

Project Overview

Business Name	UrbanSprout Media Solutions
Client Name	Camille Jenkins
Social Security Number (SSN)	489-23-1678
Project Category	Social Media Strategy
Client Status	Active
Social Media Platform	Instagram
Social Media Username	urbansprout_camille
Password	jkL!79faPQXt2qM

Client Brief

UrbanSprout Media Solutions has tasked us with managing and enhancing their social media presence to better connect with their growing urban gardening community. Camille Jenkins, our primary client contact, emphasized the need for a strategy that highlights sustainable gardening, eco-friendly practices, and creative urban landscaping. Our objectives include increasing organic engagement by 40% within six months, reaching at least 5,000 followers on Instagram, and establishing UrbanSprout as a reputable source of accessible gardening tips for apartment dwellers and city residents. The campaign will feature weekly “Plant Parent Tips,” video tutorials on vertical gardening, real customer testimonials, and branded hashtags to drive user-generated content. Story highlights will showcase before-and-after transformations, while monthly Q&A live streams with local horticulturists are planned to foster a sense of community and direct interaction. All content needs to align with UrbanSprout’s green values, using a consistent palette and voice to foster brand recognition. Paid ad campaigns should be limited to eco-friendly products and workshops offered by UrbanSprout. Data-driven reporting and regular analytics reviews will gauge campaign performance, allowing for agile content

adjustments based on engagement metrics. The overall goal is to position UrbanSprout as the go-to authority for urban gardening, driving website traffic, in-store visits, and workshop signups, all while authentically representing their mission of "Bringing green to the city, one sprout at a time."