

# 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

# cont.

## 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:

**WHO  
IS YOUR  
AUDIENCE**



- Females, 21-40 years of age
- Serious relationships or newly engaged
- Active on social media



# Social Media Strategies- Overview

→ Facebook

→ Twitter

→ Instagram

→ Pinterest



# facebook



- 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?

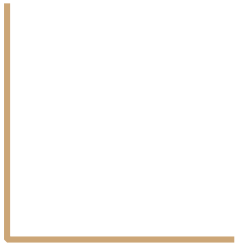


- Create boards with pictures from the Castle in the Clouds Venue
- Follow other wedding pages to gain traction\*\*\*\*
- Continue creating wedding idea boards

#### 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.