



Castle in the Clouds Social Media Marketing Plan

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Agenda

- Competitive Analysis
- Target Market
- Social Media Strategies
- Overview of social media tools/ platforms
- Implementation plan
- Questions



Competitive Analysis



THE MARGATE
ON • WINNIPESAUKEE

Mill Falls

AT THE LAKE

The Wolfeboro Inn

- Facebook - 2,259 Likes, 2,253 Followers
- Twitter- 788 Followers, 1032 Tweets
- Instagram- 990 Followers, 335 Posts
- Pinterest- 138 Followers, Following 116
- Trip Advisor
- Google plus



The Margate on Winnepesaukee

- Facebook - 3,694 Likes, 3,650 Followers
- Instagram- 79 Followers, Posts 1



Mill Falls At The Lake

- Facebook - 17,038 Likes, 16,441 Followers
- Twitter- 1,455 Followers, 1,567 Tweets
- Instagram- 1,616 Followers, 68 Posts
- Pinterest- 246 Followers, Following 35
- Trip Advisor
- Google plus





Target Market

We are looking to target people who are between the ages of 20 and 40 who use social media and are looking to get married.

Target market includes people from the six states of New England:

- Connecticut
- Maine
- Massachusetts
- Rhode Island
- Vermont
- New Hampshire





Social Media Strategies



Increase followers and interaction on social media sites using: Pinterest, Instagram, Facebook, and Twitter

Three Strategic Elements:



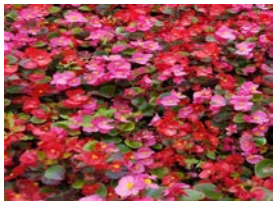
Listening: Provide a direct pathway for clients to be heard (Reviews, chatbox, comment section)



Engagement: Post announcements, videos/photographs, and promote user generated content/share content

Call to Action: Allow clients to directly communicate with the company (call now action button at top of site)

-Follow up with a post-event questionnaire (via email) and feedback forum (on website) analyzing former weddings



-Contest: Using Facebook and Twitter, Castle in the Clouds could promote their wedding venue by engaging the public in a photo contest. The winner would have their photos placed on the top of the wedding page and a special discount.

Overview of social media tools/ platforms

What we have now:

- Pinterest (88 followers) Instagram (616 followers), Facebook (13, 777 likes), Twitter (1685 followers)
- Posting photos from past weddings, some of venue- posts are not frequent
- Twitter is mainly for promoting Instagram
- Last time Pinterest was used was 3 years ago
- Facebook is the most used platform

What we should have:

- An account specifically catered to weddings on each platform
 - (Only one for weddings as of now is the Instagram)
- Create a Youtube channel, update Pinterest
- Reach a wider audience



Implementation

- Create new weddings account on each social media platform
- Provide multiple direct links to all social media platforms
- Post to each platform daily or every other day
- Include an interactive interface (live chat)
- Have a blog post website for stories
- Upload videos and pictures of wedding
- Upload pictures and videos of the undecorated venue and landscape so viewers can imagine their own wedding set up
- Post certain hashtag for each wedding. Each wedding is special in its own way



Implementation (pt. 2)

- Post documentary type video of what it's like to have a wedding at Castle in the Clouds
- Live wedding option online
- Create a video of a couple telling their story
- Include reviews on webpage
- Wedding contest
- Update social media accounts that you have now
- Follow other wedding venues to see what how the competition is doing
- Hire someone to run all the social media platforms



Questions

