Course Project - Social Media Plan

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The topic I have in mind is a tech startup company that offers digital services such as web applications and video production to optimize their business and build followings, leads, and more traffic. Before I started going back to school for my bachelor's in computer data science. I went to school for commercial and learned graphic arts video production.

This is a business that I started when I started going back to college a few years ago. My primary objective is to help businesses with web applications, web presence, and building traffic and leads through the digital products I offer. These services will help them to produce traffic and lead with search engine optimization and high converting content.

I have created an SEO application tool for businesses to use to optimize their websites as opposed to hiring an SEO professional which was a job I did for 8 years and was very overwhelming and expensive for a business to hire me for.

It is really hard for small businesses to retain a professional SEO like me (it literally cost thousands of dollars). So, with my company I built my tools that will allow a business to optimize their own website by going through a checklist of tasks accompanied by a series of educational interactive videos I created.

This allows me to use my creative and problematic skills to design simple affordable websites for businesses. This allows them to manage and market their companies on their terms without having to spend thousands of dollars.

So basically, I can design low-cost websites while focusing more on the design aspects with my specific weather application Frameworks. That cost anywhere from $500.00 on up to $2000.00.

This also allows me to focus more on producing videos and effects to help businesses and entrepreneurs have a greater web presence While providing educational resources and optimization tools.

Aside from the websites I build I specialize in building commercials, openers, and VFX for personal brands. I like the creative and programming aspects of this business more so that I get to do this.

This also opens up opportunities for me to design my platforms and tools for other things such as an invention (IoT web-based application and device) I am currently working on that will potentially stop texting and driving.

Regardless, I feel today creating dynamic high-value video content is essential for any business in this day and age. This also opens up more doors for businesses to monetize increase their revenue streams. Simply Having a YouTube channel with a following of several thousand people can optimistically bring a business contact later or entrepreneur in several thousand dollars alone.

**Here are some examples of companies who do work similar to what I do:**

**My Companies(based in Tampa Bay):**

* Web Reactor - graphics, web design, SEO tools, video production: [https://webreactor.us/](https://webreactor.us/%20)
* Dev-reactor - educational website to learn SEO, marketing, and other technical skills: <https://devreactor.pro/>

**Web Graphic design companies:**

* InCube: <https://designer.incube.agency/>
* Studio Center: [https://studiocenter.com/](https://studiocenter.com/%20)
* Simple Machine Designs: <https://simplemachinedesigns.com/>

**Video Production /AR:**

* GravityJack: <https://gravityjack.com/>
* Ykob: <https://ykob.github.io/sketch-threejs>
* captivation: [https://www.captivation.agency/](https://www.captivation.agency/%20)

Web design has potential is reported high for this type of business since costs are relatively low. A one-person web development company can clear $65,000 per year. If you have a team of developers, the profit potential is much higher. For example, a 5-person company could clear $400,000 to over $1 million in revenue, depending on average project size and hourly rate (Truic, 2020)*.*

Video production is also a growing industry the growth of video production over the last years has been increasing substantially from 2014 to 2018 and it has almost doubled in annual revenue to 286 billion. It is predicted that the market will grow during the next decade as online video consumption keeps increasing and video marketing has become the most effective way to communicate with customers (Millennial Studios, 2020)*.*

I would like to note that using for social media choices for your branding is something that has to be established over time typically it is best practice to grow one social media channel and then Branch out once you growing a following. But here are my selections for the four social media choices I would use for marketing and brand exposure.

**Social Media Channels:**

* **YouTube:** YouTube provides a platform for video content creation. this exposure can elicit a major response depending on the scope of the channel. a major percent of the content on YouTube is information is self-serving information. Meaning people typically record themselves doing what they like and do not provide any value unless they are providing entertainment. This leaves a major opportunity to create contact. Can learn from them and that brings them actual value. And as mentioned before this creates a perfect opportunity to monetize and grow your channel and business (Gary Vaynerchuck, 2018).
* **Facebook:** Facebook is one of the oldest platforms around and facilitates the use of business pages and is now Incorporated into a YouTube-like video program that allows creators with a certain amount of followers to monetize on the content they put into the system as well. Facebook can run ads and engagement with many individuals for a very low-cost so it's really easy to get your message to the masses using Facebook and even send them back to another social media channel (Gary Vaynerchuck, 2018).
* **Instagram:** Instagram is a social media site that is basically for imagery cannot post videos like you can on YouTube. you are limited to short 1-minute videos that are
* used for social status. Even in business you should have a social status and upload daily or weekly images and clips to this platform can help you build followers depending on your niche. Facebook also owns Instagram and the technologies are inner linked meaning Facebook posts can be published to Instagram and vice versa (Gary Vaynerchuck, 2018).
* **SteemIt:** Steemit is a very cool website in that it is a crypto-currency based website which is called Steam. The interactions of cryptocurrency provide value to Publishers of content on the platform and that's the most popular post get paid out and steam coins which can be translated into US dollars therefore simply posting normal activity or can do you want any other platform except you to get paid for it on Steemit. Depending on legend topic you can earn as little as a few pennies to a few hundred dollars and even more (Gary Vaynerchuck, 2018).

# References

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Truic. (2020). *HOW TO START A WEB DEVELOPMENT COMPANY*. Retrieved from https://howtostartanllc.com: https://howtostartanllc.com/business-ideas/web-development