

MGT 6565-02 Digital Marketing Assignment 11.0

Social Media Plan

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PureLesera needs a comprehensive social media strategy. It has been spending money through hit and trial methods. This model of hit and trial is inefficient. PureLesera has limited resources which it cannot afford to expend without a plan. Therefore, I have crafted 2 social media plans on two different platforms for PureLesera.

Please find the suggested campaigns below.

Campaign #1

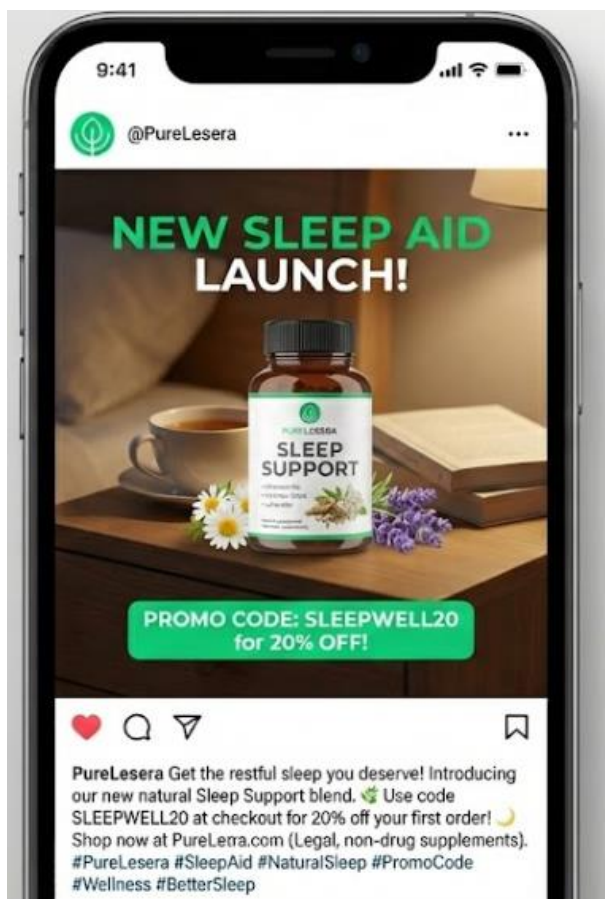
Our first campaign will be launched on **Instagram**. Please find more details below:

Objective: Advertising in order to build customer loyalty and first time customers

Justification: Instagram is an exception platform for advertising. It boasts 2 billion+ monthly users who are primarily 18–30-year-old. This target segment aligns with PureLesera. Additionally, Instagram posts can be easily reposted to platforms such as Twitter (now X) as seen before with as to how The Vitamin Shoppe applied them.

We will primarily be posting Instagram **Feed Posts** in addition to **Stories**. Visually, the advertisements will appear as follows. **Note:** These visuals were generated with the assistance of **Google Gemini**:





Our follower plan will be as follows: We will post one feed post every single day similar to how The Vitamin Shoppe did to amass followers. We'll also be occasionally posting events with prizes prompting customers to engage in addition to promotions such as discount codes. Our main focus of our feed posts will be either educational content or humorous content, with us prompting our brand subtly.

Ad Targeting Plan: We'll target consumers that are 18-30, live in the United States and are Health & Fitness enthusiasts.

Measurement of Results: To measure results, we will track important metrics such as **likes, comments, shares, and followers**. Followers may seem as a vanity metric but since Instagram does not penalize company profiles as to how Facebook does having more followers can lead to more media exposure.

For **reputation management** and **social media monitoring**, our response plan will be as follows:

1. **Positive Mentions:** We will aim to reply to positive mentions within 48 hours. The tone of our message will be human, and we will acknowledge their positive remarks with a specific answer.
2. **Negative Mention:** We will aim to reply to the post within 24 hours. The tone of our message will be professional and apologetic. We will not try to be defensive and instead try to take things offline to resolve them quietly.

Campaign #2

Similarly, again, our 2nd campaign will be inspired by The Vitamin Shoppe and therefore will be hosted on **Twitter (Now X)**. Further details are as follows:

Objective: Advertising, Reputation Management and SEO.

Justification: Twitter/X is an excellent platform to repost content from our Instagram. It amplifies our voice and allows us to reach more people with a click of a button. Moreover, we can also use it for reputation management by replying to customers. It also acts as an excellent source for the purpose of SEO. It is relatively simple to use and also has 550m monthly users making it another very popular platform.

Visually, our twitter/X account will appear as follows:



Our follower plan will be as follows: We will post repost our content from Instagram every day in addition to reposting UGC content as well. We will also reply to customers regularly.

Ad Targeting Plan: We'll target consumers that are 18-30, live in the United States and are Health & Fitness enthusiasts.

Measurement of Results: To measure results, we will track important metrics such as **likes, comments, reposts** and **followers**.

Our **reputation management** and **social media monitoring** will remain the same as Instagram, i.e.:

1. **Positive Mentions:** We will aim to reply to positive mentions within 48 hours. The tone of our message will be human, and we will acknowledge their positive remarks with a specific answer.
2. **Negative Mention:** We will aim to reply to the post within 24 hours. The tone of our message will be professional and apologetic. We will not try to be defensive and instead try to take things offline to resolve them quietly.