



ANDREA M.
EVENTS

ANDREA M. EVENTS

SOCIAL MEDIA ANALYSIS & STRATEGY

2/19/2021

Laci Johnson, MBA

Digital Marketing Consultant

laci@consultingbylj.com

www.consultingbylj.com

L J
CONSULTING



Executive Summary

Executive Summary

Andrea M. Events is seeking a 1-month social media strategy in order to gain insight and ideas for content to post on social media. The company is also seeking ways to learn how to increase their social following. LJ Consulting will assist with defining monthly social media goals, Key performance indicators and content ideas for Andrea M. Events. This 1-month social media strategy will guide Andrea M. Events on how to achieve these results starting with a \$200 per month budget.

Social Media Goals

Key performance indicators:

KPI's let you measure the success of your social media marketing plan and help you improve performance.

By April, 1 2021, Andrea M. Events will:

- 1** Build brand awareness by posting personal, human-centric content and story/video driven posts twice a week on IG and TikTok.
- 2** Increase engagement by sharing the right type of content to each social media platform twice a day on FB and IG. Andrea M Events will create 2 boards per month on Pinterest.
- 3** Grow their IG and Facebook audience by 10 new followers per month and creating social media paid ads starting at \$100 per month, FB and IG combined.

How goals align to business objectives

Business objective	Social media goal	Metric(s) or how to measure these goals
Grow social audience	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, impressions etc.
Build brand awareness	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Increase engagement	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.

Target Audience

Buyer Persona

- A buyer persona is a semi-fictional representation of one of your target audiences.
- A persona helps you and your team build strategies and messaging that are tailored to the persona's values, goals, and pain points.

	Jade, the Youtuber	Diane, the college student	Alexis, the warrior mom
Example job title(s)	Part time worker	Full time worker	Full time worker
Needs(s)	<p>What would they be looking to do with, or get out of your product/service/business?</p> <p>Event desgining and planning for a fashion setup for her youtube following</p>	<p>Birthday Party for her 30th birthday party</p>	<p>Party in a box kids sleepover party or event planning</p>
Pain Point(s)	<p>What is their number one challenge (that you can solve for them?)</p> <p>Needs help with creative ideas and concepts for her event</p>	<p>Needs help with creative ideas and concepts for her 30th birthday party</p>	<p>Needs help with creative ideas and concepts for her kid's sleepover party</p>
Prefered social network(s)	<p>What social media platform does this person use most often, i.e. where is the best place to connect with them?</p> <p>FB, IG, Tiktok</p>	<p>FB, IG, Pinterest</p>	<p>FB, IG, Pinterest</p>
Budget (for your product/service)	\$300	\$500	\$1000+
[Other characteristic, e.g. age, sex, location, etc.]	Millennial or Gen Z, 25 year old, or younger, woman located in the hudson valley tri state area.	Millennial or Gen Z, 30-year-old, woman in the Hudson valley tri state area	Millennial or Gen X, 35-year-old women location in the Hudson Valley tri state area

Competitive Analysis

	Networks active	Number of followers	Strengths	Weaknesses
<u>Buds & Events Newburgh, NY</u>	Twitter (Tw account not active), FB, Pinterest, and IG	FB:644 IG: 158 Pinterest: 65 followers	Uses high quality and sharp images & staff has years of experience at top corporate fashion brands	Content is not posted consistently, and you cannot shop for any products on their website even though it states that you can
<u>Virtually Perfect Events Scotchtown, NY</u>	IG, FB, Pinterest	FB:22 IG: 230 Pinterest: 793 followers	Offers virtual events, Very Active on Pinterest and creating boards	Content is not posted consistently on IG at all
<u>Nasaglitz Middletown, NY</u>	Facebook	FB:386	They post more videos to show their live events	No active website. They don't use sharp high-quality images; content is not updated on sites consistently and brand isn't active on other social platforms

SWOT Analysis

	Positive	Negative
Internal	<h3>Strengths</h3> <ul style="list-style-type: none">• Content is being posted consistently on FB and IG• Great website showcasing a lot of content• Showcasing different types of events and occasions on social media	<h3>Weaknesses</h3> <ul style="list-style-type: none">• Low engagement on channels• Not posting enough videos and stories
External	<h3>Opportunities</h3> <ul style="list-style-type: none">• Competitors aren't using Instagram/FB Stories as often• Competitors aren't using TikTok to promote themselves	<h3>Threats</h3> <ul style="list-style-type: none">• Competitor 1 has a much higher follower rate on Facebook and IG• Competitor 1 posts regular original content and pinboards on Pinterest• Competitor 2 is very active on Pinterest

Content Strategy Tips & Ideas

Content Ideas...

Facebook

What it's best for:

- Sharing visual content
- Creating stories
- Creating targeted ads (Your ads should address your customers needs, challenges and questions) Customize your ads to speak directly to your ideal customer.
- There are many ways to advertise your business through FB and IG in order to reach the audience that you want. This [article](#) from Facebook breaks down when to advertise on FB and IG and how to reach your customers with different ads.

Target audience:

25 year old or younger, female

Types of content you should share:

- High quality photos of your event set up & designs
- Posting content that addresses your customers needs (Ex: Struggling to find a theme for your 25th birthday? Stop asking around and speak to an expert today.)
- Share brand expertise
- Offer your customers free content that will make their lives easier. A wedding planning budget template that your brides have found helpful. Use this to get them on your mailing list, so that you can stay connected with them.

Instagram

What it's best for:

- Sharing visual content
- Creating stories
- Creating targeted ads (Your ads should address your customers needs, challenges and questions) Customize your ads to speak directly to your ideal customer.
- There are many ways to advertise your business through FB and IG in order to reach the audience that you want. This [article](#) from Facebook breaks down when to advertise on FB and IG and how to reach your customers with different ads.

Target audience:

25-year-old or younger, female

Types of content you should share:

- High quality photos, videos and stories of your event set up & designs
- Posting content that addresses your customers needs (Ex: Struggling to find a uncommon theme for baby shower? Let AME plan your event.)
- Share images listing your event planning/design tips or resource guides for mom's planning a birthday party for their kid or a young woman needing ideas for her 30th birthday.
- Post testimonial images on your Feed and in your story.
- Get your customers to take photos, tag you in them and then share those on your pages.

Content Ideas...

Pinterest

What it's best for:

- Sharing visual content & Videos
- Search engine for images
- Getting ideas & inspiration

Target audience:

25-year-old or older, female

Types of content you should share:

- High quality photos and attractive pins
- Affiliate links and lead them back to your blog or website
- Create your own [products](#) such as an eBook, printable's, or event checklist by promoting them through Pinterest.
- Create how-to videos showing prospects what you do and giving them an up close and personal look into your daily life as an event designer. See example here on [Youtube](#). You should focus on giving Pinners a reason to follow your Pinterest Board.

TikTok

What it's best for:

- The “destination for short-form mobile videos”
- “Videos ranging between five and 60 seconds in length”
- TikTok is more than just dancing and lip synching

Target audience:

Started out as a Gen Z focused app but now all ages use, 25 year old or younger, female

Types of content you should share:

- Make your content “binge-able.”
- Make sure you have consistent content
- Using relevant hashtags for the audience that you want to reach
- Post informational videos
- Behind the scenes videos/inspiration videos/etc.
- Example wedding planner [here](#)

FYP- For you page tip: “[Tik Tok](#) creates a feed for you based on previous videos you have liked, other accounts you follow, etc. The app curates a feed of videos it thinks you are going to like and this is where users on spending hours upon hours on the app.” Focus on creating videos that will pop up in others FYP.

Content Calendar

[Best times to post on social media article](#)

MARCH, 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Customers Needs Post Create targeted ad	Post Image of Your Event Décor		Brand Expertise	Customer Testimonial	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Customers Needs	Wedding Planning Budget Graphic	Social Media Blog Post	Brand Expertise	Customer Testimonial	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Customers Needs Post	Birthday Planning Budget Graphic Post Image of Your Event Décor		Brand Expertise	Customer Testimonial	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Customers Needs Post	Event Checklist	Social Media Blog Post	Brand Expertise	Customer Testimonial	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Customers Needs Post	Post Image of Your Event Décor		Brand Expertise	Customer Testimonial	