

# Digital Marketing Plan

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MKT7321: Digital Marketing for Outdoor Adventure

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## Introduction

### Executive Summary

Flow Thru Nature is a company that empowers people through guided wellness practices in nature. They offer a more adventurous yoga hike option and a more accessible wellness walk option. The target market for Flow Thru Nature's yoga hikes and wellness walks are women between the ages of 20 to 65 years old, from Ottawa and the surrounding area. They have access to a generous income source and value their spirituality, wellness, and yoga practice.

As a new business, Flow Thru Nature is not getting enough website visits. The goal of the digital marketing campaign is to increase the number of visitors to the website in order to increase the number of yoga hike and wellness walk bookings. The specific goals of this campaign are to; increase customer engagement and brand awareness, increase the amount of website traffic, increase the number of sales/bookings (including repeat sales), and increase the number of newsletter subscribers.

Flow Thru Nature's digital marketing strategy is to convey relatability and quality. This is an expensive wellness brand targeting those who aren't too concerned about spending money. The aim is to draw attention to the high value services of guided wellness and nature experiences that Flow Thru Nature has to offer. The promotional strategy will include the use of social media platforms like Instagram, Facebook, Pinterest and Tiktok. Flow Thru Nature's posts will have a relatable tone that will encourage people to want to be a member of this community.

Flow Thru Nature will be focused on a brand positioning approach, focusing on the benefits, needs and desires of the target audience. Those desires are to connect mental and physical wellness with nature. The goal is to be down-to-earth and relatable compared to luxurious and exclusive.

There are no direct competitors of Flow Thru Nature in the Ottawa area, but there are a few other outdoor wellness brands that need to be considered. The top competitors are Nordik Nature Spa, PranaShanti Yoga Centre, Hammond Hill, Simple Yoga, and Yoga Kala.

Every week there will be content posted on an almost daily basis. This content includes weekly excursion schedules, blog and vlog content from previous excursions, q&as, and wellness tips & tricks. Furthermore, the measurable statistics of the campaigns' success will be tracked against the campaign's original goals. These metrics include; number of followers on each platform, number of website visits (per month), number of bookings (per week), amount of earnings (per week), number of repeat bookings (per week), and number of newsletter subscribers.

In order to start up this campaign, \$500 dollars will be needed to pay for the brand identity design, \$1000 for the website design and development, and then \$1,355 per month for digital marketing promotion.

### **Summary of Business Operations**

Flow Thru Nature offers yoga hikes and wellness walks through nature in Ottawa and the surrounding area. Yoga hikes are longer, more adventurous excursions compared to the more slow-paced wellness walks. Yoga hikes are half-day excursions on more intermediate trails. Along the hike clients will be guided through an hour of hatha yoga and meditation. Yoga hikes will be offered in the morning, from 7am-12pm, and in the afternoon, from 12-5pm. Wellness walks are 2-3 hours of walking on more accessible, local walking trails. Along the walk clients will be guided through an hour of hatha, gentle, or yin yoga and meditation. Wellness walks will be offered in the morning, during the sunrise and in the evening, during the sunset. The times vary depending on the time of year. There will also be a wellness walk during the early afternoon, from 1-3pm. Both yoga hikes and wellness walks will include natural and cultural interpretation of the area.

This is an opportunity for those who wish to take their wellness practices into nature. There are currently no similar businesses in the area, which gives Flow Thru Nature a unique selling point. Furthermore, since there is no based location needed, the start up costs for this business are very minimal. These reasons make Flow Thru Nature a viable business opportunity.

### **Business Mission Statement**

To empower people through guided wellness practices in nature.

### **Description of Target Market**

The target market for Flow Thru Nature's yoga hikes and wellness walks are women between the ages of 20 to 65 years old, from Ottawa and the surrounding area. They have a high annual income, around \$80,000, from working a well-paying office job or have a partner earning a high income. They have graduated from post-secondary education. These women are married or single. They are interested in their spirituality, wellness, and enjoy practicing yoga. They have diverse races and sexual orientation.

### **Business Objective**

#### **Description of Problem / Opportunity to be Solved with Digital Marketing Campaign**

The problem is that as a new business, Flow Thru Nature is not getting enough website visits. The goal is to get more people visiting the website in order to book yoga hikes and wellness walks. The intention of using a digital marketing campaign for Flow Thru Nature is to increase brand awareness, build a community of repeat clients, and attract more people to the website.

## Goals of the Digital Marketing Strategy

There are four main goals to be achieved through Flow Thru Nature's digital marketing campaign. The timeline to achieve these goals are within the first 6 months. These short-term goals are:

1. Increase customer engagement and brand awareness through gaining 800+ followers on each social media platform including Instagram, Facebook, Tiktok, and Pinterest. This will make the business present as more reliable and help to start building the Flow Thru Nature community.
2. Increase the amount of website traffic by having 500+ website visits per month.
3. Increase the number of sales/bookings (including repeat sales) by having 100+ bookings per week. 20% repeat sales. The total bookings income per week averaging \$6,500+
4. Increase the number of newsletter subscribers to 200+ emails on the list.

Some longer term goals, to be achieved in the next 5 years are:

1. Build a community by increasing followers count to 5,000+ followers.
2. Grow brand awareness by hiring brand ambassadors, influencers with large followings.  
A goal of 25 Flow Thru Nature ambassadors.

## Marketing Strategy

In order to appeal to Flow Thru Nature's target audience, women from 20-65 years old who are interested in their spirituality, wellness, and enjoy practicing yoga in the Ottawa area, the digital marketing strategy must convey relatability and quality. Flow Thru Nature is an expensive brand targeting people who are not too concerned about saving money. The target audience has access to a generous income and expects high value offerings. Part of the

strategy is to draw attention to the high value services that Flow Thru Nature have to offer. Those services are guided wellness and nature experiences.

The promotional strategy will place most of the emphasis on social media platforms like Instagram, Facebook, Pinterest and Tiktok. Flow Thru Nature's posts will have a relatable tone that will encourage people to want to be a member of this community. This will be through filming vlog and video diary style content for social media, by following the latest trends especially on Tiktok, sharing wellness tips and tricks, as well as providing updates on current offerings. More specifically, Flow Thru Nature's posts will encourage people to follow the profile in order to be a member of the community by enticing them to want to stay updated about the brand through vlogs, offering updates, etc. There will be calls to action posted to encourage people to visit the Flow Thru Nature website, like "Book your guided wellness journey today!" Furthermore, there will also be calls to action posted to convince followers to subscribe to the monthly Flow Thru Nature newsletter that features blog-style content and brand updates.

Other than through mainstream social media, Flow Thru Nature will also market through email newsletters, the Flow Thru Nature website, and digital ads paid to be shared to users on Instagram, Facebook, Tiktok, and Pinterest.

Since Flow Thru Nature will be advertised mainly on Instagram and Facebook, the profile analytics on Meta will be how success is tracked, along with the analytics provided by the website builder. Other than that, the number of bookings and newsletter subscriptions will be how the other goals of the campaign will be tracked.

### **Positioning Approach**

Flow Thru Nature will be focused on a brand positioning approach. The focus will be on the benefits, needs and desires of the target audience. Those desires are to connect mental and physical wellness with nature. Flow Thru Nature is a high quality wellness brand therefore the target audience expects premium, thoughtful and intentional services for a premium price. At the

same time, Flow Thru Nature's goal is to be a safe, supportive and personalized space. The goal is to be down-to-earth and relatable compared to luxurious and exclusive.

Flow Thru Nature values wellness, nature, and creating a supportive experience for clients. Flow Thru Nature's brand positioning statement is as follows; "For women who are seeking to live more mindfully through connection with nature, Flow Thru Nature provides guided, natural, and holistic journeys. Trust Flow Thru Nature to support your inner growth and connection to Mother Nature."

There are no direct competitors of Flow Thru Nature in the Ottawa area, but there are a few other outdoor wellness brands that need to be considered. The top competitors are Nordik Nature Spa, PranaShanti Yoga Centre, Hammond Hill, Simple Yoga, and Yoga Kala. Nordik Nature Spa is the most popular spa in the Ottawa area. They position themselves as more of a spa through offering various therapies like thermotherapy and massage therapy. They offer only indoor yoga therapy. PranaShanti Yoga Centre is a yoga studio in downtown Ottawa that offers four weekly outdoor yoga classes in local parks. They do not offer guided hikes/walks with natural interpretation. Hammond Hill is a retreat location where clients must book an overnight stay in order to access 5km of unguided hiking trails and will offer yoga retreats as requested. Simple Yoga offers online yoga classes and outdoor yoga classes in local parks in Ottawa. Like PranaShanti Yoga Centre, they do not offer guided hikes/walks with natural interpretation. Yoga Kala only offers outdoor yoga in local parks in Ottawa and much like PranaShanti Yoga Centre and Simple Yoga, they do not offer guided hikes/walks with natural interpretation.

## **Strategic Solution**

### **Description of Story Idea for Campaign**

There are four main platforms that Flow Thru Nature will be utilizing for this digital marketing strategy; Facebook, Instagram, Pinterest and Tiktok. These are all platforms popular

within the target audience of women from 20 to 65 years old. Facebook generally targets an older audience, Tiktok a younger audience, while Instagram and Pinterest targets those found more in the middle of this age range. Email newsletters will also be used as a method of digital marketing for Flow Thru Nature.

The most appropriate story idea for Flow Thru Nature follows the structure of Before-After-Bridge. This is an easy formula for blog, newsletter, vlog and video diary style content to follow on Instagram, Facebook, Tiktok, Pinterest and email. Similar content will be posted on all three of these social media platforms with slight format variations. The Before-After-Bridge formula can be easily formatted to follow current social media trends, like “POV: ...” video montage, “me when i ...” over video, “get ready with me for...”, or “how i feel when...”. Flow Thru Nature can post a few times a week, including posts that follow the latest trends which will keep the brand relevant and relatable to the target audience. It will also entice them to share relatable posts with their friends and family that may also be interested in what Flow Thru Nature has to offer. This Before-After-Bridge formula can also be used to showcase many personal Flow Thru Nature experiences. Beyond personalizing the brand, this formula will also set stories apart from other brands, allow stories to be subtle yet effective, and allow Flow Thru Nature to be more like a friend to customers. The following is an example of the Before-After-Bridge story formula:

BEFORE – A woman is stressed with work and spends too much time inside (the problem).

AFTER – The woman is mindful, grounded and feels more connected with nature (a world where the problem doesn’t exist).

BRIDGE – The woman joins a Flow Thru Nature wellness walk / yoga hike (solved the problem).

### **Will Traditional Marketing Outlets be Part of the Solution? If yes, what and why?**

Flow Thru Nature will also utilize some more traditional forms of marketing. This will be through posting Flow Thru Nature posters on the bulletin boards found in local wellness businesses in the Ottawa area, like yoga studios, craft stores, spas, massages clinics, gyms, and new age stores. In these locations, where Flow Thru Nature's target audience frequently visits, more people will become aware of this business and what it has to offer. It will lead to more brand awareness and bookings.

It would also be beneficial for Flow Thru Nature to get magazine ads in publications like The Maple Box, Enchanted Living, and the Yoga Journal. This also targets the appropriate audience, on the older side of the age range.

## **Social Media Campaign**

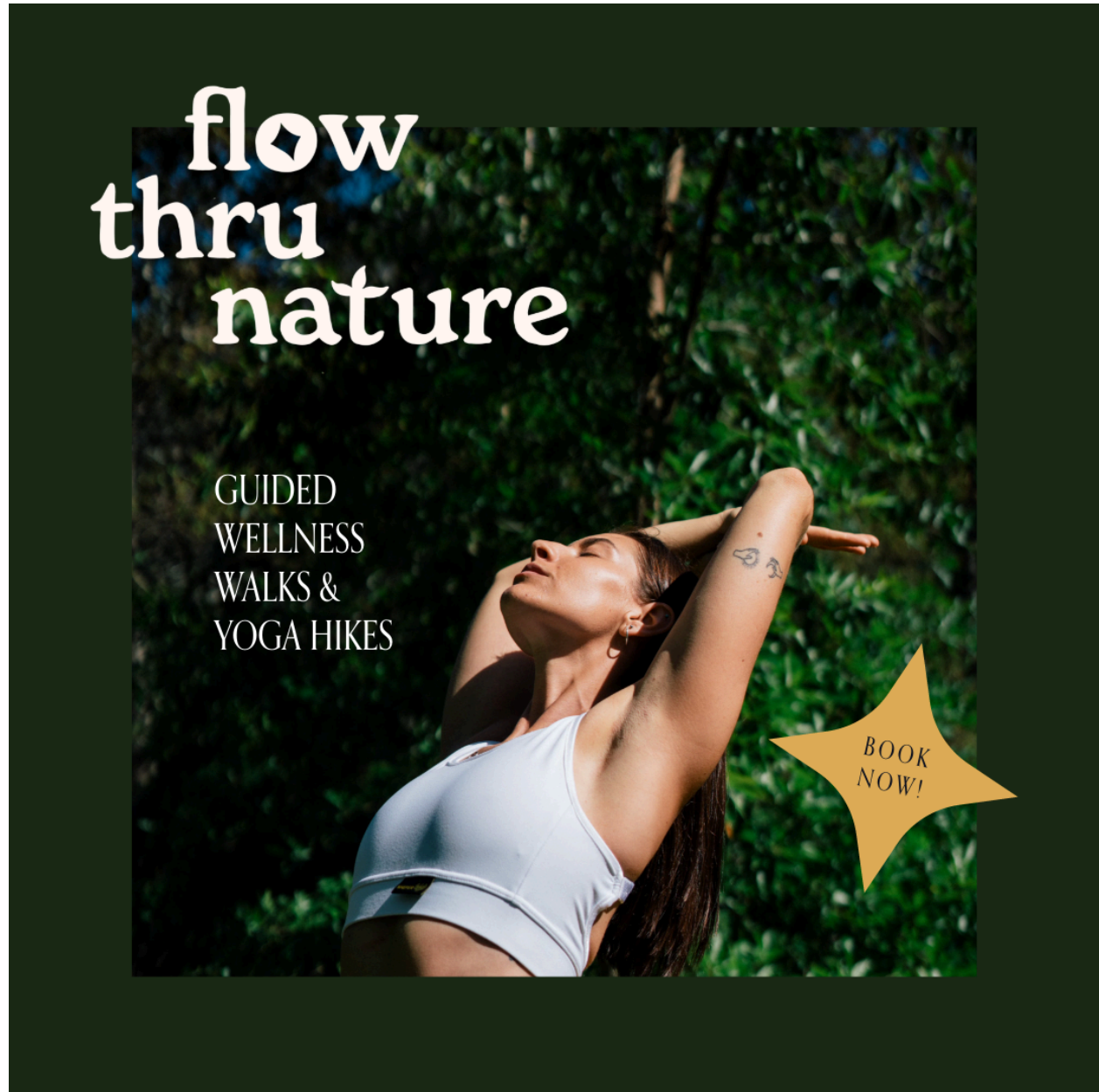
### **Present 3-5 Digital Media Pieces (with captions) That Make Up Part of the Campaign**

Note: photography and video are sources as stock from Pexels and Adobe.

#### Instagram Ad

Caption: "life gets chaotic and it can be hard to find the time to relax and recharge. it is easy to get lost in dreams of escaping to nature to find well-being 🌲 with flow thru nature you can empower yourself by joining a fully guided, holistic journey through nature ✨ book a wellness walk or yoga hike with us this season 🥾"

Details: Book Now! (Link attached to bottom of ad linking to the Flow Thru Nature website).



flow  
thru  
nature

GUIDED  
WELLNESS  
WALKS &  
YOGA HIKES

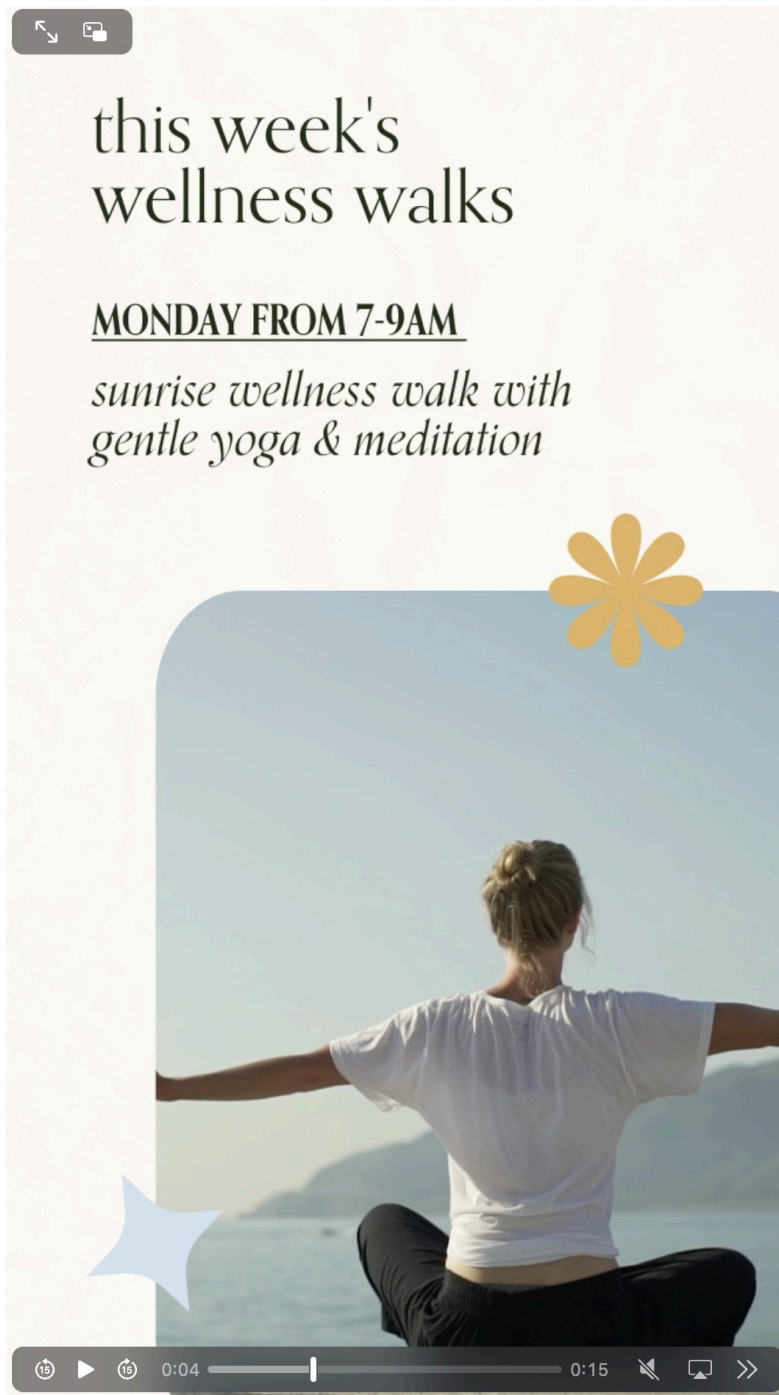
BOOK  
NOW!

The advertisement features a woman with long dark hair, wearing a white tank top, stretching her arms behind her head in a forest setting. The background is a dense green forest. The text 'flow thru nature' is written in a large, white, serif font. Below it, the text 'GUIDED WELLNESS WALKS & YOGA HIKES' is written in a smaller, white, serif font. A yellow starburst graphic with the text 'BOOK NOW!' is located in the bottom right corner of the image.

Weekly Schedule Instagram / Facebook Story (no caption)

Link to video version:

<https://new.express.adobe.com/published/urn:aaid:sc:US:67582462-8872-46ba-b24c-1e88baab-eaf5?promoid=Y69SGM5H&mv=other>

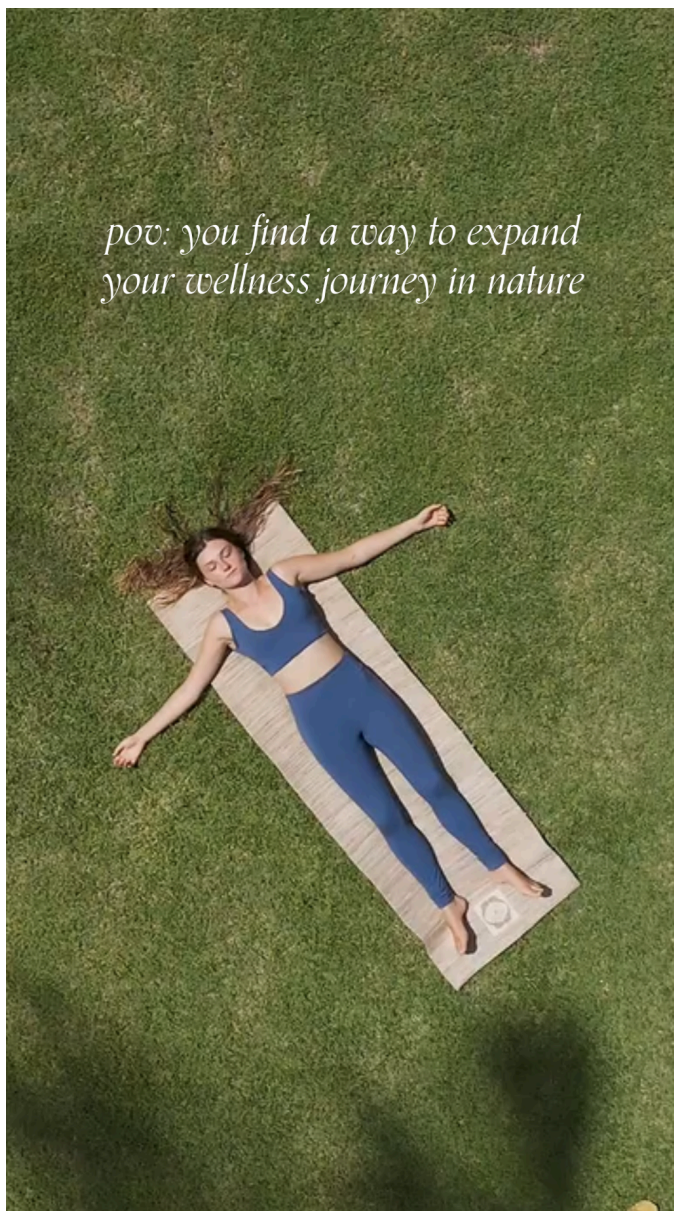


### Instagram & Tiktok post

Caption: “take a break from the office with a wellness journey through nature. life is full of stresses but with flow thru nature you can enjoy a reprieve. join us for a guided holistic journey through nature 🌲👣✨”

Link to video version:

<https://new.express.adobe.com/id/urn:aaid:sc:US:5068e815-482e-4c0c-b023-fdfc8372a92a?invite=true&promoid=Z2G1FQKR&mv=other>



## Implementation & Control

### Content Calendar

Platform (Type of Post)	Monday (Featured content)	Tuesday (Featured content)	Wednesday (Featured content)	Thursday (Featured content)	Friday (Featured content)	Saturday (Featured content)	Sunday (Featured content)
<b>Instagram / Facebook Story</b>	This week's schedule						
<b>Instagram / Facebook Story</b>	Photos of the day's excursions		Photos of the day's excursions	Photos of the day's excursions	Photos of the day's excursions	Photos of the day's excursions	Photos of the day's excursions
<b>Instagram / Facebook Story</b>		Repost content from other local and wellness business		Repost content from other local and wellness business		Repost content from other local and wellness business	
<b>Tiktok Post</b>			Weekly Q&A				
<b>Instagram / Facebook / Tiktok Post</b>	Weekly client / guide highlight video diary / vlog			Follow the latest social media trend		General wellness /outdoor related content (tips&tricks, lists, etc)	
<b>Pinterest Posts</b>							The photos and videos captured this week

### Metrics to be Tracked

Goal / Tactic	Date	Goal	Actual
Increase brand awareness – # of Instagram followers	May 31, 2025	100 followers	
Increase brand awareness – # of Facebook followers	May 31, 2025	100 followers	
Increase brand awareness – # of Tiktok followers	May 31, 2025	100 followers	
Increase brand awareness – # of Pinterest followers	May 31, 2025	100 followers	
Increase brand awareness – # of Instagram followers	June 30, 2025	200 followers	
Increase brand awareness – # of Facebook followers	June 30, 2025	200 followers	
Increase brand awareness – # of Tiktok followers	June 30, 2025	200 followers	
Increase brand awareness – # of Pinterest followers	June 30, 2025	200 followers	

Increase brand awareness – # of Instagram followers	July 31, 2025	350 followers	
Increase brand awareness – # of Facebook followers	July 31, 2025	350 followers	
Increase brand awareness – # of Tiktok followers	July 31, 2025	350 followers	
Increase brand awareness – # of Pinterest followers	July 31, 2025	350 followers	
Increase brand awareness – # of Instagram followers	August 31, 2025	450 followers	
Increase brand awareness – # of Facebook followers	August 31, 2025	450 followers	
Increase brand awareness – # of Tiktok followers	August 31, 2025	450 followers	
Increase brand awareness – # of Pinterest followers	August 31, 2025	450 followers	
Increase brand awareness – # of Instagram followers	September 30, 2025	600 followers	
Increase brand awareness – # of Facebook followers	September 30, 2025	600 followers	
Increase brand awareness – # of Tiktok followers	September 30, 2025	600 followers	
Increase brand awareness – # of Pinterest followers	September 30, 2025	600 followers	
Increase brand awareness – # of Instagram followers	October 31, 2025	800 followers	
Increase brand awareness – # of Facebook followers	October 31, 2025	800 followers	
Increase brand awareness – # of Tiktok followers	October 31, 2025	800 followers	
Increase brand awareness – # of Pinterest followers	October 31, 2025	800 followers	
Increase web traffic – # of website visits per month	May 31, 2025	50 visits	
Increase web traffic – # of website visits per month	June 30, 2025	100 visits	
Increase web traffic – # of website visits per month	July 31, 2025	200 visi	
Increase web traffic – # of website visits per month	August 31, 2025	300 visits	
Increase web traffic – # of website visits per month	September 30, 2025	450 visits	
Increase web traffic – # of website visits per month	October 31, 2025	600 visits	
Increase sales – average # of bookings per week	May 31, 2025	12 bookings	
Increase sales – average # of bookings per week	June 30, 2025	25 bookings	
Increase sales – average # of bookings per week	July 31, 2025	37 bookings	
Increase sales – average # of bookings per week	August 31, 2025	50 bookings	
Increase sales – average # of bookings per week	September 30, 2025	75 bookings	
Increase sales – average # of bookings per week	October 31, 2025	100 bookings	

Increase sales – average \$ earnings per week	May 31, 2025	\$780	
Increase sales – average \$ earnings per week	June 30, 2025	\$1,625	
Increase sales – average \$ earnings per week	July 31, 2025	\$2,405	
Increase sales – average \$ earnings per week	August 31, 2025	\$3,250	
Increase sales – average \$ earnings per week	September 30, 2025	\$4,875	
Increase sales – average \$ earnings per week	October 31, 2025	\$6,500	
Increase repeat sales – average # of repeat bookings per week	May 31, 2025	3 bookings	
Increase repeat sales – average # of repeat bookings per week	June 30, 2025	5 bookings	
Increase repeat sales – average # of repeat bookings per week	July 31, 2025	8 bookings	
Increase repeat sales – average # of repeat bookings per week	August 31, 2025	12 bookings	
Increase repeat sales – average # of repeat bookings per week	September 30, 2025	16 bookings	
Increase repeat sales – average # of repeat bookings per week	October 31, 2025	20 bookings	
Increase newsletter subscriptions – # of subscribers	May 31, 2025	25 subscribers	
Increase newsletter subscriptions – # of subscribers	June 30, 2025	50 subscribers	
Increase newsletter subscriptions – # of subscribers	July 31, 2025	75 subscribers	
Increase newsletter subscriptions – # of subscribers	August 31, 2025	100 subscribers	
Increase newsletter subscriptions – # of subscribers	September 30, 2025	150 subscribers	
Increase newsletter subscriptions – # of subscribers	October 31, 2025	200 subscribers	

## Budget

Budget Category (Type / Description)	In-House Expenses (Fixed / per Month)	Outsourced Expenses (Fixed / per Month)	Total (Cost per Month)
Brand Identity - Design - Export Assets	\$500 (\$25 per hour x 20 hours)		\$500 (one time payment at the start)
Website - Design	\$500 for design	\$500 for development	\$1,000 (one time payment at the start)

- Development	(\$25 per hour x 20 hours)	(fixed cost)	
Content Creation - Copy writing - Graphics - Photography - Video	\$375 for copy writing & graphics  (\$25 per hour x 15 hours per month)	\$200 for photos and videos  (\$20 per hour x 10 hours per month for photography and videographer)	\$575
Social Media Engagement - Instagram - Facebook - Tiktok - Pinterest	\$200  (\$20 per hour x 10 hours per month)		\$200
Social Media Ads - Instagram - Facebook - Tiktok - Pinterest		\$500 per month	\$500
Monthly Email Newsletter - Content - Design - Send Out	\$80  (\$20 per hour x 4 hours per month)		\$80
Tracking Tools - Monitoring - Scheduling - Analytics	\$0 (included with website and social media platforms)		\$0
<b>Total (per month) – including graphic design costs</b>	<b>\$1,655</b>	<b>\$1,200</b>	<b>\$2,855</b>
<b>Total (per month) – without graphic design costs</b>	<b>\$655</b>	<b>\$700</b>	<b>\$1,355</b>

## Appendices

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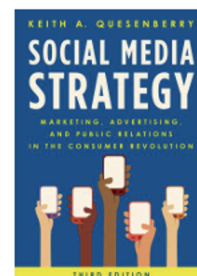
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## Rough Work, Templates, Photos, etc

# SOCIAL MEDIA OPTIONS BY CATEGORY

Selecting channels for a social media plan can be overwhelming. To simplify, this chart lists top platforms by eight categories. Yet multichannel social media strategies should go beyond **monthly active users**. Also look at engagement with **daily usage** and **time spent per session**. Break down use by **target audience demographics** such as age and **psychographics** such as interests. Consider **business industry**, B2C/B2B, and **local/national**. Determine **marketing objectives** like awareness, sales, etc.

[Learn More Here](#)



Social Networks/Messaging	Blogs and Forums	Microblogs	Media Sharing/Live Video	Geosocial	Ratings and Reviews	Social Bookmarking	Social Knowledge/Podcasts
Sites/apps that connect people sharing personal or professional interests through profiles, groups, posts/updates.	Blogspublish posts, multimedia and hyperlinks with commenting. Forums are online discussion sites.	A form of traditional blogging where the posts have been limited in size, length or type of content.	This category is for social media channels developed mainly to share image, video, or audio media content.	User-submitted (GPS) location connects local people, business and events through social media.	Reviews give an opinion. Ratings measure how good something is on a scale. Both are obtained by crowdsourcing.	These are services that allow users to save, comment, and share web website links for content discovery, curation and sharing.	Social knowledge sites allow users to ask questions and get information from real people. Podcasts are subscription episodes of audio/video content.
<a href="#">Facebook</a>	<a href="#">WordPress</a>	<a href="#">Twitter</a>	<a href="#">YouTube</a>	<a href="#">Foursquare</a>	<a href="#">Yelp</a>	<a href="#">Reddit</a>	<a href="#">Wikipedia</a>
<a href="#">LinkedIn</a>	<a href="#">Tumblr</a>	<a href="#">Pinterest</a>	<a href="#">Instagram</a>	<a href="#">Google My Business</a>	<a href="#">TripAdvisor</a>	<a href="#">Digg</a>	<a href="#">Quora</a>
<a href="#">WhatsApp</a>	<a href="#">Blogger</a>	<a href="#">Tik Tok</a>	<a href="#">Snapchat</a>	<a href="#">Facebook Places/Instagram Locations</a>	<a href="#">Amazon</a>	<a href="#">Buzzfeed</a>	<a href="#">Podcasts</a>
<a href="#">Messenger</a>	<a href="#">Forums</a>	<a href="#">Clubhouse</a>	<a href="#">Twitch</a>	<a href="#">Snapchat Geofilters</a>	<a href="#">Angi HomeAdvisor</a>		

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# GUIDE TO PAID SOCIAL MEDIA OPTIONS

Paid social media, sometimes known as social advertising or native advertising, is paying for posts and other forms of ads to appear in people's news feeds on social media channels. The need for paid social has been increasing as the organic reach, (percent of followers or fans that see your posts) has been decreasing significantly. As established social channels get more crowded the number of paid social opportunities are growing. Here is a list of the top social media paid options in top social platforms. [More details here](#)



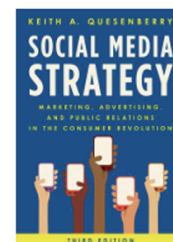
<b>Facebook Business:</b> offers ads that can appear as Sponsored Posts, Suggested Apps, Display Ads or Messenger Ads.	<b>Twitter Business:</b> offers Promoted Tweets for Clicks, Followers, Engagement or Apps Campaigns.	<b>LinkedIn Marketing:</b> offers highly targeted Sponsored Content, Sponsored InMail, Display Ads and Text Ads.	<b>Pinterest Business:</b> offers Ads by Promoted Pins to build awareness, increase engagement and drive website traffic.	<b>Tumblr Business:</b> offers Sponsored Posts and Carousel Posts, Sponsored Video and a Sponsored Day.	<b>YouTube:</b> offers Pre-Roll (In-Stream), Video (In-Stream), In-Video Overlay, Display, Video Mastheads Ads
<b>Snapchat Advertising:</b> offers Snap Ads, Sponsored Geofilters and Sponsored Lenses. Brands can sponsor LIVE or DISCOVER stories with publisher partners.	<b>Periscope:</b> offers Sponsored Live Video Broadcasts with partner names in titles and video highlights with pre-roll ads.	<b>Instagram for Business:</b> offers in feed Interactive and Display ads through Yahoo Advertising for non-pro accounts.	<b>Foursquare Business:</b> offers ads to promote listings, existing messages or create custom messages based on location, time or action.	<b>Nextdoor:</b> offers Sponsored Posts that appear in users newsfeeds and daily digest emails.	<b>Yelp Business:</b> offers ads to feature businesses first in searches and competitor pages plus incentives like Yelp Deals.
<b>TripAdvisor:</b> offers Sponsored TripAdvisor custom content, pages, sweepstakes, advertorials, maps and forums and display ads.	<b>Angie's List:</b> offers magazine ads, newsletter sponsorships and dedicated product and category emails.	<b>TikTok Ads:</b> offers opportunities such as full page ads, sponsored hashtags and more.	<b>Digg Advertising:</b> offers native advertising by working with brand partners to create display and co-created content to be featured on the platform.	<b>Quora Advertising:</b> offers ads that appear below relevant questions that appear as "Promoted by" with a "Learn More" link.	<b>Ask.fm Partners:</b> offers many options for advertising in apps, mobile web and desktop.
<b>Buzzfeed Advertise:</b> offers "custom content through Custom Social Posts, Video, Promotion and Story Units plus Social Discovery.	<b>Podcast Ads:</b> is sponsoring a show where the host usually reads promotional messages for the brand and/or has special offers for listeners.	<b>Sponsored Blog Posts:</b> is paying for a post to be written on blogs. Sponsored Post Companies or Communities connect companies with bloggers.	<b>Google My Business</b> Google My Business offers promoted pins on Google Maps through Google Ads.	<b>WhatsApp</b> will be starting to offer in-app ads within a status feature for marketers in 2020.	<b>Reddit Advertise:</b> is paying to boost reach of organic brand content already shared by fans through promoted posts..

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# SOCIAL MEDIA CONTENT CALENDAR

What content is the target audience looking for? What type of content do they tend to view and share? What questions are they asking? Develop ideas for educational as well as entertaining text, photo, and video content that delivers value. Will the content be brand-generated or co-created? Where will it be distributed? How often will it be published? Devise a strategy that plans messages on a social media calendar, but also allows for live, unscripted interactions. Indicate theme, digital assets, hashtags/keywords, and time by channel and audience. Optimize per channel for best days, times, frequency.



Social Media Channel	Mon. (time)	Tues. (time)	Wed. (time)	Thur. (time)	Fri. (time)	Sat. (time)	Sun. (time)
Target/Persona:	Title/Theme:	Title/Theme:	Title/Theme:	Title/Theme:	Title/Theme:	Title/Theme:	Title/Theme:
Assets:	Assets:	Assets:	Assets:	Assets:	Assets:	Assets:	Assets:
Tags/Keywords:	Tags/Keywords:	Tags/Keywords:	Tags/Keywords:	Tags/Keywords:	Tags/Keywords:	Tags/Keywords:	Tags/Keywords:

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Goal /Tactic	Date	Goal	Actual
Facebook ad campaign - # of views	Feb-28	1,000	1,211
Facebook ad campaign - # of email signups	Feb-28	200	125
Facebook ad campaign - \$ sales	Feb-28	\$2,000	\$1,587
Facebook ad campaign – budget	Feb-28	\$500	\$750

Goal /Tactic	Date	Goal	Actual
Instagram contest - # of likes	Mar-10	500	700
Instagram contest - # of entries	Mar-10	250	400
Instagram contest - # of e-mail signups	Mar-10	250	400
Instagram contest - budget	Mar-10	\$500	\$350

# SOCIAL MEDIA BUDGET TEMPLATE

How much will your social strategy cost? Calculate monthly expenses and percent of total per category:

**Content Creation** covers in-house or outsourced time to write and design plus costs of photos and video.

**Social Advertising** is paid costs for reach per social channel such as Facebook, Twitter, LinkedIn, etc.

**Social Engagement** is time costs for employees or contractors to listen and respond to talk per channel.

**Software/Tools** cover monthly costs for social media monitoring and other automation software services.

**Promotion/Contests** are costs for prizes, discounts, etc. Add totals/month and calculate percent of total.



Budget Category (type/description)	In-house Expense (fixed/percent)	Outsource Expense (fixed/percent)	Total Category (fixed/percent)
<b>Content Creation</b>	(\$ per hour x hours per month)	(# pieces content x \$ per piece/project)	\$ %
Writing			\$ %
Graphics			\$ %
Video			\$ %
<b>Social Advertising</b>	(N/A)	(\$ per day x days per month)	\$ %
(social channel 1)			\$ %
(social channel 2)			\$ %
(social channel 3)			\$ %
<b>Social Engagement</b>	(\$ per hour x hours per month)	(\$ per hour x hours per month)	\$ %
(social channel 1)			\$ %
(social channel 2)			\$ %
(social channel 3)			\$ %
<b>Software/Tools</b>	(N/A)	(\$ per month)	\$ %
Monitoring			\$ %
Scheduling			\$ %
Analytics			\$ %
<b>Promotions/Contests</b>	(\$ per campaign)	(\$ per campaign)	\$ %
(campaign 1)			\$ %
(campaign 2)			\$ %
(campaign 3)			\$ %
<b>Total</b>	\$ %	\$ %	\$ %