

PRJ4  
Brand Development  
Amara  
Marketing and Communication Plan

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Class 7

Group 3

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### **Who are we?**

We are a team that focuses on empowering mothers and demolishing the scrutiny they face on a daily basis. We believe that women should be unashamed of the choices that they make and strive to be the most authentic version of themselves. Being a mother can be challenging and demanding, so we want women to not forget to take time for themselves. You can provide the best example for your kids and teach them the value of self-care, by being the best version of yourself.

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## **Media and Communication Plan**

### **1. Communication message and objectives**

- a. What do we want to achieve?
  - i. Our ultimate goal at Amara is to build a community of women and moms who feel supported and celebrated in their position as parents. We hope to accomplish this by connecting with our target audience on social media platforms like Facebook and Instagram and creating a safe area where mothers can share their experiences, learn from one another, and feel confident in their parenting abilities.
  - ii. To do this, we will concentrate on developing a strong brand identity and message that resonates with our target demographic. We want to highlight our brand's principles, such as empowering women, supporting self-care, and cultivating a supportive and non-judgmental community. We want to create a sense of belonging among our followers, where they feel understood and supported.
- b. Reach objective
  - i. Reach 50 Instagram users by 10<sup>th</sup> of April 2023.
  - ii. Reach 30 Facebook users by 10<sup>th</sup> of April 2023.
- c. Affect objective
  - i. Influence our target audience to feel less pressure/shame about their parenting by creating a community on our social media where they can freely express themselves.
- d. Response objectives
  - i. Influence our target audience to feel confident and proud of being a parent and stop shaming themselves.

### **2. Target audience**

- a. Target audience media behavior – Our target audience is mothers around 35 years in Europe. Women with busy schedules between work and taking care of their kids. Among the mom parents, who use social media, the most used platform is by far, Facebook. 75% of the users login on a daily basis and 51% do this several times. Looking at the statistics Instagram is used 39% by mothers on a daily basis as well. They use it on a daily basis, mostly mornings and evenings

when the kids are busy. Overall, they use it for around 2 hours a day. They engage with social media content, predominantly by liking posts and following brands that they enjoy. However they do not post on their own accounts as much. They mostly follow brands that are socially conscious and sustainable, beauty brands, companies that give back to the communities, charity, etc.

- b. Positioning our message – We want to position our message on Instagram and Facebook by posting content regarding uplifting women and creating a community. Research shows that when most of the kids are dropped off at school at 9:00 am, mothers have a little bit of time on their phones. (WebMD, 2001). Moreover, at 20:00 pm at night most moms put their kids to bed and then spend some time browsing the internet. Therefore the best time for us to post would be at 8:45-9:00 am and 20:00 pm, since this maximizes our potential reach for the target audience. The last question that is left is how frequently should we post on this account? This will of course depend on what socials, we have Instagram and Facebook. Let's first look at the optimal frequency for Instagram. The optimal frequency is to post once or twice a day (Myers, 2023). With this in mind, we can conclude that one post should be at 09:00, that leaves one more potential post for Instagram. The second social media we have chosen is Facebook. The best posting frequency for Facebook will be also one or two post per day. This will be the bare minimum, because most of our target audience uses Facebook the most. (Pewresearch, 2015). In our case we will post once per day, Hubspot has found that companies with less than 10.000 followers experience a 50% drop off in clicks when posting twice a day. While companies with more than 10.000 followers experience otherwise (Cox, 2020). Overall, on Facebook we will post once a day. As conducted in our interviews most mothers have more free time on a Wednesday, since this is the day where the kids leave kindergarten earlier. The Wednesday will be a perfect date to post two times, the reason because the mother has more free time. More times means more attention/ concentration on our brand. As stated in the research document the average sleeping time is around 10 – 12 hours for kids between 3 – 6 years old. The average waking time is between 6 am and 8 am. If we pick the date in between 07:00 and take 11 hours of 07:00, that will be 20:00. This is the average sleeping time for kids between those ages, of course it varies but this will have the most potential statically seen. The best time to post at night, will be around 20:00 – 20:15. On Wednesday the best time to post on Instagram will be around 09:00 and 20:15. The research about the frequency posting on Facebook will be once a day. The best time to post is around 20:15. This time is more optimal than 09:00, because the mothers still need to go to work and we can only post once for Facebook. On the other hand, Instagram has the potential to post twice a day. In the case for Instagram, we will post twice on Wednesday, since this is the best day with less stress for the chosen target audience. That leaves 4 more days when and what the frequency of these posts on Instagram will be. Monday is overall known as the most stressful day (Mind, 2014). The purpose is to create a bond with our target audience. This will be best possible when we

support everyone in the toughest time! Monday will be the most important day of our schedule. The day that is the least stressful will be Friday and, in our case, Wednesday as well. Overall, because Instagram does not affect the click rate as Facebook does. When creating a bond, we find it important to be a supportive brand, so in the case for Instagram we will post twice a day around 09:00 and 20:15.

### 3. Media Tactics

- a. As previously mention we will use Facebook and Instagram, since those are the main platforms that they use and also they are two of the most widely-used social media platforms in the world, and they offer a wealth of opportunities for brands to connect with their audience. It provides a space for them to share their experience and interact with each other as well. These social media platforms will also allow us to directly link to our website and gain traffic that way. The content we are going to post is going to be personal and relatable, we plan to share stories from real life people and create a community.
- b. To effectively target our audience, we'll need to create content that resonates with them. This means understanding their needs, desires, and pain points, and crafting messaging that speaks directly to those issues. For example, our first posts will focus on the joys and challenges of parenting and sharing stories of mothers who have been shamed for their parenting before. As well as stories where we ask mothers what their favorite thing about parenting is. Moreover, while posting these insight we are going to ask our audience to share their own story, in order to boost engagement. With this tactic, we are going to create a connection with the audience where they can trust us in the future.
- c. To create a sense of community and connection among your audience, we will be sharing our value proposition regarding our monthly workshops and day care. We will be sharing the concept of the workshops and what the topics of the workshops will be. We will simultaneously be asking our audience if they like the idea and what workshops would they like to attend. Doing this we will ensure to have engagement with our audience and also get insight on what would they like to see from us.
- d. We will focus on posting photos of our workshops' teachers and people attending the workshops in order to make it look personal.
- e. Overall, Facebook and Instagram are effective tools for cultivating a brand community and communicating with your target audience. Amara can offer a safe space for moms who feel pressure from society to be perfect and help them feel secure and proud of their parenting journey by developing interesting content, using targeting features, and conducting live events.

### 4. Planning

- a. Our Content Calendar - [MarketingSchedule.xlsx](#)

## Context of campaign, Learning points, Future Planning and Professionalism

### 1. Context of Campaign

- a. We are a team that focuses on empowering mothers and demolishing the scrutiny they face on a daily basis. We believe that women should be unashamed of the choices that they make and strive to be the most authentic version of themselves. Being a mother can be challenging and demanding, so we want women to not forget to take time for themselves. You can provide the best example for your kids and teach them the value of self-care, by being the best version of yourself. Our ultimate goal at Amara is to build a community of women and moms who feel supported and celebrated in their position as parents. We hope to accomplish this by connecting with our target audience on social media platforms like Facebook and Instagram and creating a safe area where mothers can share their experiences, learn from one another, and feel confident in their parenting abilities. Our objectives to create a sense of community and connection among your audience, we will be sharing our value proposition regarding our monthly workshops and day care. We will be sharing the concept of the workshops and what the topics of the workshops will be. We will simultaneously be asking our audience if they like the idea and what workshops would they like to attend. Doing this we will ensure to have engagement with our audience and also get insight on what would they like to see from us. Our objectives regarding reaching a certain amount of Facebook and Instagram users directly links to our goal of increasing our brand awareness. Moreover, our objectives regarding making mother feel less judged and shamed directly link to our goal of creating a community of mothers where they can feel safe and uplift each other.
- b. Our promotional activities include creating Instagram and Facebook accounts where we focused on connecting with our audience. We had a media schedule with planned posts to post weekly. We initially focused on introducing our audience to our topic of creating a community of mother who have experienced shaming by posting real stories of mothers. Then we focused on introducing our audience to our value proposition, being the Amara workshops, where they can meet monthly and focus on uplifting each other. We generated engagement by asking for their opinions and feedback on the idea as well as encouraging them to share stories of their struggles as mothers.

### 2. Learning Points

- a. When starting this project we were very excited to embark on this journey, considering no one has created a brand before. We were excited for making the big decision regarding the identity and the goal of the brand. However, we soon realized how responsible and serious the project was and fear if we would actually succeed started kicking in.
- b. When creating our objectives we wanted to base them on research and be as realistic as possible. Therefore, we had an objective of reaching 50 users on Instagram by the 10<sup>th</sup> of April. We are happy to say we succeeded in reaching the objective. We even went over it by reaching 95 users. We believe we blame that on the fact that we were very

active on Instagram thought the project. We made sure to post frequently, create posts that fit our tone of voice and goal and engage with our audience. The only thing we could have done better we would say is stick more to the schedule, since sometimes we would not post exactly on the day and time we agreed on. To conclude, we learned that in order to be successful with your Instagram business page, you have to make sure that you really know your target audience and post according to their needs and interest. Another very big thing to mention is being authentic and open about struggles.

- c. We had a Facebook objective of reaching 30 users by the 10<sup>th</sup> of April. Unfortunately, we didn't reach our objective. Although, we posted the exact same posts and stories on Facebook as we did on Instagram, we only reached 11 users. We believe that the mistake we made in not researching enough our target audiences' behavior on the platform. Looking back now, we would do a lot of things differently. For example, we would try to find a better way to position our brand on the media and look into what our target audience likes and follows. Moreover, now we would alter the posts and stories a little bit more so their not the same as the ones on Instagram. We learned that Facebook and Instagram are two very different platforms and they should be treated differently because if you treat them the same (as we did), one of them will always be unsuccessful.
- d. Based on our insights our objective of making women and mothers feel more confident and experience less pressure/shame about their parenting by creating a community on our social media where the can freely express themselves was quiet successful as well. We posted very frequently stride of mother being shamed and encouraged other women to do so as well. Consequently, we received many stories of mothers being shamed for their parenting, which we then went on to share on our profiles. We also gained quite some followers likes and shares on our post for empowering women. These insights show as that we made a change in women's behavior and now they are encourage to uplift couter and not the opposite.
- e. What we expected from the project was to be interesting and exciting but also challenging in terms of organization and keeping deadlines. As it turns out, it was indeed that. However, what we didn't expect was how many things we would have to do simultaneously. For example, we all had to work on production, marketing, management and content all at the same time. Of course, we couldn't organize ourselves to do so and made some compromises where we divided tasks and focus only on one thing at a time. Looking back, we would definitely change that and make sure everyone is equally involved in everything to make sure for optimal results.

### **3. Future Planning**

- a. So far we have successfully created our brand Amara. We successfully targeted our audience and reached them on our social media accounts. We established connection by sharing stories to which they can relate and connect with one another. Moreover, we shared our value proposition with our audience and received positive feedback and suggestions about the idea. If the project were to continue we would do a lot of new things:
  - i. For starters we would start executing our workshops start posting videos and photos of how the workshops are going

- ii. We would seek influencers who match our target audience and collaborate with them. We would invite them to our workshops and ask them to vlog their experience. That way the following of the said influence would get familiar with Amara and possibly become a member.
  - iii. We would extend our media presence by going on even more platforms like Tik Tok. We would segment our audience there ad start posting videos of our workshops and what we at Amara stand for
  - iv. We would do research where our target group spends a lot of their time a incorporate some offline marketing.
  - v. So far, our marketing has been focused only in The Netherlands, however if we were to continue the project we would start focusing on promotion all over Europe. To succeed in that we will get in contact with influencers and marketing experts throughout all Europe.
- b. In conclusion, we are proud of what we have done with Amara, so far, however if we had the chance to implement all these changes and new ideas we believe that we could elevate the Amara brand to a very high level and create a really strong women community worldwide.

#### 4. Professionalism

- a. Link to the Instagram page: <https://instagram.com/amara.corp?igshid=Mzc1MmZhNjY=>
- b. Link to the Facebook page: <https://www.facebook.com/profile.php?id=100090922129933>

Our Instagram page

18:04



amara.corp <sup>9+</sup>



14  
Posts

33  
Followers

44  
Following

Amara she/her  
Product/Service

Amara is a community created to uplift and empower mothers everywhere. Join us as we embark on a journey to create workshops that inspire.

[linktr.ee/amara.corp](https://linktr.ee/amara.corp)

Professional dashboard  
New tools are now available.

Edit Profile

Share profile

Contact



Workshops



Our coaches



Our commu...



About us



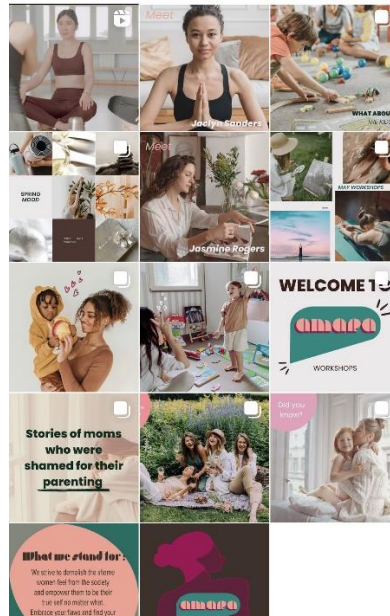
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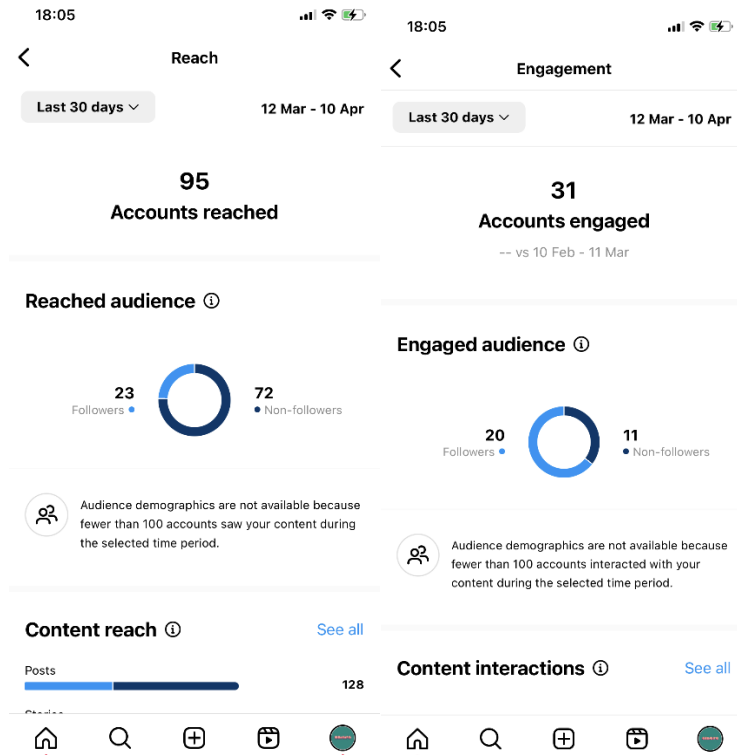
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amara.corp <sup>9+</sup>

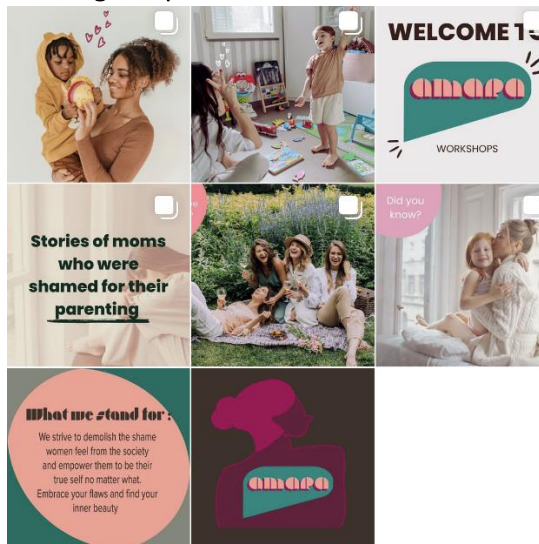




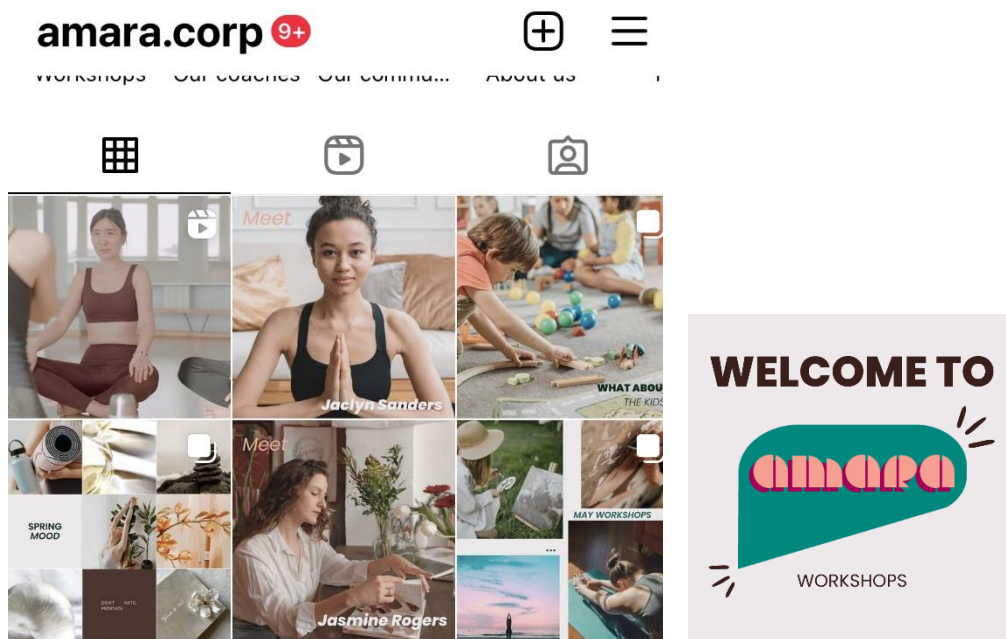


Our insights:

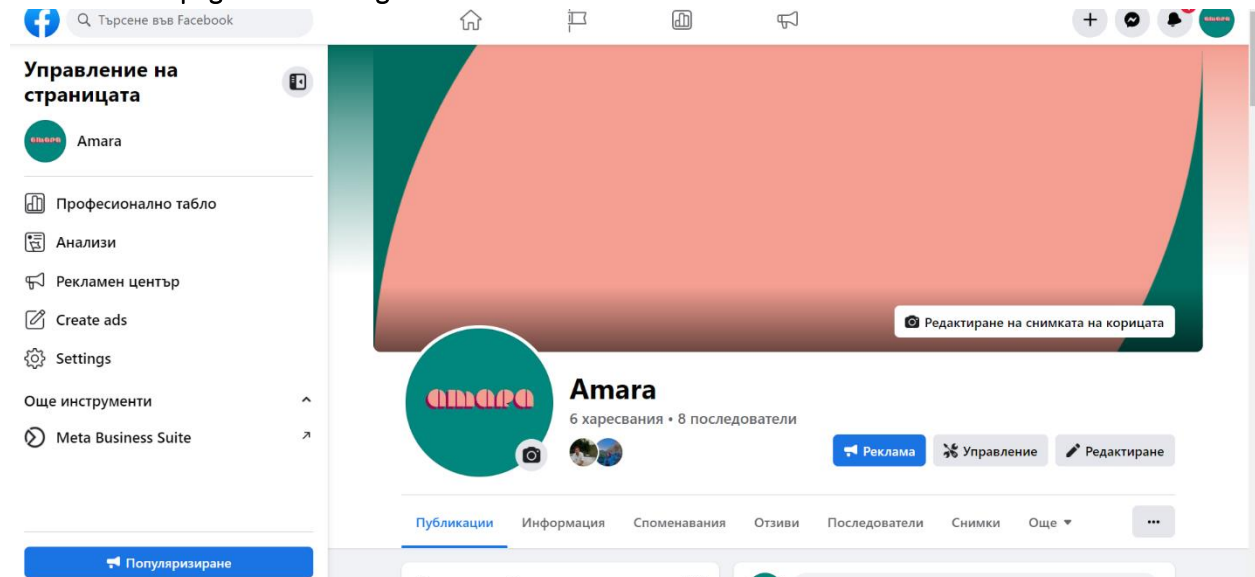
First round of posts introducing the Amara Brand. The posts being about what we at Amara stand for, our values and believes. The posts aiming at segmenting our audience, by posting statistics about mom shaming and personal stories of mother about how great it is to be a mom and what are the challenges:



Second round of post aiming at introducing our value proposition. We are introducing our workshops, what exactly they would be like and the topics of them. We are introducing the audience to the workshop teachers in order to make it more personal and make the audience more familiar with the workshops. We share a reel to give our audience more of an idea what one yoga workshop would look like. We also post about about daycare option where the mothers' kids will be taken care of.



## Our Facebook page and it's insights:



## Welcome to professional dashboard

Insights, management tools and ad creation - all in one place.



### Общ преглед на страницата

Последователи: 8

[Вижте още анализи](#)

Последните 28 дни

Достигане на публикацията ⓘ

11

Post Engagement ⓘ

33

Нови харесвания на страницата ⓘ

1

### Recent content

Последните 28 дни



Empowering women,  
one yoga pose at a  
time! Excited to give...

пн, 10.04

Достигане на публикацията

3

Engagement

0



Meet Jaclyn Sanders,  
our incredible yoga  
teacher for our Amar...

пн, 10.04

Достигане на публикацията

7

Engagement

2

### За да увеличите аудиторията си, завършете настройването на страницата си

Добавянето на повече подробности  
може да помогне на повече хора да се  
свържат с вас.

8 от 13 завършени стъпки



ENG 19.3  
11.4.20