

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.

Lifestyle theme videos from 11/14/ 2021 had a high of 555 reaches	Start creating better and engaging captions and calls-to-action to encourage likes, comments, and shares.
The videos is showing high engagement with users. Videos like testimonials and how-to content, receive high views, likes, and comments.	Ensure clarity in demonstrating the steps and highlight the practical benefits of using PYUR's products.
Photos with a testimonial theme seem to generate good engagement, with moderate likes, comments, and shares	Allow an influencer to post testimonials photos. Influencers can provide endorsements and reach a wider audience, increasing brand awareness

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.

Facebook : Facebook is a versatile platform that allows a range of content types like photos, videos, and written posts.

YouTube : YouTube is good to showcase how-to videos, testimonials, and lifestyle content effectively. The platform allows for longer-form content which can an opportunity of a deeper exploration of PYUR's 3-step solution and its benefits.

Tiktok : TikTok has a young and diverse user base, and PYUR can create popular trends to create content

Identify your audience

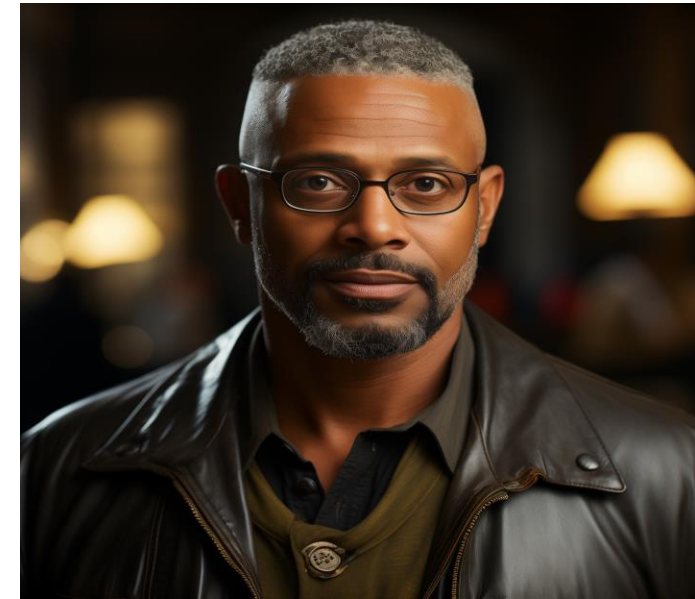
Review the provided persona profile documents, and use those to create 4 customer profiles. Each profile must include 1)title, 2)age, and then 3) three additional key points. (Profile image is optional)



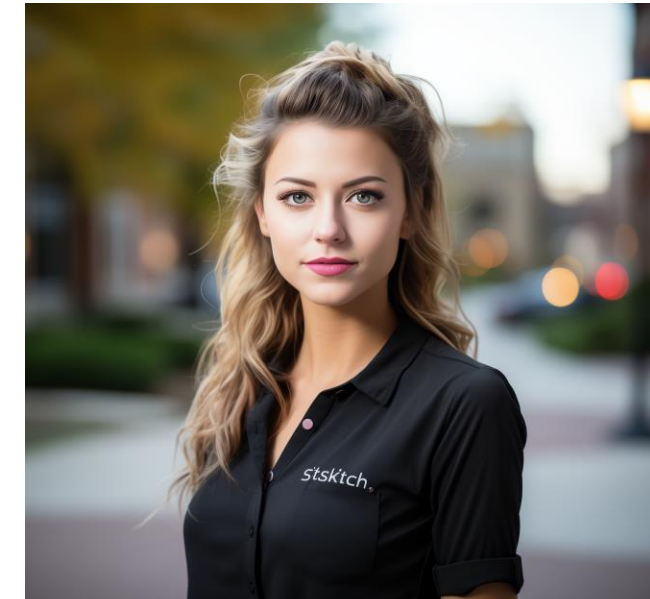
- Professional Patty
 - 35 years old
 - Masters Degree
 - Professional Marketer
- Main social medias are Facebook and/or instagram



- Podcaster Paul
 - 40 years old
 - Some College
 - Podcaster
- Watches YouTube and YouTube shorts for content



- Public Richard
 - 50 years old
 - Bachelors Degree
 - Public Relations Manager
- Attend conferences and networking events weekly,



- Emily
 - 27 years old
 - Bachelors Degree
 - Entry level IT Professional
- Tiktoker with over 20k followers

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

Calendar



Caption :	Are you a busy professional ? PYUR Skincare will keep your skin healthy and glowing, even on a busy schedule.
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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
Platform 1 (Facebook)	<ul style="list-style-type: none">Post Title/DescriptionPublish TimeContent ThemePlacements	<i>(sample 1)</i> Five essentials for clean skin 12 p.m. Core of brand Feed and Stories	What is PYUR?/education video on the product 10am Conversational Feed and Stories	How much time do it take to clean your skin? 8am Conversational Feed	Top benefits of using PYUR/benefit of product 9am Core of brand Feed and stories	An influencer showing how they use PYUR with their busy schedule 10am Calendar Feed and stories	Real people/Real results Testimonial video of customer results of use of the product 12pm Conversational Feed and stories	Sophistication/A picture of the product showing how elegant the product look 2pm Core of brand Feed and stories
YouTube	<ul style="list-style-type: none">Post Title/Description1Publish TimeContent ThemePlacements	The importance of clean skin/benefits of a having a skin routine 3pm Core of brand Feed and stories	Have you tried PYUR yet? / a testimonial video 12pm YouTube feeds	Showcase the three steps needed to apply PYUR. 10 am YouTube short Core of brand	Can you see a difference in your skin using PYUR?/ A post to create engagement for current customers 1pm Conversational Feed	Is video of an influencer giving tips and a testimonial on results 1pm Conversational Feed	Behind the Scenes/ show behind the scenes of the plant based ingredient of the products 5pm Core of brand YouTube feed	Take a deeper look/go in explanation of each product. Give explanation of the purpose of each product 8pm Core of brand YouTube
TikTok	<ul style="list-style-type: none">Post Title/DescriptionPublish TimeContent ThemePlacements	What is your skin type?/what do your skin need 5pm Conversational	Have you heard of PYUR? A engaging video 8pm Conversational	Testimonials video on How quick and easy it is to get clean skin 3pm Feed and stories Conversational	15 second glow up/ witness the PYUR glow up Calendar 5pm Feed	Create duets or splits videos with influencers going over their skincare routine 4pm Core of brand Feed	Challenge accepted! Create a challenge for the weekend 8am Conversational Feed and stories	Continue creating and showing videos of customers and influencers revealing their PYUR's skincare transformation 11am Conversational Feed and stories

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	Men & women between the ages 27-55 who value skin care or looking to solve skin issues
Where: Channel	Tiktok
What is the tactic?	Create trending TikTok's to showcase and educate about the product
How will it grow the channel?	To bring awareness to the page and gain more followers

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.

How-to videos has the lowest reach and engagement	Use trending TikTok dances to help create viral video on how to use the product
The campaign generated 137 clicks and 134 post engagements, which shows us strong user interaction.	Incorporate a clear call-to-action in testimonial videos to guide users toward desired actions, For example to reshare the post or visit the website
Facebook is the best performing platform for impressions and results based of demographics	Consider running campaigns with similar durations on a different platform like TikTok and taking into account specific days or times that showed heightened user activity for optimization

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

Campaign Objective	The primary objective of this social media strategy is to increase awareness of PYUR's new 3-step solution for clearer, healthy-looking skin during the fall season in targeted markets (New York, Chicago, Miami, Dallas, Houston, and Los Angeles). The campaign aims to highlight PYUR's innovation in skincare and the effectiveness of its plant-based, non-chemical ingredients.
Budget	Paid Media: \$8,000 Influencer Marketing: \$2,000
Platforms	Facebook

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 ages 21 -45 in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.
Geo-targeting	Reach men and women whom live and /or work in areas that promote healthy lifestyles, modern and luxury homes in New York,Chicago,Miami,Dallas,Houston, and Los Angeles
Behavioral targeting	Engages with professional content related to marketing and skincare.Professional that appreciate innovation and proven effectiveness in skincare products.

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.



Our new skin care line is designed to give you the glowing skin you deserve.

PYUR SKINCARE.

Caption Text:

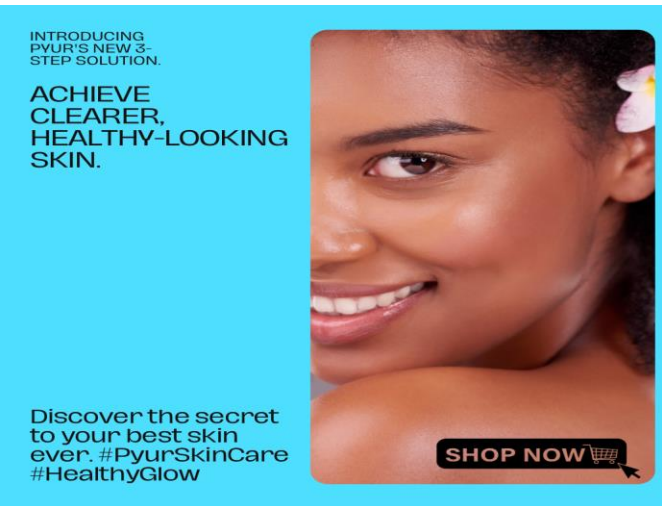
Unlock the secret to radiant skin and Elevate your skincare routine this fall with PYUR's revolutionary 3-step solution!

Call To Action:

Click 'PYUR SKINCARE' to unveil the science of beauty and embark on a journey to skincare perfection

Stories Ad

Feed Ad



Caption Text:

Ready for smoother, healthier skin?

Embrace a new era of skincare and discover the confidence that comes with healthy, glowing skin.

Call To Action:

Tap 'Shop Now' and start your journey to a clearer, more vibrant skin.

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
The Glow & Go	Increase brand awareness by highlighting the 3-step solution's effectiveness in achieving a quick and radiant glow.	Impressions and Reach	Men and women aged 21-45 whom is Focus on quick skincare routines, beauty tips, and an active lifestyle.	\$4,000 (50% of the total paid media budget).
Pure & Sophistication	Emphasize how elegance,show purity and sophistication of the product	Click through rate	Men and women who interested in elegant lifestyles, luxury skincare, and modern beauty.	\$1,000 (50% of the total influencer budget).

Next steps would be to create ads and launch both campaign ads on Facebook.
Monitor KPIs closely and watch engagement and analyze the feedback
The goal is create awareness within our targeted audience to convert them into customers.
Adjust the ongoing campaign strategy based on the A/B test results for the future ad content.
Report findings,insights, and recommendations for further decision-making.

Influencer Overview

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

Who/How many: Target audience of influencers	Young men and women ages 21-31 who is lifestyle followers or is interested in maintains a healthy lifestyle
Where: Activation Channels	Facebook and TikTok
What: type of lifestyle?	Health and fitness lifestyle
When: will it launch? Duration?	Starting beginning Fall ,September and will run 6 weeks
Cost?	\$1,000
How: What is the project proposal?	Collaborate with skincare influencers in each city to create content showcasing the 3-step solution. Encourage influencers to share their experiences and results.