Project Proposal: Social Media Promotions and Advertisings

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People is already in a social media era, most of them prefer to contact family members, friends even colleagues through social median platform such as Facebook and Instagram rather than texts or emails. In addition, most people use and browse social media platform at least one time per day (Pinto, Loureiro, Rita, & Sarmento, 2019). Therefore, social media is a good way to attract the audience, do promotions and advertisings also earn revenues. For the project, our objective is to use social media platforms to do promotions and advertisings more effectively that can make more profits to Viacom. In addition, the positive outcome of the project can be more audience and profits for Viacom and its different channels. In this project, Viacom might need to promote other brands so that there can be chances that other brands also promote Viacom. The total budget for this project can be no more than $100,000. In addition, the project needs the statistics about different channels of Viacom in different social media platforms, and the datasets need also include the statistics about the audience.

Goals/Objectives

- Viacom can increase 10% audience and social media followers.

- The number of audiences can be increased by 10% after every promotion activity and strategy.

- The advertising promotion strategy can increase the profit.

Procedure/Scope

Phase 1

Doing comprehensive research about the domain and brainstorm about the suitable and effective original strategies. The original strategies can be:

Strategy 1. Identify the targeted audience of the TV plays or Movies, then cooperate with brands' social media page to do promotions. For example: analyzed audience of the new TV play is female, 18-45 years old, economically developed areas. Then Viacom can do research on which brands' fans and followers are similar to the TV play's targeted audience. Lastly, let the brands to promote the play on their social media page to attract targeted audience. The cooperation model between the brand and Viacom can be mutual beneficial, Viacom help the brands to increase the exposure rates and the brands help to promote new TV plays.

Strategy 2. Let the actors and actresses of the TV plays and movies to do promotions on their social media page. Using celebrity charm to attract audience can be one of the most effective strategies when do promotion.

Strategy 3. Create targeted advertisements by adding Facebook Pixel to target potential audience automatically. In addition, if the advertisements are about commercial content, it's better to create interactive advertisements to attract more audience and receive low visitor dissatisfactions (Ashley, C., & Tuten, T. 2014). The advertisements can provide discounts for visitors to increase attraction.

Strategy 4. Try to use different strategies for different social media platforms. Doing research on different social media platforms and know well about them and create different and unique promotion and advertising strategies.

Phase 2

Analyze the statistical datasets about Viacom by using SQL, Python and Tableau to obtain the results about the Viacom social media accounts and use it for an example in the analysis part. In addition, conduct survey research to obtain the statistics and do deeper analysis about it. When

analyzing the data, analysts will analyze the statistics of different platforms because the results might be different between different platforms. Therefore, after the analyzing for different platforms, Viacom can have specific and effective strategies for each platform.

Phase 3

Provide unique strategies can be identified and update the original social media promotion and advertising strategies after the analysis. In addition, decide the final strategies and execute strategies.

Timeframe

Table 1

Timeframe of the project

	Description	Date Interval
Phase One	Research on the domain and brainstorm about the original strategies.	9/14/2020 – 11/03/2020
Phase Two	Take the Viacom dataset for an example and design the survey and do research.	11/01/2020 –11/08/2020
Phase Three	Decide the final strategies on different social media platforms.	11/08/2020 –12/12/2020

Project Budget

Table 2

Budgets for Different Phases

	Description of Work	Anticipated Costs
Phase One	Research on the domain and brainstorm about the original strategies.	Research Analyst: $26 - $32/hour
Phase Two	Take the Viacom dataset for an example and design the survey and do research.	Data Analyst: $22.84-$38.94/ hour/ Research Analyst: $26 -$32/hour
Phase Three	Decide the final strategies on different social media platforms.	Promotion expenditure: depends on the brands and cooperation models

Key Stakeholders

Table 3

Key Stakeholders for The Project

Client	Viacom
Sponsor	Viacom
Project manager	Jie Wang

Monitoring and Evaluation

Create effective strategies for promotions and advertisings are important for every business (Eid, M. A., Nusairat, N. M., Alkailani, M., & Al-Ghadeer, H. 2020). In addition, enough data analysis and research needed to be obtained before creating the strategies. Therefore, business companies like Viacom can obtain more benefits from them. The one of most important parts in the proposal is do research and create suitable as well as attractive strategies. Moreover, the strategies for different social media account and different advertising content should be unique and innovative. Also, the strategies can be changed and innovated during the project, but every change

will be checked and agreed by client. In addition, every phase in the process is needed to be monitored and evaluated whether they are effective and suitable enough. For example, in the phase two, evaluate whether the questions in the survey are comprehensive for analysis.

Acceptance Signature

[Viacom], Project Client	[Viacom], Project Sponsor	[Jie Wang], Project Manager

Literature Review

Ashley, C., & Tuten, T. (2014). *Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement*. Psychology & Marketing, 32(1), 15-27.

> In this article, the authors state that social media is a vital tool to communicate and attract audience, and most of marketers think that social media is a vital component in their marketing initiatives. In addition, branded entertainment on social media can be a good way for promotion. For example, creating an advergames and other interactive experiences can provide uninterrupted sensory immersion for customers and decrease the dissatisfaction when customers receive the advertisements. In addition, user-image can attract more fans.

Oh, S., Baek, H., & Ahn, J. (2017). *Predictive value of video-sharing behavior: Sharing of movie trailers and box-office revenue.* Internet Research, 27(3), 691-708.

In this article, the authors examine whether the box office can be influenced by whether share trailers on social media which are mainly used to share videos. Researchers use methods of data collection, descriptive data, creating analysis model and robustness check to do the analysis, Also, they collected the data from the websites of Box Office Mojo, IMDb and Numbers, then collected the data about trailer views on YouTube. Lastly, they obtained the results that the sharing of movie trailers can positively influence the box office. In addition, box office can be affected a lot by the movie trailers in the early stage when the movie is released.

Michele, R. D., Ferretti, S., & Furini, M. (2018). *On helping broadcasters to promote TV-shows through hashtags.* Multimedia Tools and Applications, 78(3), 3279-3296.

In this article, the authors state that official websites can be better to perform disclosure and information dissemination strategies, and social media platforms let interactivity and involvement strategies to be performed well. Moreover, post great and attractive content on the social media page is important which can also affect the sales of the products, the views of the TV plays or the popularity of the songs. In addition, different social media platforms need different strategies so that there's can be more efficiency. Lastly, Facebook is the most reliable platform to do disclosure, information dissemination, interactivity and involvement when compared with official website and Instagram.

Pinto, L., Loureiro, S. M., Rita, P., & Sarmento, E. M. (2019). *Fostering Online Relationships With Brands Through Websites and Social Media Brand Pages.* Journal of Promotion Management, 25(3), 379-393.

In this article, the authors state that official hashtag of social media is a good tool when promote TV shows. In addition, that TV-set is no longer the man entertainment for people

because of today's high internet technologies, so television industry decides to use cross-

media strategy to attract and re-catch audiences. From the collected Twitter datasets which

are about the most popular hashtags, the most retweeted posts and the most retweeted TV

plays, etc., there is a guideline for business to increase the promotion and audience

engagement: create and use the official hashtag; be nice when post the message; write posts

before during and after the show, etc.

Eid, M. A., Nusairat, N. M., Alkailani, M., & Al-Ghadeer, H. (2020). *Internet users' attitudes*

towards social media advertisements: The role of advertisement design and users' motives.

Management Science Letters, 2361-2370.

In this article, the authors claim that social networking can be a good tool to share

information between online users. Also, posting advertisements on social networking can

increase the communication and provide multiple business platforms. However, social

networking sites can be disadvantage because of an unsuccessful advertising model are

created due to lacking information about customer attitude towards advertisements.

Furthermore, the marketing strategies can't be good enough if it lacked research about

customer attitudes. The first factor that can affect customers' attitudes is informativeness,

so enough information about the product in the advertisement should be a priority, also the

advertisements should create awareness among customers about the product. Second factor

is trust, there's direct positive relationship between internet users' attitude development and

trust, so the advertisements should focus on the trust factor either. Third factor is irritation

which is a negative indicator to customers' attitudes. In addition, customization,

opportunity seeking, investigation, interaction and entertainment are the factors that can

affect customers' attitudes, and these are positive indicators. From the article, the writers

suggest that the advertisements should be more attractive and interactive. Moreover, companies should adapt advertisement models more effectively, provide transparent information about the products which is posted in the advertisements, communicate policy with customers who have more concern before they the purchases. Lastly, create databases of customers and analyze the statistics about customers can help a lot before creating advertisements.

From above articles, the importance of social media platform and effective strategies for social media promotion can be learned, which can help to prove the importance of social media and enlighten social media promotion strategies. For example, from the third article, people can know that hashtag can be a great tool to attract targeted population on social media.

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