

Project Overview

Business Name	BrightPath Media Solutions
Client Name	Jennifer Alvarez
Social Security Number (SSN)	423-12-6859
Project Category	Social Media Strategy
Client Status	Active
Social Media Platform	Instagram
Social Media Username	brightpath.jenn
Password	G2pN8qX!5fE@

Client Brief

BrightPath Media Solutions is seeking a comprehensive social media strategy to expand its digital footprint and connect more effectively with target audiences in the education and training sector. The client is particularly focused on increasing brand awareness, driving engagement among educators and lifelong learners, and generating qualified leads through visually compelling, informative content. The primary platforms of interest are Instagram, Facebook, and LinkedIn, reflecting BrightPath's intention to reach both younger professionals and decision-makers in academic institutions. The agency is expected to deliver a content calendar that balances educational posts, company updates, and interactive campaigns such as polls, webinars, and Q&A sessions. Paid advertising expertise is preferred, as the client plans to allocate budget toward audience targeting and lead generation campaigns. Analytics and transparent reporting are also priorities, with BrightPath requesting detailed insights into post performance, audience demographics, and ROI on social ad spend. The overall tone of content should be encouraging, trustworthy, and innovative, positioning BrightPath as a resource for those seeking to improve educational outcomes. The client is open to influencer collaborations and

cross-promotional partnerships, as well as experimentation with new content formats like Reels and Stories. All messaging must align with the organization's brand guidelines, emphasizing accessibility, inclusion, and continuous growth. Confidentiality and professionalism are essential, with regular communication and approval checkpoints built into the project timeline.