Social Media Marketing Plan
for
Bishop Design

Campaign to Raise Awareness of Brand
"Introducing Bishop Design"
June - August, 2015

Bishop Design

Creative · Fast · Easy to work with

WHY

Social Media and Why You Need to Participate

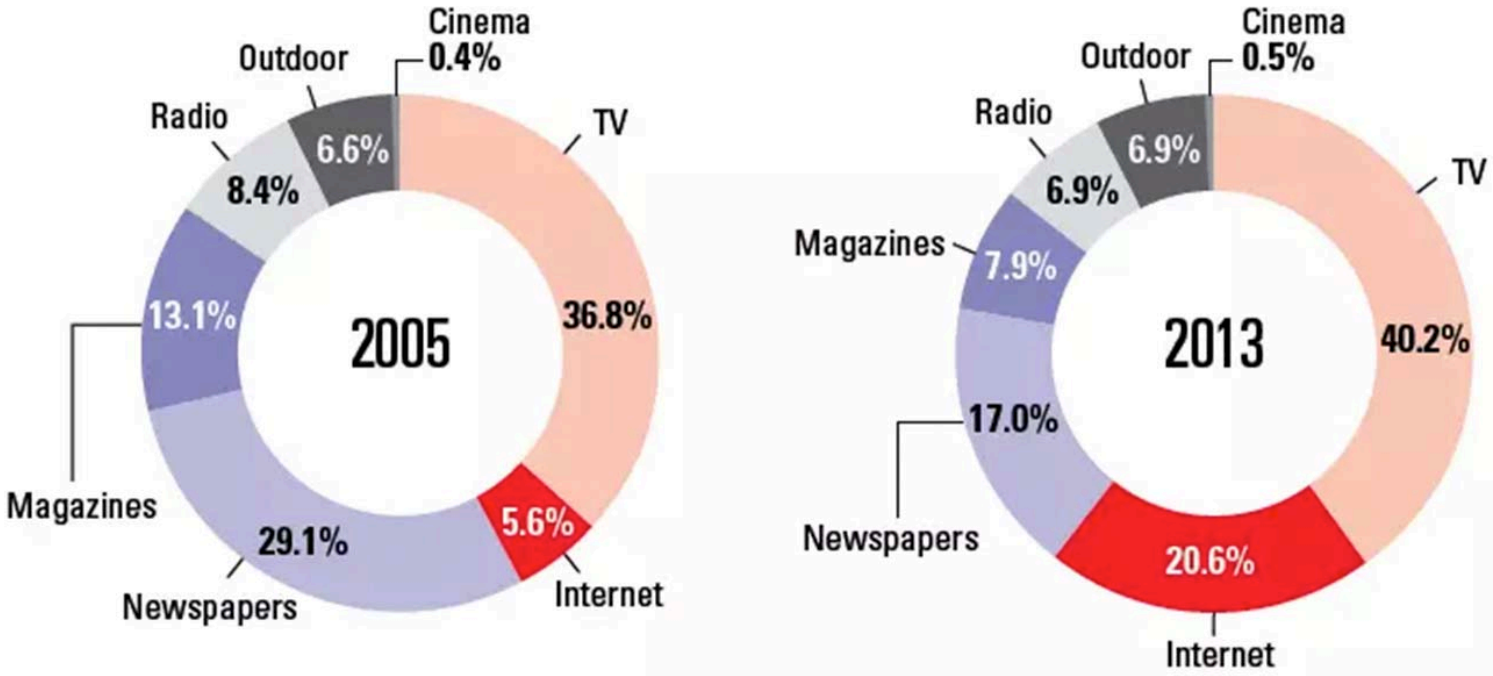
- Rise of internet & interconnectivity precipitated rise of Social Media
- Now everyone has a voice who is connected to the internet
- Rising number of conversations happening
- Businesses must participate to keep up with the times

Social Media and Why You Need to Participate

- In 2013, internet advertising exceeded newspaper media advertising
- Now internet world's second-largest ad medium, behind TV

Social Media and Why You Need to Participate

Worldwide Ad Spending by Medium



GRAPHICS SHOW PORTION OF WORLDWIDE MAJOR-MEDIA SPENDING THAT WENT INTO EACH MEDIUM IN 2005 AND 2013. SOURCE: ZENITHOPTIMEDIA (ADVERTISING EXPENDITURE FORECASTS, DECEMBER 2013). MORE INFO: ZENITHOPTIMEDIA.COM. Source of graph above: Advertising Age[1]

According to Hootsuite:

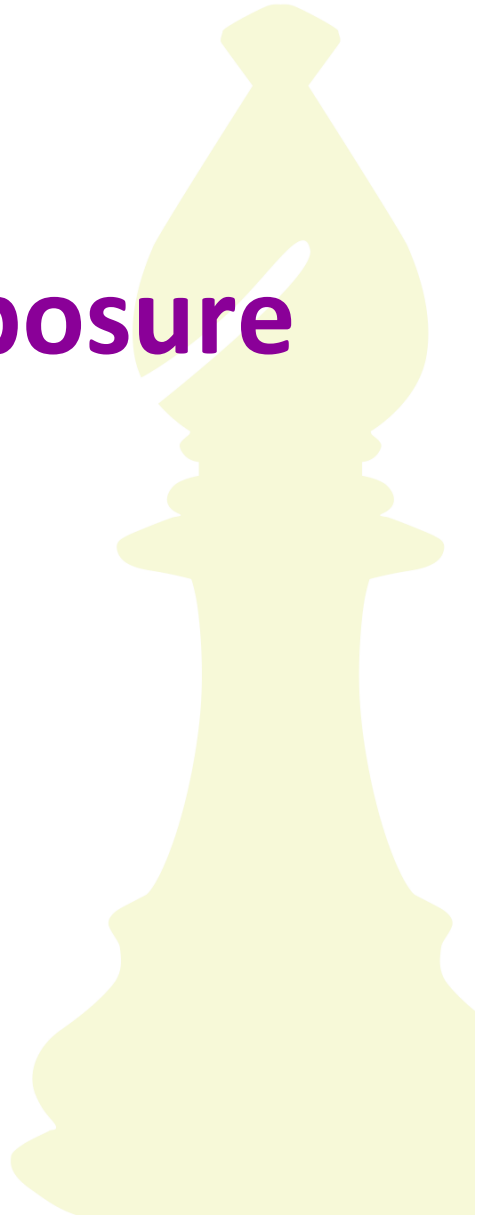
- Facebook desktop ads have 8.1x higher click-through rates and mobile ads have 9.1x higher click-through rates than normal web ads.
- Promoted Tweets have shown average engagement rates of 1-3 percent—much higher than traditional banner ads.
- By June 2014, nearly 80% of US marketers were using promoted Tweets.

WHAT

Introducing Bishop Design: Company Overview

- Print and Web Design company
- Wordpress development
- Creative, Fast, and Easy To Work With
- Helping customers keep print costs down

Broad Goal #1 Gaining Exposure - Raise Awareness



Specific Objectives & KPI

- Increase share of voice by 10 – 20% overall within three months of campaign launch. Baseline share of voice: <1%. Failure rate: 5% or less.
- Increase audience (page likes) on Facebook page by 50% within three months of campaign launch. Baseline: 126 likes. Failure rate: <25%.
- Increase Twitter followers by 200% in first two months of campaign. Baseline: 10 followers. Failure rate: <100% increase.
- Achieve 10 or more “likes” on Flickr. Baseline: 0 (with no photos to like). Failure rate: <5 likes.

Strategy

- Invite all friends to “like” page on Facebook.
- Weekly blog posts to establish credibility (and potentially generate interest through something of value).
- Post at least every other day to Facebook and at least daily to Twitter.
- Build portfolio on Flickr of at least 25 pieces in three months.

Broad Goal #2 Fostering Dialogue - Start Conversations

Specific Objectives & KPI

- Determine Network Promoter Score and see if issues exist to work on and what is working to emphasize and/or expand.
- Increase page views and post reach on Facebook page by 100% in three months. Baseline: 7 people reached, 0-1 page views daily. Failure rate: <50% increase.
- Generate at least 10 new conversations (tweets with replies) on Twitter by the second month of the campaign. Baseline: 3 conversations. Failure rate: <5 new conversations.

Strategy

- Invite all past and current clients to participate in a Network Promoter Score survey and ask if they will provide any feedback, good or bad.
- Ask across all platforms what design needs people have and gauge engagement.
- Design compelling graphic material, such as info-graphics or videos to spark conversations online.

Broad Goal #3 Generating Interaction - Engagement

Specific Objectives & KPI

- Increase non-bounce traffic to business website by 20% within first three months of campaign, following a call-to-action from any social media platform. Baseline: bounce rate unknown, daily page views: 1. Failure rate: <10% non-bounce traffic increase.
- Generate 3 successful client referrals leading to paying jobs in first three months. Baseline: 0. Failure rate: 1 or less.

Strategy

- Come up with some more “call to action” pieces to post across social media platforms.
- Create some useful, short & sweet tutorials for how to do things in InDesign, Illustrator, Photoshop, and Acrobat.

Broad Goal #4 Promoting Advocacy - Finding Allies and Promoters

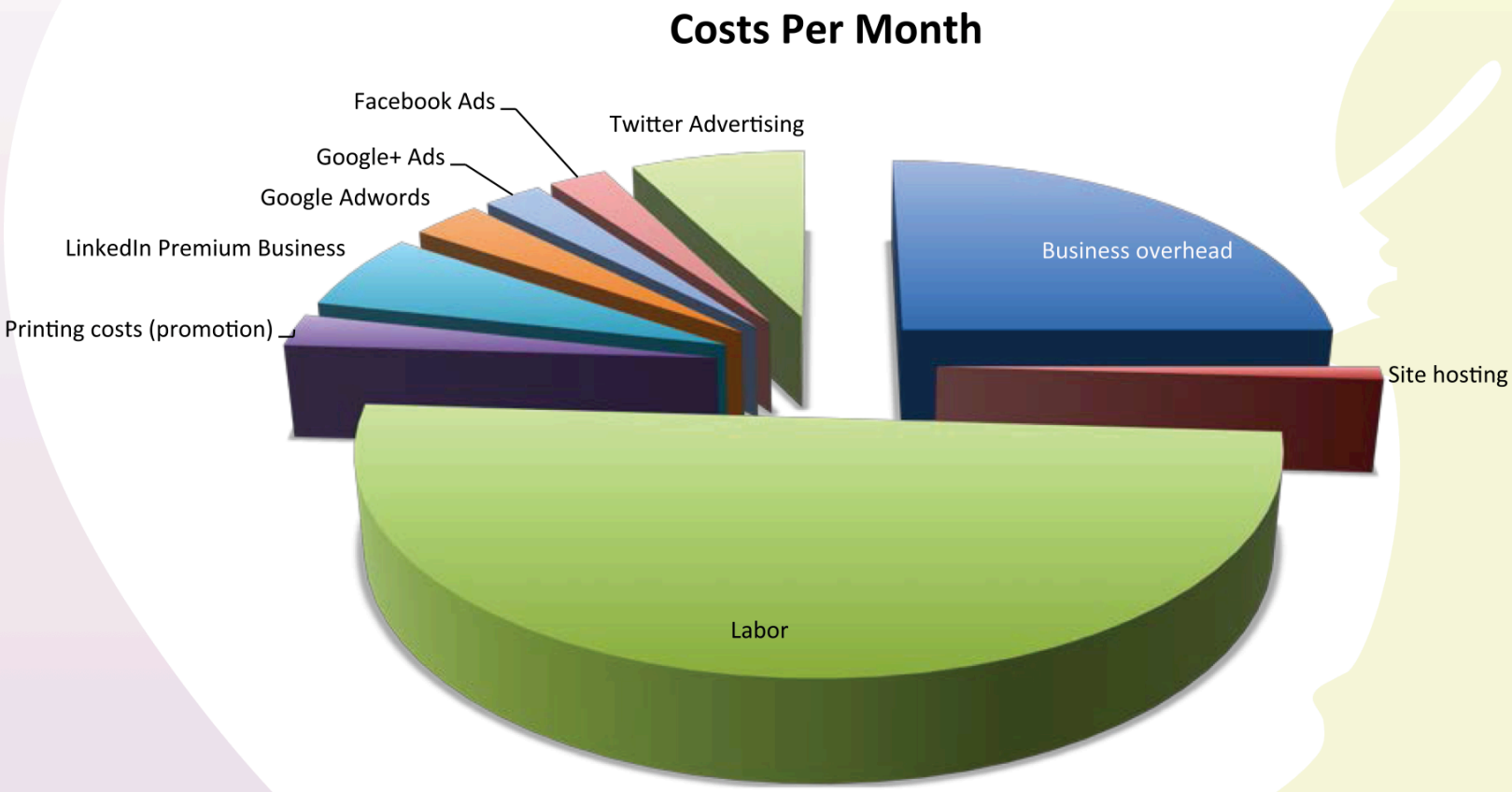
Specific Objectives & KPI

- Identify and cultivate 1-2 advocates for business within the first three months. Baseline: no advocates. Failure rate: no advocates.

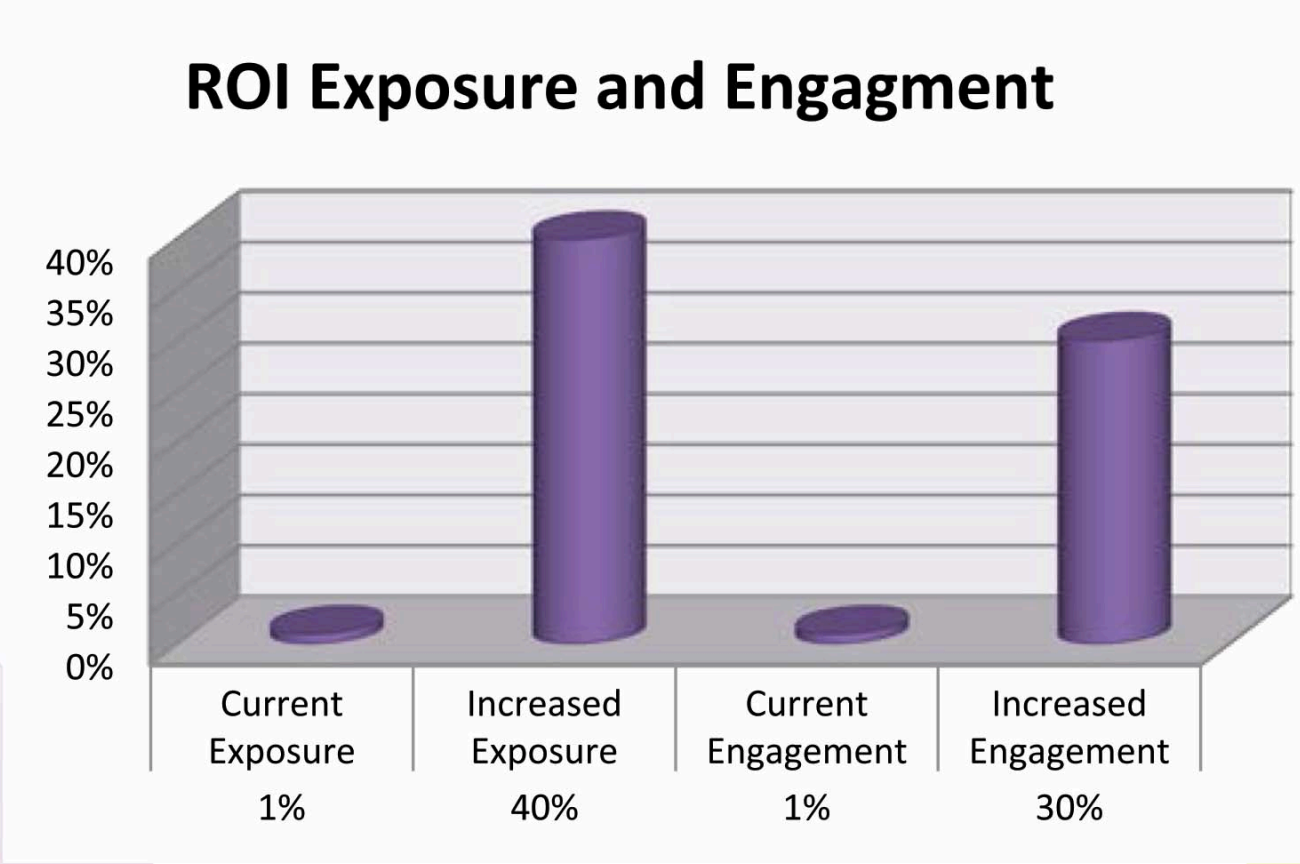
Strategy

- Based on the feedback from the Network Promoter Score survey, see which former clients would be willing to be advocates (rate 9-10) and recommend Bishop Design to their friends and associates.

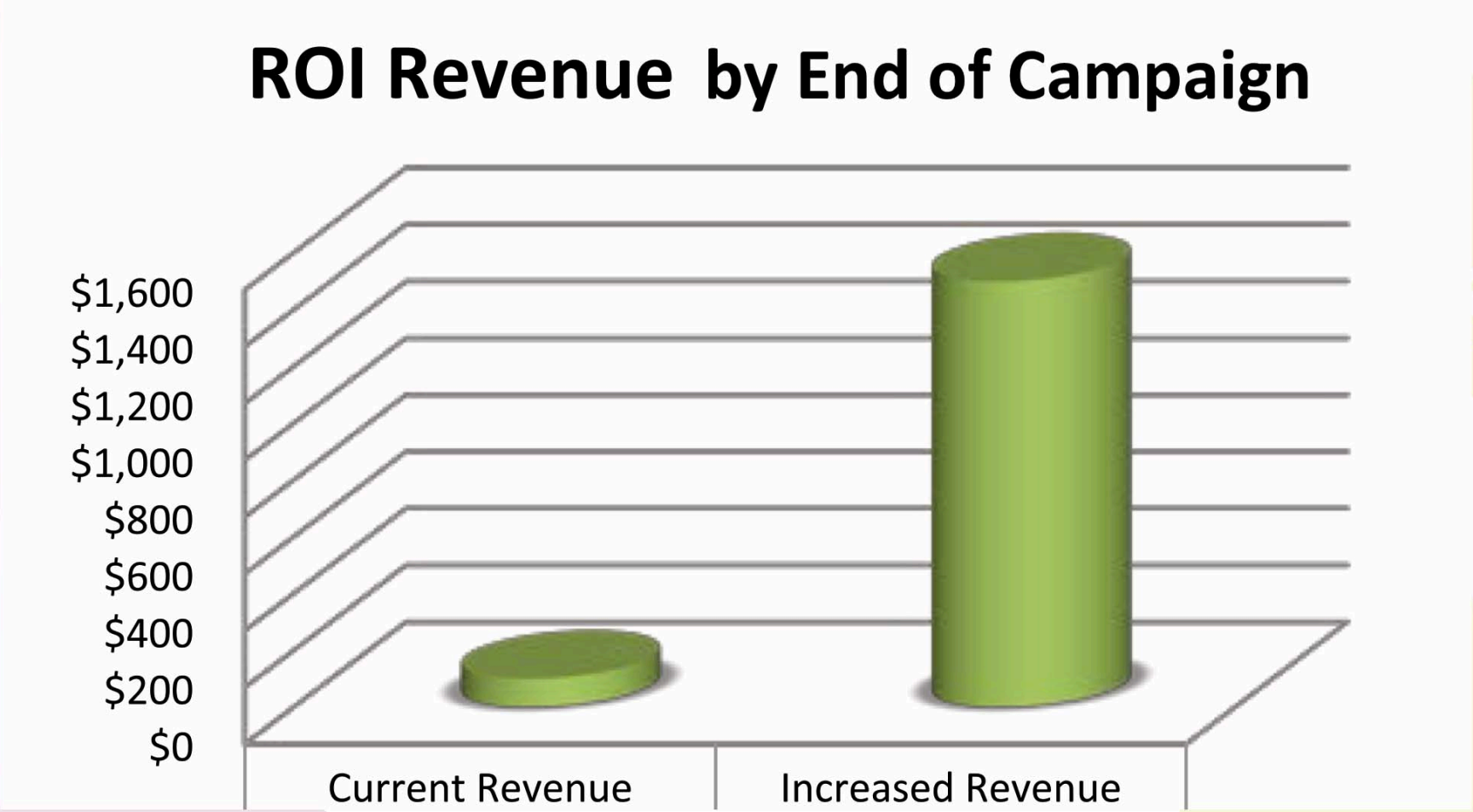
Costs Per Month



Return on Investment: Engagement



Return on Investment: Revenue



WHO

Target Audience

- Businessmen and women who:
  - have money to budget for projects
  - know what their needs are
  - need creative solutions in a timely manner

Target Audience

- Aged 35 – 60, managerial, professional, possibly conservative
- Open to creative and potentially quirky design ideas to capture THEIR target audience
- Have an established business that is doing well
- Need a redesign, or branding, product launch, or content for a social media campaign

Target Audience

- Marketing professionals, and have some inkling about design (but probably not technology, necessarily)
- Somewhat creative, or appreciate creativity
- Bottom line is the most important—most interested in results
- They would frequent networking sites such as LinkedIn, Facebook, Google+, Twitter, YouTube for marketing

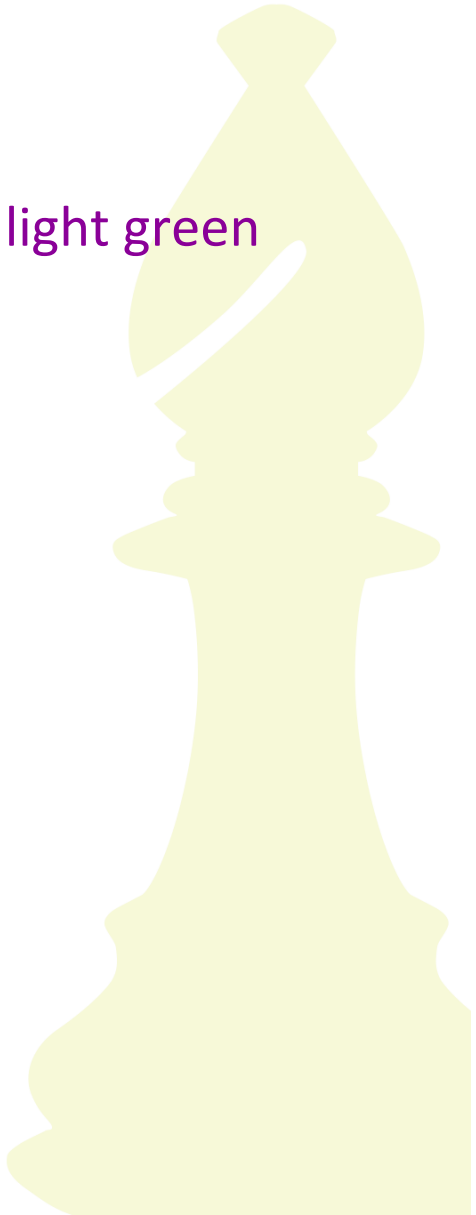
Campaign Audience

- Marketing Managers, who are looking for creative solutions to marketing issues such as:
  - generating content
  - producing print materials
  - need someone who can get attention.
- If this campaign works and gets their attention, they will know that it can work for them.

HOW

Campaign Introducing Bishop Design Overview

- Theme
  - Primary colors of Bishop Design, which are bright light green #d6df24 and red-violet #8b2894
  - The mood is quirky and upbeat.
- Keywords
  - graphic design
  - print design
  - web design
  - web development
  - typography
  - Wordpress
  - branding
  - social media marketing



Campaign Introducing Bishop Design Overview

- Hashtag
  - #introducingBishopDesign
- Mascot
  - 3D bright green Bishop chess piece
  - “Mouth” is an upward smile instead of characteristic downward slit

Blog 1: Planning a Design Project - Determining Audience and Mood

- Choosing target audience and setting mood
- Various moods and their purposes
- Value of humor to catch attention

MicroBlogs for Blog #1

- “Know thy audience” will carry you far in the ways of marketing and design. Catch the mood! #introducingBishopDesign [Link to Blog]
- Planning a Design Project--Where to Start? Find out here! #introducingBishopDesign [Link to Blog]
- Mood can make or break your piece--find out tips here! #introducingBishopDesign [Link to Blog]
- Use Mood to capture your audience! Find out how! #introducingBishopDesign [Link to Blog]

Blog 2: Implementing a Design Project: Typography

- Typography as an art form
- Readability
- How use of type influences mood & personality

MicroBlogs for Blog #2

- A Type's personality can go a long way! Find out how. #introducingBishopDesign [Link to Blog]
- A decorative font is like salt in a stew--a little seasons it, and too much ruins it. #introducingBishopDesign [Link to Blog]
- Sans or Serif? Which is more readable? Find out here! #introducingBishopDesign [Link to Blog]
- Which font is right for you? Read about typography for design here. #introducingBishopDesign [Link to Blog]

Blog 3: Consider Your Color Scheme for Your Design Project

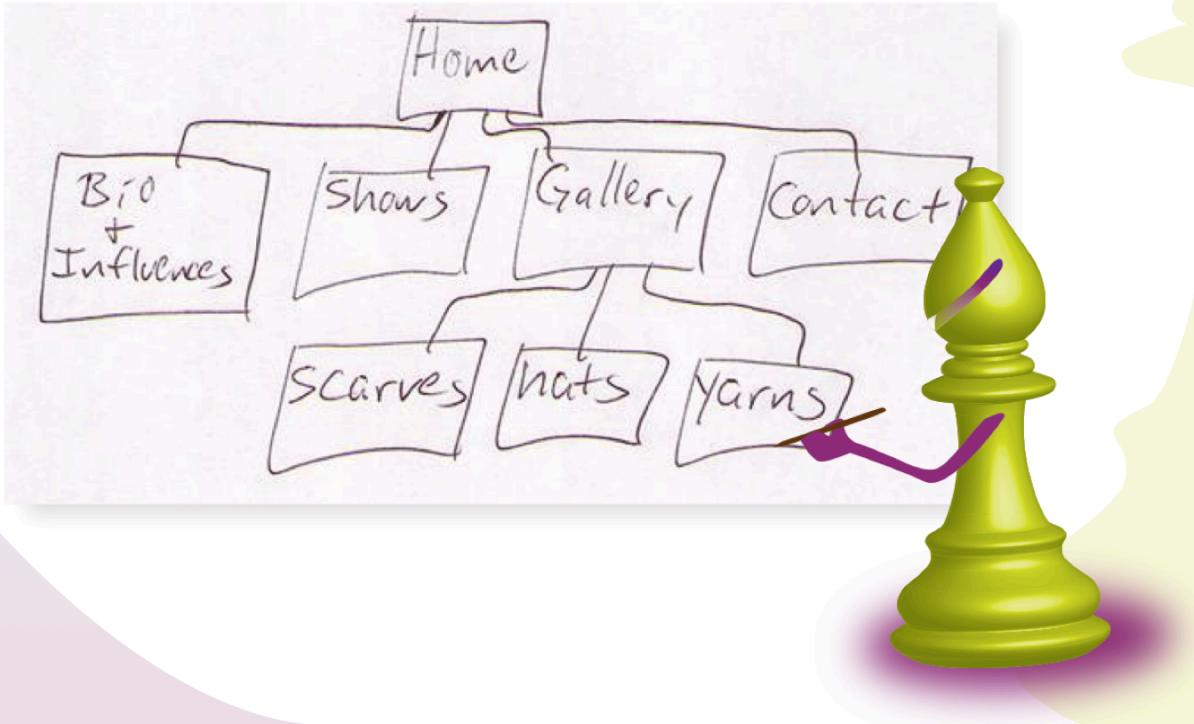
- Color has psychological effects
- Colors set a mood in a project, as well as influence mood
- Properties of colors, warm and cool

Microblogs for Blog #3

- Not sure how to use color to grab attention? Check out #introducingBishopDesign [Link to Blog].
- Did you know that colors can influence mood, increase and decrease appetite? Find out more #introducingBishopDesign [Link to Blog].
- What is most men's favorite color? Find out at #introducingBishopDesign [Link to Blog].
- Use color to grab your audience's attention! Find out how at #introducingBishopDesign [Link to Blog].

Blog 4: Most Important-Implementing Your Webpage: Organization

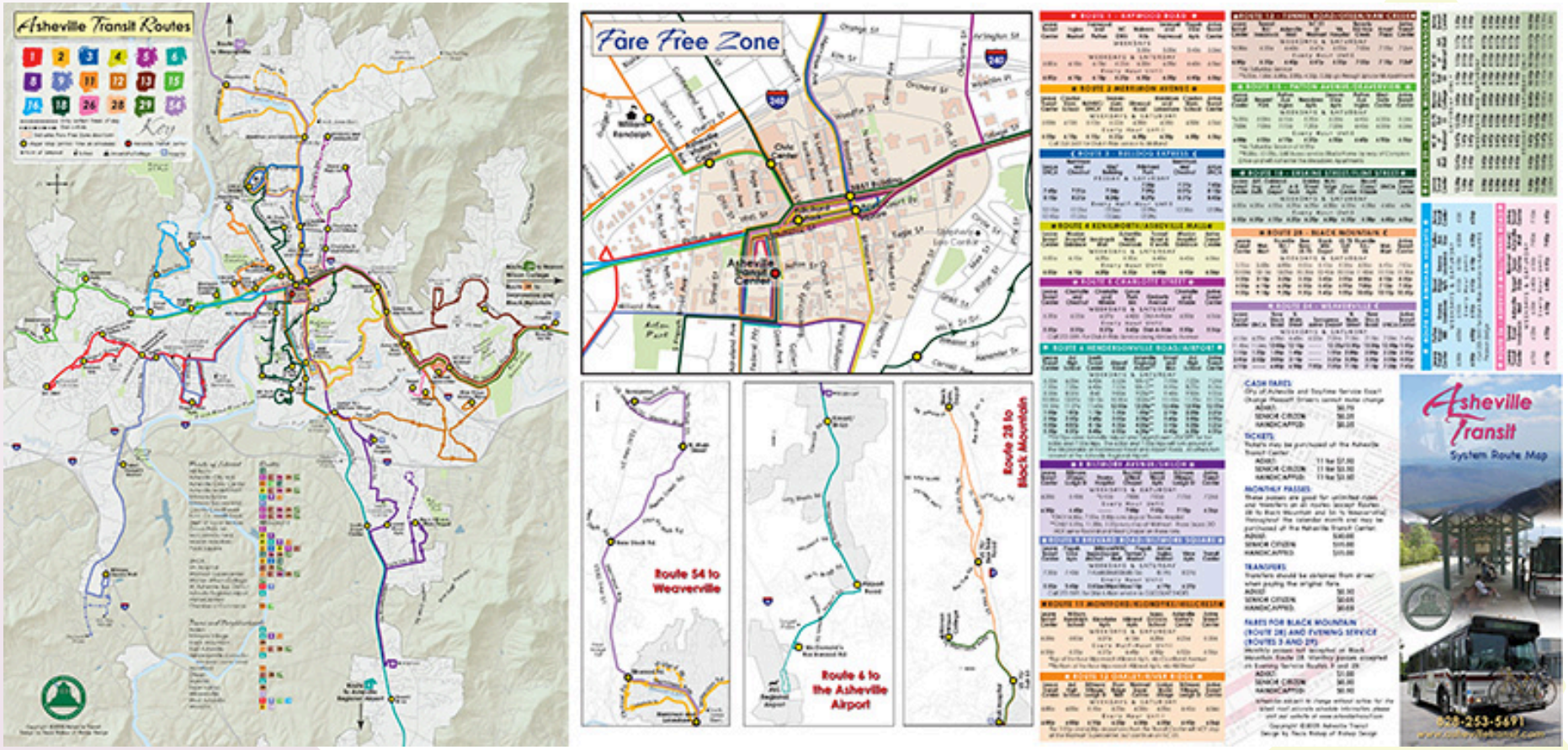
- List requirements, including functionality
- Choose an audience and create a "persona"
- Organize content according to purpose



Microblogs for Blog #4

- Do people find what they want to at your site? #introducingBishopDesign [Link to Blog].
- Organization is the key to easy navigation! Find out how to organize your website #introducingBishopDesign [Link to Blog].
- It's better to organize your site BEFORE you implement it--find out how to make your site user-friendly. #introducingBishopDesign [Link to Blog].
- What's on your home page? The landing page is the most important one. Find out why at #introducingBishopDesign [Link to Blog].

Portfolio Piece for Flickr



Advertising

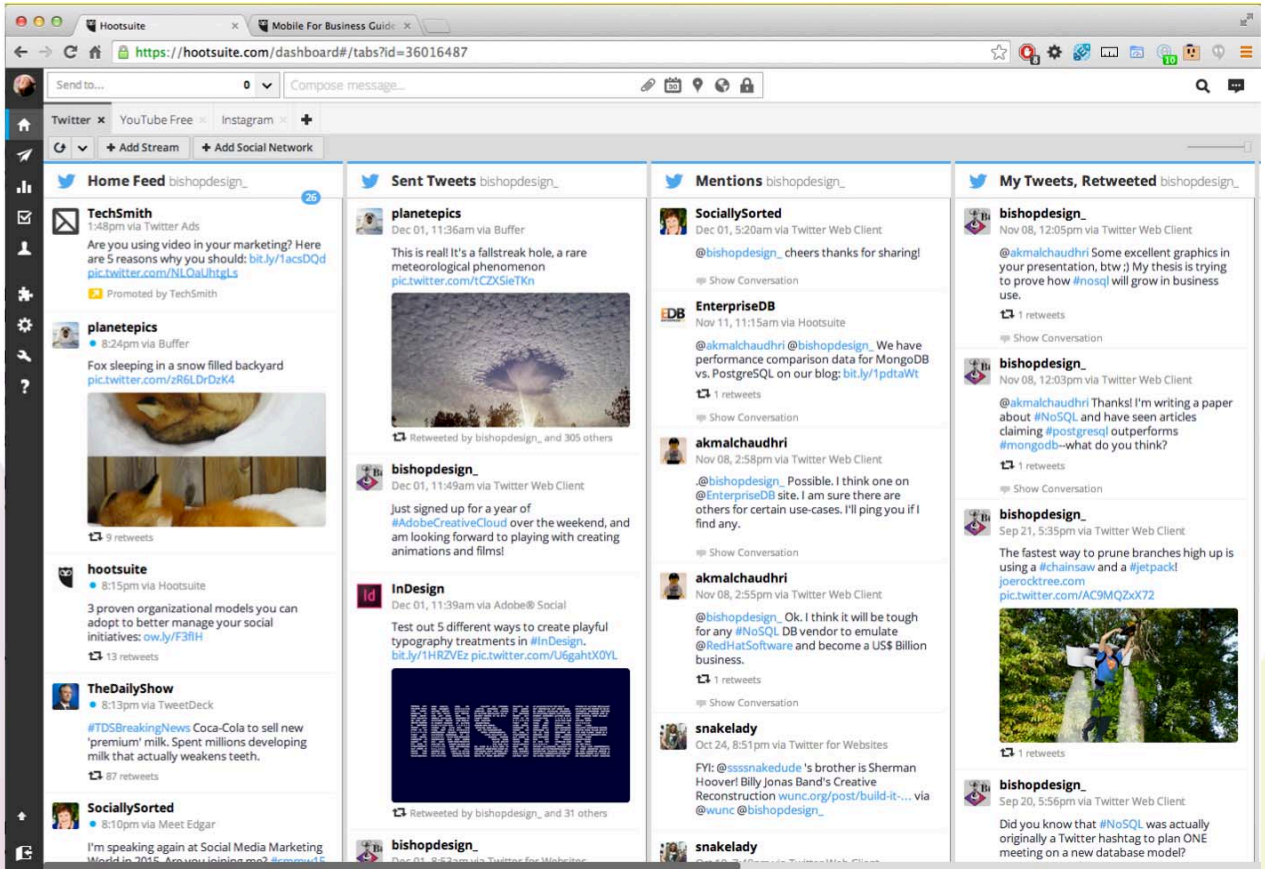
- Twitter has the best social media reach for marketing for business, particularly service-oriented.
- Content is easily re-distributable.
- Twitter is most effective when it is used as a two way medium
- Messages must be condensed, powerful, and meaningful

Twitter Advertising

- According to Kim Garst, in Forbes Top 50 for Social Media Power Influencers, Twitter is the "most responsive, targeted traffic source that you can have at your fingertips."
- Twitter offers targeted campaigns to get advertisers started.
- "Website clicks or conversions" campaign approach for driving traffic

Social Media Management Tools

- Hootsuite—can run entire campaign through Dashboard, which is similar to Wordpress's



Monitoring Campaign Results

- Google Analytics
- Twitter Analytics
- Facebook Insight
- Wordpress Analytics
- AddThis Dashboard
- Hootsuite Analytics

Monitor Competition & Self

- Google Social Search
- Social Mention website
- www.Alexa.com--a great site with a wealth of demographics

WHERE

Social Media Platforms

- Twitter
  - Twittercards (image from blog + snippet + call to action) leading to blog. Bitly to split test marketing to find which phrasing is most effective for driving traffic.
- LinkedIn
  - Bishop Design will need to upgrade account to business premium and post micro-blogs leading to blog. Users will receive emails with pertinent blogs featured,
- Flickr
  - Build portfolio of portfolio pieces. Cover photo must be rectangular with an aspect ratio of roughly 2 - 1, width to height, preferably 4288 x 2048 pixels.
- Google+ & Facebook
- Microblogs leading to blog, plus other posts as inspired.

WHEN

Schedule through Hootsuite:

- Twitter
  - 3x per day plus ads
- LinkedIn
  - weekly, or possibly bi-weekly
- Flickr
  - Build up an album to start & post ongoing projects
- Google+
  - daily
- Facebook
  - daily

GANNT chart

Introducing Bishop Design Campaign

Bishop Design

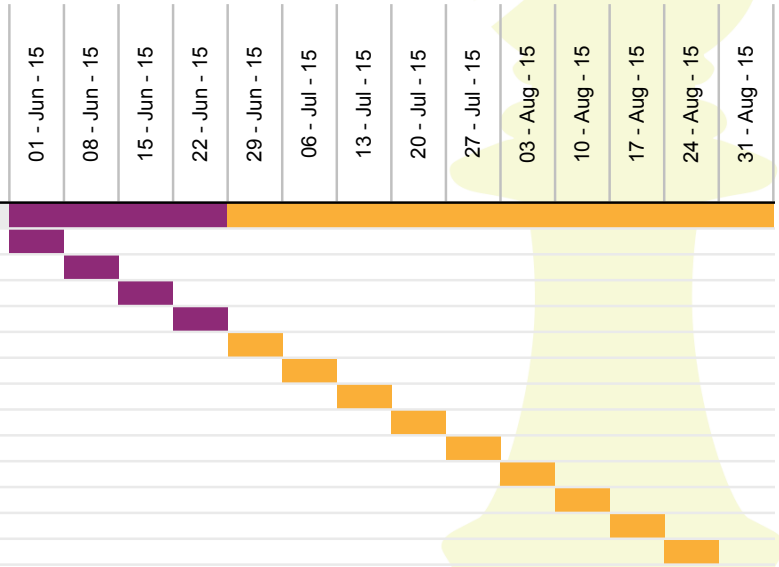
Today's Date: 12/5/14 Friday

(vertical red line)

Project Lead: Paula Bishop

Start Date: 6/1/15 Monday

[42]

First Day of Week (Mon): 2

WBS	Tasks	Task Lead	Start	End	Duration (Days)	% Complete	Working Days	Days Complete	Days Remaining
1	**Blog Posts**	Paula	6/1/15	9/1/15	28	33%	67	9	19
1.1	Blog 1		6/1/15	6/7/15	7	100%	5	7	0
1.2	Blog 2		6/8/14	6/14/14	7	100%	5	7	0
1.3	Blog 3		6/15/15	6/21/15	7	100%	5	7	0
1.4	Blog 4		6/22/15	6/28/15	7	100%	5	7	0
1.5	Blog 5		6/29/15	7/5/15	7	0%	5	0	7
1.6	Blog 6		7/6/15	7/12/15	7	0%	5	0	7
1.7	Blog 7		7/13/15	7/19/15	7	0%	5	0	7
1.8	Blog 8		7/20/15	7/26/15	7	0%	5	0	7
1.9	Blog 9		7/27/15	8/2/15	7	0%	5	0	7
1.1	Blog 10		8/3/15	8/9/15	7	0%	5	0	7
1.11	Blog 11		8/10/15	8/16/15	7	0%	5	0	7
1.12	Blog 12		8/17/15	8/23/15	7	0%	5	0	7
1.13	Blog 13		8/24/15	8/30/15	7	0%	5	0	7