

Organic Social Media Strategy Template

Build your organic social media strategy.

Historical Analysis, Insights/Observations, and Recommendations

Testimonials, lifestyle, and how-to videos received the most engagement impressions, as well as more views for longer than 3 seconds. Testimonials and lifestyle videos and photos were the highest in engagement and views.	<i>Focus content around lifestyle and testimonial videos; popular influencers can be utilized here.</i>
Engagement and views were highest around the Thanksgiving/Christmas holiday season.	<i>Capitalize on holidays and special days to post themed content; consider holding contests/giveaways, and/or special sales for these occasions.</i>
Most engagement and impressions were from content posted in the afternoon/evening hours between 12-7:30 pm.	<i>With exception to holidays, post most content in the afternoons, after 12 pm.</i>

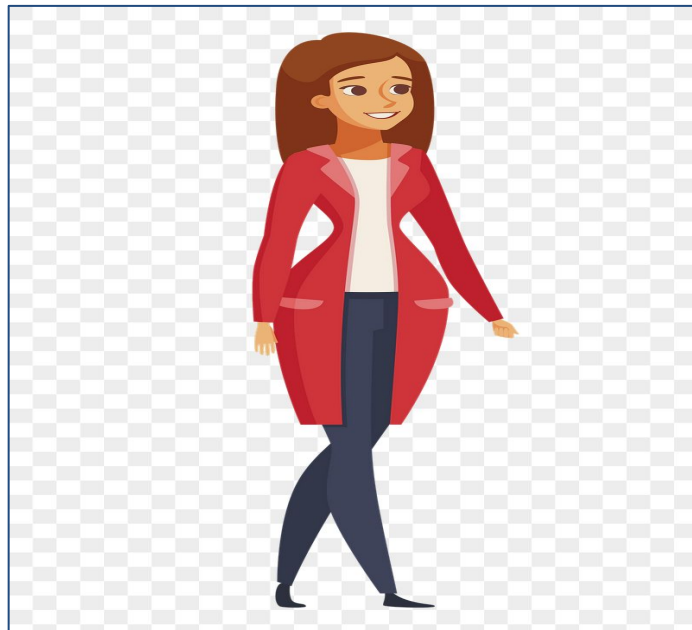
Identify your platforms

Facebook- *Based on the personas and customer profiles, all of PYUR's target audience uses this platform. It is the largest social media platform online; almost 3 billion monthly users. (source: <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>). The potential reach is excellent.*

Instagram- *Based on the personas and customer profiles, almost all of PYUR's target audience uses this platform. It is also one of the most popular platforms online, with over 2 billion monthly users. (source: <https://www.businessofapps.com/data/instagram-statistics/>). With the right ads, Instagram is amazing for brand awareness and growth.*

Twitter- *Based on the personas and customer profiles, all of PYUR's target audience uses this platform. Twitter's monthly users average over half a billion as of this year, and is continually growing. (Source: <https://www.businessofapps.com/data/twitter-statistics/>).*

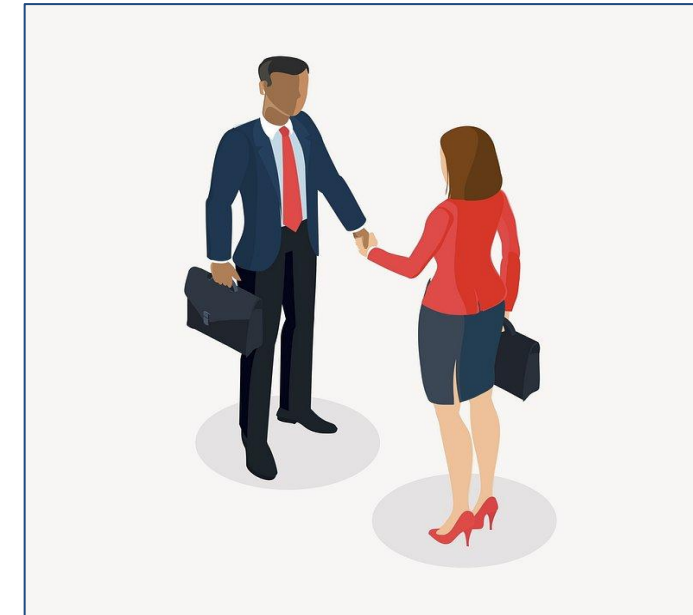
Identify your audience



- Marketing Manager Michelle
 - 25-34 years old
- Wants an easy skin care regimen
- Videoblogger on YouTube as a hobby
- Social networks include Facebook, Instagram, and Twitter



- Pharmaceutical Sales Specialist Phil
 - 45-54 years old
- Wants a quick, easy morning grooming routine
- Hobbies include fishing and golf
- Social networks include Facebook, Twitter, and LinkedIn



- Real Estate Agent Rich
 - 35-44 years old
- Has problems with dry, itchy skin; razor bumps
- Hobbies include fishing and carpentry
- Social networks include Facebook, Instagram, and Twitter



- Web Developer Wendy
 - 35-44 years old
- Looking for an effective acne solution
- Hobbies include book collecting and brunching with friends
- Social networks include Facebook, Instagram, and Twitter

Content Theme Sample Post

Calendar theme- Autumn is here!



Calendar and Cadence

		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Platform 1 (Facebook)		Start your week with a good skin regimen 6 p.m. Core of brand Feed and Stories		#FallforPYUR Try our new 3-step solution 4 p.m. Core of brand Feed and Stories	Hump Day check in 12:30 p.m. Conversational Feed and Stories	What is the largest organ of the body? 3:20 p.m. Conversational Feed and Stories		3-step solution demo 7:15 p.m. Core of brand Feed and Stories
Platform 2 Instagram		Start your week with a good skin regimen 6 p.m. Core of brand Feed and Stories	What is the largest organ of the body? 3:20 p.m. Conversational Feed and Stories		Hump Day check in 12:30 p.m. Conversational Feed and Stories		#FantasticFriday -3 steps to cleaner, healthier skin 5:15 p.m. Core of brand/ Calendar Feed and Stories	Pamper Yourself with PYUR skin care 7:15 p.m. Core of brand Feed and Stories
Platform 3 Twitter		Start your week with a good skin regimen 6 p.m. Core of brand Feed		What is the largest organ of the body? 3:20 p.m. Conversational Feed and Stories	Hump Day check in 12:30 p.m. Conversational Feed	#FallforPYUR with our simple 3-step solution 4 p.m. Core of brand Feed		Create a skin care regimen that is simple and effective 7:15 p.m. Core of brand Feed

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	<i>Men and women ages 21-45</i>
Where: Channel	<i>TikTok; YouTube; YouTube Shorts</i>
What is the tactic?	<i>Create a Fall season skin care challenge with the PYUR 3-step skin solution: #Fallinlovewithyourskinagain. Send certain popular influencers the 3-step solution to demonstrate on their channels as well as PYUR’s channels using the hashtag. Also have them do a testimonial on their skin’s progress after using the solution for the recommended amount of time using the hashtag. #FallforPYURchallenge For the fall for PYUR challenge, start a challenge where people make the largest leaf pile possible to fall into.</i>
How will it grow the channel?	<i>TikTok is currently the highest downloaded app, and has almost 1 billion monthly users. Almost half of the regular users are under 30*, so there is huge potential to grow brand awareness and grow PYUR’s target audience. YouTube is the second most popular social networking site under Facebook. With over 2 billion monthly users*, PYUR’s brand awareness can grow exponentially with the right influencers and enough views. Sources: https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/ https://buffer.com/library/social-media-sites/</i>

Moderators' Guidelines

1. *Hate speech will not be tolerated.*
 - a. *Remove and block users after one warning informing the user of hate speech.*
 - b. *Remove and/or hide hateful comment.*
 - c. *Hate speech includes overtly negative stereotypes about race, culture, sexual preference, gender, etc.; slurs.*
2. *Keep profanity to a minimum. Please try to eliminate profane and obscene language. Use best judgement.*
3. *Watch for, and remove, any paid ads or other content not related to the brand or the website.*
4. *Watch for any bullying or harassment.*
 - a. *Watch for any bullying, harassment, or incorrect information.*
 - b. *Remove the user after one warning about this type of conduct.*
5. *Reiterate that this is a safe and comfortable space to share freely*
6. *Help to keep the pace of live chats, or livestreams. Pin comments or questions that will enhance the topic.*

**For livestreams for this campaign- make sure #FallforPYUR or #Fallinlovewithyourskinagain are pinned once the livestream starts.*

Paid Social Media Plan

Build your paid social media strategy.

Historical Analysis, Insights/Observations, and Recommendations

The CPM of the awareness product feature ad cost over \$2 dollars more than the awareness testimonial video, but had way less reach and clicks.

The awareness testimonial had a lot more reach and impressions, but not nearly as much post engagement.

Post engagement was very good with the awareness product feature ad.

Since there were three times less clicks for the awareness product feature campaign, using CPC or CPL might end up saving more money on this type of ad campaign.

Consider a stronger call to action along with the video, and plan to release videos around a holiday.

Since the ad was a static image, focus on creating more static ads to increase awareness on the 3-step solution.

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

Campaign Objective	<i>The campaign objective is to raise awareness of PYUR’s new 3-step skin care solution.</i>
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Budget	<i>The budget for paid media is \$8,000, and a \$2,000 budget for influencers.</i>
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Platforms	<i>Facebook, Instagram, YouTube</i>
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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 between the ages of 21-45

Geo-targeting

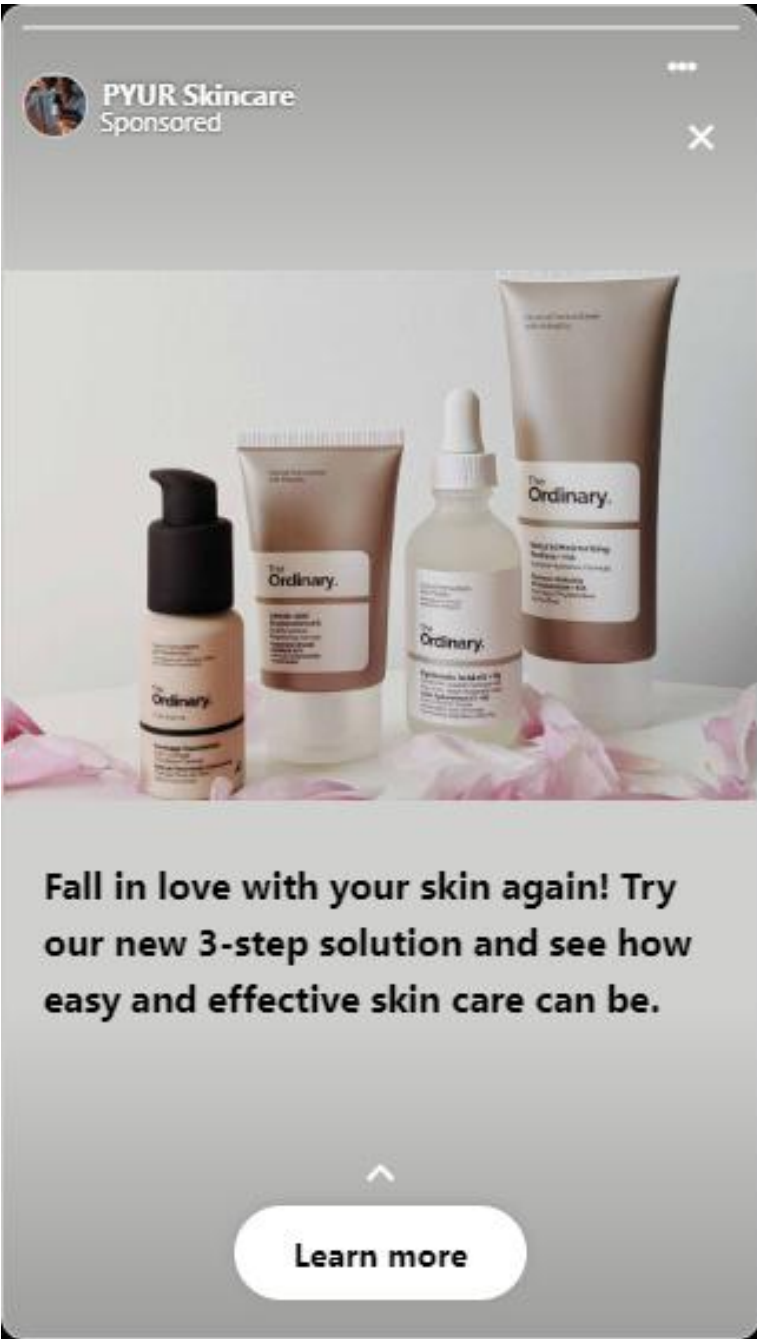
US cities of New York, Los Angeles, Chicago, Miami, Dallas, and Houston

Behavioral targeting

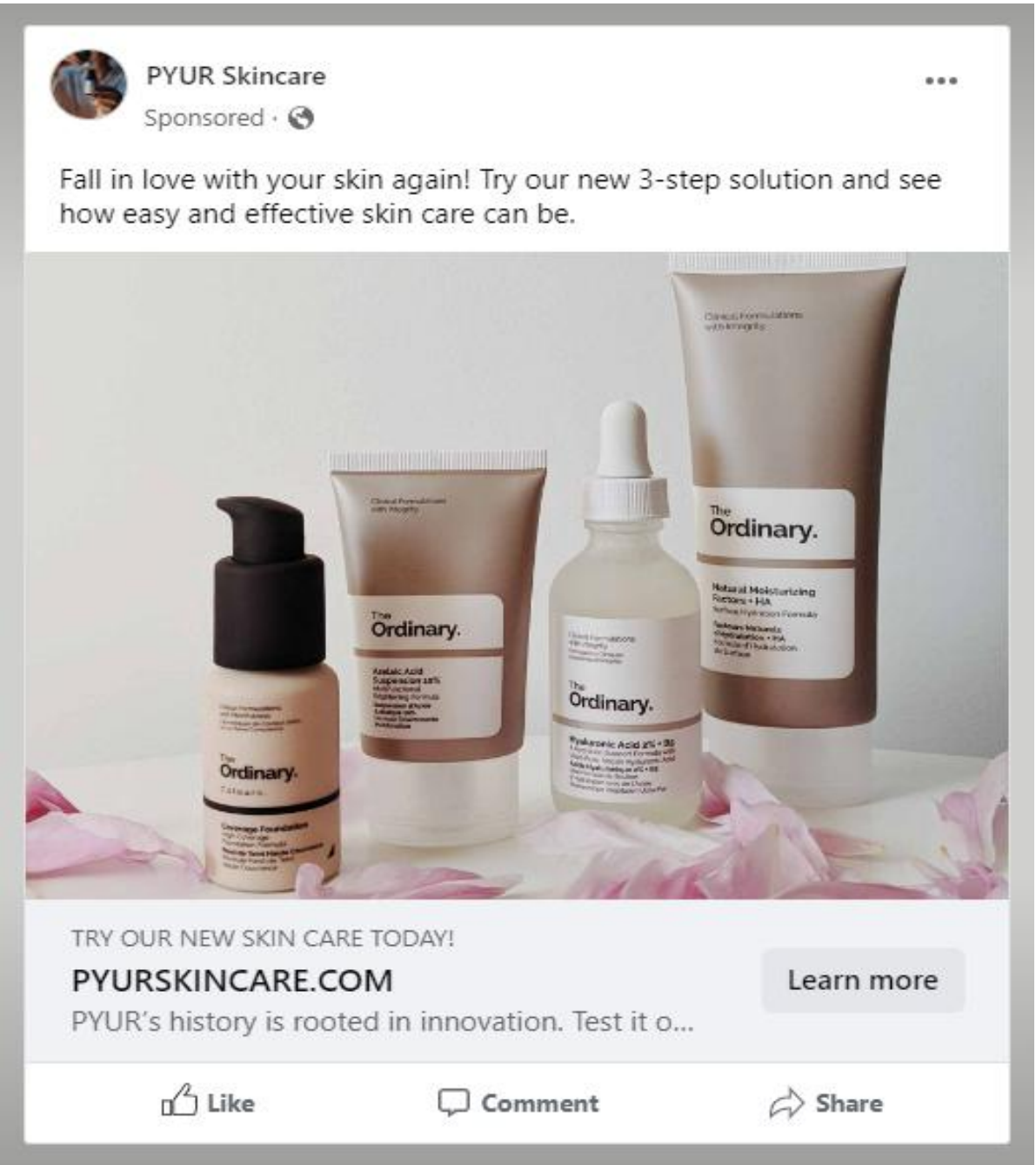
Those who live an active lifestyle, but still want to have a regular skin care regimen

AD MOCKUPS

Stories Ad



Feed Ad



Facebook A/B Test

Facebook A/B Test for Optimization

Name of Ad	Campaign Objective	(Evaluation metrics) Key Performance Indicators (KPIs)	Audience	Budget
Ad 1	Increase awareness of the new 3-step solution	CTR Engagement Direct conversions Increased website traffic	Males 21-45	\$1,000.00
Ad 2	Increase awareness of the new 3-step solution	CTR Engagement Direct conversions Increased website traffic	Females 21-45	\$1,000.00

The goal for the A/B test is to find which ad is most effective in raising brand awareness of the new 3-step solution , with focus on finding out the campaign performs for women vs. men. After running the ad for 2 weeks, we will compare the analytics and find which audience and demographic is more impacted. The ad which gains more awareness (based on the target audience) will be focused on for the remainder of the campaign, which will last 30 days. The demographic that is least impacted will be re-visited with another ad.

Influencer Overview

Who/How many: Target audience of influencers

Influencers like Sharmili, James Welsh, or GinaJyneen can target an audience of thousands through their loyal fanbase and followers on Instagram and YouTube.

Where: Activation Channels

Instagram and YouTube

What: type of lifestyle?

The lifestyle focus is for those who live an active lifestyle, and want an easy skin care regimen to fit seamlessly into their daily routine and busy lives.

When:

The campaign will launch September 23rd, 2023, which is the first day of Autumn, as well as the Autumn Equinox. The campaign will run for 30 days, which puts the end of the campaign right before Halloween. This is good because it leaves room to introduce a new campaign for the upcoming holiday season.

Cost?

The budget is \$2,000. This includes payment to influencers and/or products to influencers to demonstrate and introduce to their audiences.

How: What is the project proposal?

#FallforPYUR: Have the influencers show how easy it is to fit the skin care system into their daily regimen; give a testimonial after the recommended amount of time.

Proposition for next campaign

For the next campaign, PYUR should focus on the holiday season.

Focus on the campaign should be focused on giving thanks.

Starting November 1st until Thanksgiving, there can be a brand awareness campaign that gets users on social media involved by sharing what they are faithful for. There can be a giveaway of the 3-step solution to 4 random winners who share, like and comment on certain posts.

One winner each week.

For December, there can be a 12 or 25 PYUR Days of Christmas. Every day, PYUR will go live to share a featured product to build brand awareness and educate people on how the product is useful for skincare. There can be a giveaway of a nice product bundle that includes the 3-step solution and other products. Also, consider making a gift set for sale during the holidays to be promoted during live streams.