

SOCIAL MEDIA CAMPAIGN



A RECENT SOCIAL MEDIA CAMPAIGN FOR KPVIRTUALLY WEB & BRANDING DESIGN FOCUSED ON THE LAUNCH OF A NEW SERVICE.



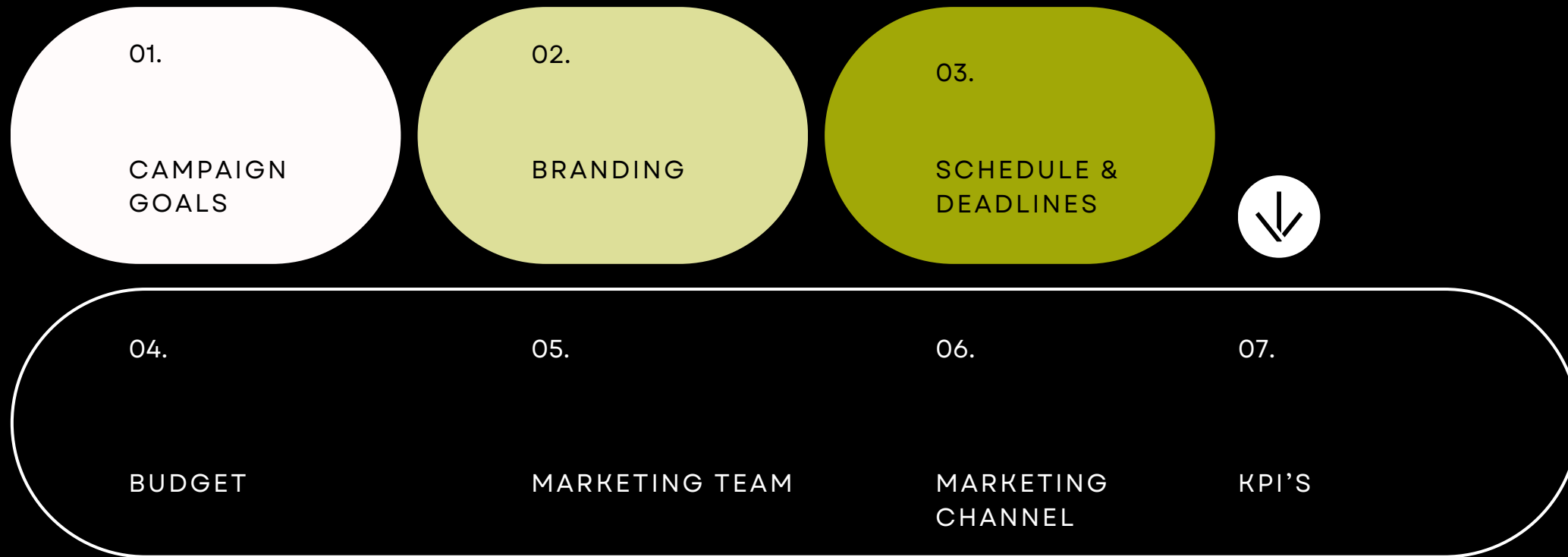
JAN

2024

KATHERINE PAPANATHAN

WWW.KPVIRTUALLY.COM

KP VIRTUALLY



KATHERINE PAPANATHODORE

CAMPAIGN GOALS

03



GOALS - 01

INCREASE BRAND
AWARENESS &
ENGAGEMENT THROUGH
IMAGERY, MESSAGING,
AND CONTENT STRATEGY.



GOALS - 02

INCREASE LEAD
GENERATION FOR
LAUNCH OF NEW SERVICE
- CUSTOM DESIGNS.



GOALS - 03

RECEIVE 3 APPLICATIONS
FOR WEB DESIGN
PROJECTS THAT CLOSE IN 1
MONTH.



BRANDING

⊕ THE IDEAL CLIENT FOR KP VIRTUALLY IS A CREATIVE BUSINESS OWNER WHO HAS A RETRO & EDGY VIBE. AS A FEMALE ENTREPRENEUR WHO LOVES 70S FASHION AND ROCKSTAR MUSIC, THEY ARE LOOKING FOR A CUSTOM WEBSITE DESIGNER TO PORTRAY THEIR UNIQUE AESTHETIC AUTHENTICALLY AND ELIMINATE ANY DISCONNECT BETWEEN THEIR ONLINE PRESENCE AND REAL LIFE PERSONALITY.



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01.



ABOUT US

KATHERINE
PAPATHEODORE

SCHEDULE & DEADLINES



<p>01 ↙</p> <p>DEVELOP GOALS, KEYWORD RESEARCH, BRANDING/ CONCEPT</p> <p>JANUARY 3RD</p>	<p>02 ↙</p> <p>RECEIVE ALL GRAPHICS, COPY, VIDEOS, IMAGES, & PROMOTIONS IN NOTION</p> <p>JANUARY 8TH</p>	<p>03 ↙</p> <p>SCHEDULE CONTENT ACROSS ALL PLATFORMS</p> <p>JANUARY 9TH</p>	<p>04 ↙</p> <p>CAMPAIGN GOES LIVE</p> <p>JANUARY 11TH</p>
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BUDGET

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06

BUDGET - 01



\$30 ON ADS ACROSS ALL 3 PLATFORMS

B-01



MARKETING TEAM




Katherine
Papatheodore

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MARKETING CHANNELS

THE FOLLOWING CHANNELS WILL HELP REACH THE CAMPAIGN'S TARGET AUDIENCE.


INSTAGRAM
01



FACEBOOK
02



TIKTOK
03



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THE OFFER

MARKETED PRODUCT	PRICE	PLACE	MARKETING
CUSTOM WEBSITE	IN BETA - \$5K	ONLINE	SOCIAL MEDIA

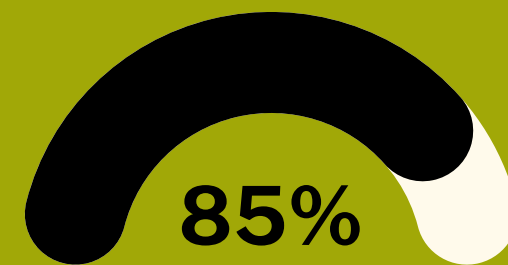


CTA: APPLY NOW FOR A CUSTOM WEBSITE

KEY PERFORMANCE INDICATORS

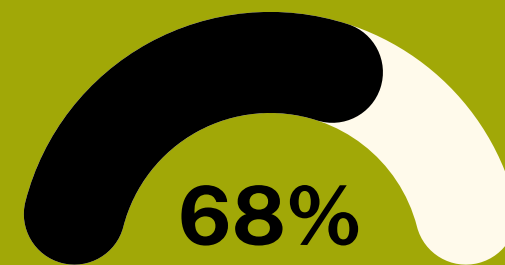
THE CAMPAIGN REACHED A TOTAL OF ABOUT 7,000 ACCOUNTS. WITH 10 APPLICATIONS & 57 WEBSITE VISITS ACROSS JUST 1 WEEK. LEAD GENERATION INCREASED BY 50% AS WELL AS CLOSED LEADS INCREASED BY 50%.

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REACH

HOW MANY PEOPLE THE CAMPAIGN REACHES ACROSS EACH SOCIAL MEDIA CHANNEL.



ENGAGEMENT

THE NUMBER OF LIKES, COMMENTS, CLICKS & SHARES ACROSS EACH SOCIAL MEDIA CHANNEL.

67

NUMBER OF APPLICATIONS & WEBSITE VISITS

HOW MANY TOTAL APPLICATIONS & WEB VISITS RECEIVED IN 1 WEEK

5

NUMBER OF CLOSED LEADS

HOW MANY LEADS PURCHASE A CUSTOM WEBSITE IN 1 MONTH