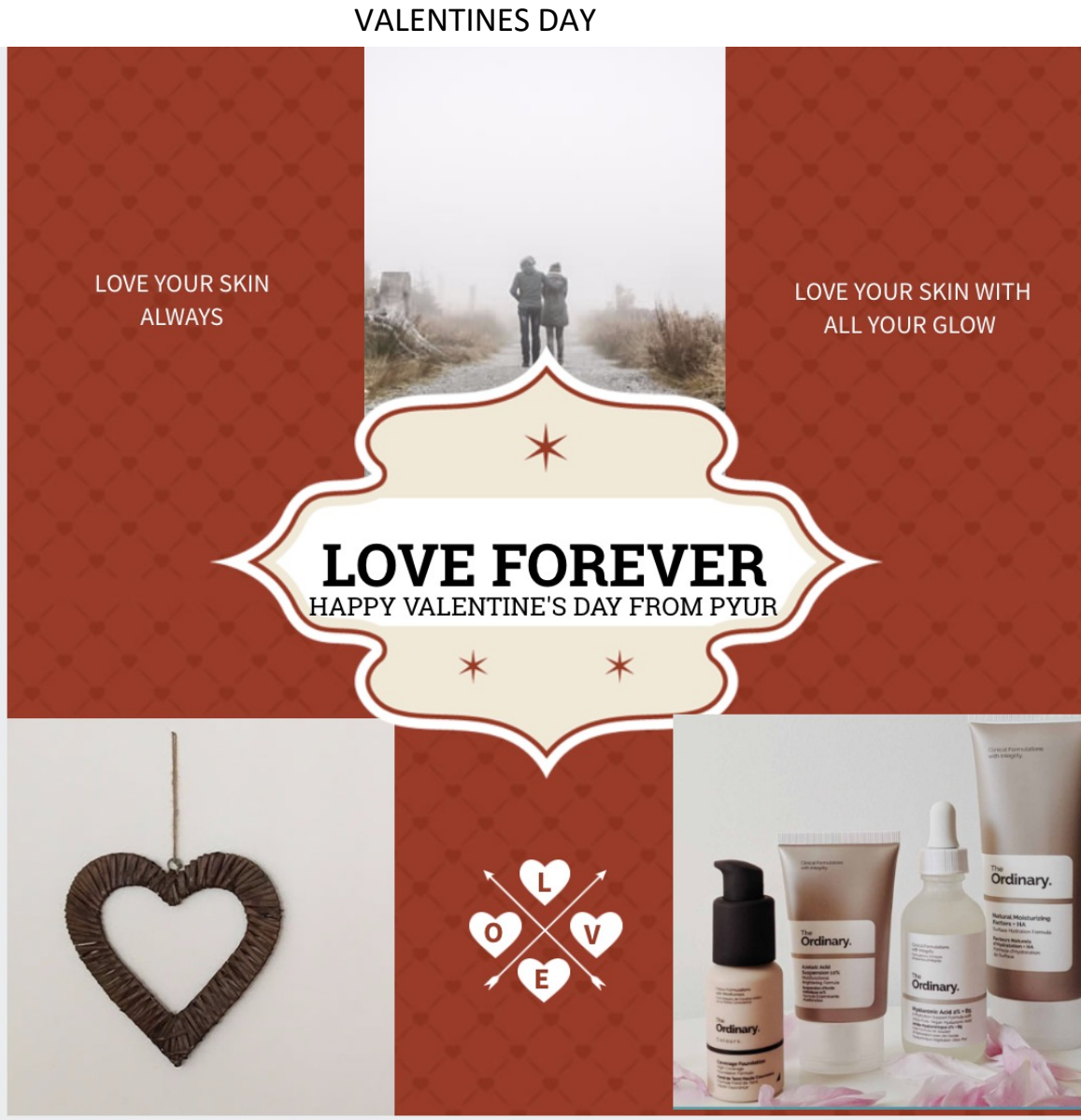


- Wendy the Web Developer
 - 35-44
- Communicates by text and Instagram
- Extremely Dry Skin
- Needs an effective acne solution

Content Theme Sample Post

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



Copy-Text /Caption	ON THIS VALENTINE’S DAY CELEBRATE THE LOVE OF YOUR SKIN WITH PYUR. WE APPRECIATE ALL OF YOUR LOVE, FEEDBACK AND AMAZING LOYALTY. THIS VALENTINE’S DAY ONLY, ENJOY THE SOFTER TOUCH WITH 15 % OFF ON ALL PRODUCTS ON US! “SHOP NOW”
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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">• Post Title/Description• Publish Time• Content Theme• Placements	TOP 5 TIPS FOR SKIN GLOW 2PM Core of brand NEWS FEED AND STORIES		Quiz : Order of application skin Regimen 11 am Conversational STORIES		VALENTINES DAY PROMO AD 12PM CALENDAR STORIES, POST, FEED		WHAT PRODUCT IS BEST FOR YOU? PRODUCT AD 10 AM CORE OF BRAND VIDEO POST/STORIES
Platform 2 (INSTAGRAM)	<ul style="list-style-type: none">• Post Title/Description1• Publish Time• Content Theme• Placements	TOP 5 TIPS FOR SKIN GLOW 12PM CORE OF BRAND REELS AND POST	Quiz : Order of application skin Regimen 11 am Conversational STORIES			VALENTINES DAY PROMO AD 12PM CALENDAR STORIES, POST, REELS	WHAT PRODUCT IS BEST FOR YOU? PRODUCT AD 10 AM CORE OF BRAND VIDEO POST/ REELS	
Platform 3 (YOUTUBE)	<ul style="list-style-type: none">• Post Title/Description• Publish Time• Content Theme• Placements	TOP 5 TIPS FOR SKIN GLOW (extended) 10 am CORE OF BRAND VIDEO AND SHORTS		Best Order of Skin Regimen 1pm CORE OF BRAND VIDEO AND SHORTS		VALENTINES DAY PROMO AD 12PM CALENDAR SHORTS, POST		WHAT PRODUCT IS BEST FOR YOU? PRODUCT AD 10 AM CORE OF BRAND VIDEO POST/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	Men and Women 21-45
Where: Channel	Instagram
What is the tactic?	Promoting healthy skin care through posts and reels/ following top skin gurus
How will it grow the channel?	Free information on taking care of skin is bound to attract people who have trouble with their skin.

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 The CPM on “Awareness Product Feature” is relatively more than Awareness testimonial but has less impressions	improvement / recommendation 1 More of the ad budget should go towards the Awareness Testimonial since there is more impressions than ”Awareness Product feature”
Insight/Observation 2 The Awareness Product Feature CPM is expensive.	improvement / recommendation 2 Change the CPM
Insight/Observation 3 Awareness Product Feature had the most post-engagement activity.	improvement / recommendation 3 Try a different Static Image to Carousel Images in an effort to make more of an impression to the audience of interest.

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

Campaign Objective	increase awareness of PYUR’s new 3-step solution
Budget	Paid Media: \$ 8,000 Paid Influencer: \$2,000
Platforms	Facebook / Instagram

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 between the ages of 21-45
Geo-targeting	New York, Chicago, Miami, Dallas, Houston, and Los Angeles
Behavioral targeting	<ul style="list-style-type: none">- Cares about clearer, healthy-looking skin- Confident- Clean- Fresh- Healthy- Young spirit- Free- 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.



Stories Ad

Caption Text:
No Matter how bumpy the roads to better skin may be, PYUR’S NEW 3 Step system has your back.

Call To Action:
Click Here to see more.



Feed Ad

Caption Text: From active to boss, Let PYUR’S easy 3 step solution help you to keep your skin soft!

Call To Action:
Shop Now

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
Smooth Criminal	To provide brand awareness to unique viewers of all platforms	# of Unique Viewers	The entire demographic of women and men 21-45 in the selsted campaign areas	\$ 4,000
Skin like this should be a robbery.	Awareness to unique viewers of all platforms	# of Unique Viewers	The entire demographic of women and men 21-45 in the selsted campaign areas	\$4,000

Expectation and next steps: Describe your goal is for the A/B Test and what you next steps will be based on results.
The goal is to see what headline brings more of an audience awareness. Whichever one creates the most impressions as well as Post-engagement is the ad campaign that the buget would go to.

Influencer Overview

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

Who/How many: Target audience of influencers	1,000,000 /Men and Women 21-45
Where: Activation Channels	Facebook (Meta) Instagram Pinterest
What: type of lifestyle?	Active and busy lifestyle.
When: will it launch? Duration?	Launch around September (Fall Season) for 1 month.
Cost?	\$2,000
How: What is the project proposal?	Facebook Static Image Plan with a budget of \$2.00 per CPC and a giveaway of PYUR'S 3 step system from Drake. Every viewer who adds PYUR'S Instagram page and shares the giveaway post has a chance to win.