

SOCIAL MEDIA INFLUENCER CAMPAIGN

Example Project

INFLUENCER NAME AND PICTURE

Name: Selena Gomez



NAME OF COMPANY I AM DESIGNING A CAMPAIGN FOR:

Our Place

GOALS OF CAMPAIGN

- Increase unique visits to website by 200% over the length of the campaign

COMPANY'S CURRENT SOCIAL MEDIA PRESENCE

Strengths:

- Colorful branding
- Diversity of actors featured in ads
- High quality images
- Videos demonstrate the versatility of cookware

Weaknesses:

- Social media page features a lot of different content, not just the cookware
- Captions on posts do not invite action or engagement by consumer
- Posts are not made consistently or frequently

COMPETITOR ANALYSIS

Competitor Name:	Pioneer Women by Ree Drummond
Strengths:	Weaknesses:
<ul style="list-style-type: none">● Collection has its own social media page separate from the cooking show● High quality images	<ul style="list-style-type: none">● Very few videos of cookware actually being used● Cookware is meant to cater to a particular niche decor style that is not appealing to broader market

CAMPAIGN DETAILS

Campaign Message: This cookware is for all types of people who find cooking therapeutic.

Reasoning: The branding efforts for this company are largely focused on how cooking can serve as a form of therapy and self-care. I would like to continue this message, but reinforce it with stronger branding and images.

TARGET AUDIENCE

Demographics:

- Mostly female, aged 18 - 30
- Middle-to-upper class

Psychographics:

- Spend time in the kitchen cooking for themselves and their families
- Enjoy the process of cooking as much as the food that they prepare

Geographics:

- Anywhere in the United States, but focused mainly in bigger cities

REASONING FOR INFLUENCER CHOICE:

Selena Gomez is familiar to my target audience already. She also has a cooking show and has helped design the “Our Place” cookware brand. She is familiar with the products, the branding message, and is passionate about the use of cooking as a form of self-care and self-expression.

SOCIAL MEDIA OUTLET:

Instagram: Most of the target market is on Instagram already, and the brand already has a social media following on Instagram.

The goal is to increase unique visits to the brand's website. Instagram captions will allow me to link to the website to make it easier for users to view the cookware.

INFLUENCER SOCIAL MEDIA INFORMATION:

Social Media following on Instagram:

- 397 million

Number of unique posts expected during the campaign:

- 4 unique posts from influencer directly

ESTIMATED COST FOR CAMPAIGN:

\$10,000 / post x 4 unique posts = \$40,0000 for campaign

MEASURING SUCCESS OF CAMPAIGN:

At the end of the campaign, we will review the analytics of our website traffic and determine if we have increased unique visitors to the website by 200%. If we have done this, the campaign will be considered successful.