Castle in the Clouds Social Media Analysis
Agenda:

➔ Competitive Analysis

➔ Target Market

➔ Social Media Strategies Overview

➔ The Plan
Competitive Analysis

Strengths

- CITC is present on most major social media networks, including Facebook, Twitter, and Instagram
- Large audience on most popular social networking sites
- CITC is clearly interested in improving on their Social Media Marketing

Weaknesses

- Accounts are not verified
- Not a lot of wedding content
  - Twitter
  - Facebook
- Inconsistent Twitter Posts
  - Low interactivity with audience
- Not a lot of interesting content to interact with
- Very impersonal presence on Pinterest
Opportunities

- Beautiful photographs of Weddings and the Castle to share
- The target audience for CITC is actively looking at wedding inspiration and ideas: CITC could provide some for them
- Use social media to share their values and who they are

Threats

- Wolfeboro Inn
- Margate Resort
- Inn at Mills Falls
Target Market:

➔ Females, 21-40 years of age
➔ Serious relationships or newly engaged
➔ Active on social media
Social Media Strategies - Overview

➔ Facebook
➔ Twitter
➔ Instagram
➔ Pinterest
Able to create a verified account

Hear directly from potential customers
- Messages
- Comments
- Likes

Share photos & videos of past weddings & venue
Castle in the Clouds has a twitter presence

Very low interaction level

Lacking consistency

Needs to find a voice

What tactic can CITC use to create relationships with potential customers (followers)?
→ Great pictures of the grounds
→ Majority of the pictures are wedding photos
→ Pictures from different individual weddings, bride and groom view photos
→ Opportunity for short promo videos?
Create boards with pictures from the Castle in the Clouds Venue

Follow other wedding pages to gain traction****

Continue creating wedding idea boards

Most Popular Wedding Boards:
1. Green Wedding Shoes (2m followers)
2. Once Wed (122k followers)
3. Style Me Pretty (5.7m followers)
4. Ruffled Blog (3.6m followers)
5. Mywedding (36.6k followers)
Implementation Plan
Implementation Plan:

➔ #CastleMoments

- Invite couples back to the castle months after wedding, take picture and ask them about their most memorable moment at the castle and post with #CastleMoments

- This creates a collection of beautiful and inspiring stories for other future couples to stumble upon in their wedding planning search, and can then

➔ ‘Insider Travel’ styled video Wedding Addition

- Make a video covering the grounds as well as the most alluring attractions. During the video give only basic info so it doesn’t come across as a commercial.

- Submitting this video to travel websites will increase the likelihood of discovery.