



# A7: Social Media Marketing Strategy

SOME 2400 Using Social Media Winter 2017

## Social Media Strategy

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Let's put what we've learned in SOME 2400 this term into action!

Welcome to  Social Media Strategy!

This strategy will help you create, develop, build and manage your social media presence to promote your brand.

Through this process your target audiences will be identified and key messages implemented. Various social media channels will be utilized to position you as a leader in your industry, share your message, and create a strong network of followers and work to build your overall online presence. These social media platforms will create a stage for information sharing, engagement and brand awareness.

During the initial process, your focus should be placed on establishing all of your online profiles to ensure continuity of your brand. It is imperative to maintain your brand and create a cohesive and consistent experience for your visitors and the online networks you are building. Each of your pages or profiles will be visually crafted to look and feel consistent, fresh and professional. This social media strategy will be your guide toward meeting all the identified goals in the plan.

**Please read the following and complete the questions in this document.**

1. Download this file to your computer and save it.
2. Open this file and complete the form fillable areas except the "evaluate" section.
3. Once complete upload this to the assignment folder on DC Connect and follow the assignment directions.



**This template is part of your Social Media Strategy for the SOME 2400 Course offered for Photography and Video Production students at Durham College.**

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## THINK

### Research | Discovery | Analysis

#### Who is **Bharat Bhardwaj Photography**

Bharat Bhardwaj is a budding photographer and cinematographer who captures your precious moments in a snap and transform it into a piece of art, to ensure it never fades away from your memory. Currently located in Toronto (Ontario), Bharat takes client satisfaction way too seriously and aims at giving the best results.

#### Mission:

My aim is to provide my clients with the best work, and with a good word of mouth make my name a Brand one day.

#### Vision:

My vision is to reach as many people as possible in the next one year and build a good client base.

#### Target Audience:

My target audience is everyone, from portraits to wedding pictures and cinematography to even corporate films and productions. I aim to target everyone, and reach people of all ages through all possible social media platforms.

#### Messaging:

I aim at giving the best, because I believe you deserve the best. Your Idea and my skills can create something extraordinary.

#### Positioning:

A professional production studio, where client satisfaction matters the most and deadlines are always met.

#### Strengths:

I never stop learning, i try and make sure that my work is better than my previous work.  
Hard working: I believe i am hard working, and can do what all possible to make my work the best.  
Open to new ideas: I am open to new ideas and never hesitate from taking risks.

#### Weaknesses:

Distractive: I believe I tend to be distractive sometimes, sometimes if I start with something, I tend to lose focus in between and jump onto something new.  
Knowledge: I believe, I lack knowledge and want to gain as much experience and knowledge as possible. I take this weakness as my strength also because this will never make me stop learning.

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**Competition:**

To be honest, in this field everyone is your competition. Everyone is creative in their own way and everyone have their ideas. In wedding photography and cinematography, I really like the work of 'The Wedding Filmer'.

**What is the competition doing well?**

If I look at the work of the Wedding Filmer, I believe that they come up with something unique and new every time and that works for them. Their uniqueness is their biggest tool to success.

**How will  be better than the competition?**

**What can you do differently?**

To be different, I believe I will have to be more alert when filming or taking pictures, and bringing out the smallest of emotions through my pictures.

**Barriers:**

- What are any roadblocks or obstacles your organizations faces in relation to social media?
- Examples:
  - Time
  - Budget
  - Fear of negative comments

Time and Budget is my biggest roadblock, I believe.

**Benefits:**

Knowledge, Skill & determination.

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## PLAN

### Objectives | Goals | Timeline

Once you have completed the THINK portion of this document, it is time to create your social media plan and set some goals for your online profiles.

#### Objectives:

What:

How:

What:

How:

How:

What:

How:

What:

How:

#### Measurable Goals for your social media profiles: three months post-launch

- Social Media App #1:  
Facebook: Gain minimum 200 followers and post something new twice every week, to be active and engage my followers.
  - Social Media App #2:  
Instagram: Post a picture twice daily, and reach a minimum of 100 followers every month.
  - Social Media App #3:  
LinkedIn: Be active on LinkedIn and share my blogs on it regularly and build a strong clientele in the next three months.
  - Social Media App #4:
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WordPress: Write atleast one blog every week and be more creative with every blog in order to give my audience something new and fresh to read.

## **DO**

### **Execute | Implement | Launch**

Now that you have done your research and discovery on who you are and developed your social media goals, it is time to execute your plan! Throughout all social media channels you will be building a robust fan base of followers and maintaining a strong, up-to-date online presence.

#### **Target Audience:**

My target audience is everyone, from portraits to wedding pictures and cinematography to even corporate films and productions. I aim to target everyone, and reach people of all ages through all possible social media platforms.

#### **General Strategy to Achieve Goals:**

- *Craft visual identity for all pages*
- *Adjust all bio and information on all channels to improve search*
- *Add themes and details to content calendar for the year*
- *Find bloggers and media who cover topics relevant to your company/industry in the GTA*
- *Monitor conversations – Google Alerts*
- *Daily posting on Facebook and Twitter*
- *Maintain rule of thirds in posting*

**1. Promote your brand**

**2. Share your personality**

**3. Post about *your* community**

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## **FACEBOOK TIPS**

Facebook allows for real-time updates and interactions, while offering space for longer posts and add-ons such as event pages, groups, and applications. Facebook is where your personality will shine through!

- Set up and branding of profile
- Create “Calls to Action”
- Post once daily, 4-7 days per week
- Share relevant articles/videos/DIY tips
- Share photos
- Tag other like-minded organizations
- Create YouTube tab to share videos
- Advertise \$5 - \$10 per day for first five days after initial launch
  - Reassess after five days of advertising
  - Look at Return On Investment (ROI)
  - Determine next steps

## **TWITTER TIPS**

Functioning like a micro blog, Twitter is a huge news source with information being shared as it becomes available. Twitter allows for interaction, video and photo sharing, but limits posts to 140 characters, making it simple and most efficient when regularly updated.

- Set up and branding of profile
  - Adjust bio information to improve SEO (Search Engine Optimization\*)
  - Identify key profiles to follow
  - Post 1-8 times per day
  - Select best post times
  - Establish automated responses to new followers
  - Send more traffic to your website
  - Position yourself as an expert in your industry
  - Develop lists
  - Retweet relevant information
  - Share provided photos
  - Use existing hashtags and create as needed
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- Keep expanding your Twitter community
  - Stay current
  - Monitor mentions and retweets
  - Identify influencers and supporters
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### **LINKEDIN TIPS**

LinkedIn acts like an online business card, allowing users to share resumes, recommendations and updates with other professionals. While LinkedIn was originally geared toward job seekers, it is now a driving force in networking and customer/clientele building.

- Set up and branding of company profile
- Position
- Post 1-5 times per week
- Offer credibility
- Expand your business contacts
- Expand your company network
- Key word searches
- Assist in building personal network to add influence to their profile

### **YouTube TIPS**

While YouTube is a video sharing network, it is also a huge Search Engine Optimization booster. Every video posted can be tagged, increasing Search Engine Optimization of your brand name/company.

- Share videos on a regular basis – monthly at minimum
  - Add closed captions and annotations to any existing videos
  - Implement calls to action
  - Seek out other channels and subscribe and like videos
  - Share videos on other social media channels
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## **EVALUATE**

### **Measure | Metrics | Track**

#### **Weekly Status Updates**

- Growth in Numbers/Network
- Engagement Status
- Influence Status
- Revision – what’s working/what’s not working – revise edit and evaluate

#### **Success Criteria: three month**

*Have you reached your goals? Exceeded goals? Fallen short? Review original goals and determine where we stand in relation to these goals and what the next steps should be.*

- Social Media App #1

Social Media App #2:

Social Media App #3:

Social Media App #4: