COMP.2097: Social Media and Mobile Technologies
Assignment #2: Social Media Campaign Planning and Marketing Goal

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Hypothetical Business name (1 mark): *Note: it is an imaginary business*

Auto Time

Type of business (1 mark) *e.g. Retail, Service*

Service – Professional Car Detailing and Auto Cleaning

Two-sentence description of business (2 marks)

Auto Time is a professional auto detailing business in Windsor, Ontario, specializing in high-quality interior and exterior car care. Our mission is to restore every vehicle's shine and provide an exceptional, convenient experience that helps drivers feel proud of their ride.

Describe your goods or services (2 marks)

Auto Time offers a range of services including deep interior cleaning, exterior washing, waxing, ceramic coating, tire detailing, and odor removal. We also provide mobile detailing options, where our team travels to clients' locations for on-site service and convenience.

Brand Identity and Logo (2 marks): *Briefly describe your brand identity and attach or describe your logo concept.*

Brand Identity: Clean, professional, trustworthy, and detail oriented. The brand emphasizes precision, quality, and customer satisfaction.
Logo Concept: A sleek silver car outline with a shining reflection on the hood, symbolizing cleanliness and care. The text "Auto Time" is bold and metallic blue to represent reliability and professionalism.

Mission Statement and Vision (2 marks): *Insert a concise mission statement and vision for your business.*

Mission: To make every vehicle shine by providing expert detailing services with a personal touch and eco-friendly care.
Vision: To become Windsor's most trusted and recognizable car detailing brand, known for excellence, innovation, and customer loyalty.

Ideal website URL (0.5 mark) *Note: You don't need to design a website, but many social media profiles request a URL in the bio.*	https://www.autotimewindsor.ca/

Selected Social Media Platforms (1.5 marks) *Choose three (3) platforms your business will use for its initial social media campaign*	☒Facebook ☐X/ Twitter ☐YouTube ☐Google+ ☒Instagram ☐LinkedIn ☒TikTok ☐Pinterest
Rationale for Selected Platforms (3 marks) *For each selected platform, briefly explain why you chose it and how it aligns with your business goals.*	1. Facebook: Ideal for local engagement, sharing promotions, collecting reviews, and building a Windsor community of loyal customers. 2. Instagram: Perfect for visual storytelling through before-and-after photos, reels, and highlight albums of satisfied clients. 3. TikTok: Great for creative and viral "satisfying cleaning" videos that showcase transformations and reach a younger audience.
What handle/username will you target for each of these selected platforms? (1.5 marks)	1. Facebook: **AutoTimeWindsor** 2. Instagram: **Auto.Time.Windsor** 3. TikTok: **AutoTimeWindsor**
What geographical range does the social media campaign address? (0.5 mark) *(local, regional, national, or global).*	Local – Windsor, Ontario and surrounding areas

Campaign Objectives (5 x 3 marks): *Identify the five top objectives of your initial campaign. Each objective must be Specific, Measurable, Achievable, Relevant, and Time-bound (SMART):*

1. Increase Local Awareness: Gain 30% more followers on Instagram within 3 months by posting engaging, transformation-focused content.

2. Boost Engagement: Achieve a 20% higher average engagement rate through polls, Q&A, and live videos within 6 weeks.

3. Generate Leads: Secure 50 new service bookings directly from social media DMs or links within 2 months.

4. Enhance Online Reputation: Collect at least 25 new 5-star reviews on Facebook and Google within 3 months. Objective.

5. Build Customer Loyalty: Launch a digital loyalty program and gain 40 returning clients within 4 months.

Target Markets (6 marks): *Identify and describe three specific target markets. Give specific demographic or other segmentation information.*

1. Busy professionals aged 25–45 who commute daily and want a clean, polished car without spending time doing it themselves.

2. Families with children or pets who need frequent interior cleaning and odor removal services.

3. Car enthusiasts and owners of high-end vehicles who value premium detailing and ceramic coating for protection and resale value.

Marketing Tagline and Hashtags (6 marks)

- **Marketing Tagline (3 marks):** *Provide a creative and relevant tagline that effectively captures the essence of your business or campaign.*

  "Bring Back the New-Car Shine — Every Time."

- **Hashtags (3 marks):** *Identify at least five (5) strategic and meaningful hashtags to represent your business, idea, or campaign objectives. Ensure they align with your branding and target audience.*

  #AutoTime #ShineSeason2025 #CleanCarFeeling #WindsorAutoDetailing #AutoSpaLife

Value Proposition (3 marks): *List the top three reasons why someone should choose your business over competitors:*

1. Premium, eco-friendly products that protect both the car and the environment.
2. Mobile detailing service for customer convenience.
3. Professional results with transparent pricing and exceptional customer service.

Campaign Content Plan (20 Marks)

- **Platform Strategy (7 marks):** *For each selected social media platform, create a strategy that details how you will use it to meet campaign objectives. Consider content formats, audience preferences, and platform strengths (e.g., Instagram for visuals, Twitter for updates).*

  Facebook:

  Focus on community engagement — share customer stories, reviews, promotions, and local partnerships.

  Use Facebook Ads targeted at Windsor area to promote seasonal packages.

   Instagram:

  Highlight transformations through high-quality before-and-after reels and carousels.

  Feature Stories such as "Tip of the Week" or "Behind the Shine."

  Use Highlights for "Packages," "Reviews," and "Specials."

  TikTok:

  Create short, "satisfying" cleaning videos that show visual transformations.

  Join trending audio and hashtags like "#CleanTok."

  Post behind-the-scenes clips and Q&A videos.

- **Engagement and Interaction (7 marks):** *Develop 2-3 creative ways to engage your audience and build interactions, such as personalized responses, interactive polls, and live Q&As. Justify how these methods will enhance your campaign's impact.*

  Interactive Polls: "Which part of your car needs the most love — seats or rims?" — boosts engagement and insight.

Live Q&A Sessions: "Ask a Detailer Anything" — builds trust and authority.

User-Generated Content (UGC): Encourage clients to share their clean car photos with the hashtag #ShineSeason2025 for reposting.

- **Posting Schedule (3 marks):** *Define how often you'll post on each platform (daily, weekly) and outline why these intervals will best reach your target audience.*

   Auto Time will post on Facebook three times per week to maintain consistent local engagement and share updates.

   On Instagram, the business will post four times per week, focusing on visually engaging content and reels to reach a wider audience.

   TikTok will feature three posts per week with regular uploads to support algorithmic visibility and audience growth.

   Posts will be scheduled during lunch hours (12 PM–2 PM) and evening hours (6 PM–8 PM) to align with peak local engagement times.

- **Content Alignment (3 marks):** *Select key topics or types of posts (e.g., user stories, product demos, educational content) that align with your business values and goals. Explain how they will resonate with your target market.*

   Content will focus on education, transformations, and community connection, aligning with Auto Time's mission of trust and quality. Topics like "Top 5 detailing myths," "Before & after transformations," and "Customer stories" will resonate with car owners who value convenience and results.

Analytics and Refinement (6 marks)

- **Key Metrics (3 marks):** *Identify at least 3 key metrics that will measure your campaign's success (e.g., reach, engagement rate, click-through rate, conversion rate).*

   Engagement rate (likes, comments, shares).

   Conversion rate (bookings and inquiries from society).

   Review growth and customer satisfaction rating.

- **Tools for Tracking and Refinement (3 marks):** *Suggest 2-3 tools or platforms for tracking and refining your campaign's performance (e.g., Google Analytics, platform-specific insights, or third-party tools like Hootsuite or Buffer). Explain how each tool will be used to optimize your campaign.*

   Hootsuite: Schedule posts and monitor engagement metrics.

   Google Analytics: Track traffic and conversions from social platforms.

   Meta Business Suite: Monitor ad performance and optimize targeting.

Ethical Considerations (3 marks): *Discuss how you will ensure ethical use of each platform, including user privacy, inclusivity, and adherence to platform guidelines.*

Auto Time will ensure ethical use of all social media platforms by always maintaining transparency in promotions and respecting user privacy. No customer information, photos, or testimonials will be shared without explicit consent. All content will be inclusive, representing diverse audiences and avoiding any offensive or misleading material. The business will strictly follow Meta and TikTok community guidelines, ensuring honesty in advertising and clear disclosure of any paid promotions. Customer feedback will be handled respectfully to maintain a positive and trustworthy online presence.

Competitive Scan (24 marks)

Identify 3 real-world competitors and list their websites, blogs, and top 2 social media platforms. Analyze their digital presence and engagement or campaign strategies. Provide a 2-3 sentence assessment of what they are doing well and areas where they could improve, with key takeaways for your own strategy.

Competitor 1 Name	Website and/or Blog Address	Social Media #1 (Name of site and specific handle or page)	Social Media #2 (Name of site and specific handle or page)
Silver Streak Auto Spa	https://silverstreakautospa.com	Facebook Page	Instagram Page
What they are doing well:	They showcase a wide range of premium services, including hand-wash, ceramic coating packages, and detailed interior & exterior treatments — giving them a strong differentiator. The website clearly displays offers and discounts (first-responders discount, seniors discount) which helps connect with specific audience segments and build goodwill. They emphasize "old school wash with new school touch" which gives them a brand personality and appeal—helping position them as both professional and caring about vehicle care.		
What needs improvement:	Their social media engagement seems limited: although services are well listed on the website, there's less visible evidence of interactive content (reels, stories, user testimonials) which may reduce reach and community engagement. They could improve their content differentiation: many services listed but less storytelling about outcomes, customer transformations or behind-the-scenes content to build emotional connection. Their online conversion mechanism could be more prominent (booking links on social media, consistent CTAs in posts) to turn social engagement into leads with less friction.		

	Auto Time can use Silver Streak's approach of offering seasonal discounts to attract customers but focus more on interactive posts like polls and customer stories. Adding emotional storytelling and video content will help build stronger engagement and trust.
Discuss their digital presence, engagement, & campaign strategies	Silver Streak Auto Spa maintains a solid website presence with detailed service descriptions, strong offers, and a premium brand image suited for the car-detailing market in Windsor. However, their engagement strategy appears more informational than interactive—focusing on listing services and deals rather than building community or leveraging dynamic content formats like video or influencer collaborations.

Competitor 2 Name	Website and/or Blog Address	Social Media #1 (Name of site and specific handle or page)	Social Media #2 (Name of site and specific handle or page)
Excelsior Auto Detailing	https://www.excelsiordetailing.ca	Facebook Page	Instagram Page
What they are doing well:	They position themselves as specialists in high-end services (ceramic coatings, paint correction, deep interior/exterior detailing) which gives them a strong premium niche. Their website is detailed and professional, clearly presenting their services, location, credentials ("licensed, insured, certified detailing team") and includes strong call-to-actions (free quote, book now). They provide visual evidence of their work via YouTube/videos (demonstrating coatings on recent vehicle models) which enhances trust and demonstrates capability		
What needs improvement:	Their social media engagement appears limited in variety: many of their online posts focus on service descriptions or product benefits, but fewer interactive or community-engagement posts (polls, user stories, behind-the-scenes) are visible. Posting frequency and promotional campaign flair appear modest; they could amplify brand awareness by using more trending short-form content (reels/TikTok style) aligned with current platform algorithms. While conversions are supported via website bookings, the social channels could include stronger direct CTAs and lead-generation funnels ("Book now via Instagram link", "DM for discount code") to turn engagement into bookings more efficiently. Auto Time can learn from Excelsior's premium branding and detailed service presentation. To stand out, Auto Time should use more dynamic social content such as reels, Q&As, and customer challenges to boost engagement.		
Discuss their digital presence, engagement, & campaign strategies	Excelsior Auto Detailing maintains a robust online presence by emphasizing its premium positioning, using a professional website, and showcasing high-quality after-work and ceramic coating videos to build credibility. Their engagement strategy leans more		

	toward show and tell rather than building a two-way community conversation — they present what they do well, but less about engaging the audience with questions, user-generated content, or interactive stories.

Competitor 3 Name	Website and/or Blog Address	Social Media #1 (Name of site and specific handle or page)	Social Media #2 (Name of site and specific handle or page)
Galaxy Car Wash & Detailing Centre	https://galaxycarwash.ca/	Facebook Page	Instagram Page
What they are doing well:	They have built on a strong legacy in Windsor (originating in the 1960s under a different name) and communicate credibility and experience. Their website clearly outlines a wide range of service packages (exterior wash, full detailing, hand-drying, underbody rinses) with transparent pricing, which helps set expectations and ease decision-making. They offer rewards, loyalty programs, bundled service packages and seasonal offers tailored to local drivers (for Windsor's winter salt and spring pollen) which demonstrates local market awareness and value-driven marketing.		
What needs improvement:	Their social media content appears more informational and service-oriented rather than highly interactive or community-driven (e.g., fewer visible polls, user-generated content, or short-form trending videos). Although they list packages and offers, the conversion path from social media to booking isn't strongly highlighted (e.g., clear "book now/DM for quote" calls-to-action) as part of their visible campaign. The brand could benefit from more distinctive storytelling (behind-the-scenes, customer-transformation videos, "why we care" employee features) to deepen emotional connection with the audience rather than only focusing on service features. Auto Time can follow Galaxy's example of transparent pricing and loyalty programs. However, using more storytelling, behind-the-scenes posts, and interactive community content will help Auto Time appear more engaging and approachable.		
Discuss their digital presence, engagement, & campaign strategies	Galaxy Car Wash & Detailing Centre demonstrates a well-rounded digital presence: a professional website, clear service offerings and pricing, plus reward and loyalty programs tuned to the local Windsor environment (addressing seasonal vehicle care challenges like salt and pollen). Their engagement strategy leans toward reliable service communication rather than aggressive social media growth—i.e., they		

	emphasize what they do and why they're trustworthy, but less so how they build community or viral reach.

How this section is marked:

| Competitor Name

1 mark – appropriate and clearly identified | Website and/or Blog Address

1 mark – identified and properly formatted | Social Media #1

(Name of site and specific handle or page)

0.5 mark – platform identified

0.5 mark – hand/userID | Social Media #2

(Name of site and specific handle or page)

0.5 mark – platform identified

0.5 mark – hand/userID |
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| What they are doing well: | Up to 1 mark is available for a response that is clear, accurate, relevant, and genuinely insightful. | | |
| What needs improvement: | Up to 1.5 marks are available for a response that is clear, accurate, relevant, and genuinely insightful. | | |
| up to 1.5 marks for highlighting their digital presence, engagement, & campaign strategies | | | |