Social Media Strategy – *fictional brand and product*

Brand and product/service	**Woofer's pet supplies**	**Organic dog food range**	
Positioning:	We are the experts in organic pet supplies and pet care in the AnyTown area.		
Target Market(s) and insights:	1. Cat and dog owners in the AnyTown area.	Predominantly female, aged 30-60, live in suburbs not city centre, interested in practical and emotional aspects of pet ownership	
	Sub sector - NEW dog owners in the AnyTown area.	May be new to pet ownership but want to start off on the right footing.	
	2. Vets in the Anytown area	Predominantly male, Aged 25-55, Interested in trade deals for on-sell, Keen to promote pet health to their customers	
Key messages:	Organic is best for your cat/dog Puppies need specialist food Woofer's are experts in pet care		
Market/product insights:	Most pet food it purchased at the weekend	Puppies can be expensive at first due to vets bills.	
Social media smart objectives:	Awareness - raise awareness of Woofer's organic pet foods by increasing likes/followers by 50% in 6 months	Engagement/brand empathy - increase engagement/interaction with brand measured by 'likes/retweets/comments'	Attract new customers - attract 100 new customers via social media in 6 months
Beacons/competitors:	Olllies petcare	https://www.facebook.com/olliespetcare	Good use of images

Copyright 2016 Refresh Marketing Consultancy Ltd www.refresh-marketing.co.uk help@refresh-marketing.co.uk **Mobile: 07553 012367**

Social Media Platforms chosen

	FACEBOOK (PAGE)	TWITTER	INSTAGRAM
Post frequency:	Three times a week	Once daily from us Share and retweet other relevant content up to 5 times a day	Three times a week Our images and customer images (with their permission)
Seasonal campaigns:	January: Pet safety March: Mad as a march hare – photo competition – your crazy pets June: Animal first aid – ticks and fleas August: Holidays with pets October/November: Fireworks and your pets December: Photo competition with prize – your festive pets	Tweet messages to drive traffic to the Facebook page for each campaign.	Post image and links to Facebook for each campaign. Host giveaways regularly (trial pack of food)

Social media hooks – *when to post and which hashtags to use*

Hashtag/event	Best Time	Platform	Notes
#ThrowbackThursday	every Thursday	Facebook and Twitter	
#doglover	any time	Twitter	use when posting dog images on Twitter
#petlover	any time	Twitter	
#pets	any time	Twitter	use when posting about petcare on FB or Twitter
#Anytown	Wednesday 7-8pm	Twitter	Use for B2B networking
#dogsofinstagram	Any time	Instagram	

Copyright 2016 Refresh Marketing Consultancy Ltd www.refresh-marketing.co.uk help@refresh-marketing.co.uk **Mobile: 07553 012367**

Social Media Content Plan – *example month*

Facebook	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Twitter	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Copyright 2016 Refresh Marketing Consultancy Ltd www.refresh-marketing.co.uk help@refresh-marketing.co.uk Mobile: 07553 012367

Pinterest	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Copyright 2016 Refresh Marketing Consultancy Ltd www.refresh-marketing.co.uk help@refresh-marketing.co.uk Mobile: 07553 012367

Evaluation – *refer back to smart objectives*

	FACEBOOK (PAGE)	TWITTER	INSTAGRAM
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
Total for year			

Copyright 2016 Refresh Marketing Consultancy Ltd www.refresh-marketing.co.uk help@refresh-marketing.co.uk Mobile: 07553 012367

Vs Last Year			

Notes – What has worked best? What to change or test?

Copyright 2016 Refresh Marketing Consultancy Ltd www.refresh-marketing.co.uk help@refresh-marketing.co.uk Mobile: 07553 012367