Topic: Social media campaigns

Description

Instructions

For this course, you will create a social media marketing plan for a hypothetical product- or service-based company. You will build your three-chapter plan in three assignments throughout this course.

Note: You may make all assumptions needed to complete this assignment.

Create a 5–6 page paper in which you:

Introduce your business. Provide a thorough description of the company, including the company name, logo, location, prime products or services sold, target market (specific demographics such as age, income, education, and geographic location), and any other items you deem necessary to create a social media marketing plan for this business.

Conduct a social media platform search, examining the top trending platforms. Identify four social media platforms to use in your social media campaign. Detail why you selected each platform and how they align with the business's target market.

Create an overall concrete goal for your social media campaign. Thoroughly discuss why you chose this overall goal, and its intended effects upon the business's overall marketing strategy. Provide a rationale for your response. (See page 47 in The Dragonfly Effect.)

Create three microgoals for your social media campaign. Thoroughly discuss why you selected each microgoal and how each will assist in achieving the overall concrete goal for the social media campaign. (See page 47 in The Dragonfly Effect.)

Determine if you will be using the push or pull strategy within your social media strategy. Thoroughly provide a rationale for your response.

Use at least three sources to support your writing. Choose sources that are credible, relevant, and appropriate. Cite each source listed on your source page at least one time within your assignment. For help with research, writing, and citation, access the library or review library guides.