



Marketing Plan: Social Media for The Sparks Foundation

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What is an effective marketing?

An effective marketing plan is necessary in order to engage with the target audience and optimize the social media goals and targets of the organisation. In today's technological world, it is of utmost importance to reach out to the target audience through social media channels such as LinkedIn, Twitter, Facebook, YouTube, etc as the majority of people use these platforms on a daily basis.



The Sparks Foundation




The Sparks Foundation is a non-profit organisation that is working to bring parity in education, making sure children have equal opportunity at success, irrespective of their financial background.

“Inspire, Innovate, Integrate”

The Programs

- Student ScholarshipProgram
- Student MentorshipProgram
- Student SOSProgram
- Workshops
- Corporate Programs





Execution of Marketing Plan

Sample Post #1 that can be posted
on various social media platforms
(LinkedIn, Twitter, Instagram,
Facebook):

The goal of TSF is to help students and college graduates to shape their dreams towards reality. TSF aims to Guide, Teach, Mentor, and Monitor Students, to ensure their success in whatever field they choose! TSF brings its new program - Student Mentorship Program. Under this program the students will learn through workshops, talks and interactive sessions.

So hurry up and sign up for the program as it is free of charge and gives you a great opportunity to explore your potential and talents.



A succinct strategy will help your brand tackle its goals with a sense of purpose.

Here, I have discussed the social media marketing plan to help TSF identify their social goals, engage audiences and optimize the results.





Increase community engagement

Find ways to grab the attention of your current followers. This means experimenting with messaging and content. Having constant communication with audience through social media platforms in the form of posts, stories, feeds, surveys, live-chat and regular content posting in the form of 15 second videos, reels, clips, success stories, articles will help you build a strong brand that the audience with trust and be able to engage more proactively.



Growing the audience base

Growing your audience also means discovering conversations around your business and industry that matter the most, that is, the education and learning industry in our case.

Digging through your social channels is nearly impossible without monitoring or listening to specific keywords, phrases or hashtags. We need to optimise the keywords used in our posts so that they rank high in the searches. Through more efficient social media targeting, you reach your core audience much faster.



Execution of Marketing Plan

Sample Post #2 that can be posted on various social media platforms (LinkedIn, Twitter, Instagram, Facebook):

We at The Sparks Foundation strive to inspire the student community. We encourage, and motivate students to learn, create and help build a better society. Through innovation and commitment, we can achieve higher goals of acquiring skills and knowledge.

We want the students to learn new ways of thinking, to innovate and solve the problems on their own. The programs offered by The Sparks Foundation let the students to integrate, and help each other, learn from each other and do well together. So come along and register for this workshop.

Metrics that we should care about

Reach. Post reach is the number of unique users who saw your post. How far is your content spreading across social media? Is it actually reaching users' feeds? In the face of ever-changing organic algorithms, tracking reach is arguably more important than ever.

Writing posts that have relevant keywords is very important. The content should be useful to the audience and should add value to the person who is reading or interacting with it.



Metrics that we should care about (Cont.)



Clicks. This is the number of clicks on your content, company name or logo. Link clicks are critical toward understanding how users move through your marketing funnel. Tracking clicks per campaign is essential to understand what drives curiosity or encourages people to engage with the brand, in our case, enroll themselves for the program.

The 'Call to Actions' are a must. They must be included in the posts, such as links, buttons, forms, etc that can be tracked and can help us understand the extent of success of our social media efforts.

Metrics that we should care about (Cont.)

Engagement. The total number of social interactions divided by the number of impressions. For engagement, it's about seeing who interacted and if it was a good ratio out of your total reach. This sheds light on how well your audience perceives you and their willingness to interact.

Hashtag performance. What were your most used hashtags on your own side? Which hashtags were most associated with your brand? Or what hashtags created the most engagement? Having these answers can help shape the focus of your content going forward.





Summar

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In summary, if TSF follows the above mentioned methods to drive engagement and social media strategies then we can definitely see great results. We should also take care of the above metrics to track our efforts and the effectiveness of the social media marketing strategies and improve on the areas based on the assessment of the metrics.



Thank You!

