

Three Birds Digital

Social Media Strategy

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INTRODUCTION

The Birds Digital is a small, grassroots marketing agency. Located in Cartersville, GA, Three Birds Digital is looking to increase brand awareness. In order to do this, we must create a comprehensive social media campaign to help it establish credibility and build a reputation as a thought leader in the Marketing Industry.

Objective

Our objective is to create a social media campaign to increase brand awareness. To do this, we will:

- Increase brand recognition by boosting our social media presence through consistent, engaging content and interactive campaigns.
- Aim to increase social media followers by 20%.
- Implement a content calendar that includes daily posts and weekly interactive posts (e.g., polls, Q&As) to encourage user interaction and sharing.
- Enhancing brand recognition on social media is essential for building a loyal customer base, improving customer engagement, and driving sales. It aligns with our broader marketing objectives of expanding our market presence and fostering a community around our brand.
- Achieve these objectives within the next three months, with interim evaluations every month to adjust strategies as needed for optimal performance.

Competitive Analysis

A few competitors are located in Cartersville, GA, but most have a social media presence. However, going further toward Atlanta, there are large enterprise marketing agencies that Three Birds can't compete with. Our main thrust for this campaign is for the Cartersville and surrounding areas.

Because Mom Marketing & Social Agency

Located in Cherokee County, Because Mom's agency has a website, FaceBook Page, and Instagram.

Website: The website is primarily a blog about recipes, healthy living, etc.

Facebook: 198 Followers, 34 Likes

Instagram: 29.1K followers

While Because Mom's agency has a decent Instagram following - it is mostly. recipes, children, and everyday life images. The only mention of marketing is the bio. Facebook is newer but 100% business focused. No PPC advertising is used.

LūME Sales & Marketing Agency

Located in Woodstock, GA, LuMe has a website Facebook page, LinkedIn. page, and a YouTube channel

Website: Provides services, case studies, industries served, However, the blog is blank,

Facebook: 486 Followers, 458 Likes

LinkedIn: Posts about once a week primarily video ads about its services

YouTube: 5 subscribers - main content is testimonials and case studies

Denim Marketing

Located in Cartersville, GA, Denim is the largest competitor. It has a website, Facebook page, LinkedIn page, Instagram, X/Twitter, and YouTube channel.

Website: Well established site - services, bog, contact, completed work, etc.

Facebook: 1.5K followers, 1.4K likes

Instagram: 813 followers - uses it as a "personal" site to introduce the Denim team

LinkedIn: 1K followers - posts podcasts, employee recognition, and awards

X/Twitter: 785 followers - posts company news, trade show, and blog posts

YouTube: Posts video blogs,

Three Birds Social Media

Three Birds Digital has done a good job so far of identifying where its customers are most often. However, there is room for improvement to drive additional brand recognition and stand out from its competitors. Three Birds posts an average of 3 times a week on every channel.

Website:

Three Birds. has taken the time to create a website that clearly conveys it's message, has an active blog, and uses landing pages to drive engagement.

Facebook

Three Birds has 35 followers and 15 likes. It's page displays the latest blog published, advertises webinars, and celebrates holidays.

X/Twitter

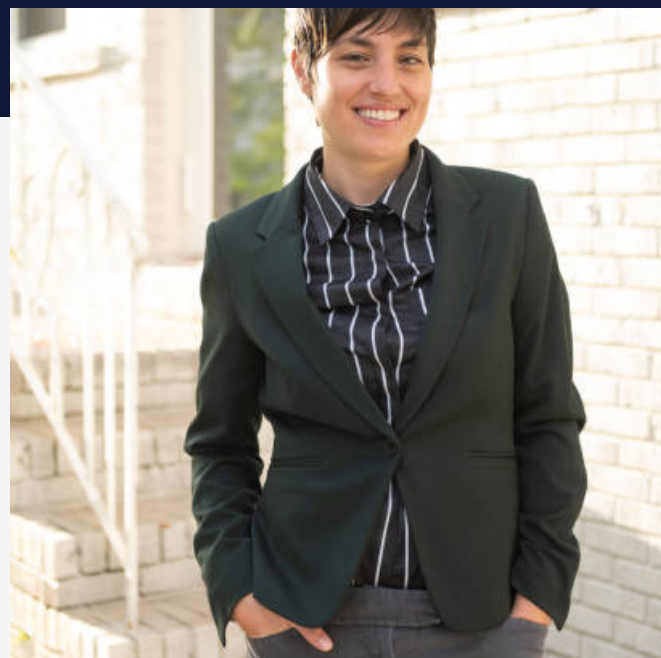
IT's X/Twitter page has 25 followers and 22 likes. The content is the same as its Facebook page.

Instagram

27 Followers - Linked to Facebook and similar content posted.

LinkedIn

Three Birds' LinkedIn page has 87 followers. Its LinkedIn page shares blog posts and PPC ads for webinars.



PERSONA 1 - ALEX RICHARDSON

Meet Alex Richardson, a forward-thinking partner at a burgeoning law firm based in Cartersville, Georgia. Alex is 42 years old, non-binary, and lives with their spouse, Jordan, and two children - Maya, 8, and Ethan, 5. Alex holds a Juris Doctor (JD) and a Master of Business Administration (MBA).

- **Age:** 42
- **Gender:** Non-binary
- **Location:** Cartersville, GA, serving clients regionally and nationally
- **Occupation:** Managing Partner at Richardson & Associates
- **Education:** Juris Doctor (JD) and a Master of Business Administration (MBA)
- **Income:** High, reflecting the firm's success and growth potential

About Richardson & Associates

Specializing in business law, Alex's firm, Richardson & Associates, is recognized for its dedication to serving both local businesses and larger corporations within Georgia and across the Southeastern United States. Eager to elevate the firm's market position, Alex is keen on adopting innovative digital marketing strategies to attract more clients, enhance the firm's reputation, and build a robust professional network.

Interests and Hobbies: Beyond their professional and community commitments, Alex enjoys cycling through the scenic trails around Cartersville, finding it a great way to unwind and stay fit. They are also an avid reader, with a particular interest in historical non-fiction and legal thrillers, often sharing book recommendations with friends and colleagues. Alex and Jordan are passionate about traveling, making it a point to explore new cultures and destinations with their children, believing in the educational value of travel.

Social Life: Alex values their social connections, maintaining a close-knit circle of friends with whom they share interests in outdoor activities, culinary experiences, and cultural events. They are known for their hospitality, often hosting dinner parties where lively discussions about everything from politics to sports take place.

This detailed glimpse into Alex's personal life reveals a balanced and engaged individual who values family, community, and personal growth. These aspects of their life not only enrich their personal experiences but also inform their professional demeanor, emphasizing empathy, responsibility, and a holistic approach to work and life.

PERSONA 1 - ALEX RICHARDSON

Psychographics

- **Values:** Excellence in client service, leadership in legal expertise, community engagement, and innovation in business practices
- **Goals:** To broaden the firm's client base within and beyond Georgia, to become a leading voice in business law, and to leverage digital platforms for networking
Challenges: Differentiating the firm in a competitive market, generating consistent and qualified leads, and establishing a compelling online presence
Interests: Legal innovation, business growth strategies, local community involvement, and professional networking
- **Industry:** Legal Services, specializing in business law
Firm Size: Mid-sized law firm with a dedicated team of attorneys and support staff ranging from 20 to 50 employees.
- **Global/Regional:** Primarily regional with a growing national presence. The firm aims to become a recognized name in business law across the Southeast and eventually on a national scale.
- **Ownership:** Partnership, with Alex Richardson as a managing partner.

Firmographics

- **Industry:** Legal Services, specializing in business law
- **Firm Size:** Mid-sized law firm with a dedicated team of attorneys and support staff, ranging from 20 to 50 employees.
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Buying Approach

- **Centralized Purchase:** The firm operates with a centralized purchase approach, with major decisions, including marketing and digital strategy investments, being made by a small group of senior partners, including Alex.
- **Purchase Policies:** Decisions are based on thorough research, comparison of potential ROI, and alignment with the firm's strategic goals. The firm values long-term relationships with service providers who understand their unique needs and can offer scalable solutions.
- **Involvement of Decision-Makers:** High-level decisions involve key decision-makers, including Alex and other senior partners, to ensure alignment with the firm's vision and strategic objectives.

ALEX RICHARDSON - LEARN, SHOP, BUY

LEARN

Initial Research:

- **Identify Needs:** Alex starts by clearly identifying the firm's needs, such as improving online visibility, enhancing professional branding, or driving targeted lead generation.
- **Educate on Solutions:** Alex seeks to educate themselves on the various digital marketing solutions available, including content marketing, SEO, professional branding, LinkedIn marketing, and strategic advertising. This often involves reading articles, whitepapers, and case studies.
- **Seek Recommendations:** Alex may ask for recommendations from peers in the legal industry or other business contacts who have successfully implemented digital marketing strategies.

Evaluate Expertise:

- **Industry Knowledge:** Preference for partners with experience in the legal sector or similar professional services industries, demonstrating an understanding of the unique challenges and opportunities.
- **Case Studies and Testimonials:** Alex looks for case studies, testimonials, and reviews that showcase potential partners' success stories, particularly those that demonstrate a significant ROI and improved brand positioning.

SHOP

Comparison:

- **Service Offerings:** Alex compares the specific services offered by various digital marketing agencies, assessing their ability to meet the firm's unique needs.
- **Expertise and Reputation:** Evaluate each potential partner's expertise, reputation in the industry, and track record of results, particularly for law firms or professional services.

Engagement:

- **Initial Consultations:** Alex schedules initial consultations with shortlisted agencies to discuss the firm's needs, objectives, and expectations in detail.
- **Proposals and Quotes:** Requests detailed proposals and quotes from these agencies, which outline the scope of work, strategy, timelines, and pricing.

BUY

Decision Making:

- **Review Proposals:** Alex and the senior partners review each proposal carefully, considering the alignment with strategic goals, expected outcomes, pricing, and the value offered.
- **Negotiations:** They may enter into negotiations with one or more agencies to fine-tune the proposal, ensuring it meets the firm's needs and budget.

Selection and Implementation:

- **Selection:** The decision is made based on which agency demonstrates the best understanding of the firm's needs, offers the most strategic and comprehensive approach, and has a proven track record of success.
- **Partnership Development:** Alex places great importance on developing a partnership rather than a transactional relationship, seeking agencies that are interested in long-term success and growth.
- **Implementation:** Once a partner is selected, Alex works closely with them to implement the agreed-upon strategies, ensuring open communication and regular updates on progress and results.



PERSONA 1 - SAM RIVERA

Sam Rivera is the visionary entrepreneur and heartwarming community pillar behind Bella Vita, Cartersville's premier beauty salon. With a passion for beauty that transcends the surface, Sam has dedicated over a decade to transforming Bella Vita into a sanctuary of wellness and style deeply rooted in the heart of her beloved hometown. Her journey is one of inspiration, driven by a commitment to family, community, and the transformative power of self-care. Sam's unwavering dedication to her craft, combined with her innate ability to foster connections, has made Bella Vita much more than a salon—it's a home away from home for those who step through its doors.

- **Age:** 42
- **Gender:** Female
- **Location:** Cartersville
- **Role:** Owner of "Bella Vita", a local beauty salon with a team of 10, including hairstylists, beauticians, and administrative staff.
- **Educational Background:** Associate Degree in Cosmetology, various certifications in beauty treatments.
- **Personal Background:** Local to Cartersville, married with two children, active in community events, and a member of the local business association.

About Bella Vita

Nestled in the heart of Cartersville, is more than just a beauty salon—it's a vibrant community cornerstone where every service is infused with care, quality, and a touch of home. Founded by Sam Rivera, a local entrepreneur with a heart as big as her talent, Bella Vita offers a wide range of beauty and wellness treatments designed to uplift and rejuvenate. From cutting-edge hair styling to nurturing skin treatments, every aspect of Bella Vita is crafted to enhance your natural beauty and well-being. Here, clients are not just customers; they're family. With a commitment to sustainability, community involvement, and unparalleled service, Bella Vita stands as a beacon of self-care and connection in Cartersville, where every visit leaves you feeling refreshed, radiant, and ready to embrace the beauty of life.

PERSONA 1 - SAM RIVERA

Psychographics

Values:

- **Community-Oriented:** Sam places a high value on her community, seeing her business as an integral part of the local ecosystem. She believes in giving back and is actively involved in local initiatives that enhance the well-being of Cartersville.
- **Sustainability:** Environmental stewardship is important to Sam. She strives to implement eco-friendly practices in her salon, reflecting her respect for the planet and her desire to promote sustainability within her community.
- **Family-Centric:** For Sam, family is a cornerstone of her life. She balances her professional ambitions with her role as a wife and mother, ensuring that her family values permeate her business practices.

Firmographics:

- **Industry:** Personal Services (Beauty Salon)
- **Firm Size:** Small (10 employees)
- **Global/Regional:** Regional/local focus
- **Ownership:** Privately owned

Buying Approach:

- **Centralized Purchase:** Sam likely operates with a centralized purchasing approach, as the owner and primary decision-maker, especially for significant investments like marketing services.
- **Purchase Policies:** The salon may have informal purchase policies, focusing on cost-effectiveness and ROI. Sam likely requires flexibility and scalability in service packages.
- **Involvement of Decision-Makers:** Sam is the primary decision-maker but may consult with senior staff for decisions impacting day-to-day operations or customer experience.

SAM RIVERA - LEARN, SHOP, BUY

LEARN

- **Research:** Sam starts by educating herself on the importance of digital marketing for local businesses. She looks for articles, blogs, and videos that explain how digital marketing can enhance local visibility, drive foot traffic, and improve online ratings.
- **Seek Recommendations:** Sam might ask for recommendations from her network in the Cartersville Local Business Association and other community business owners who have successfully improved their digital presence.
- **Explore Platforms:** Understanding the importance of platform-specific marketing, Sam educates herself on which social media platforms her target demographic uses most, such as Instagram for beauty enthusiasts and Facebook for broader local community engagement.

SHOP

- **List Potential Agencies:** From her research, Sam compiles a list of marketing agencies that specialize in small businesses and possess expertise in local SEO, social media marketing, and reputation management.
- **Evaluate Portfolios:** She reviews the agencies' portfolios to assess their experience with similar businesses in the beauty and wellness industry, looking for success stories and case studies.
- **Consult Reviews:** Sam reads online reviews and testimonials about the agencies to gauge their reliability, customer service, and the satisfaction of past clients.
- **Reach Out for Consultations:** She contacts the top choices for consultations, preparing questions that cover their strategies for meeting her specific goals, their understanding of the local Cartersville market, and their pricing structures.

BUY

- **Analyze Proposals:** After receiving proposals, Sam carefully analyzes them, paying special attention to the strategies proposed, the timeline for expected results, and how well they align with Bella Vita's budget and marketing goals.
- **Negotiate Terms:** She may negotiate terms, seeking the best value for her investment while ensuring the agency is capable of delivering personalized attention to her business.
- **Select an Agency:** Sam selects the agency that best aligns with Bella Vita's needs, values, and budget. Her decision is based on a combination of their expertise in local marketing, the chemistry during initial consultations, and their track record with similar businesses.
- **Partnership and Review:** The final step involves formalizing the partnership with the chosen agency and setting up a review schedule to assess the effectiveness of the marketing strategies in meeting Bella Vita's goals.

SOCIAL MEDIA CHANNEL STRATEGY



FACEBOOK

Primary Goal: To raise awareness by announcing accompanying information and sharing videos and bogs.
Budget: \$1500 or boosted posts and targeted ads.

LINKEDIN

Primary Goal: To establish credibility. and. repustation by. posting company news, blogs and videos.
Budget: \$2500 for PPC ads and boosted posts.,

TWITTER

Primary Goal: To increase awareness by sharing thought leader threads and creating insightful threads about the industry.
Budget: \$700 until an increase in followers

YOUTUBE

Primary Goal: Establish credibiliity and reputation by creating vlog posts and sharing customer testimony.
Budget: \$2500 for PPC advertising

PINTEREST

Primary Goal: To raise awareness with industry-specific boards
Budget: \$500 for sharing notable articles and ads for. consultations

INSTAGRAM

Primary Goal: Share personal/professional reels, posts for webinars, and statistical information
Budget: \$100 for sharing notable articles and ads for. consultations

Social Media Content Strategy

Website

- Publish blog posts
- Landing Pages
- Pricing
- Contact Info

X/Twitter

- Follow competitors
- Blog sharing
- Share insightful thoughts

Instagram

- Create personal/professional reels
- Statistics posts
- Blog sharing

LinkedIn

- Post blog posts
- Share company. and industry information
- Share. webinar/training invitations

YouTube

- Vlogging
- How-to videos
- Customer testimonials

Pinterest

- Create personal/professional reels
- Marketing and branding idea boards
- Blog sharing

ALEX RICHARDSON - TACTICS

Facebook

- Share blogs about marketing for legal firms
- Create posts about Three Birds' knowledge of the legal industry
- PPC Ads for Webinars, Consultations, and Case Studies

LinkedIn

- Share blog posts about marketing for legal firms
- Network with legal professionals
- Use LinkedIn newsletter to provide information and insights not on website/blog
- PPC ads for webinars, trainings, consultations, and case studies

X/Twitter

- Share thought leadership tweets
- Share blog posts
- No PPC
- Post insightful threads for the industry, financial or other relevant topic,

YouTube

- Post vlogs
- Partner with legal micro-influencers
- Video testimonials and case studies

SAM RIVERA - TACTICS

Facebook

- Share blogs about marketing for hair salons
- Create posts about Three Birds' knowledge of the cosmetology industry
- PPC Ads for Webinars, Consultations, and Case Studies

Instagram

- Share hairstyle-related marketing blog posts
- Create reels about branding, personal stories, and marketing statistics
- PPC Ads for consultations and webinars

Pinterest

- Create boards of marketing ideas
- Create ads that showcase Three Birds website and share marketing tips
- Share branding ideas

KPIs

TLM Microsite KPI Analytics						
GOAL	MEASUREMENT	SOURCE	2024 Pre Launch 4/27/12	BASELINE 4/27/12	5/4	5/11
Twitter						
REACH	Total # followers	Twitter	25	25	30	35
REACH	Total # tweets	Twitter	18	18	2	3
ENGAGEMENT	Weekly	Twitter	0 RT's/22 likes/0 #threebirds mentions	0 RT's/18 tweets/0 #threebirds mentions	2 RT's/2 tweets/1 #threebirds mentions	4 RT's/2 tweets/3 #threebirds mentions
YouTube						
REACH	Total # subscribers	YouTube	0	0	0	3
ENGAGEMENT	Total video views	YouTube	0	0	5	10
Instagram						
REACH	Total # followers	Facebook/Insta Analytics	27	27	30	40
ENGAGEMENT	Total # likes	Facebook/Insta Analytics	1	1	5	8
Pinterest						
REACH	Total # followers	Pinterest analytics	0	0	2	5
ENGAGEMENT	Total # likes	Pinterest analytics	0	0	2	8
Facebook						
REACH	Total # followers	Facebook/Insta Analytics	35	35	38	42
ENGAGEMENT	Total # likes	Facebook/Insta Analytics	27	27	40	60
LinkedIn						
REACH	Total # followers	LinkedIn Manager	87	100	105	110
ENGAGEMENT	Total # shares	LinkedIn Manager	2	5	5	8
Three Birds Digital - www.threebirdsdigital.com						
REACH	Traffic to website - new visitors	Google Analytics	152	152	200	250
ENGAGEMENT	Total # views	Three Birds Blog	1.1K	1.1K	1.5K	2K

Evaluation

Three Birds Digital is lacking in many areas that are crucial to success. By creating industry-specific content to target both personas within this document. Before the campaigns, Three Birds needs to:

- Create a YouTube channel and a Pinterest profile
- Create blogs tailored toward each personas professional, personal, and values
- Choose specific content for the channel
- Generate a content roadmap/publishing calendar

Once these requirements are met, we will start one campaign - Alex Richardson persona - and post content every other day and two Saturdays monthly. With an objective of increasing brand awareness, this multi-faceted approach will increase organic traffic to the website and social media accounts. It is entirely feasible for a 20% increase in brand awareness.

Budget

The total budget for this campaign will be \$7,800. It will be allocated as follows:

- **Facebook:** \$1500
- **LinkedIn:** \$2500
- **YouTube:** \$2500
- **Instagram:** \$100
- **X/Twitter:** \$700
- **Pinterest:** \$500

This budget is created with value and financial limitations in mind. We will be able to effectively promote Three Birds with a digital content strategy designed to increase brand awareness.

The background features a complex, abstract pattern of thin, glowing lines. On the left side, there are concentric, wavy lines in shades of red and pink, creating a tunnel-like perspective. These lines transition into a more structured, grid-like pattern of red lines that recede into the distance. The right side of the image is a solid, dark blue gradient. A white rectangular box is centered horizontally, containing the text "THANK YOU!".

THANK YOU!