



Castle in the Clouds Social Media Plan

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Presentation Overview

We'll go over...

- A strategy for how to use Facebook, Twitter, Instagram, and Youtube effectively
- We develop a target market and audience personas
- We create an overview of which Social Media Platforms you should use/continue to use
- An implementation plan for the various platforms

Target Market

- Middle aged people
- Older individuals
- Tourists
- Families
- Locals



Audience Personas

- Parents who are very family oriented and like to spend time with kids
- People with free time and that are on vacation
- Wealthier individuals
- People interested in history



CUSTOMER PERSONA

Guide to creating a delightful customer experience for the new age hyper-connected audience

Overview of Social Media Platforms

- Facebook
 - Over 2 billion monthly active users
- Twitter
 - 328 million monthly active users
- Instagram
 - 800 million monthly active users
- YouTube
 - 1.5 billion monthly active users

Social Media Strategies

- Created a personal community for your audience via Facebook where customers can share stories and pictures of their experience with others on their page.
- Instagram page is more of an informative page rather than social and that's how most business profiles are set up on Instagram.
- Twitter page mostly just markets your Instagram page on it by putting links to account at the bottom of each tweet.

Social Media BIG IDEA

- Could do a little more with Twitter page by being more active with your audience on it like other companies.
- Twitter allows you to have a conversation with your audience when they reply to your tweets. This can be very beneficial for companies being able to engage with their audience.
- Being more active with your audience via Instagram by holding contest every month to whoever post the best Instagram photo with the hashtag #CastleInTheCloudsNH gets a free dinner for two at the Carriage House Restaurant.
- To be more family oriented on all social media platforms advertise for children to come in every friday afternoon to play backyard games with icecream and more! Games vary each week.

Plan for Program Monitoring and Evaluation

- Use major social media websites such as Facebook and Instagram
- Use their business account feature
- Analyze the analytics that they show
- Sign up for more advanced sites like Meltwater
- Use websites such as Falcon and Birdeye to preset and plan content for the future

Implementation Plan

Facebook -

- Most popular social network
- Post content that appeals to an older demo and families
- Post 3-10 times a week, Thursday and Friday afternoons are the best time
- Focus on images and videos, don't be too wordy with posts
- Promote Facebook page on other social media platforms too

Implementation Plan

Twitter -

- Twitter allows for fast and important updates
- Mainly used by a younger demographic
- Excellent way to respond to customer issues/feedback
- Utilize hashtags to create brand awareness
- Post 5 plus times a day for maximum effect
- Best times to post are at noon and 6 PM
- Wednesdays and weekends are best times to post

Implementation Plan

Instagram -

- One of the most popular image sharing site and one of the biggest social media sites in general
- Post photos of castle and surrounding area
- Post 1-2 times a day
- A possible idea is having a Castle in the Clouds photo contest
 - Guests can post photos with a #CITCconest. The winner could get something like a free dinner at the Carriage House Restaurant

Implementation Plan

- Youtube is world's most popular video sharing site
- Post videos showing the estate
- Post something new at least once a week
- Can have a variety of videos:
 - History
 - Upcoming events
 - Videos related to the castle grounds
- Great way to promote other social media pages

Competitive analysis



- Add a live webcam for viewers to look at from the website
- Add a link from the website directly to the beautiful instagram
- Continue to evaluate reviews online and trying to create customer loyalty

Competitive analysis



- Could potentially use technology like drone footage
- Use technology to show the rooms of the castle
- Continue to gain competitive advantages