

Project Overview

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| Business Name | Culture Crafter Media Solutions |
| Client Name | Eleanor Briggs |
| Social Security Number (SSN) | 423-87-1925 |
| Project Category | Social Media Strategy |
| Client Status | Active |
| Social Media Platform | Instagram |
| Social Media Username | eleanor_culturecrafter |
| Password | Blue!Song82@cc |

Client Brief

Culture Crafter is seeking to elevate its brand presence and engagement through a comprehensive social media strategy focused on the intersection of culture, creativity, and community. The client's primary goal is to increase awareness of their agency's portfolio services—including campaign design, artist collaborations, and event promotions—while establishing authority within the creative industries. The target audience is comprised of art enthusiasts, creative professionals, and community organizers aged 22-45, primarily based in urban areas across the United States. Eleanor, the point of contact, desires a vibrant, cohesive approach that celebrates diversity, storytelling, and innovation. In this campaign, special emphasis should be placed on highlighting successful culture-centric projects, behind-the-scenes glimpses into collaborative workspaces, and client testimonials. Story-driven content, influencer partnerships, and user-generated content campaigns are highly encouraged. The agency hopes to see a measurable increase in Instagram followers, engagement rates (likes, shares, comments), and inbound client inquiries. Visual consistency, authentic voice, and timely interaction with followers are essential benchmarks for campaign success. The client is open to paid promotions,

monthly analytics reviews, and creative content brainstorming sessions, aiming for both brand growth and long-term relationship-building within the cultural sector.