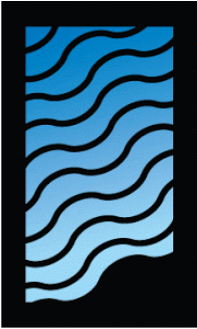


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Designing Social Media

Social Media Strategy East Shore Marketing



EAST SHORE MARKETING

Executive Summary

East Shore Marketing is a new, Media buying company located in Ithaca, New York owned by Paula Tarallo. Paula is a professional in media strategy development, with a range of expertise including digital marketing, media relations and PR, sales training and management, brand positioning, fundraising, and more. Her company works with high-end clients with large budgets, however her web presence is almost non-existent due to the small size of her company. We would like to offer an online, social experience and information on her company for her clients. This would also help Paula gain new potential clients and create buzz and excitement about her brand.

Social media presence is becoming a primary component of the success and growth of a company. Providing customers with information on the company, a portfolio, as well as building a voice and image for a brand can all be accomplished through a strategized social media presence. Our primary objectives of our Social Media strategy is to give East Shore Marketing the means to have a multi-platform social media presence. Our main objectives are to gain impressions across all of her social media accounts, gain a 10% increase in clientele, and acquire 150 likes across all accounts over six months. By developing a focused, professional presence across four different social media platforms, as well as establishing the target audience, we believe East Shore Marketing will be able to achieve clientele expansion.

Social Media Audit

Due to the fact that East Shore Marketing is a brand new company, it doesn't currently have any social media pages or a company website. Because of this, our team was unable to assess their website traffic. However, we were able to provide some solid recommendations for getting the East Shore Marketing social media accounts up-and-

running. Our client has expressed to us that she is wary of Twitter, Instagram and Facebook. But we feel that the presence of a Facebook page and Twitter profile are important for building an online presence. From our perspective, it's imperative that East Shore Marketing establishes LinkedIn, Facebook, and Twitter profiles. Among all other social media accounts, these are the most important. Firstly establishing an active LinkedIn page is important for building the professionalism of East Shore Marketing. Facebook and Twitter will help to give legitimacy to the brand and also give the brand a personable feel.

Most of East Shore Marketings competition posts consistently on social media. Because of this it is imperative that East Shore begins to build a social media presence. Some industry competitors include:

Competitor Name	Social Media Profile(s)	Strengths	Weaknesses
Smith Marketing Services	Facebook: 150 likes Twitter: 120 followers LinkedIn: 49 followers	Frequent posts that give examples of their previous work on both Facebook and Twitter, and their official website directly links to all of their social media. Their LinkedIn is their strongest site, offering an abundance of information on their company.	Still a weak following on all social media accounts (>200 on Twitter and Facebook, 50 on LinkedIn, 0 on Youtube). Lack of interesting content that could build a good voice, also very repetitive content.
Communiqué Marketing & Design	Facebook: 47 likes Twitter: 506 followers LinkedIn: 26 followers	Communique Design and Marketing has all of the essential social media outlets, useful for marketing agencies in promoting their business. In addition to their own website, they have LinkedIn, Facebook, and Twitter.	Although Communique Design and Marketing has 506 followers on Twitter, they only receive little to no favorites or retweets on their posts and many of their posts don't relate directly to their company. They're LinkedIn profile is also very simple without a large following and their FaceBook has a small following as well.
Butler and Till	Facebook: 1,228 likes Twitter: 2,080 followers LinkedIn: 2,378 followers	Butler and Till has a strong follower count given the size of the organization. They post frequently, and have a fair	Potential to generate more media impressions through posting more frequently on Facebook

		amount of responses. They do a great job at sticking to their brand's voice and tone, as well as posting information relevant to the communications industry.	and LinkedIn.
MayoSeitz	Facebook: 657 likes Twitter: 6,979 followers LinkedIn: 1,318 followers	Their twitter presence is very strong. Their CEO Jon Seitz has taken on the role as face of the company on twitter and their tweets are shareable and relevant to the media world. Their twitter has over 6,000 followers.	One weakness of the MayoSeitz presence is that they post identical content on all three of their profiles. This might prohibit people from following more than one account.
Partners & Napier	Facebook: 810 likes Twitter: 3,505 followers LinkedIn: 2,965 followers	Posts consist of content mostly related to business. Instagram is not very professional, but partially relates to the company. Almost 3,500 Twitter followers, with a positive follower to following ratio on both twitter and Instagram. Twitter hosts the most followers, the website links to Pinterest, and content is varied platform to platform for the most part.	Infrequent posts on Twitter, facebook, and LinkedIn. Google+ seems to exist for SEO as it is not linked to on their website. While their Twitter links to their Instagram, the website does not. Posts come in bursts of 1-3 every couple of days, and Pinterest has very few followers comparatively.

These competitors post primarily industry news and articles relevant to the media buying industry. These media companies also often post media case studies and news about their companies. Overall these social media pages are very professional and conservative, which is similar to our vision for East Shore Marketing.

Target Audiences

Once East Shore Marketing has fully functioning social media profiles, we expect that they will predominantly be followed by other media industry professionals. We presume that the age distribution will fall primarily within the age range of 34-55. We want to target media planning professionals who are old enough to be well established in the industry. CNBC reports that the average age of retirement in the US is 61, and we don't

want to spend time targeting individuals who might soon consider retirement (CNBC, 2016). As for gender, Digiday reports, “The media and advertising industry is dominated by men, particularly at agencies. Yet when it comes to planning and buying media, it’s a different story. In media departments across New York and beyond, women often outnumber their male counterparts... (digiday, 2016).” Because of this trend, we estimate that East Shore’s following on social media will be predominantly female

Social Media Objectives

East Shore Marketing aims to increase awareness of the company and build a steady clientele. The ability to meet these measurable objectives will represent an increase in awareness of the company. East Shore Marketing should strive to create a stream of steady communication and have a strong retention of clients. These three measurable objectives should be met within six months of the campaign launch.

1. 300 total social media impressions across all social media accounts. Impressions include:
 - LinkedIn: Connections, direct messages, likes, comments, shares, and follows.
 - Facebook: Page likes, Shares, Comments, post likes, heart reactions, tags, and direct messages.
 - Twitter: Follows, Re-tweets, likes, mentions, and direct messages.
2. We intend on East Shore Marketing having a 10% increase in clientele.
3. 150 followers across all social media accounts after six months.

Online Brand Persona & Voice

East Shore Marketing should strive to maintain a very professional social media presence. The online persona and voice should be a representation of the company, as

opposed to a personal portrayal. Content posted on social media outlets should be engaging and include information on industry people and news.

Strategies & Tactics

Because this campaign has a professional approach we can rank each recommended platform by hierarchical importance.

1. The most important profile is the LinkedIn page.
2. Next comes the Google Plus profile, which doesn't take any maintenance after the initial setup.
3. Third is the Facebook page, which will help substantially with attracting prospective clientele.
4. Finally the twitter profile will help to make East Shore a thought leader in the media planning community.

In order for the social media strategy to succeed, all channels need to be monitored for any issues, or negative sentiment. East Shore should track its KPIs, and monitor campaigns to see if the follower base is engaged. Paula seemed most comfortable with keeping her online presence very professional, which is what makes LinkedIn the most highly prioritized platform. We also recommend Facebook, Google+, and Twitter to give her brand a more expansive online presence. Initially East Shore can focus on posting articles about the importance of Media Buying for a company, and how media planning can enhance the success of a business. Additionally East Shore can provide examples of significant achievements of other media buying companies. Day-to-day posts can also pertain to East Shore practices and client work to help build its online voice as an expertised professional in the marketing industry.

Once East Shore Marketing's main social media profiles are fully established, we will begin to see a greater reach to prospective clients through channels like LinkedIn and Facebook. Word of mouth and boosted Facebook posts to the company's demographic will

speed-up this process and reach the target audience, and a well established LinkedIn profile will legitimize the company to prospective clients and other media professionals.

Recommendations for Content Management

In the developmental stage of implementing social media East Shore should be able to manage social media without any management tools. After all social media platforms reach a collective follower count of 1000 we recommend that East Shore begin using a social media management tool such as Hootsuite. If East Shore Marketing finds managing content difficult at anytime we advise to begin using Hootsuite to aid in monitoring and scheduling posts. If considerable company growth takes place hiring a dedicated Social Media Manager or tying social media management to a Public Relations employee's responsibility is advised.

General Content Plan

East Shore Marketing should focus on professionally driven content that is relevant to the Media industry. Because we want East Shore to post news and relevant information to the industry, we recommend that a large portion of the content be curated. East Shore should try to aim for a 65% to 35% ratio of curated to original content. This may seem like a high percentage of curated content, but because we want East Shore to be posting daily, and every post needs to be relevant to the field, curated content like articles and news stories will work well for the target audience. When it comes to original content East Shore should focus on company news and updates, and client events. This will show prospective clients the kind of work that East Shore does.

Steps of implementation:

1. Initial launch of campaign: Create Google Plus account, company LinkedIn page, and Facebook profile.

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- a) LinkedIn: Post five times a week with industry relevant information and company achievements.
 - b) Facebook: Post three times a week on client work, events, company practices, and achievements.
2. After measurable objectives have been reached: Create Twitter profile.
 - a) East Shore should tweet daily. This can include industry relevant information, client work, events, company practices, achievements, and re-tweeting content from other twitter profiles.
 3. After 1000 followers have been reached across all accounts: activate a Hootsuite account.

We have set up our social media plan in a series of steps since the online presence will grow over time. We recommend that an East Shore Google Plus account be set up right away, as well as the company's LinkedIn page and Facebook page. The main purpose of the Google Plus account is that it will allow East Shore to be more findable in Google searches. After the measurable objectives have been reached we also recommend the implementation of a Twitter profile. In our initial talks with Paula, she was wary of having a company twitter account. But after our analysis of her competitors we feel that having a twitter is necessary for East Shore to become a thought leader. Finally after East Shore gains 1,000 followers across all accounts we recommend the installation of a Hootsuite account, which will be a big help in managing the account and will also give meaningful analytics about each account and the follower base.

As far as how often to post, this depends on the social media platform. We feel that the most important platform for East Shore is the LinkedIn page, and we recommend that East Shore post on their LinkedIn five times a week with industry relevant information. On the Facebook page posting three times a week will be sufficient. The following on Facebook will most likely be less industry professionals, so Facebook posts can be less industry oriented and more focused on client work and events. As mentioned previously, after our measurable objectives have been reached we recommend that East Shore create a Twitter profile, and once it is active East Shore should try to tweet at least once a day. The Google

Plus account doesn't require any work after it's up and running, it will simply help to make East Shore come up more easily on Google Searches. Similarly, the presence of a Hootsuite account doesn't take any additional work. Hootsuite is simply a tool for management of the channels. With features that let you write and schedule posts ahead of time, and analytical tools that show you the sentiment of online activity and demographics of followers. Customer testimonials can be a powerful influencing tool to prospective clients, and these would be a nice feature on the Company's Facebook and LinkedIn pages.

Measurement & Evaluation

The evaluation of our campaign will be pretty simple: have our objectives been reached? At the end of six months we hope to see at least 150 followers across all social media accounts, a 10% increase in clientele, and 300 total social media impressions. If these objectives are reached we will consider the campaign a success. Our campaign can also be measured by the sentiment of engagement. If the social media manager (likely Paula) can sense that the audience is enthusiastic and excited to engage, this will be telling of the campaigns success. If there is a good amount of buzz on the East Shore social media pages then this also be a good indicator of achievement for Paula and East Shore Marketing. To help measure these objectives, the presence of a social media management tool like Hootsuite will be helpful. Otherwise, the follower count and number of impressions will have to be manually counted.

Team Bios

Alena Gallagher - Alena is a Sophomore at Ithaca College studying communication management and design with a concentration in design and a minor in graphic design. This summer Alena will work as a marketing intern at the non profit organization Clean Water Action. She hopes to work one day as a graphic designer for a design firm. Outside of her coursework Alena enjoys exercising, spending time with friends, and listening to music.

Chris Hill - Chris is currently a student at Ithaca College, majoring in Communications Management and Design. Concentrating specifically on Communication Design, Chris is learning to practically apply his creativity and artistic inclinations in a professional environment. Branding, Advertising, and Marketing are a few fields that have piqued his interest, and that he would like to pursue in the future. Chris is a motivated, open-minded person and works extremely well with people.

Madeline Hoey - Madeline is currently a sophomore majoring in Communication Management and Design with a concentration in design. Madeline hopes to also work towards an Art Minor, and work with creative direction in brand imaging. In her free time you can find Madeline spending time with friends, painting, reading, and working at Viva Cantina eating a lot of tacos.

Garrett Chin - Garrett is a sophomore studying Communication Management and Design at Ithaca College with a concentration in design and a minor in Web Development. Garrett hopes to follow in his father's footsteps and become a web analyst. Outside of class Garrett is a competitive bboy who loves to spread the positive message of Hip-Hop.

Michelle Wolf - Michelle Wolf is a sophomore Communication Management and Design major with a concentration in Corporate Communication and a minor in Writing. She plans on pursuing a career in public relations upon her graduation. Michelle enjoys working with others and using communication and writing as essential skills to accomplish her work. Aside from her studies, Michelle also participates in on-campus organizations including the American Marketing Association, IC Women in Communications, and IC Circle K, a community service organization.

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