**Digital Marketing Strategy**

**Your Name: Orion Business Name: Acornucopia**

Who do you want to target with your offerings?

|  |
| --- |
| Gays  Nerds  Neurodivergent  Kid |

What results are you seeking? E.G. Targets, sales, orders, bookings, employment

|  |
| --- |
| Sales  Wider reach |

Which Social Media Platforms do you plan to use?

|  |
| --- |
| Instagram  TikTok  Facebook |

What marketing materials or content do you want to design?

|  |
| --- |
| Posts – new products/restock  Posts – events (markets and con)  Videos – TikTok/reels  Update Etsy page |

**Weekly Content Marketing Calendar**

|  |  |  |  |
| --- | --- | --- | --- |
| **Day** | **Theme** | **Marketing Activity** | **Results** |
| Monday | **New products** | **Posts photos** | **Shows off new things that have been made** |
| Tuesday | **restock** | **Post saying what we are restocking** | **Create a reliability on when things will happen and keep things stocked** |
| Wednesday |  |  |  |
| Thursday | **Sh\*tposting** | **Create tiktoks/reels trends using the crochet** | **More likely to reach target audiences FYP** |
| Friday | **events** | **Posts about what markets or cons the business will be going too** | **Lets people know where they can find the business in person.** |
| Saturday | **Pitch post (when events are on)** | **Post picture of their pitch at markets** | **Gives a visual of what their pitch looks like so people know what to look out for** |
| Sunday | **Content making day** | **take the photos of products, film the Tiktok/Reels, schedule the posts** | **As owner is disabled having just one day to make all the content will help them keep on top of it, using a business planner that allows you to schedule posts** |

What digital marketing activities do you plan to do?

|  |  |  |
| --- | --- | --- |
| **Marketing Activity** | **How frequently** | **Who does this?** |
| Use templets to make posts about new products | weekly | Me |
| Make templet for the posts | Once | Me |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Annual Marketing Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Month** | **Themes** | **Marketing Activities** | **Progress** |
| **January** |  |  |  |
| **February** | **Valentines** |  |  |
| **March** | **Springtime** |  |  |
| **April** |  |  |  |
| **May** |  |  |  |
| **June** | **PRIDE** |  |  |
| **July** | **PRIDE** |  |  |
| **August** |  |  |  |
| **September** |  |  |  |
| **October** | **Halloween** |  |  |
| **November** |  |  |  |
| **December** | **Christmas** |  |  |

**Notes:**

|  |
| --- |
| * **a giveaway maybe in the new years and summer?** |