

# Castle in the Clouds Social Media Plan



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# Agenda

- I. Competitive Analysis
- II. Target Market
- III. Overview of Social Media Platforms
- IV. Social Media Strategies
- V. Implementation Plan

# Competitive Analysis

- Strengths

- Castle in the Clouds already has a decent presence on the major social media platforms of Facebook and Instagram
- Their website is well designed and links to their Facebook, Twitter, and TripAdvisor pages.
- They have a respectable number of followers on Facebook, currently 13,467 followers and 13,779 likes.
- They have good reviews across the board with the average score being 4.6/5. Reviews are almost all positive and complimenting the grounds.

- Weaknesses

- They heavily rely on Facebook and Instagram while ignoring potential platforms like Twitter, YouTube, and Snapchat. Almost every post on their twitter just redirects to their Instagram page.
- No mention of estate tours on any platforms.
- No interaction from owner or staff on any media page. No responses given to low reviews or high praise.

# Competitive Analysis

- Opportunities

- Your target audience is mostly found on Facebook, Instagram, and Twitter so a heavy emphasis should be placed on making those pages visible, relevant, and active.
- Creating a snapchat that features pictures of the grounds, events, weddings, and tours can raise traffic and promote audience interaction.
- Twitter should be used for more than just linking to Instagram. Tweets about upcoming events, promotions, and even the weather should be posted as much as possible if not daily to increase visibility.

- Threats

- The Crane estate in Ipswich Massachusetts is about on the same level as Castle in the Clouds. They have a similar social media presence, but a nicer looking website that could attract potential customers if they find it first.
- Other competitors include The Yankee Farmer, Castle Anam Cara, The Canterbury Shaker Village, and the seasonal Ice Castles. Each of these places offer tours and attractions on the same level as castle in the clouds.

# Target Market and Customer Personas

- Age Range: early 20s to 45
- Northeast region
- Focusing on couples/ newlyweds
- Historians/Adventurers/Outdoorsy people

# Overview of Social Media Platforms

- Instagram
- YouTube
- Snapchat
- Pinterest





# Instagram

- 500 million daily users
- 800 million monthly users
- 53% of users age 18-29
- 27% of U.S. population is on Instagram



Instagram



# YouTube

- 30 million daily users
- 1.75 billion monthly users
- Consumers often consult YouTube before vacations or purchases







# Snapchat

- One of the leading social media platforms
- Used for brief snapshots of pictures or videos that share a quick burst of information
- Over 187 million daily users
- Uses location to publish your team 'story', garnering views
- 71% of users are under 34 years old





# Pinterest

- Social media platform to view and even buy unique products, usually handmade arts and crafts
- Overall member growth is the fastest
- Not exclusive to one gender, but 81% of the users are female
- Publish a profile by adding 'Pins' interested in to it
- The average user age is 40 in the US
- Used for blogging, travel destinations, wedding plans, party themes, portfolios



# Social Media Strategies

1. Instagram Photo Contest
2. YouTube Mini-Series





# Instagram Photo Contest

1. Must first follow our Instagram page
2. Must take a picture on Estate Tours(of good quality)
3. Must tag Castle In the Clouds in the photo as well as five friends
4. Must also hashtag both Castle in The Clouds and Estate Tours in your post.

Who ever receives the most likes on their photo wins a free weekend at Castle in the Clouds.



# Example

<https://www.instagram.com/nikonphotocontest/?hl=en>



nikonphotocontest • Follow

nikonphotocontest Award-winning Images of Nikon Photo Contest 2016-2017

We present to you an award-winning piece from Nikon Photo Contest 2016-2017.

A 3rd prize winning piece from Next Generation Award : Single Photo format : "shadow of the future", submitted by Rajendra Mohan Pandey from India.

See more award-winning images of Nikon



4,276 likes

APRIL 18

Add a comment...



# YouTube Mini-Series

1. Create authentic YouTube channel
2. Make 3-part mini-series
3. Allocate \$1,000 budget to production of 3, 2-3 minute videos



# Part 1 - History of the Castle

- Lucknow Estate
- Thomas Gustave Plant
- Integrity of the castle remains
- Focus on exterior



# Part 2 - The Castle Today

- Beautiful Views
- Foliage
- Lake
- Entice people to visit
- Drone footage
- Focus on the grounds





# Part 3 - Castle Architecture

- The ins and outs of the castle
- How much it has changed
- Focus on the interior



# Implementation Plan

## Facebook -

- Ask for audience feedback, create a poll
- Use your facebook page for blog comments; respond
- Engage with audience
- Utilize “Facebook Ads” <https://www.facebook.com/business/products/ads>

## Instagram -

- Instagram Picture Challenge (as mentioned before)
- Lake Winnepesaukee Views from the Castle in the Clouds
- Offer followers exclusive benefits
- Take users “behind the scenes”

# Implementation Plan

## Snapchat-

- Create a “Geofilter” which is a snapchat filter that is offered to all users within a certain area for a specific period of time
  - For example: Castle in the Clouds estate tours; you can create a geofilter for the duration of the tour times to encourage attendants to interact with Castle in the Clouds on Snapchat.

**Youtube-** Youtube Ads: By creating an ad, you can provide a powerful boost for a more mature profile; ads on Castle in the Clouds can be shown while users view similar videos.

- Create an engaging video of the entire Castle and estate;

# Implementation Plan

## Pinterest-

- Build relationships with influencers on Pinterest; follow influencers who have the attention of the target audience.
- “Repin” content you like.
- Follow other businesses
- Engage with the people who leave comments
- Keep your pins inspiring
- Post strong photos
- Quote comments from experiences of the castle

Are there any questions?