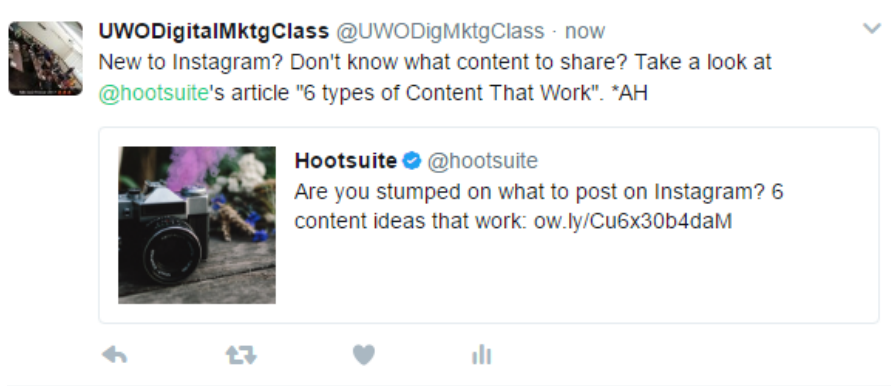




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3. Publish 2 post shares with comments.





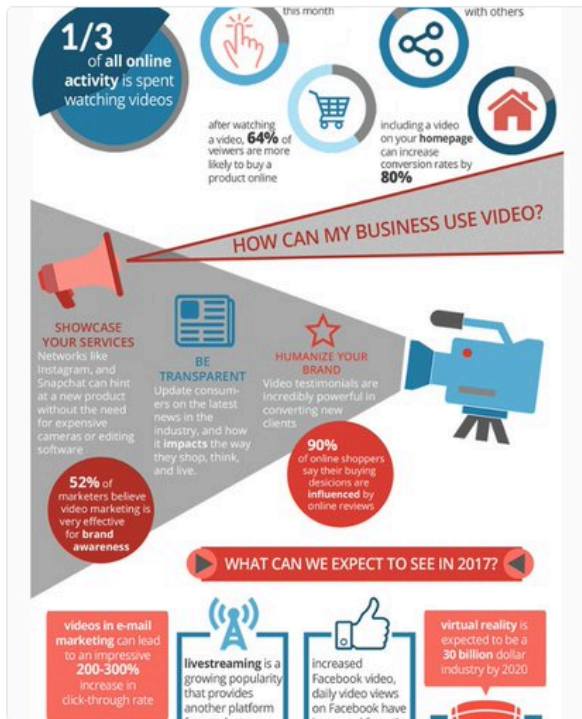
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4. Publish 3 proactive posts. A proactive post is something you create yourself.



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Great insights of "2017 Video Marketing Trends" and why it's important to take advantage of them. #DigitalMarketing #VideoMarketing #AH



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What Digital Marketing platform's do you feel best reaches consumers?
#DigitalMarketing #MarketingStrategy #AH

- 0% Email Communication
- 0% Social Media
- 0% Banner Ads
- 0% Company Website

0 votes • 6 days left



SS · now



See what [@HuffingtonPost](#) had to say about "6 Digital Marketing Strategies You Need To Adopt In 2017". [goo.gl/bu21jp](#) #AH





Social Media Plan

5. Create 1 additional post with a link to another company's webpage.



6. Create 1 additional post using an image you created in Canva.





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Part Two: Company Social Media Calendar

1. **Choose a company that you'd like to create social media posts for.**
 - a. Twenty First Century Auto
2. **Describe what you think the goals of this company's social media presence might be. These goals may vary by social media channel.**
 - a. Twenty-First Century Auto's goals are to gain a presence on three of the main social platforms being; Facebook, Twitter, and LinkedIn. Twenty First Century Auto wants to also engage people with their posts in hopes they will come visit their shop and get work done on their car.
3. **Describe how often the company currently posts on each social media channel. Explain if you think this is appropriate.**
 - a. Currently Twenty First Century Auto posts about once a week on Facebook about special deals or events that are coming up in the future or are occurring at that time. As for Twitter they do not currently have a company page as they hoped to have, but are hoping to get one soon, so they can engage with their customers and answer any questions they may have regarding auto care. As for LinkedIn they also do not have a Company page because as a small business they feel that it would be unnecessary to create a LinkedIn profile. Although, they are considering creating a LinkedIn page so that they can engage with other car care companies. They also hope to use LinkedIn for connecting with potential employees to grow their business.
4. **Describe who you believe their audience to be. Is there a specific target market or persona profile they are trying to reach? Explain.**
 - a. Twenty-First Century auto's target audience is aimed towards anybody that has a car and needs something to be fixed, diagnosed or changed to improve the life of their car. Twenty First Century Auto also wants to target people who are looking for tips and or guides on how to do simple fixes such as changing their oil. While also targeting customers interested in discounts and deals that they offer every once and awhile. Twenty-First Century also wants to target people within about 30 mile radius from their central location which is 300 W. Forest Home Ave. Milwaukee, WI 53220. This will allow people in



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the surrounding areas to hear about who they are and the quality work that they offer to their customers.

5. Give an overview of calls to action or unique value propositions they are using in their social media posts. Describe if and how you think these calls to action lead to landing pages you feel are appropriate.

a. Examples:

- i. TIP FOR THE HOLIDAYS: With all the traveling we do over the Holidays please make sure to check your fluids before your road trips. Motor oil isn't the only one. Check your Coolant, Brake Fluid, Washer Fluid, Power Steering Fluid and Transmission Fluid. Not sure how? Swing by the shop and we will be happy to check them for you AND show you how to do it for the next trip if you would like. Make it a safe and happy Holiday!
 1. This post includes a great unique value proposition to the customer which states that "With all the traveling we do over the Holidays please make sure to check your fluids before your road trips." Which then goes on to tell the customers which fluids they should check on their vehicle, which include the "motor oil, coolant, brake fluid, washer fluid, power steering and transmission fluid."
 2. The Call to action that they are providing their customers is "Not sure how? Swing by the shop and we will be happy to check them for you AND show you how to do it for the next trip if you would like." It invites the customers into the shop to get their fluids checked over and allows maybe even a future sale of that customer.
- ii. Just a reminder, We have the drawing for the 2 gift baskets that are just waiting for you to fill out the form to win them. Come on in and fill it out.
 1. The unique value proposition stated here is "Just a reminder, We have the drawing for the 2 gift baskets that are waiting for you to fill out the form to win them" which reminds the customer that the contest is still going on and there is still time to get in on a contest for gift baskets.
 2. The call to action in this particular post was very clearly stated; "come on in and fill it out" clearly stating what the customer should be doing and where they should be doing it, that being at the shop. Simple call-to-actions are always the best when people are reading something because customers do not want to get confused or lost in the words.



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6. Describe what you believe to be at least 3 content pillars or content themes for this company. Describe if you think these content pillars will help achieve the company's goals.

- a. Sales and Advertising → message to promote or sell a product, service or idea which will make a profit or "sale"
 - i. How will they do it?
 1. Advertising and sales is a pillar that is most valuable when it comes to their business because it is essentially how their business will be successful and make money.
Twenty-First Century Auto will aim to advertise on social media by posting deals and coupons. One way they can do this is by advertising "Get 15% off your next service by liking all four of our social media platforms." then include a little image of the four social media platforms that Twenty-First Century Auto uses. One other way that we will use sales and advertising for social media is by advertising the website so that people will know what Twenty-First Century Auto offers before they come into the shop. They also want to find other unique ways to advertise what their business is all about and what types of services they offer.
 - ii. What will they get out of this?
 1. As these methods are put into effect some things that Twenty-First Century Auto will benefit out of this, is being able to reach out to potential new and existing customers to keep them well informed about promotions, deals, changes etc. This will allow for them to hopefully gain more sales as more and more people will hear about them and trust them to get quality work done on their vehicles. At the end of the day, advertising is a perfect way to get yourself out there and noticed by people, which will hopefully drive more sales and improve the success of your business.
- b. Branding → Creating a unique name and image for a product in the consumer's' mind, mainly through advertising campaigns with a consistent theme.
 - i. How will they do this?
 1. Twenty-first Century Auto is more along the lines of a mom and pop shop that aims to please customers in any way possible. They are there for their customers when they need them and go above and beyond what other shops normally don't do. They need to also find their voice on social media showing what the company's culture is like. Also speaking in a way that customers connect with, meaning not talking like a robot and



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actually engaging with them professionally. As well as making sure whatever their social media voice develops into, to make sure it is authentic to their brand. Another way that this can be done is choosing the right audience which are other small time shops, typically people 18 and above with a car, and the surrounding areas (30-mile radius)

- ii. What will they get out of this?
 - 1. Twenty-First Century Auto will benefit from this greatly allowing the right targeted audiences to feel connected with them and being able to engage with customers. Creating their voice will help customers want to engage with them, and ask questions about auto repair, which would ultimately be answered by real people and not automated messaging. In doing so they will be able to reach more customer in need of repairs that did not know about Twenty-First Century Auto. Nowadays people always refer to social media when it comes to reviews and recommendations for companies. By branding their company more people will be able to leave positive reviews for people to refer to enabling more traffic to the website and shop.
- c. Engagement → The use of strategic, resourceful content to engage people, and create meaningful content to engage people, and create meaningful interactions over time.
 - i. How will they do this?
 - 1. Engagement on social media is essential to anyone's success on social platforms. Twenty-First Century auto will aim to push more engagement by performing more contests that will bring people into the shop to fill out some type of form. This will allow them to drive more work orders by introducing them to what they offer and the work they do when the customer comes into fill out the form. Video is one of the most engaged types of content across all social platforms. So one thing they could do is provide videos about easy-to-do at home repairs such as oil changes, or checking spark plugs, etc.
 - ii. What will they get out of this?
 - 1. Gaining more engagement to their social media platforms will allow them to ultimately get more traffic to their website as well as more traffic coming into the shop. with the hope that more people with questions or repairs on their vehicles will come to the shop. More engagement means that the company is putting out the right content to the right people at the right time. Also, more engagement shows that you care about your customers and want to hear what the have to say and are or more than willing to help.



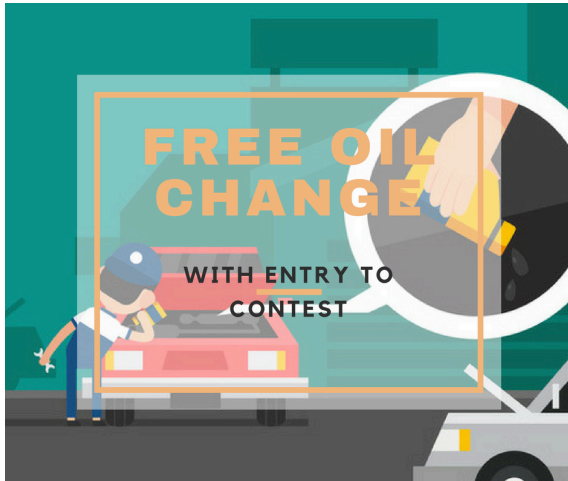

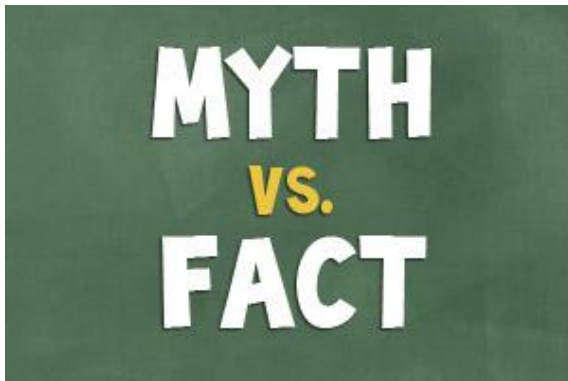
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7. Complete a fully drafted content calendar for 2 weeks for this company, which would include at least 3 of the different social media channels you identified above in item #1. For these two weeks, you'll create a varied number of posts, depending on the social media channels you will be using. The number of posts would be as follows:

Facebook Posts (8):		
Date:	Copy:	Visual:
4/30/17	Our technicians are a hardworking, awesome team and boy do they know how to get work done, but there are some projects that seem to brighten up their days. Here as you can see our technicians can be found working on a classic AMX 390 motor, repairing the engine.	
5/2/2017	For the month of october we are offering buy 4 get 1 tire free when you purchase 4 tires, two for the front and two for the back when you buy through us. Feel free to stop in to the shop if you have any further questions or feel free to leave a question in the comments below.	

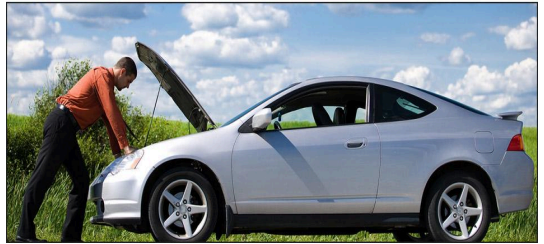




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5/4/2017	We are having a contest again! To support our local baseball team who are looking to purchase new uniforms and equipment for the team this summer. Feel free to donate whatever you like and have a chance to win a free oil change on your next service	
5/6/2017	Safely taking a photo or video, when your car is having problems can help the shop technicians find and fix problems much faster. Which can mean the difference between an hour in the shop vs three.	
5/8/2017	Myth: to keep your warranty valid, you have to go to the dealership to perform vehicle maintenance. The reality is as long as maintenance is performed on the schedule that's specified in your owner's manual, you can take it to any shop and get repairs. Head over to Twentyfirstcenturyauto.com and take a look at what we can offer you.	




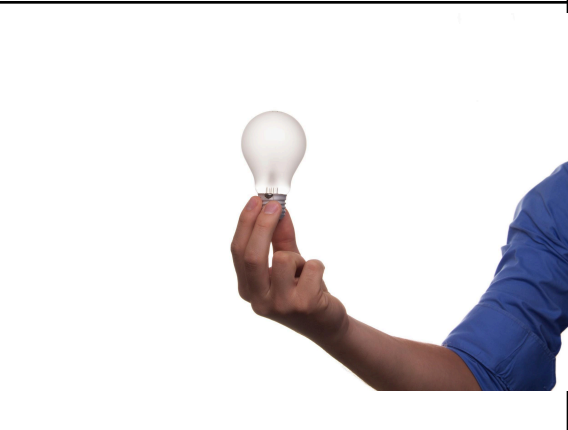

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5/10/2017	Don't let this happen to you! Get 10% off with a repair of \$150 dollars or more. Limited time only!	
5/12/17	Don't lie! This is on everyone's mind. Who else is with us?	
5/14/17	It's getting warm outside. Don't wait! Get your AC serviced now. Service includes: checking temp. belts, pressure and leaks. Freon/dye is extra, if needed. Not Valid with any other offer. Call today to set up an appointment. 414-541-6229	

a. **A total of 15 Tweets.**






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Tweets (15):		
Date:	Copy:	Visual:
4/30/2017	A bad attitude is like a flat tire, you can't go anywhere until you change it. #autorepair #tires	
4/1/2017	The mechanics of industry is easy. The real engine is the people: Their motivation and direction #inspiration #autorepair	
4/2/3017	"It's time for a cabin air filter change."You're likely wondering what is a cabin air filter? http://bit.ly/1UgmMlw #autorepair #airfilter	






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4/3/2017	Want to learn how to change your oil? Learn how to with this simple guide http://bit.ly/2o2mVfW #doityourself	
4/4/2017	Know you are driving safe this summer with a new set of high-performance all-season @hankook tires. #tires #safe	
4/5/2017	Good vs bad brake pads and rotors found during an inspection earlier today. #inspection #brake #goodvsbad	

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4/9/2017	Had a new visitor in the shop today wit us. His name is 'buddy'. #dogs #cute	
4/10/2017	Keeping a small emergency kit in your vehicle during the winter is the best way to stay safe. #winter #safety	
4/11/2017	Is your #airconditioner not working? Stop in and get it recharged. #recharge	



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4/12/2017	<p>Please do not text and drive, be safe on the roads.</p> <p>#donttextanddrive #drivesafe #safety @PSA video: http://bit.ly/1pAklnz</p>	
4/13/2017	<p>We will be selling candy bars all week to support our local middle school's soccer team #support #candy #help</p>	
4/14/2017	<p>Visit the Napa store on the corner of sunset at 555 west ave and get a free inspection as well as a #free goodie bag. #auto</p>	




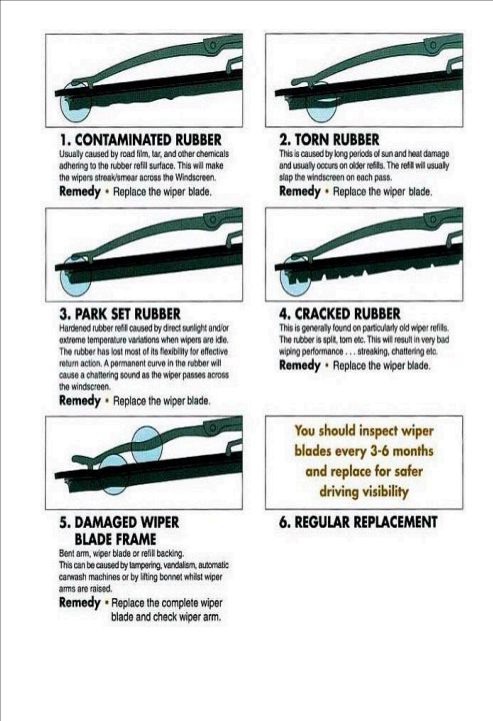
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b. A total of 4 Instagram posts.

Instagram Posts (4):		
Date:	Copy:	Visual:
4/30/2017	<p>Do you not know what the lights on your dashboard mean? Learn what they mean to better service your car. #dashboard #autocare #autorepair #lights #maintenance #cars #automotive #auto</p>	
5/4/2017	<p>Twenty First Century auto is dedicated to providing the best services for our customers. #autocare #oilchange #autoservices #cars #automotive #auto</p>	



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5/10/2017	Remember to keep your car in good health this summer before you make any big trips. Stop into Twenty First Century Auto to get a quote. #autocare #autorepair #oilchange #repair #shop #cars #automotive #auto	
5/14/2017	Never know when the right time to replace your wipers is? Here are signs that you need your wipers changed. Stop by Twenty First Century Auto to get a quote for new wipers. #wipers #autorepair #autocare #shop #cars #automotive #auto	 <p>1. CONTAMINATED RUBBER Usually caused by road film, tar, and other chemicals adhering to the rubber refit surface. This will make the wipers streak/smear across the Windscreen. Remedy • Replace the wiper blade.</p> <p>2. TORN RUBBER This is caused by long periods of sun and heat damage and usually occurs on older refits. The refit will usually slip the windscreen on each pass. Remedy • Replace the wiper blade.</p> <p>3. PARK SET RUBBER Hardened rubber refit caused by direct sunlight and/or extreme temperature variations when wipers are idle. The rubber has lost most of its flexibility for effective return action. A permanent curve in the rubber will cause a chattering sound as the wiper passes across the windscreen. Remedy • Replace the wiper blade.</p> <p>4. CRACKED RUBBER This is generally found on particularly old wiper refits. The rubber is split, torn etc. This will result in very bad wiping performance ... streaking, chattering etc. Remedy • Replace the wiper blade.</p> <p>5. DAMAGED WIPER BLADE FRAME Bent arm, wiper blade or refit backing. This can be caused by tampering, vandalism, automatic carwash machines or by lifting bonnet whilst wiper arms are raised. Remedy • Replace the complete wiper blade and check wiper arm.</p> <p>6. REGULAR REPLACEMENT You should inspect wiper blades every 3-6 months and replace for safer driving visibility</p>