

Project Overview

Business Name	Big Leap Innovations
Client Name	Jessica Ramirez
Social Security Number (SSN)	412-58-9042
Project Category	Social Media Strategy
Client Status	Active
Social Media Platform	Instagram
Social Media Username	@jessicabigleap
Password	BrdLp!2024rtx

Client Brief

The client, Big Leap Innovations, is seeking to strengthen its digital presence with a comprehensive social media management campaign focused on brand awareness and customer engagement. Jessica Ramirez, acting as the primary contact, wants to leverage current trends and platform-specific strategies to reach a wider demographic within the B2B technology sector. The project involves a detailed competitor analysis, creation of a tailored content calendar for Instagram, LinkedIn, and Twitter, and a robust engagement plan centering around interactive stories, polls, and live sessions. Jessica emphasizes the need for cohesive visual branding and authentic messaging to communicate the company's core mission: facilitating transformational growth for their clients. She expects regular performance analytics, monthly strategy sessions, and timely content adjustments in response to trends and audience feedback. Additionally, the client is interested in integrating paid campaigns to boost targeted posts and grow their follower base by 25% over six months. The brief also outlines the necessity for social reputation management, explicit handling of negative feedback, and guidelines for crisis response. All visual assets must adhere to the provided brand guide, and messaging should highlight recent

successful case studies wherever possible. The client appreciates proactivity in suggesting new features and platform updates, and requires all work to respect GDPR and ethical marketing standards. Overall, Big Leap Innovations seeks a partner who can act autonomously, innovate rapidly, and deliver measurable results that substantially enhance their online reputation and lead generation.