

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.

<p>Insight/Observation 1</p> <p>The Content type shows a higher frequency of photo post compared to videos. Indicating photo content were preferred for the campaign.</p>	<p>improvement / recommendation 1</p> <p>It would be beneficial to diversify the content by adding more video post, since videos tend to attract higher engagement and can be a powerful medium for story-telling. Increasing the videos, could improve the engagement and reach.</p>
<p>Insight/Observation 2</p> <p>Testimonial and how-to were the most frequently used themes (16 each) in the campaign. It appears that the campaign relied heavily on user testimony and instructional content</p>	<p>improvement / recommendation 2</p> <p>Since engagement metrics for some post were low, especially for videos where some had no engagements. I would suggest focusing on creating more interactive and relatable content.</p>
<p>Insight/Observation 3</p> <p>The reach and impressions varied widely across all post. The variations suggested that some post were more successful in reaching a broader audience than others.</p>	<p>improvement / recommendation 3</p> <p>Analyzing the posting schedule can reveal patterns related to the time of day, day of the week or seasons can impact the reach and engagement. The use of a content calendar would remedy planned post.</p>

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(FB)

Facebook offers a targeting solution with the option to include demographics, interest, behavior and specific skin care-related interests. You can also create a custom audience based on age, gender and interest related to skincare, beauty and health.

platforms name and justification

Instagram is more popular among young audiences and has a strong focus on visual content, making it ideal for showcasing your skincare products. Instagram also has ad targeting tools to pinpoint your targeted audience.

platforms name and justification

Pinterest is known for it's emphasis on lifestyle, Do-it-yourself, and beauty content. Pinterest also has an ads manager, which will allow you to target your audience for the desired age group and specific interest.

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)



- Fitness Enthusiast
 - Age: 28
- Bachelor's degree in Sports Science
- Active on Fb, Instagram and Pinterest
- Aspires to start a fitness apparel brand for teens



- Health Advocate
 - Age: 49
- Master's degree in Nutrition & Dietetics
- Engages on LinkedIn and twitter
- Seeks lasting relationship with healthcare providers



- Entrepreneurial
 - Age: 36
- Aspiring Entrepreneur w/ some college
- Active on FB & Instagram
 - Seeks solution for skincare like razor bumps



- Technology Innovator
 - 41
- Master's degree in Computer Science
- Follows Mashable, TechCrunch & Wired
- Struggles with acne and dry skin during winter

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

Core of brand



Unveil radiant skin with PYUR Unisex Lifestyle skincare.
Elevate your routine and embrace your natural beauty.
Experience the difference today.

Discover Radiance ✨ #PYURSkin

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
Facebook	<ul style="list-style-type: none">Post Title/DescriptionPublish TimeContent ThemePlacements		Unlock radiant skin with Pyur Unisex skincare! 10:00 AM. Core of brand Feed and Stories		Embrace wellness with Pyur Skincare. Your skin deserves the best. 2 PM Core of brand Facebook page		Elevate self-care with Pyur. Your skincare routine, perfected. 4:30pm Core of brand Facebook page	Transform with Pyur. Unveil a radiant you. 1pm Core of brand Facebook page
Instagram	<ul style="list-style-type: none">Post Title/Description1Publish TimeContent ThemePlacements		Experience Pyur Skincare magic! Discover natural radiance. 11:30 AM Core of brand Instagram Feed		Elevate your skincare game with Pyur! Unveil a refreshed you. 3:30 PM Core of brand Instagram Feed		Pamper yourself with Pyur this weekend. Your skin deserves it. 6:00 PM Core of brand Placements: Instagram Feed	Skincare delight: Experience Pyur's refreshing touch. Naturally beautiful skin. 10:30 AM Core of brand Instagram Feed
Pinterest	<ul style="list-style-type: none">Post Title/DescriptionPublish TimeContent ThemePlacements	Skincare Rituals: Discover self-care art with Pyur. Rejuvenated glow! 3:00 PM Core of brand Pinterest Board	Skincare Essentials: Explore Pyur's collection for a natural routine. 1:00 PM Core of brand Pinterest Board		Healthy Skin Tips: Discover Pyur's power for glowing complexion. 5:30 PM Core of brand Pinterest Board		Skincare Self-Care: Treat yourself to Pyur pampering. Shine on! Friday, 7:30 PM Core of brand Pinterest Board	

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	Target the younger audience age 16-24
Where: Channel	Tik Tok
What is the tactic?	Create entertaining and creative short videos that align with my brands identity and values.
How will it grow the channel?	Plan a mix of content types, such as user generated content, how-to videos and storytelling.

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 awareness testimony (video) had a higher reach (54,785) than the Awareness Product Feature (static)	improvement / recommendation 1 Allocate a larger portion of the budget to the video content creation and promotion. Experiment with different video formats.
Insight/Observation 2 The awareness product feature campaign achieved a much higher post engagement despite having a lower reach.	improvement / recommendation 2 The video content is effective for reach, but more focus is needed on enhancing the engagement of the video campaign, such as more story telling and call-to-action.
Insight/Observation 3 Both campaigns had low CTR indicating ineffective value proposition or incentive.	improvement / recommendation 3 Monitor the frequency. Rotate ad creatives or target different segments.

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

Campaign Objective	The Primary objective is to increase awareness of the PYUR’s new 3-step solution in the skincare market.
Budget	Paid media- \$8000 Influencer- \$2000
Platforms	Facebook Organic Social Media (Instagram) Influencer Marketing

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 age of 21-45,
Geo-targeting	New York, Chicago, Miami, Dallas, Houston and Los Angeles
Behavioral targeting	Consumers who value plant-based, no-chemical based skincare solutions

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

Discover the secret to clearer healthier skin with PYUR's 3-step solution! Say goodbye to acne and discoloration. Join the skincare revolution today.

[Discover](#)



Feed Ad

Unleash your skin's potential with PYUR! Our 3-step system thousands achieve softer, smoother skin. Don't miss out on the skincare innovation everyone's talking about.

[Learn More](#)

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
Ad 1	Increase Awareness	Impressions, click through rate	Men aged 21-45 in New York	\$4,000
Ad 2	Increase Awareness	Impressions, click through rate	Women aged 21-45 in Los Angeles	\$4,000

Expectation and next steps: The goal is to determine which Ad variant A or B effectively increases awareness among the targeted gender-specific audiences (Men and women) in their respective cities (New York and Los Angeles).
The expectation is to gauge which messaging and imagery resonate better with the respective gender. Then based on the results allocate more budget to the best performing variant.

Influencer Overview

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

Who/How many: Target audience of influencers	A diverse group of lifestyle and skincare influencers, totaling 5 influencers (3 women, 2 men) with a combine reach of 500,000 followers.
Where: Activation Channels	YouTube and Instagram
What: type of lifestyle?	Influencers will reflect an active , health-conscious lifestyle. Their content will focus on skincare routines and maintaining healthy, clear skin. They will also emphasize the benefits of PYUR’s 3-step solution and how it accommodates an active lifestyle.
When: will it launch? Duration?	The influencer campaign will begin the first week of October, aligning with the new Fall season. It will run for 3 months, ensuring consistent engagement and audience interaction.
Cost?	\$2,000
How: What is the project proposal?	Choose 5 influencers aligned with PYUR's brand voice and target audience. Provide influencers with campaign goals, brand message, and product highlights. Influencers create posts, stories, and videos showcasing PYUR's products in skincare routines and healthy lifestyles. Set a posting plan for consistent engagement over 3 months. Encourage influencer-audience interaction and comments. Track content performance and engagement. Facilitate cross-promotion among influencers. Boost awareness and gather user-generated content for PYUR's 3-step solution.