Castle in the Clouds Weddings
Social Media Marketing Plan

By: Meaghan Ruby, Matthew DeLizio, Christina Sollitto, Jessica Roberts & Brendan Sullivan
Objectives

- Increase social media presence
- Wedding Instagram growth
- Share restoration updates
- Geo-tag for Snapchat and Instagram
- Have a larger presence on Pinterest
- Create a Youtube channel
Current Social Media Presence

- 13,000+ Facebook fans
- 600+ Instagram followers
- 1,600+ Twitter followers
SWOT Analysis

- **Strengths:**
  - Website is friendly & easy to navigate
  - Decent social media presence on Facebook, Instagram, Twitter
  - Pinterest (few viral posts)
  - On wedding planner app “theknot”

- **Weaknesses:**
  - Minimal social media interaction; especially Instagram & Twitter
  - No YouTube
  - Less than 5-star rating (4.3)

- **Opportunities**
  - Widening usage of social medias
  - More and better content
  - Further engagement with current followers

- **Threats**
  - Similar venues
  - A couple of negative reviews
Competitive Analysis

1. Wolfeboro Inn
   a. Has 50% more social media followers than @castleweddings, but the @castleinthecloudsnh account has upwards of 15% more followers
   b. Combination of all aspects of business shown on the account
   c. Largely focused on their restaurant
   d. Humorous posts about their taco nights
   e. Not focused on weddings at all

2. Margate Resort
   a. Only a couple thousand likes on Facebook
   b. No Instagram presence
   c. No Twitter presence

3. Inn at Mill’s Falls
   a. 15,000+ Facebook followers
   b. No Instagram presence
Target Market

- Young Couple
- Destination Wedding
- Local
- Older Established Couple
Social Media Strategies

- Create a specific account for weddings
- Frequent activity and consistent posts
- Engage with the audience in two-way discussions
- Aesthetically pleasing and cohesive pages
- Curate content daily
Social Media Platforms

- Instagram - @WeddingInTheClouds
  - Hashtags
    - Unique to venue, but also apart of primary hashtags: #WeddingInTheClouds
- Snapchat
  - Geo-tag specific to events/venue
- Twitter
  - Engage with followers and those in wedding threads
- YouTube
  - Promotional videos/ share past experiences
- Pinterest
  - Large platform for wedding ideas
Monitoring & Analysis Application

- Gives detailed reports on website traffic
  - Number of users on daily basis
  - Time spent on site, and what part in particular
  - What pieces of the website show most user exit
  - Where audience is coming from
Implementation

- Assign someone to control social media presence
- Create accounts
- Create content
- Create a unique tag that does not get lost in other content
- Post scheduling
- Create discussion threads to engage the audience
- Take analytics analysis and adjust accounts to align (what works and what does not)
- Facebook advertisements for a larger market area
References

https://www.casteleintheclouds.org/visit-the-castle/picture-gallery/

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