



Marketing Plan For The Sparks Foundation



Marketing Plan: Social Media for The Sparks Foundation (TSF)

About : The Sparks Foundation

The Sparks Foundation is a non-profit startup company which was formed in 2016. With Singapore as main- hub and India as sub-hub, gathering students from all around the world and bring a diverse work culture in action. TSF helping students from all background to learn

and connect with diverse people and help them to get ready to face the real-life challenges confidently.

The Sparks Foundation connect with students of all financial backgrounds with experts, through which knowledge sharing enables equal sharing opportunity to all. TSF provides one-on-one mentorship program, in which students are matched with mentors accordingly to help them know their strengths and help them to overcome their weakness. Apart from this, TSF also organizes variety of programs for students from all background such as marketing, finance, programme developers, business analyst and HR. Graduate Rotational Internship Program or GRIP is the most popular program among them, where students work on the field of their interest and gain numerous benefits.

Some of the programs offered by TSF are as follows:

- Student Scholarship Program
- Student Mentorship Program
- Student SOS Program
- Workshops
- GRIP
- Corporate Programs

What is Digital Marketing?

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products. For example, Think with Google marketing insights found that 48% of consumers start their inquiries on search engines, while 33% look to brand websites and 26% search within mobile applications.

7 Horses of Digital Marketing

- Social Media **Marketing** (SMM)
- Search Engine Optimisation (SEO)
- Search Engine **Marketing** (SEM)
- Email **Marketing**.
- **Marketing** Automation.

- **Digital** Advertising.
- Content **Marketing**.

Digital Marketing Plan For The Sparks Foundation

Digital marketing plan is a unique way of achieving the objectives of the company. In this the company will focus strongly on digital content. Focusing on following digital marketing platform can make a huge difference in reaching target audience,

1. Developing Strategic Plan
2. Growth-Driven Website Design
3. Email Marketing
4. Social-Media Marketing
5. Blogging
6. Paid Advertisement
7. Partnership

Strategic Plans for Maximum Benefits

A succinct strategy will help your brand tackle its goals with a sense of purpose. Below, I have discussed the social media marketing plan to help TSF identify their social goals, engage audiences and optimize the results.

Firstly, we need to figure out what we want out of our social media at large. Since the main target audience of TSF is the younger generation of students and freshers who have recently graduated, it becomes extremely important to have an active presence on social media and create engaging content and posts to attract the young minds to interact with it.

Digital Marketing via Horses of Digital Marketing

- **Email Marketing**

In today's world it is mandatory to have an email id to use and get benefit from the Internet. It is important to have an email marketing team for any organization. Why don't we make use of it? The Spark Foundation got whooping amount of followers and likes, On Facebook about 29k+ and 14k+ on LinkedIn and with no doubt TSF is growing faster than expected.

Execution :

- Divert the visitors to subscription link by pop-ups
- Ask them to subscribe for newsletters or events
- Make use of google forms
- Weekly update about the subscription and request them to share or pin the post

Outcome :

- More organic reach
- Expanding the target audience
- Awareness about The Sparks Foundation
- **Social Media Marketing(SMM)**

Any organization can use social-media marketing and make profit out of it. The major roles of social media in Digital Marketing include include Promotion, Recruitment, News feed, Events, Connecting with customers, Answering queries, Advertisement etc. The four major players of social-media marketing are Twitter, Facebook, Instagram and YouTube and Most widely used professional website LinkedIn.

Sample post that can be posted on various social media platforms(Facebook, LinkedIn, Twitter, Instagram, etc.) :

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 integrate, and help each other, learn from each other and do well together. So come along and register for this workshop.

Increase community engagement — Find ways to grab the attention of your current followers. This means experimenting with messaging and content. Having constant communication with the 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 — And taking the above steps is what helps to grow the audience. We need to bring new followers into the fold by finding ways to introduce your

brand to folks who haven't heard of you before. 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 optimize 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.

For example, The Sparks Foundation majorly focuses on Inspire, Innovate and Integrate as its three primary mission goals. Hence, we need to showcase examples and case-studies/stories through our social media posts and other channels.

Metrics that could be considered :

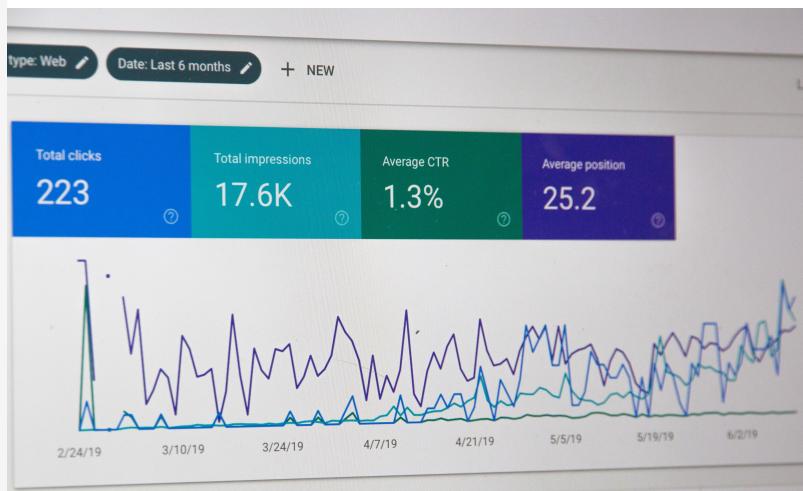


Photo by Stephen Phillips - Hostreviews.co.uk on [Unsplash](#)

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.

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 are essential to understand what drives curiosity or encourages people to engage with the brand, in our case, enroll themselves in 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.

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.

Summary

The Sparks Foundation can increase their reach if they follow the above-mentioned methods to drive engagement and social media strategies, by this we can definitely see great results. We should also take care of the above metrics to track our efforts and the effectiveness of social media marketing strategies and improve on the areas based on the assessment of the metrics.

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Tanakpur, Uttarakhand, India



EMAIL

helpmeinproject@gmail.com



TELEPHONE



MOBILE

+91-73#####22,

+91-74#####59