

Marketing Plan

Skye Social Media Agency

Jaydin Dean

Social Media Sales & Consulting

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SITUATION ANALYSIS

Skye Social Media Agency / Los Angeles, CA

Skye is a social media agency that provides management and consultation services including content creation and publishing, social media advertising and social media monitoring for small and medium sized beauty companies.

At Skye Agency we specialize in beauty and lifestyle brands giving us a high-level of expertise and insight for our clients. Between our specialized practices and our young founder, we have a unique eye for social media management and will execute the best most relevant and effective methods for our clients.

Services:

- Account management: social media platforms (Instagram, Facebook, Twitter, Tik Tok, Pinterest, Youtube)
- Analysis of social media performance and analytics.
- Social Advertising - advertisement creation to promote companies product
- Campaign management and development
- Content Creation
- Event / Gift Bag / Partnership Execution
- Competitive Analysis

SWOT Analysis:

Strengths:

- The founder is a young social media degree graduate that can offer a unique relevant perspective with education and experience to support decisions.
- Agency offers a wide range of services
- Focusing directly on beauty industry clients - niche

Weaknesses:

- Company is brand new with no prior clientele or connections to bring over
- Agency does not offer all marketing services (i.e influencer management)

- Founder is young, may concern clients

Opportunities:

- The constant/rapid growth of brands on social media platforms allows for constant business opportunities
- New social platforms arising allowing for even more growth possibilities

Threats:

- Social media trends are constantly changing
- Mistakes cannot be taken back once put on the internet
- If working with influencers, their mistakes can reflect negatively on brands that have partnerships with them.
- Market is oversaturated with social media agencies

TARGET AUDIENCE

The target market for Skye Social Media Agency is small to medium beauty and lifestyle brands that are looking to grow and improve their social media presence. Our target companies have already established their social media accounts, website, and are well into executing their business.

Target Client Requirements:

- U.S based brand
- Small or medium sized skincare or makeup brand
- Products or services already developed and offered to market
- Has a website that is managed and maintained
- Less than 500k social media followers

Target Client Persona:

- Open to new concepts and ideas for social media marketing
- Female or male owners
- Motivated to see growth within their business

- Respects their team, clients, and customer
- Understands what their customer wants and needs
- Has business and personal goals/objectives
- Good with communication

MARKETING GOALS

- Gain 8-10 new clients within first year of business
- Get 2-3 referrals from current or previous clients
- Increase revenue by 5% every 6 months
- Increase social media following by 10% each month
- Increase website traffic
- Get 30+ email sign-ups
- Build overall brand awareness

BRANDING STATEMENT

At Skye Agency, we care about where your brand came from and where you want it to go. Our top priority is creating and executing social media strategies that make your brand stand out and showcase its unique products and services all while sharing your story and purpose. In this rapidly growing social media world we want your brand to make an impact, so let's get to it!

At Skye Agency we are:

- Thoughtful
- Youthful
- Motivated
- Creative
- Open-minded

MARKETING COMMUNICATIONS STRATEGIES AND TACTICS

Website: Skyeagency.com

Social media:

- Instagram, Facebook, Twitter, LinkedIn, Tik Tok
- Social media paid advertisements: Instagram and Facebook / Targeted towards small beauty brands.
- Brand reach out - sharing out USP and list of services we offer to potential clients

Email Marketing: to clients that sign up for newsletter/blog and previous clients.

SEO marketing

MARKETING BUDGET

While starting up, Skye Agency will be funded through personal savings and family and friend loans.

First year startup budget will include:

- Content creation equipment (camera, accessories, travel, photoshoot set-up, additional equipment) - \$3000
- Office supplies - \$1000
- Marketing (digital advertisements) - \$500

Estimated year 1 budget: \$4500-\$5000