

**Karen Ramon**

**CLIENT: The Schmidt's Commons / The Piazza**

**BRAND VALUE:**

The Schmidt's Commons/ The Piazza is a great asset to the Northern Liberties/ Fishtown neighborhoods because of its location and size. It is located in a neighborhood where it's surrounded by young professionals, students, artists etc. Therefore, the ultimate goal is to revive the The Schmidt's Commons and The Piazza through social media and create it into a main location where the people around the neighborhood and surrounding areas go to attend events, go to eat/drink at restaurants there and would consider living there. The Schmidt's Commons / The Piazza is also valuable to the neighborhood because it can bring in new business that will attract the neighborhood.

**GOALS OF A SOCIAL CAMPAIGN:**

A) Increase Brand Awareness in order to drive organic growth and for the brand to become relevant to its surrounding neighborhoods and the city of Philadelphia. This is going to be done by posting content regularly on its Social Media channels (Twitter, Instagram and Facebook) about The Schmidt's Commons, about future events happening at the Piazza, and about local restaurants/ shops located at the Piazza. Increasing brand awareness will be measured by tracking the number of new followers, by the number of people that can be reached through the social media posts and by the number of mentions, shares, RTs of people that are talking about The Schmidt's Commons/ Piazza on social media.

B) Increase brand engagement in order to improve how people view The Schmidt's Commons, to create word of mouth recommendations and to create Public Relations mentions. Brand engagement will be boosted by creating engaging content that will fit with the community and the targeted audience. Therefore by having constant brand engagement, the content will have a higher chance to appear more on social media platforms that use algorithms. Brand engagement will be measured by likes, shares and comments per posts. As well as by mentions and replies.

C) Increase Public Relation mentions by getting featured on VisitPhilly.com, Uwishhunu.com, Philadelphia Magazine, Philly Style Magazine, Philly.com and local news stations. Also, the goal is to get featured by Philly Influencers Instagram pages by having them attend events. Through this The Schmidt's Commons/The Pizza will build relations with popular blogs for projects and will be able to reach a greater target audience. This will be measured by tracking potential reach/outreach, shares and mentions.

**AUDIENCES**

- PRIMARY
  - Young professionals, college students, artists, entrepreneurs and young hip couples ranging from ages 22-35 that live in surrounding neighborhoods who enjoy attending events such as concerts, vendor markets, screening events, live broadcast of sporting events and outside workout classes.
- SECONDARY
  - 35-40 couples with no kids or young kids that appreciate and enjoy culture, art, creativity, and music.

What do these audiences want from you?

- The audience is looking to be a part of a community that offers a variety of activities for them to be apart of. The audience is looking to explore new things such as outside yoga or thrift shops in the neighborhood. The audience is also looking to attend food/ drink festivals where they can hang out with a group of friends on weekends.

## **CONTENT**

- TYPE:
  - Blog posts on the Schmidt's Commons website about the living space, the shops located there, and upcoming events happening there.
  - Photography of the living space, the shops, events, the people, the neighborhood
  - Video content of the living space, recaps of events, and of the people that surround the Schmidt's commons
  - Updates of the living space, events and the neighborhood

Frequency of content?

- Instagram:
  - The Schmidt's Commons Instagram was last updated on April 26th. Meanwhile there are several upcoming events that are listed on the website but none have made it to the instagram. Therefore, the goal is updating the instagram with posting 3 times a weeks.
- Twitter:
  - The Schmidt's Commons Twitter was last updated on October 6, 2016. Therefore, the goal is to have an activite twitter and tweeting and retweeting about the living space and events. As well as replying to tweets that mention the Schmidt's Commons.
- Facebook:
  - The Schmidt's Commons Facebook is the only Social Media account that is active regularly. Therefore, it will keep being updated regularly/ everyday with

current postings and by interacting with people engaging on posts.

- TONE
  - Welcoming, Personal, Friendly, Laid Back,
- MEDIA FORMAT
  - Photographs/ Instagram Story/ Boomerang/ Instagram Live

## **PLATFORMS/CHANNELS**

### HOW WILL YOU MEASURE YOUR SUCCESS?

- Success will be measured through using Google Analytics that will provide us an overall look on traffic on the channels. We will look at our traffic sources from search from engines, from social, from direct search on browsers, from people clicking links through other sites

ADVERTISING? *What do you think needs to be done with paid reach? Do you have any targeting goals?*

With paid search we want to be the top site that comes up on the engines when people search for “Things to do in Philly”, “Best places to live in Philly”. Also we would like to appear on our target audiences social with created ads.

## **Content**

Blog: Each blog will roll out once a week

- Top Can't-Miss Events Happening in The Schmidt's Commons this May
  - Similar to VisitPhilly, the The Schmidt's Commons will roll out a monthly blog with the events that are happening that month. The blog will contain photos from previous events and an overview of each event.
- Preakness at the Piazza - Blog highlight of a major event happening that month.
  - Blog will highlight what the Preakness at the Piazza is by posting photos and recap videos of previous years.
- Why live at The Schmidt's' Commons - Monthly Blog highlighting the living perks
  - The blog will include current resident testimonials talking about why they like living there and why they enjoy living in Northern Liberties. The blog post will also include photos highlighting the living space.

- Why Northern Liberties - monthly blog highlighting a special attribute about neighborhood such as street art, local musicians, local artists, local shops etc.

**Facebook:** Goal to post 5-6 times a week

- Share each monthly blog once a week so the audience can share, comment, like
- Keep creating event pages for each event occurring so the audience can share with friends and show their interest of attending
- Reminder post of upcoming event that week
- Post of event day
- 1-2 weekly posts of The Schmidt's Commons apartments (Photo)
- 1-2 weekly post of outside of The Schmidt's Commons apartments/ Neighborhood (Photo)
- Sharing any positive PR mentions (Articles)

**Twitter:** In line with Facebook, Instagram and Website - Goal everyday

- Tweeting every post that goes on Facebook and Instagram
  - Blogs
  - Events
  - Photos
  - PR mentions
- Replying/ retweeting to positive tweets made by people that have "The Schmidt's Commons/ The Piazza" in their tweets
- Create Instagram surveys for followers in order to get interaction with them
  - Ex: What event will we see you attending this month:
    - Philly Tech Week Block Party
    - Cinco de Mayo Celebration
    - Succulent Worksop

**Instagram:** Hire an Instagram influencer photographer (Ex: Peopledelphia) to capture/ highlight the inside of The Schmidt's Common Apartments, outside The Piazza, the shops located there and events - Goal 4 times a week

- Post of photo highlighting Schmidt's Commons - apartment details as caption

- Post of photo highlighting the outside of the Schmidt's Commons - details of surrounding shops or neighborhood as caption
- Post of upcoming events with photo of previous year - details of event as caption
- Post of a new Blog and adding the link in the bio
- Monthly Contest for free tickets to a non-free event
  - Preakness at the Piazza Post - follower must tag a friend in the post and both must follow the instagram for a chance to win two tickets
- Insta Stories that highlight the Schmidt's Commons

### First Week of May Social Media Plan

Channels	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Facebook	-Share blog: Top Can't-Miss Events Happening in The Schmidt's Commons this May  -Share event pages for month events - *Cinco de Mayo* Event	-Share Photo of a Schmidt's Common Apartment highlighting the perks of the place	Re-share the Cinco De Mayo Event	Post scenery imagine of The Piazza	Post and Imagine of tequila wishing a happy "Cinco De Mayo"		Post Image of Friday's event thanking people for coming out
Instagram	Share an imagine of Cinco De Mayo Event and inform followers to check out the blog of May's events by clicking the link in bio	-Share Photo of a Schmidt's Common Apartment highlighting the perks of the place		-Post scenery imagine of The Piazza  -Post an Instagram story reminding followers of Cinco De Mayo event	Post and Imagine of tequila wishing a happy "Cinco De Mayo"  -Post a few instagram stories during event		Post Instagram story Image of Friday's event thanking people for coming out

Twitter	<p>-Share blog: Top Can't-Miss Events Happening in The Schmidt's Commons this May - Highlight Cinco De Mayo</p> <p><b>(Always, everyday)</b>  *Retweet any positive tweets that mention the Schmidt's Commons/Pizza  *Always reply to tweets that @account</p>	<p>-Share Photo of a Schmidt's Common Apartment highlighting the perks of the place</p> <p>-Create survey for followers asking what event will they be attending that month:  -Cinco De Mayo  -DIY Succulent Workshop  -Preakness at the Piazza</p>	Tweet about the Cinco De Mayo Event	-Post scenery imagine of The Piazza	Post and Imagine of tequila wishing a happy "Cinco De Mayo"		Post Image of Friday's event thanking people for coming out
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