Agenda

- Outdoor Activities Group
- Current Social Media Presence
- Competitive Analysis
- Target Market
- Social Media Campaign
- Platform Overview
- Implementation plan
- Content Strategy
- Monitoring plan
The Outdoor Activities Group

- **Horseback riding**
  - “They offer guided trail rides, pony rides and horse-drawn carriage rides.”

- **Hiking**
  - “28 miles of hiking trails maintained by the Lakes Region Conservation Trust.”

- **Fish Feeding/ Shannon Pond**
  - “Hosts NH largest Rainbow Trout”

- **Picnicking**
  - “Several picnic tables located throughout the property”
Current Social Media Presence: Facebook

Facebook: https://www.facebook.com/CastleintheCloudsNH/

- 13,464 followers
- 4.6 star rating
- 1,032 reviews
- Events Schedule
- Vital information + Fun content

Facebook is Castle in the Clouds most effective platform. However, Facebook is becoming banal. While it’s important to keep up the work that led you to the following you have, don’t put all your fruit in one basket.
Current Social Media Presence: Instagram

Current Insta Grid:  https://www.instagram.com/castleinthecloudsnh/?hl=en

Tagged Photos
Social Media Platform Overview

Instagram: Slowly becoming most popular amongst young people. Wise for companies to jump at opportunity.

Facebook: Classic, familiar, boring, unoriginal.

SnapChat: Allows for custom filters and real time interactions with business.

Twitter: 160 figure limit; useful for businesses in that it’s very interactive and reactive (simulates a conversation).

Social Media Strategy Overview
Examples that can solve your biggest challenges

Educate your audience through informational social media campaigns

#TrailTuesday

“When exploring the historic Brook Walk trail, hikers can observe a 45ft waterfall whose waters come from the glacial reserves of the White Mountains #TrailTuesday”
Social Media Strategy Overview
Examples that can solve your biggest challenges

“The lush vegetation on our local trails is a major food source for natural wildlife such as the New England cottontail, white tailed deer, and even the occasional moose. Come explore with us! #TrailTuesday”
Competitive Analysis

- Loon Preservation Committee: 9 min (4.9 mi) [http://www.loon.org/loon-center.php]

- Rattlesnake mountain: 28 min (16.9 mi)
Target Market

- New England Residents
- Families and couples.
- Ages 18-65
- Enjoy outdoor activities and being outside.
- Enjoy outdoor scenery.
- Locals
Social Media Campaign: Instagram

- Promote audience participation
- Cohesive grid
- Giveaways
- Hashtag Identification for features
- Consistency in posts.
Blogging through WordPress

- Create a blog that targets outdoor enthusiasts.
- Write articles once a week that tie in New Hampshire/Outdoor to CITC
- Share pictures, experiences, news and happenings.
- Share your blog via social media and Instagram Story.

**Infographics:**
- Companies that blog have 97% more inbound links.
- B2B marketers using blogs generate 67% more leads.
- Websites with blogs have 434% more indexed pages.
- Websites with blogs have 97% more indexed links.

**Statistical Points:**
- 61% of US consumers have made a purchase based on a blog post.
- 37% of marketers believe blogs are the most important type of content marketing.
Blogging for CITC

- Bike week: Article about bike safety tie in things for bikers to see at CITC
- 4th of July: Share about local happenings and where you can enjoy a nice view
- Fishing tips in the lake: Tips for fishing in the morning and a visit to CITC for lunch.
- New Hampshire Waterfalls: Share an article about Falls of Song.
- Summertime Sunrise Challenge: Take a picture of the sunrise each morning/encourage your audience to try also
Content Strategy

Twitter: “thank you” tweets
Let people know how an activity turned out

Less Instagram links

Create a Snapchat account!
You will be able to create a filter with the company’s brand name or logo for special events for the visitors to use.

Get Creative!
Create a theme that will make the Instagram page more appealing.
Implementation Plan

- Work towards having a cohesive Instagram grid.
- Secure #CITCfeature as a hashtag to allow audience engagement.
- Create a WordPress Blog with domain CITCblog.
- Update blog frequently and plug it into other social networks.
- $5CPC advertising through Instagram.
- 10K on Instagram allows swipe up feature.
Implementation Plan Continued...

- You don’t have to be a photographer
- Use of the Instagram community can offer free marketing
- Freelance photographers/PSU photography class collaboration
- Use your network!
Campaign Monitoring Plan

- Campaign will be monitored through Instagram, Google AdWords, Preview app and Followers+
- Instagram provides its business users with detailed analytics.
- Google AdWords will provide real time data to social marketing efforts.
- Preview will help plan Instagram Grid.
- Followers+ will monitor engagement on Instagram page.
Recap

- Utilitize Instagram Business Account features
- Cohesive grid with consistent posts (1 per day)
- Post to Instagram Story daily
- Secure hashtag and CITC domain for blog
- Effectively monitor all social platforms from early stages.
Questions?