

Proposed Plan



Social Media Marketing

A Six Part Plan

- Step 1: Set Goals
- Step 2: Understand Your Audience
- Identify Social Media Platforms
- Maintain consistency
- Create a calendar (HubSpot? Trello?)
- Create Engagement

Goals

- Increase number of subscribers to blog from 0 to 20 in 90 days.
- Increased traffic rate from social media to website in 90 days
- Increase followers on Facebook by 20% in 90 days.
- Gain customer interaction with use of calls to action
- Generate leads for sales team



Our Audience

- Retailers and customers
- Age demographic: millennial and older
- Interest in home décor/design/furnishings/solid wood
- Target buyer: wants craftsmanship and quality materials at an affordable price point for middle class wages

Platforms

Linked In

- [LinkedIn](#) is a professional networking platform, so it's no surprise that it's the [most popular](#) among B2B professionals.
- [93% of B2B marketers](#) consider it as the most effective site for [lead generation](#). It is also responsible for [64% of all visits](#) from social media sites to corporate websites.
- When [posting content on LinkedIn](#), marketers usually post thought leadership insights and company updates. They also connect with professionals via InMail.

Instagram

- There are over [1 billion active accounts](#) on Instagram. So if you want to stand out, then you need to post visually attractive photos that stand out from your competition.
- You can create posts that feature quotes, user-generated content or your company culture.

Facebook

- Company decision makers spend [74% more time](#) on Facebook than the average user. This makes it an ideal platform for B2B marketers to connect with leads.
- Most B2B marketers use Facebook to promote their business, spread the word about their events and more.

Pinterest

- Company decision makers spend [74% more time](#) on Facebook than the average user. This makes it an ideal platform for B2B marketers to connect with leads.
- Most B2B marketers use Facebook to promote their business, spread the word about their events and more.

Consistency

Instagram: Post weekly at 10 a.m. Start off with collections and then move into showroom pics that are gram worthy and other content that is visually rich

LinkedIn: Post bi-monthly with content that directly affects/appeals to retailers. Business stats – Leadership changes – tariff news as it affects us – company philosophy - deals

Pinterest: create business board. Pin bi-weekly until entire line is up. Cross post from Insta show pics. Encourage employees to pin collections to their personal accounts

Facebook: Post weekly at 10 a.m. Post company related news – new collections that are cut – design related articles. These can be interesting links related to our business.

Use HubSpot, Trello, or some other calendar software that can cross post.

I recommend Trello for internal scheduling and assigning tasks. It can be integrated with Teams, so everyone can be on the same page with information.

Blog: Monthly. Content heavy research + design interest posts. But also interesting posts from what's happening at the shows. This is what people are most interested in and I think it's visually more interesting and encourages spending.

Calendar

Forbes article with to 15 social media management tools:

<https://www.forbes.com/sites/forbesagencycouncil/2017/05/15/15-social-media-management-tools-that-can-help-your-business-thrive/#241bdea42b13>

We will need to utilize social media software that will help us research what the competition is doing and track response to our posts, as well as having the ability to auto cross post on different platforms.

Some options: <https://www.hubspot.com>
<https://hootsuite.com>
<https://sproutsocial.com>

Create Engagement

Posting should involve the occasional call to engage –
a “post your table to Facebook/Instagram/Pinterest” can be integrated with hang tags on the furniture sold at retailers. We can have some kind of a small incentive – blog can include customer product image of the month.

- We could do a tie with a retailer. We could give the dealer a percentage off, if they agree to award a contest winner with a deal off their featured product? Win/win for both us and the dealer.
- We can insert surveys into our blog. This will be an immediate action the consumer can take that will make them feel important and involved. I recommend informal, non threatening surveys involving design style.
- Videos should be incorporated as often as possible. Short, appealing videos that showcase our features and the extra adaptability of some of our tables. Hidden drawer features, etc