



SOCIAL MEDIA CAMPAIGN ANALYSIS - HALLOWEEN


(Your Name)



WHAT AM I DOING?

You will be assigned a company that has historically created Halloween-themed social media or advertising campaigns.

Your task is to research the company's social media campaigns and reflect on why the company made certain marketing decisions and how the company engaged with its target audience.





STEP #1: COMPANY



WHAT COMPANY ARE YOU RESEARCHING?

Type your answer here



STEP #2: SOCIAL MEDIA PLATFORMS



WHAT SOCIAL MEDIA PLATFORMS DOES THIS COMPANY MAINTAIN? (FACEBOOK, TWITTER, INSTAGRAM, ETC.)

Type your answer here

BRIEFLY DESCRIBE THE DIFFERENT TYPES OF MARKET DEMOGRAPHICS EACH SOCIAL MEDIA PLATFORM APPEARS TO BE TARGETING? (AGE, LIFESTYLE, GENDER, ETC.) EXPLAIN.

Note: You will need to take a dive into each platform to see what type of content and marketing strategies are being used on teach. Based on the evidence, determine the market primarily targeted on that platform and explain your reasoning.

You may add more rows to the table if needed, and you do not have to fill the table if your brand does not use that many social media platforms.

Platform Name (Facebook, Instagram, etc.)	Target Demographic	Explanation




STEP #3: SOCIAL MEDIA CAMPAIGN ANALYSIS



THROUGH AN ONLINE SEARCH OR AN ANALYSIS
OF THE BRAND'S SOCIAL MEDIA PLATFORMS,
IDENTIFY A HALLOWEEN-RELATED SOCIAL MEDIA
CAMPAIGN IMPLEMENTED BY THIS BRAND IN THE
PAST.

WHAT IS THE NAME OF THE CAMPAIGN YOU ARE
ANALYZING?

Type your answer here



WHAT IS THE MAIN OBJECTIVE OF THE CAMPAIGN? IS IT TO INCREASE BRAND AWARENESS, PROMOTE A NEW PRODUCT, ENGAGE WITH CUSTOMERS, ETC.? HOW DO YOU KNOW?

Type your answer here



WHO IS THE TARGET AUDIENCE FOR THIS CAMPAIGN?

Type your answer here



HOW DOES THE COMPANY TAILOR ITS CONTENT TO RESONATE WITH THIS AUDIENCE?

Type your answer here



WHICH SOCIAL MEDIA PLATFORMS DID THE BRAND USE IN THIS CAMPAIGN?

Type your answer here



WHY DO YOU THINK THESE PLATFORMS WERE CHOSEN?

Type your answer here



WHAT TYPES OF CONTENT WERE SHARED (TEXT, IMAGES, VIDEOS, HASHTAGS, ETC.)?

Type your answer here



HOW DID THESE ELEMENTS CONTRIBUTE TO THE CAMPAIGN'S MESSAGE?

Type your answer here



DID THE COMPANY COLLABORATE WITH INFLUENCERS OR USER-GENERATED CONTENT?

Type your answer here




HOW DID THE COMPANY ENCOURAGE ENGAGEMENT (LIKES, SHARES, COMMENTS, ETC.)?

Type your answer here



DID THEY RUN ANY CONTESTS, CHALLENGES, OR INTERACTIVE FEATURES?

Type your answer here



**ANALYZE THE OVERALL TONE AND
MESSAGING OF THE CAMPAIGN. WAS IT
CONSISTENT WITH THE COMPANY'S BRAND
IDENTITY? EXPLAIN**

Type your answer here





WERE THERE ANY CHALLENGES OR CONTROVERSIES RELATED TO THE CAMPAIGN? HOW DID THE COMPANY HANDLE THEM?

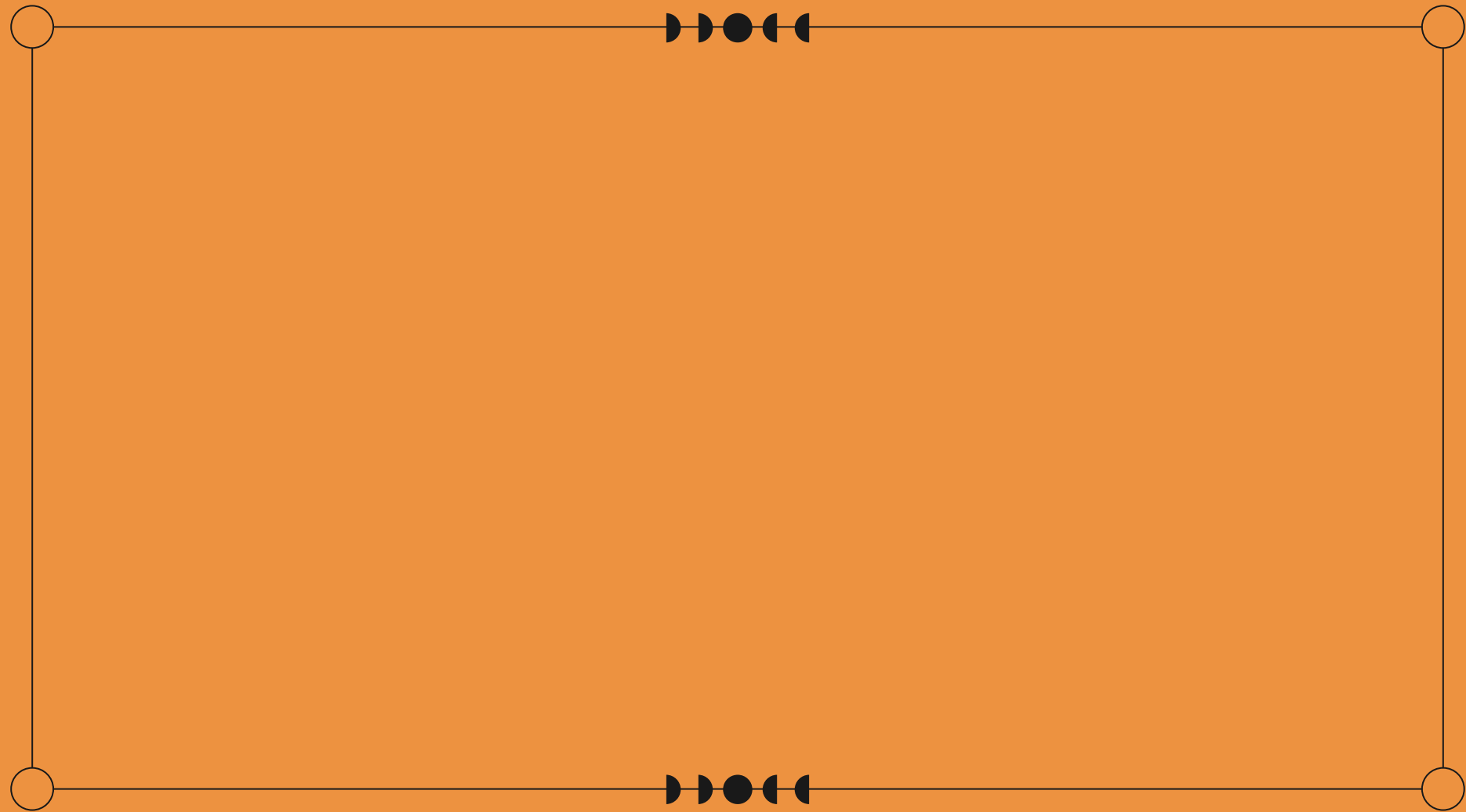
Type your answer here

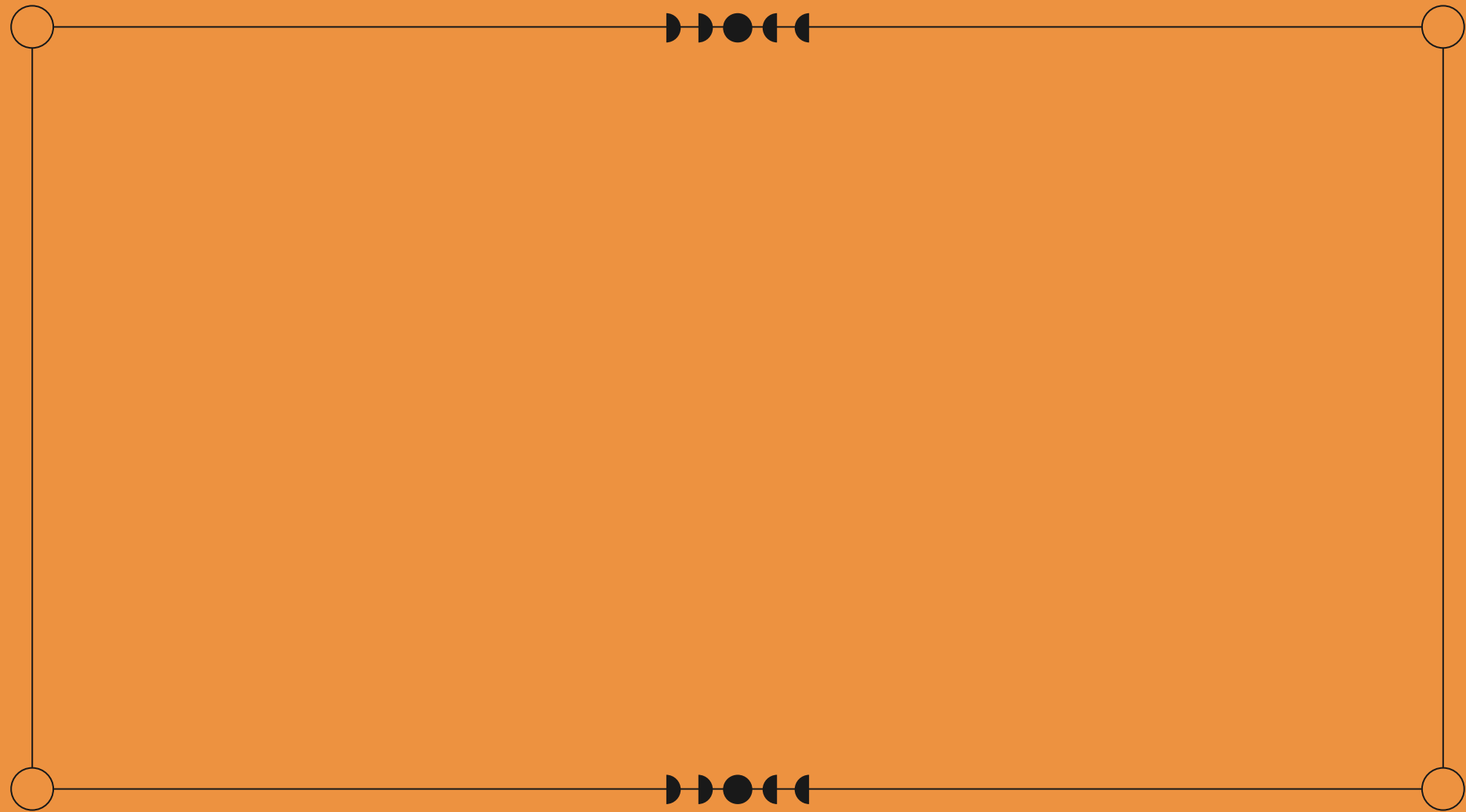


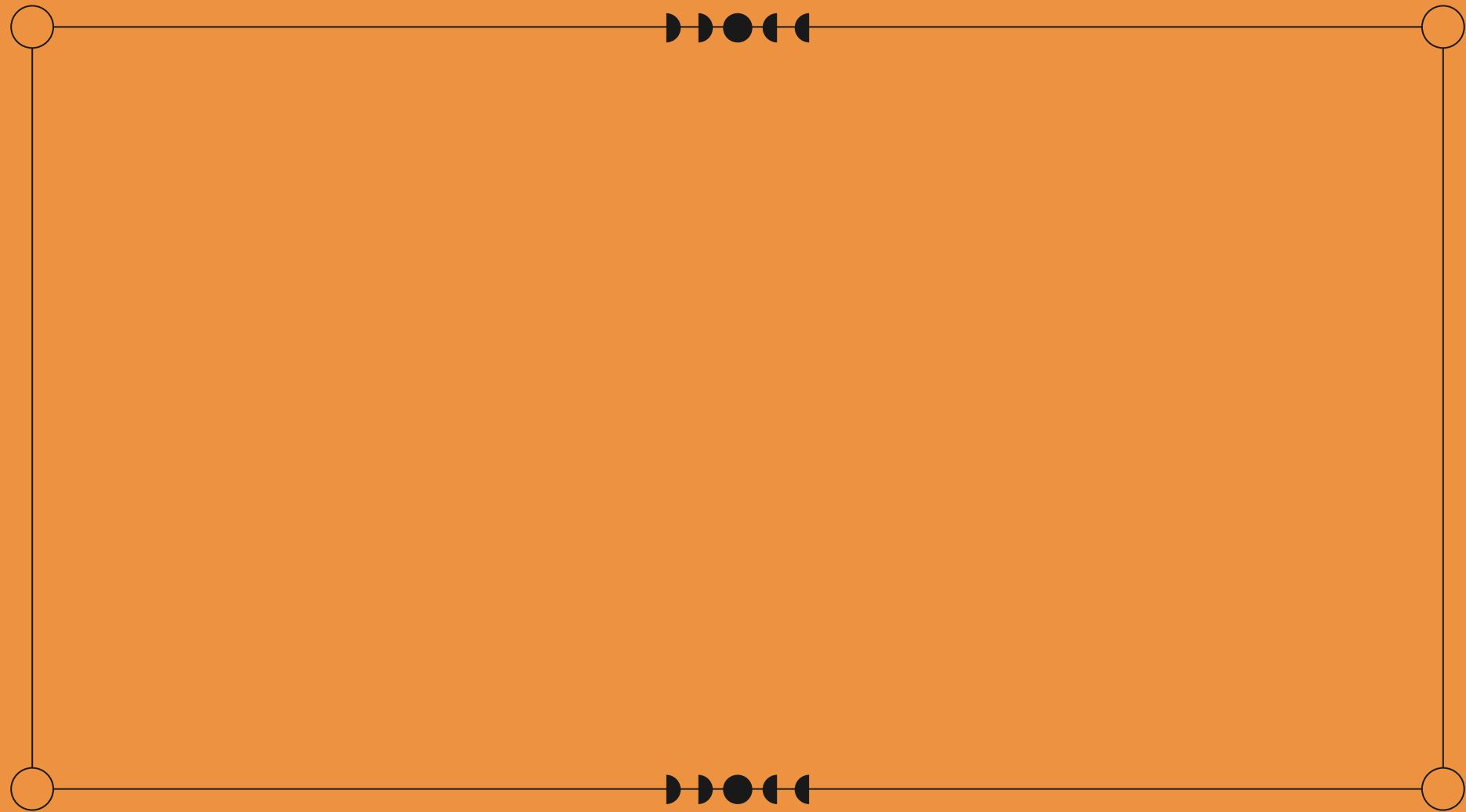


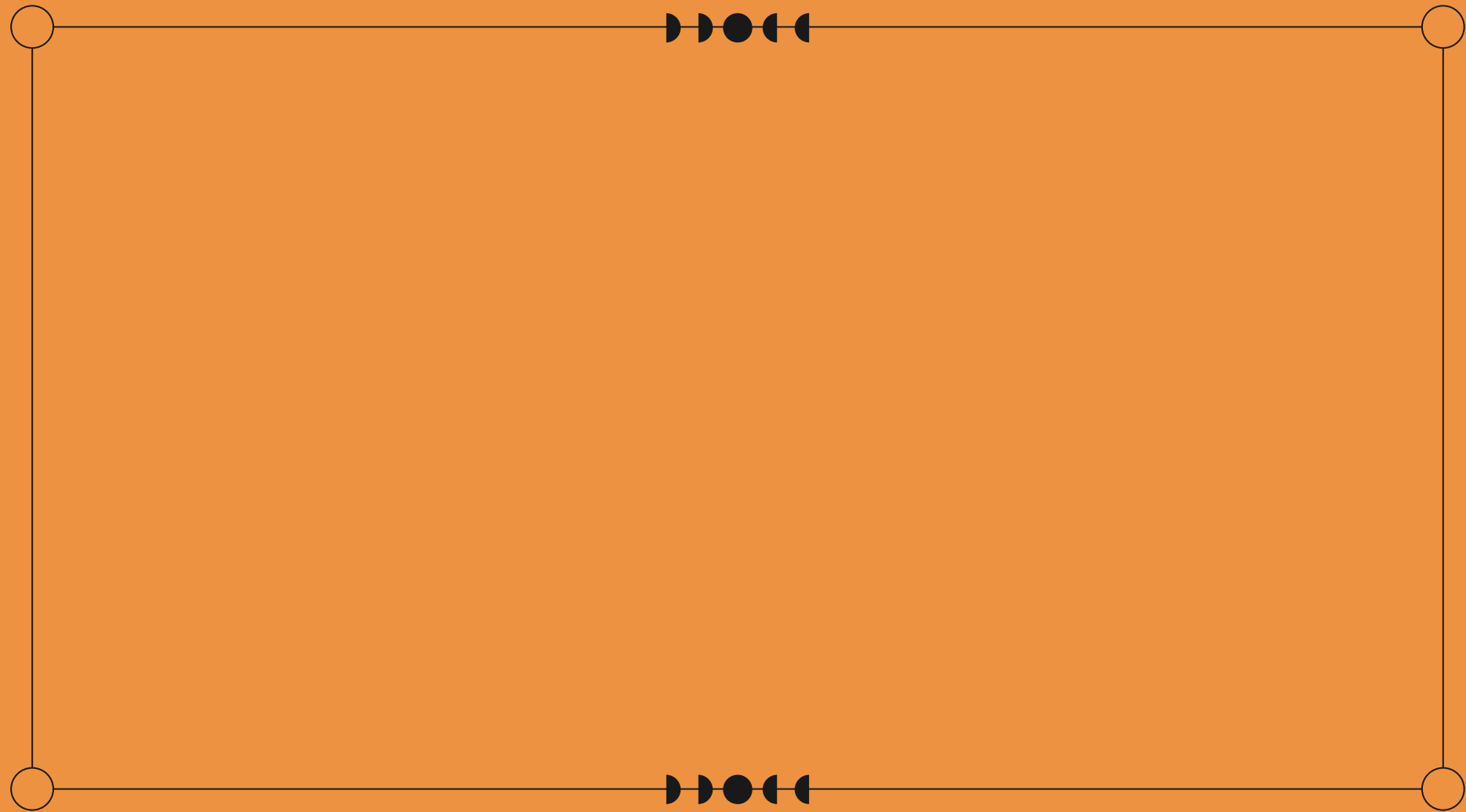
STEP #4: SOCIAL MEDIA CAMPAIGN EXAMPLES

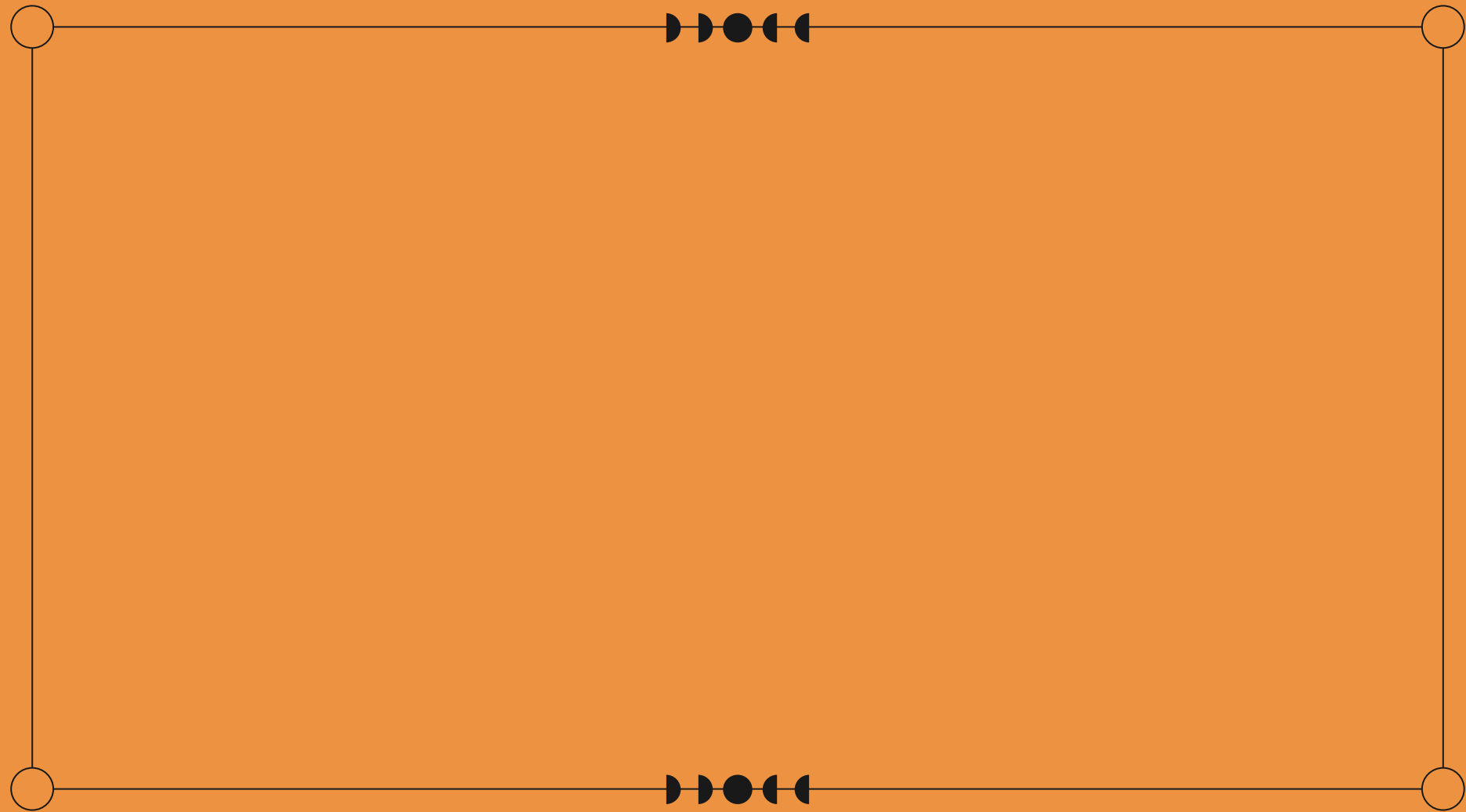
On the following blank slides, insert images of this social media campaign. Images can be screenshots of posts, brand advertisements, or other promotional materials related to this campaign.













STEP #5: REFLECTION



WHAT ARE SOME STRENGTHS OF THIS SOCIAL
MEDIA CAMPAIGN? (LIST AT LEAST 3.)

Type your answer here



WHAT ARE SOME WEAKNESSES OF THIS SOCIAL MEDIA CAMPAIGN? (LIST AT LEAST 3.)

Type your answer here



**WHAT IMPROVEMENTS/CHANGES WOULD
YOU MAKE TO THIS CAMPAIGN? EXPLAIN.**

Type your answer here



**DO YOU THINK THIS CAMPAIGN WAS
SUCCESSFUL IN PROMOTING THE BRAND AND
REACHING ITS TARGET AUDIENCE? EXPLAIN.**

Type your answer here