Imagination Nation, LLC.

TO: Mudashir Nallanathan, President

Lucina Sostmann, Head of Marketing

FROM: Edward Auttonberry, Business Analyst

DATE: July 8, 2019

SUBJECT: A Case for Increased Social Media Presence

Since the founding of this company, it has found great success in offering graphic design concepts to customers around the country. Last week, as you know, we reached our milestone of 250,000 customers in only 6 short years. This is a marvelous feat for a humble business such as ours, but I believe that this is an indicator that we should push harder to increase our presence and sphere of influence. To this end, I suggest creating a social media presence for the company.

**CAUSE AND BENEFITS**

Our company has four offices on the East Coast and two on the West Coast. However, these offices serve primarily as a workspace for our employees and do not facilitate very much customer contact. Marketing analysis calculated at the time of reaching our milestone shows that approximately 96% of our customers initially contacted us by email or over the phone. Out of those customers, 64% were introduced to our business by finding our website.

Social media platforms are the top source of consumer internet traffic. If most of our customers to-date found us by a search engine query, it stands to reason that social media profiles would have an even higher rate of encounters. This hit-rate can be fueled by advertising on these platforms and making regular posts or updates. In addition to increasing our general presence, these profiles would also provide a stage to present our graphic design work. Particularly, media-centric platforms like Instagram would provide an easy way to insert examples our produces into the feeds of everyday users.

**COSTS**

The total cost of a social media campaign is simple and can be boiled down to two resources:

* Effort to maintain
* Monetary expense

Social media profiles designed to be very simple and would require minimal effort to update regularly. Our marketing team could be reallocated so that we could provide a dedicated source of customer interaction, if we so choose. As for expense of funds, the amount spent is arbitrary. Social media companies have spending plans that accommodate any budget we dedicate to advertising.

**Moving Forward**

The sooner we can establish a social media presence, the sooner a new source of customers can grow. Please feel free to contact me if you have any more questions. Given your approval, I would begin defining requirements for my teams to draft social media profiles to demonstrate potential themes and designs we can use to highlight our pages.

Thanks,

Edward.