

# Castle in the Clouds Weddings Social Media Marketing Plan

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# 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



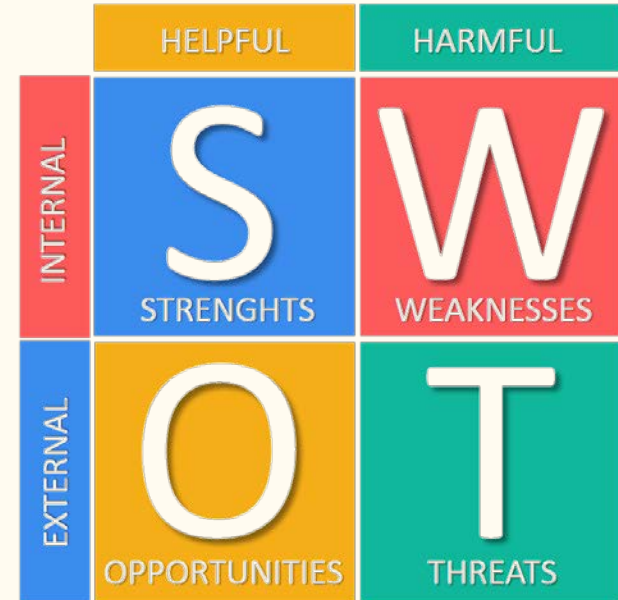


# Current Social Media Presence

- 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



# Google Analytics



# 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

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