

Brainstorm: How to Solve a Problem

Problem: Increasing my clients brand engagement via social media and omnipresence locally

Role-playing:

- We will brainstorm various ideas on how to increase engagement on the social media platforms and omnipresence locally (clients city)
- We bring it down to 4 options to go with. 2 digitally and 2 locally within my clients city
- Run both the digital marketing tactics to test the waters on increasing my clients engagement for her business
- We run the digital marketing tactics for the next 30 days
- Review the analytics from the first 2 weeks (14 days) to see if the marketing tactics are working or if improvements are needed
- If improvements are needed, implement them immediately
- Review the analytics over the past 4 weeks (1 month) and see if engagement increased or decreased
- If increased, continue to do the same tactics while also adding improvements to keep the momentum going
- If decreased, go back to the brainstorming, review what the wrongdoings were and plan the next step of actions

Role-playing pt. 2 (Local omnipresence)

- Decide on the options for local omnipresence and bring it down to the best 2 options
- Plan on how to market my clients brand locally with the 2 options decided on
- My schedule is free on the weekends, so the local marketing options are initiated on Saturday morning and continued until Sunday night
- Visit local stores such as grocery stores, clothing stores, mega plazas etc. and offer some free samples of my clients bakery items to increase awareness
- Include the digital presence of the business on the free samples for new customers to notice the options available
- Increase the awareness during the week by bringing in free samples, or even super steals to local offices and leave them for office clients to test out the products
- Review the results from social media engagement (increase in followers, likes, views etc.) and if new customer placed orders on products

Dreamer

- Run multiple posts a day across various social media platforms, ranging from pictures and videos to increase the views and attract new eyeballs to my clients business. This will increase the follower count and bring business for my client.

- An increase in engagement, views and followers will increase the trust my client has for me. This increase in credibility will showcase the skills I have and the value I can bring for multiple clients' businesses.

Realist

- The probability of posting multiple times a day on various social media platforms will be at an average rate. It won't grow followers and engagement at the rate I need it to.
- Focus on one platform and master it before expanding to the next one and growing on there.
- Running too many plans at once will cause chaos and confusion. Better to focus on the one major plan digitally and locally.

Critic

- An increase in followers does not necessarily mean an increase in engagement and/or revenue from customers purchasing the product(s)
- The plans we initiate won't always go as we intend it to
- Customers may not be a fan of the product(s) and could potentially leave negative reviews
- My client does not trust in the work I can provide
- Local omnipresence plans may result in us getting kicked off due to soliciting
- The local omnipresence may not be free and would require an upfront cost
- The cost of my clients products may be expensive
- The plans I initiate could not work for either digital and/or local presence

Solution:

- Evaluate the plans you have in excruciating detail and share it with my client and get feedback on them, to know which one they will agree on and which one they won't
- Put in immense detail on each post whether it is photos/videos to showcase the details on my client's products. Visuals are important
- High quality samples that are visually appealing with the necessary info is important for local omnipresence. Don't overdo the info and keep the free samples fair for both the new customers and my client