

**Fall 2024**  
**MKTG 410 Social Media Marketing**  
**Section 3, Group 1**

STRATEGIC  
SOCIAL MEDIA  
MARKETING PLAN  
PROPOSAL:



CREATED BY:  
**Stern Cohen**  
**Cassie Moore**  
**Katie Murden**  
**Sophia Parr**





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# TABLE OF CONTENTS

<b>Meet the Team</b>	<b>3</b>
<b>Executive Summary</b>	<b>4</b>
<b>Company and Industry Overview</b>	<b>6</b>
<b>Social Media Audit</b>	<b>10</b>
<b>Competitor Analysis #1</b>	<b>13</b>
<b>Competitor Analysis #2</b>	<b>15</b>
<b>Competitor Analysis #3</b>	<b>17</b>
<b>SWOT</b>	<b>19</b>
<b>Social Media Goals &amp; Objectives</b>	<b>20</b>
<b>Target Persona #1</b>	<b>23</b>
<b>Target Persona #2</b>	<b>25</b>
<b>Target Persona #3</b>	<b>27</b>
<b>Social Media Platforms</b>	<b>29</b>
<b>Strategy Campaign #1 (Paid)</b>	<b>31</b>
<b>Strategy Campaign #2 (Earned)</b>	<b>33</b>
<b>Strategy Campaign #3 (Owned)</b>	<b>39</b>
<b>2025 Content Calendar</b>	<b>45</b>
<b>Brand Voice &amp; Guide</b>	<b>51</b>
<b>Platform Specific Tactics and Tools</b>	<b>58</b>
<b>Content Development</b>	<b>63</b>
<b>Monitoring, Tracking, Measuring, and Evaluating</b>	<b>68</b>
<b>Budget</b>	<b>72</b>
<b>Social ROI</b>	<b>74</b>
<b>Bibliography</b>	<b>76</b>
	<b>78</b>





# MEET THE TEAM



# MEET THE TEAM



## Stern Cohen

I am a senior Marketing Major with a Digital Marketing concentration. From Fredericksburg, Virginia most of my time spent outside the classroom is on the golf course and watching DC sports. Social Media marketing intrigues me and am excited to fulfill our group's goals and objectives.



## Cassie Moore

Hi, I'm Cassie Moore from Southport, North Carolina. I work at UREC as a Fitness Assistant, and I am the Vice President of Risk Management for Madison Business Society. I am a former student-athlete as well who enjoys being active.



## Katie Murden

Hi, I'm Katie Murden from Suffolk, Virginia. I am on the Cheerleading team, where I support multiple JMU sports teams. In my free time, I participate in community service opportunities around campus and in Harrisonburg.



## Sophia Parr

Hi, I'm Sophia Parr from Roanoke, Virginia. I am a marketing assistant at UREC, the External VP for the Madison Consulting Club, and an incoming analyst for Deloitte! I love dancing, spending time with friends, and learning new things.



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# EXECUTIVE SUMMARY



# EXECUTIVE SUMMARY

This plan will target engaged women ages 25 - 34, a key demographic that actively looks for inspiration and planning resources. The wedding industry thrives on visually appealing content, making platforms like Instagram, Facebook, Pinterest, and TikTok ideas for reaching this audience. Instagram and TikTok offer opportunities to share and create trendy, creative, short videos, while Pinterest is a hub for inspirational boards. Facebook is a valuable platform for building community and promoting services ensuring a consistent social media presence.

## **Social media marketing goals for B&B include:**

- Increase total engagement rate through the creation and posting of Reels
- Increase traffic to B&B website through CTA features within social media content
- Increase potential clients completing contact form through CTAs within social media content
- Increase wedding coordination services booked by directing viewers to B&B website through links on socials
- Consistently post about and tag vendors that are collaborated with for each wedding

With these goals listed above, the social media marketing strategy is designed to align with B&B's marketing goals, focusing on increasing brand awareness, engagement, inquiries, and booked wedding coordination services. This strategy aims to increase B&B's visibility and appeal to the target audience by creating and sharing engaging reels and content across multiple platforms. Post will include strategic call-to-action to drive website traffic, increase inquiries through contact form completion, and convert potential clients into booked services while also keeping a personal connection with vendors. Additionally, we propose three impactful campaigns: National Marriage Week will celebrate love stories, A Year of "I Do" will look back on past weddings showcasing dream stress free weddings, and finally, The Voices Behind "I Do" will highlight the people working behind the scenes who bring weddings to life. These campaigns combined with consistently posting engaging content, and KPI tracking will position B&B as a trusted company for wedding planning.



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# COMPANY & INDUSTRY OVERVIEW

# COMPANY OVERVIEW

Our client, Bouquets & Bustles (B&B), is a business in the Shenandoah Valley that offers planning and coordination services to couples in the Harrisonburg, Rockingham, and Charlottesville areas as well as other parts of Virginia. B&B's current social media strategy consists of posting content from weddings and reposting vendor content on Instagram and Facebook. The main demographics on each platform are females aged 25-34 in various locations in Virginia. Our client's goal is to increase coordination services and maintain the number of planning services offered each year (1-2 weddings planned per year). The client's social media platforms, Instagram in particular, are a main source of booking and discovery of services with the bio linking to her website which has buttons to email and message them. Most of our client's referrals come from vendor recommendations, so reposting and tagging vendors in any applicable posts is of high priority. For marketing goals overall, our client desires consistent posting between the "busy" and "slow" seasons for weddings and would like to have more coordination services booked.



# COMPANY OVERVIEW

In terms of desired social media strategy, our client would like to expand into more forms of content, including post reels on Instagram and Facebook, posting more Instagram stories, posting more personal content, and having a consistent posting schedule throughout the year but especially during the busy season for weddings (May, June, and fall).

Our client currently only uses Instagram and Facebook as methods of posting content and uses Pinterest as a mediation tool with their clients to discuss desired outcomes of B&B's services. B&B currently does not have a defined posting schedule and typically only posts when the owner has free time where they post multiple posts back-to-back. To track success through their social media, B&B utilizes the "Professional Dashboard" features offered through Instagram and Facebook respectively, and does not utilize the Meta Business Suite for posting or analytics.

# INDUSTRY OVERVIEW

The wedding planning industry is undergoing major changes, particularly among Millennials and Generation-Z, who are increasingly delaying marriage and seeking more personalized experiences making it an emerging industry. Full services constitute over 50% of industry revenue, yet rising competition compels planners to differentiate themselves through specialized niches (IBISWorld, 2024). Key trends shaping the market include a growing interest in do-it-yourself weddings, eco-conscious choices, and the popularity of seasonal and destination weddings, all of which present opportunities for our client to develop tailored offerings (IBISWorld, 2024).

Leveraging social media platforms such as Instagram and TikTok for compelling content, forming strong partnerships with local vendors, and providing educational content can enhance visibility and engage potential clients effectively. However, the industry faces challenges like market saturation, declining marriage rates, unclear regulations, and staffing constraints, all of which require strategic adjustment (IBISWorld, 2024). By implementing targeted marketing strategies, further strengthening vendor relationships, and highlighting client testimonials, our client can navigate this competitive, evolving industry and drive sustainable growth.



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# SOCIAL MEDIA AUDIT

# SOCIAL MEDIA AUDIT

## Key Findings




By conducting a social media audit of Bouquets & Bustles, many insights were shown that identify where the company's social media efforts are succeeding, falling short, and can be improved. Our client is currently active on Instagram, Facebook, and Pinterest. In terms of successes, B&B does well by having a consistent, high-quality feed, having consistency between feeds, and strong relationships with vendors that translate to social media. In terms of falling short, B&B's presence and activity on Pinterest is very minimal, content between Facebook and Instagram never vary, and posting frequency on Meta platforms is low and inconsistent monthly.

Despite shortcomings, our client has a strong brand vision, former client relationships, and vendor partnerships that can be transferable to social media success. From this social media audit, based on the data we compiled, we found that B&B has many opportunities for success. For Instagram and Facebook, we believe that through utilizing Reels and posting more frequently each month, the overall engagement rate can increase by at least 1-2% by the end of 2025. For Pinterest, we believe that B&B has the opportunity to utilize Pinterest more than competitors, making the company a more attractive choice for clients to choose compared to others that we analyzed since they also did not utilize the platform.



# SOCIAL MEDIA AUDIT



Platforms	Followers	Avg. ER	Content	Post Freq. (monthly)	Tactics
	262	2.8%	Carousel	3	Carousels
	706	2.5%	Carousel	3	Carousels
	6	N/A	Boards Pins	N/A	Boards



## Content Topics/Pillars

**Facebook:** Professional wedding photos of couples, florals, venues, and other vendors.

**Instagram:** Professional wedding photos of couples, florals, venues, and other vendors.

**Pinterest:** Different boards with pins for inspiration for engaged couples looking for help planning their wedding.

## Hashtags Used

#VirginiaWedding  
#VirginiaWeddingCoordinator  
#VirginiaWeddingPlanner  
#ShenandoahValleyWeddingPlanner  
#ShenandoahValleyWedding  
#ShenandoahValleyWeddingCoordinator

## Strengths

**Facebook:** Posts match Instagram feed which portrays consistency.

**Instagram:** The feed is consistent with each row being dedicated for a different wedding.

**Pinterest:** Using Pinterest as a form of inspiration for couples instead of as a social media platform.

## Weaknesses

**Facebook:** Laura Elizabeth Weddings Facebook page reaches a wider audience the B&B because of their use of reels.

**Instagram:** Competitors are utilizing Reels and creating viral content.

**Pinterest:** Most couples make their own boards instead of looking to a wedding planner's Pinterest account for inspiration..

## Audience Sentiment

Positive conversations: "Organized",  
"hard-working", "highly recommended"  
(Google Reviews, 2024)

## Communication Objectives

**Facebook:** To build a strong online community by sharing visually captivating events, fostering engagement and trust while driving inquiries and bookings through targeted promotions and client testimonials.

**Instagram:** To inspire and engage couples by showcasing personalized, beautifully curated weddings, while building trust and emotional connection through authentic storytelling, with the ultimate goal of converting followers into clients.

**Pinterest:** To inspire future brides and grooms, and drive traffic to the Instagram or website.



A decorative border in a light blue line-art style surrounds the central text. It features stylized flowers, leaves, and a scalloped inner edge.

# COMPETITOR ANALYSIS #1

*Laura Elizabeth Weddings*






# COMPETITOR ANALYSIS #1



## Laura Elizabeth Weddings



Platforms	Followers	Avg. ER	Content	Post Freq. (monthly)	Tactics
	194	8.9%	Carousel Reel	~3	Reels
	856	72.5%	Carousel Reel	~5	Reels
	2	N/A	Boards Pins	0	Boards



### Content Topics/Pillars

**Facebook & Instagram:** Professional wedding photos of the venue, floral arrangements, centerpieces, table decor, rehearsal dinners.

**Pinterest:** Designs of possible wedding themes curated to certain client needs.

### Hashtags Used

#SummerRomance  
#MarylandWedding  
#ChesapeakeBayWedding  
#EastCoastWeddingplanner  
#OrchardDinner #RehearsalDinner  
#GoodVibesOnly  
#ElopmentInspiration #Shenandoah  
#SummerWedding  
#VintageWeddings #WeddingToast  
#WeddingMemories  
#CandelightDinner  
#CandlelitWedding  
#WeddingTablescape  
#WeddingDesign #WeddingPlanning

### Strengths

**Facebook & Instagram:**  
Very successful reels and well laid out page theme/design.

**Pinterest:** N/A: Not active

### Weaknesses

**Facebook & Instagram:** Posts get redundant and stale; not enough creativity for viewer engagement.

**Pinterest:** N/A: Not active

### Audience Sentiment

**Positive conversations:**  
"One-of-a-kind", "sweet", "organized"  
(Laura Elizabeth Wedding & Design Co.  
Facebook Reviews, 2024)

### Communication Objectives

**Facebook & Instagram:** To convince couples to do their dream wedding with Laura Elizabeth. By showing off exceptional wedding experiences. They try to simplify the wedding journey by offering expert advice. A featured goal to turn every clients wedding into a beautiful and stress-free experience.

**Pinterest:** To show off possible wedding designs and themes for prospective clients. A way for LE weddings to show their professionalism and display their work



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# COMPETITOR ANALYSIS #2

*Boundless Love Events*






# COMPETITOR ANALYSIS #2



## Boundless Love Events



Platforms	Followers	Avg. ER	Content	Post Freq. (monthly)	Tactics
	445	0.8%	Carousel	~5	Aesthetic images
	2376	86.6%	Carousel Reel	~11	Reels & images
	172	N/A	Boards Pins	N/A	Pins linked to site



### Content Topics/Pillars

**Facebook:** Typically posts of couples from their weddings or small details from weddings (shoes, table setting, etc)

**Instagram:** Mix of reels relatable to brides/grooms or other wedding planners and photos from weddings

**Pinterest:** Photos from weddings that link to their website.

### Hashtags Used

#GroomStyle #GroomInspiration  
#BridalShoes #BridesmaidDresses  
#BridesmaidStyle  
#CharlottesvilleWedding  
#CharlottesvilleWeddings  
#VAWeddingPlanner  
#VirginiaWeddingPlanner  
#VAWeddings #VirginiaWeddings  
#VAWeddingVenue  
#WeddingInspiration  
#WeddingPhotography  
#WeddingPhotos  
#DCWeddingPhotographer  
#VAWeddingPhotographer  
#GrelenWeddings

### Strengths

**Facebook:** High quality, vibrant images/feed

**Instagram:** Great reel content, overall quality is high, aesthetic of feed is great

**Pinterest:** High quality pins and aesthetic is consistent and consistent

### Weaknesses

**Facebook:** Inconsistent/infrequent posts

**Instagram:** Low engagement rate when not including views for reels..

**Pinterest:** Have not posted in a while:

### Audience Sentiment

**Positive conversations:** "Wonderful", "detail-oriented", "positive", "kind" (Boundless Love Events Facebook Reviews, 2024)

### Communication Objectives

**Facebook:** Bright, vibrant, and consistent aesthetic throughout the feed. It is also very professional while being fun which allows clients to be excited to plan their wedding with someone who knows what they're doing.

**Instagram:** Bright, vibrant, and consistent aesthetic throughout feed, puts personality into posts without it being unprofessional.

**Pinterest:** Many various boards saved for clients to look at for them to get a better idea for what they want their own wedding to look like. They also utilize pins that are posted by the company. Overall creating an easy way to create a vision for the client's wedding.



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# COMPETITOR ANALYSIS #3

*120 Events*





# COMPETITOR ANALYSIS #3

120  
ONE TWENTY Events

## 120 Events

120  
ONE TWENTY Events

Platforms	Followers	Avg. ER	Content	Post Freq. (monthly)	Tactics
	2021	413%	Carousel Reel	~3	Reels & Carousels
	446	N/A	Carousel Reel	~4	Videos & Carousels



## Content Topics/Pillars

**Instagram:** Professional wedding photos and videos that include flowers, couples, friends and love.

**TikTok:** Typically post about tips and tricks as well as tours of different venues.

## Hashtags Used

#WeddingVendors #WeddingPlanning  
#WeddingContentCreator  
#WeddingIdeas #WeddingDetails  
#BayAreaWedding #SoCalWedding  
#WeddingHumor  
#NapaWeddingPlanner  
#BayAreaWeddingPlanner  
#SoCalWeddingPlanner  
#WeddingPlanner  
#NapaWeddingPlanner  
#WeddingDay #WeddingPlannerTips  
#SeatingChart #WeddingAdvice  
#WeddingPlanningIdeas

## Strengths

**Instagram:** Use of reels, able to connect with audience, and utilizes all aspects of the platform.

**TikTok:** Creative ideas, gets lots of views, utilizes stickers for the cover photos, aesthetically pleasing.

## Weaknesses

**Instagram:** Frequency of posts, and not a ton of engagement on regular posts.

**TikTok:** Infrequency of posts, and low engagement of regular posts.

## Audience Sentiment

Positive conversations: "Best decision", "attention to detail", "invaluable" (Yelp, 2024)

## Communication Objectives

**TikTok:** To help people make their wedding day easier and show ways to make it fun and unique. While also showing people what their weddings should look like.

**Instagram:** To create relationships with their audience by showing how 120Events can make their wedding days beautiful and easy. While also inspiring people for their own weddings by showing the ability to create your dream wedding.

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# SWOT ANALYSIS



# SWOT ANALYSIS

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"><li>• The feed is consistent, with each row dedicated to a different wedding.</li><li>• Facebook posts match the Instagram feed, portraying consistency.</li><li>• Pinterest is used as a form of inspiration for couples rather than as a social media platform.</li><li>• Pinned posts on Instagram serve as a great way to "introduce" the profile to potential clients.</li><li>• All the colors in each row flow well together.</li></ul>	<ul style="list-style-type: none"><li>• Frequency of posting is low (3 per month).</li><li>• Posting the same content on Instagram and Facebook is negatively impacting Facebook's performance.</li><li>• The Pinterest account is inactive, with no updates in 5 months.</li><li>• The mix of black and white with color in different rows disrupts consistency.</li><li>• There are no original pins on Pinterest.</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Our client could post more often and utilize Reel features to increase engagement.</li><li>• Using Reels like competitors can help reach more clients.</li><li>• Competitors' inactivity on Pinterest creates an opportunity for B&amp;B's engagement to grow.</li><li>• Mixing up the order of posts between different weddings makes the profile more lively.</li><li>• Posting multiple times a week helps boost engagement.</li></ul>	<ul style="list-style-type: none"><li>• Competitors are utilizing Reels and creating viral content.</li><li>• Laura Elizabeth Weddings' Facebook page reaches a wider audience than B&amp;B due to their use of Reels.</li><li>• Most couples create their boards rather than using a wedding planner's Pinterest account for inspiration.</li><li>• Laura Elizabeth Weddings has over 100 more followers than B&amp;B.</li><li>• Competitors use their stories to promote their clients' weddings and testimonials.</li></ul>

# SWOT ANALYSIS

## Strategies

### Strengths - Opportunities Strategy

**Goal:** Propose social media platform opportunities that match the organization's strengths on the social web.

**Strategy:** Post 1 reel per wedding to remain constant throughout Instagram while still posting two other pictures from the wedding..

### Weakness - Opportunities Strategy

**Goal:** Overcome weaknesses in social media platform performance to follow opportunities on the social web.

**Strategy:** Utilize reels to have higher engagement and boost analytics while keeping it consistent.

### Strengths - Threats Strategy

**Goal:** Identify ways the organization can use its platform strengths to reduce its vulnerability to external threats from competitors.

**Strategy:** Create trendy viral reels in order to keep up with competitors and get the audience interested in more content.

### Weaknesses -Threats Strategy

**Goal:** Create a protective strategy that reduces the chances the organization's social media weaknesses will make it vulnerable to external threats. This strategy would likely take the form of monitoring the social web to detect customer complaints and handling them before they become a PR disaster.

**Strategy:** Keep up with the company's specific audience by looking at trends and other viral content. Making sure to look at reviews/comments so that you can understand your specific target audience more and what they want.



# SWOT ANALYSIS

## START, STOP, & CONTINUE Recommendations

### START

---

- Start using a more consistent posting schedule throughout all platforms at least 3 posts a week on Instagram
- Start utilizing reels on instagram to bring in more engagement on posts
- Start using TikTok in order to get more engagement throughout other platforms

### STOP

---

- Stop posting infrequently, (i.e. > once a month)
- Stop being inactivity on Pinterest
- Stop holding back on utilizing story features

### CONTINUE

---

- Continue to utilizing interactive instagram stories to keep the audience engaged
- Continue to be consistent with type of posts on both Instagram and Facebook
- Continue to collaborate/tag venues, photographers, makeup atrists, etc.

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# SOCIAL MEDIA GOALS & OBJECTIVES



# SOCIAL MEDIA GOALS & OBJECTIVES

Client's Business/Marketing Goals	Social Media goals	Target Markets	Social Platforms to be utilized	SMART SMM Objectives	KPIs
<b>Increase overall awareness for B&amp;B.</b>	Increase total engagement rate through the creation and posting of Reels	Engaged women aged 25-34 in the Harrisonburg area	Instagram, Facebook, Pinterest & TikTok	Increase total engagement rate by 2% by December of 2025 by posting inspiring and helpful Reels	Views, likes, shares, comments, engagement rate, and followers
<b>Increase site traffic.</b>	Increase traffic to B&B website through CTA features within social media content	Engaged women aged 25-34 in the Harrisonburg area	Facebook, Instagram, & Pinterest	Increase total website visits by 30% by December 2025 through effective social media CTAs	Page views, CTR, Average time on site, traffic from socials (per platform)
<b>Increase inquiries - potential clients completing contact form.</b>	Increase potential clients completing contact form through CTAs within social media content	Engaged women aged 25-34 in the Harrisonburg area	TikTok, Instagram, Facebook, & Pinterest	Increase contact form submissions by 5% throughout 2025 by increasing posts with CTAs	CTR, new contact form submissions
<b>Increase wedding coordination services booked.</b>	Increase wedding coordination services booked by directing viewers to B&B website through links on socials	Engaged women aged 25-34 in the Harrisonburg area	TikTok, Instagram, & Facebook	Increase engagement on posts by 5% by adding CTAs and website links in social content captions by December 2025	# of new clients, CTR, new contact form submissions
<b>Strengthen &amp; maintain vendor relationships through social media.</b>	Consistently post about and tag vendors that are collaborated with for each wedding	Vendors in the Harrisonburg area	Facebook & Instagram	Increase the number of posts tagging vendors by 2% by the end of 2025	Likes, comments, shares, mentions



# TARGET PERSONA #1



# TARGET PERSONA #1



## RAD RACHEL

Age: 29 years

Charlottesville, VA

Sex: Female

Education: Bachelor in Business

Occupation: Residential Realtor

Income: \$70,000

### BIOGRAPHY

Rachel is a successful realtor based in Charlottesville, Virginia. She has built a strong reputation for her professionalism and personalized service. Outside of work, Rachel loves spending time in nature, often hiking and relaxing. She is planning a destination wedding in the Valley, blending her love for the outdoors with her refined sense of style. As someone who thrives on helping others find their dream homes, Rachel is eager to create her own dream wedding in the scenic beauty of the Shenandoah area.

### SOCIAL MEDIA USE

- Very active and professional
- Sees importance in representing herself professionally for work
- Seen as a local influencer due to her

### WEDDING REQUESTS

Rachel and her partner are drawn to the idea of a more private wedding getaway in the Shenandoah Valley. They want a destination experience that combines breathtaking mountain views, adventure activities for guests, and a relaxing escape from the city.

### SOCIAL NETWORKS



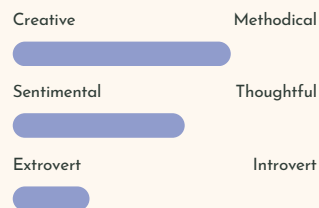
Instagram



Facebook

Forrester's Social  
Technographics  
Ladder Profile Type:  
Creator

### PERSONALITY



### HOBBIES



ART



PHOTOGRAPHY



TRAVEL

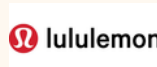


NATURE

### PAIN POINTS

- Trusting a wedding planner/coordinator
- High expectations for perfection
- Increased time wedding planning commitment means increased time away from work

### LIKED BRANDS



PELOTON

## Justification for targeting

Targeting this persona is effective for B&B as it is a client that is very common within the industry. A highly motivated individual looking for a personalized, high-quality service are the kinds of prospective clients who put tons of research into selecting their wedding planner. Her interest in the Shenandoah area also fits B&B's services very well.



# TARGET PERSONA #2



# TARGET PERSONA #2



## STYLIN' SARAH

Age: 25 years

Harrisonburg, VA

Sex: Female

Education: 4 Year College Graduate

Occupation: Nurse

Income: \$45,000

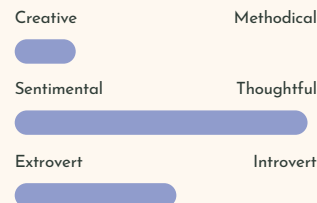
### BIOGRAPHY

Sarah is a recent nursing graduate living in Harrisonburg. Despite her busy schedule as a nurse, she's a hands-on bride excited to plan her dream wedding. She loves DIY projects, crafting personalized décor, and browsing Pinterest for unique wedding ideas, but when it comes to managing the small details, she knows she needs someone she can trust to bring her vision to life. In her free time, she enjoys hiking and spending time with friends and family, and she can't wait to celebrate her special day.

### SOCIAL MEDIA USE

- Used to connect with close friends and family
- Very active as an observational user

### PERSONALITY



### HOBBIES



### WEDDING REQUESTS

Sarah is a hands-on bride who has already planned most of her wedding and is excited about how she has personalized the event. With ample time to plan, she has selected her venue, vendors, and overall theme but wants help managing the smaller details and day-of coordination so she can enjoy her special day stress-free.

### SOCIAL NETWORKS



Instagram



Snapchat

Forrester's Social  
Technographics Ladder  
Profile Type:  
Critic

### PAIN POINTS

- Planning small logistics
- Day of wedding planning
- Pricing

### LIKED BRANDS



## Justification for targeting

When looking at Stylin' Sarah, we chose her because her age and location fit within our specific target audience. When looking at her personality, she is very thoughtful and cares a lot about her relationships. She is also creative so she doesn't need that much help planning weddings which makes her the perfect client for coordination services.



# TARGET PERSONA #3



# TARGET PERSONA #3



## COOLIN' CALLIE

Age: 33 years

Rockingham, VA

Sex: Female

Education: Masters Degree in Psychology

Occupation: Psychologist

Income: \$60,000

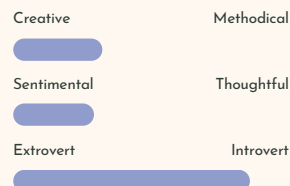
### BIOGRAPHY

Callie is a psychologist from Rockingham, VA. At 33, she is not the typical bride that wants to take control of all the intricate details of her wedding. She's focused on providing initial input to shape her vision but relies on a wedding planner to manage the logistics, vendor coordination, and day-of execution. Callie enjoys meditation, occasional spa visits, and spending time with family and friends. She values a stress-free approach to her wedding planning, looking forward to celebrating her special day.

### SOCIAL MEDIA USE

- Very minimal usage; on Facebook less than 30 minutes a week
- Solely to connect with family and friends
- Does not post content

### PERSONALITY



### HOBBIES



GYM



MEDITATION



BIKING



NATURE

### WEDDING REQUESTS

Callie is looking for a comprehensive wedding planning service due to her busy schedule and limited time to dedicate to wedding details. She desires a well-organized, seamless wedding experience where most of the planning, coordination, and execution are handled by professionals. She prefers to provide initial input on her vision but relies on the planner to manage the logistics and day-of details.

### SOCIAL NETWORKS



Facebook

Forrester's Social  
Technographics  
Ladder Profile Type:  
Spectator

### PAIN POINTS

- Needs a lot of assistance
- Does not know where to start when planning a wedding

### LIKED BRANDS



Hydro Flask

Chobani

## Justification for targeting

We chose Coolin' Callie as a target persona because she lives in the Harrisonburg area, is within the targeted age range for our client, and is looking for a wedding planner. We feel that this persona is a common type of person that B&B sees as a client. In addition, Coolin' Callie's hobbies, social network choice and usage, and personality trait align with commonalities to clients B&B should be targeting.

A decorative border in a light blue color surrounds the central text. It features a repeating pattern of stylized flowers, leaves, and vines. The flowers have multiple petals and a central circular element. The leaves are elongated with detailed vein patterns. The vines are thin and curvy, connecting the floral and leaf motifs. The entire border is composed of fine, parallel lines.

# SOCIAL MEDIA PLATFORMS



# SOCIAL MEDIA PLATFORMS

SOCIAL PLATFORM	MISSION STATEMENT/ COMMUNICATION OBJECTIVE FOR PLATFORM
<b>Instagram</b>	By incorporating Instagram throughout this campaign, we hope to increase the total amount of inquiries by utilizing various posting methods and features to increase brand visibility and awareness in order to drive platform users to complete B&B's contact form. This will assist in targeting Engaged women aged 25-34 in the Harrisonburg area.
<b>Facebook</b>	We hope that by incorporating Facebook into our plan, we will be able to highlight and showcase B&B's coordination services and inspire potential clients. By creating compelling content for the target audience on Facebook, B&B as a brand will become more visible and entertaining, ultimately lead to an increase in coordination services booked. This will assist in targeting Engaged women aged 25-34 in the Harrisonburg area.
<b>Pinterest</b>	Through the utilization of Pinterest throughout this campaign, we aim to drive platform users to the B&B site through the user of various features including organic pins and paid pins to ultimately increase overall B&B site traffic. This will assist in targeting Engaged women aged 25-34 in the Harrisonburg area.
<b>TikTok (new suggestion)</b>	By incorporating TikTok into our plan, we hope to spread awareness of B&B by utilizing short and long videos as well as carousels. This will assist in targeting Engaged women aged 25-34 in the Harrisonburg area.



# STRATEGY CAMPAIGN #1: PAID



# CAMPAIGN #1: PAID

## A YEAR OF "I DO"

This campaign titled, "A Year of 'I Do' "symbolizes how B&B will be with you every step of the way from the day you say "Yes", to the day you say "I do"! This paid campaign will run from January 2nd, 2025 until November 12th, 2025. Newly engaged couples undergo much stress trying to plan their dream wedding. This paid campaign helps promote B&B's services to showcase how the load of wedding planning can be taken off the bride and groom to give them the stress-free celebration they deserve.

# CAMPAIGN #1: PAID

<b>Client marketing goal supported by this campaign?</b>	Increase inquiries - potential clients completing contact form by 5% throughout 2025 by increasing posts with CTAs.
<b>Target audience(s) campaign will appeal to?</b>	Engaged women aged 25-34 in the Shenendoah Valley area. Persona: Brides who are highly active on social media and looking for someone they can connect with and trust to help them bring their dream wedding to life.
<b>Relevant buyer's journey stage?</b>	Paid media would target the awareness stage of the customer journey.
<b>Campaign concept - Who/what will the campaign feature</b>	The campaign concept is "A Year of I Do". This campaign features different images and videos featuring the bride and groom fully enjoying their dream wedding stress-free thanks to B&B's services.
<b>Need/Social/Psychological appeal?</b>	Couples need a trusted partner to handle the complexities of wedding planning with care and precision, creating a seamless and memorable celebration that perfectly reflects their love story.
<b>Start and end dates of campaign?</b>	January 2nd 2025 - November 12th, 2025
<b>What is the campaign message?</b>	From the moment you say "Yes" to the day you say "I Do", let B&B make your wedding journey magical. With personalized planning, expert coordination, and stress-free celebrations, we'll turn your dream day into a stunning reality.
<b>Tone?</b>	The tone of voice for the "A Year of I Do" campaign will be professional, personal, romantic, and inspirational. It will reflect the aesthetic and high-quality service expected from a professional wedding coordinator.
<b>Hashtags used?</b>	#2025Brides #DreamWedding #WeddingPlanning #WeddingCoordination #ShenendoahValleyWeddings
<b>Resources required?</b>	TikTok Business Account, professional photographs, and videos from previous weddings.
<b>People or organizations needed to execute campaign?</b>	For this campaign, the needed organizations would be photographers/videographers that provide previous wedding content (pictures and videos).
<b>Estimated costs of resources needed?</b>	According to Hootsuite, "The minimum spend for a TikTok promotion is \$3 per day, and the maximum spend is \$1,000 per day." According to Click Matic in regards to advertising on Instagram, "Advertisers can expect to pay an average of \$0.00 to \$0.25 per click, \$0.00 to \$4.00 per 1000 impressions, and \$0.03 to \$0.08 per ad interaction (such as clicks or comments)."
<b>KPIs?</b>	The KPIs for this campaign are views, likes, comments, saves, and shares. We will also examine the CTR and change in website traffic.



# CAMPAIGN #1: PAID

## Schedule

Date & Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/alt text	Intention of Post/Action or message for Audience to Take
January 2nd, 2025 12:00 PM	Instagram	Reel	New year, new ring? Need some help with your wedding resolutions? Let B&B help you with your big day.	Video collage of wedding pictures to "A Thousand Years" by Christina Perri	A highlight reel featuring pictures of a happy couple enjoying their wedding day put together by B&B with a link to the contact form in the caption to entice potential clients to get connected.
March 17th, 2025 12:00 PM	Instagram	Image	Feeling lucky? What better way to celebrate your luck in love with your DREAM WEDDING! At B&B we want to help you make your big day as magical as you do. Fill out our contact form to get started.	A collage of pictures all featuring green-colored pictures in light of St. Patrick's Day. Showing pictures of the couples as well as the different aspects of the venue and vendors that showcase a green color.	To match with the rest of the aesthetic of the holiday while still grabbing the attention and interest of newly engaged couples and directing them to the lead contact form and company website.

# CAMPAIGN #1: PAID

## Schedule

Date & Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/alt text	Intention of Post/Action or message for Audience to Take
May 24th, 2025 11:00 AM	TikTok	Carousel (Day-In-My-Life)	Come along with me for a day in the life as a wedding planner! Want to be included in days like this? Fill out the contact form to get started!	Different images featuring Lauryn and the wedding vanue/party to give the audience a glimpse into what she does for her clients.	To show viewers what she does for her clients throughout the day to showcase the time and effort she puts into each event. A link to the contact form will be implemented to make it easy for potential clients to connect with her.
August 22nd, 2025 4:00 PM	Facebook	Carousel	2023 RECAP! It is so easy to celebrate these happy couples year after year. Want some help on your special day next year? We would LOVE to help!	Different images of weddings from the busy season. Showcasing pictures of bride and groom in total bliss of their perfect day, all thanks to B&B.	To give potential clients a look at the magic and experience created by the B&B while also giving credit to the other vendors. Linking the website to the paid ad as well will help with website traffic.
November 12th, 2025 5:00 PM	TikTok	Montage Video	Has fate brought you the person who was "Born For You"? Fill out our contact form to get started on bringing your dream wedding to life!	A shortened version of a highlight reel from a wedding showcasing the closeness of the bride and grrom on their big day.	To showcase the love between the bride and groom as they are stress-free at their weddings, due to B&B's help. Linking the contact form to the post will help potential clients get connected easily.



# CAMPAIGN #1: PAID

## Post Examples

### A YEAR OF "I DO"

a campaign based off stress-free celebration





A decorative border in a light blue color surrounds the central text. It features a repeating pattern of stylized flowers and leaves, with a central oval frame. The flowers have multiple petals and a central circular element, while the leaves are elongated and pointed.

# STRATEGY CAMPAIGN #2: EARNED



# CAMPAIGN #2: EARNED

## THE VOICES BEHIND “I DO”

This campaign, centered around earned media, focuses on testimonials from past clients. Within the wedding industry it is important for a planner to be well established and reputable. Having levels of trust and a history of business is what prospective clients look for when choosing a planner. This campaign will be effective in increasing the number bookings of prospective clients who are already within the pipeline. It is also helpful that testimonials are not costly or time consuming for both B&B and the clients. This campaign will increase client relations and overall business for B&B.

# CAMPAIGN #2: EARNED

<b>Client marketing goal supported by this campaign?</b>	Increase overall awareness of B&B by reaching a broader audience through social media
<b>Target audience(s) campaign will appeal to?</b>	To increase engagement and brand following by encouraging potential clients with testimonials
<b>Relevant buyer's journey stage?</b>	Engaged couples (ages 25-34) who value personalized, professional wedding planning services. Persona: Bride who is seeking a hands off, stress-free wedding planning experience
<b>Campaign concept - Who/what will the campaign feature</b>	Primarily targets the consideration stage by showcasing the value B&B can offer to prospective clients, but also loyalty and advocacy by involving past clients and displaying their appreciation for B&B.
<b>Need/Social/Psychological appeal?</b>	The campaign will feature photos and short videos of past clients' weddings, accompanied by their testimonials explaining how the coordinator/planner added value to their wedding and helped relieve stress
<b>Start and end dates of campaign?</b>	January 10th, 2025-November 1st, 2025
<b>What is the campaign message?</b>	The power that word-of-mouth marketing and personal recommendations have within the wedding industry
<b>Tone?</b>	Making Your Dream Wedding a Reality Through Our Expertise and Care
<b>Hashtags used?</b>	Genuine and celebratory, focusing on the personal connection built between B&B and the client, as well as the joy of a wedding
<b>Resources required?</b>	#DreamWedding #WeddingSuccess #StressFreeWeddings #BestWeddingExperiences #WeddingPlanningMadeEasy
<b>People or organizations needed to execute campaign?</b>	People are more interested in testimonials and reviews than any published content from the business. Each testimonial will emphasize how B&B reduced stress, managed every detail, and delivered a personal experience that exceeded expectations.
<b>Estimated costs of resources needed?</b>	Willing past clients to record small clips or write up a review of their experience.
<b>KPIs?</b>	Past clients for testimonials (may already have from review form sent after services have concluded), photographers for visuals, and a social media manager for scheduling and posting
<b>Client marketing goal supported by this campaign?</b>	The content will come from past clients and weddings, however, Possible coupon or rebate for couples that do a testimonial (\$50-\$75 per) as well as the working hours for B&B salary
<b>Target audience(s) campaign will appeal to?</b>	Likes, comments, shares, follower growth, tags, mentions, social reviews



# CAMPAIGN #2: EARNED

## Schedule

Date & Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/alt text	Intention of Post/Action or message for Audience to Take
January 10th, 2025 5:00 PM	Instagram	Carousel	Watch how Carson & Harrison's wedding day went from dream to reality. They trusted us with every detail, and the result? An unforgettable, stress-free experience! See what they had to say about working with us.	A Carousel featuring clips from Carson & Harrison's wedding day. Such as the venue setup and reception decorations. Ends with a short video testimonial from the couple, thanking the planner.	Showcase the positive emotional impact of a well planned wedding and encourage viewers to visualize their own dream wedding
January 21st, 2025 3:00PM	Pinterest	Organic Pin	Stress-free wedding planning made possible. Check out how we helped couples create the weddings of their dreams!	Colleague featuring photos of past wedding venues and decorations. Display the final setups including florals, decor, and lighting to show prospective clients.	Inspire couples to think about how they want their wedding to look, and drive traffic to your website with appealing visuals. Call to action: "Learn more about our work here!"

# CAMPAIGN #2: EARNED



## Schedule

Date & Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/alt text	Intention of Post/Action or message for Audience to Take
April 10th, 2025 1:00PM	Instagram	Photo post	Working with B&B was the best decision we made for our wedding! She took care of every detail and let us truly enjoy our special day.	A photo of BTS, with text overlaying a positive testimonial. Add swipe-up feature linking to the website or contact page.	Build trust by showing real client satisfaction. Encourage couples to inquire for services via swipe-up.
April 25th, 2025 2:00PM	Facebook	Photo	Have you thought about what you want your dream wedding to look like in the Shenandoah Valley? Book your consultation today!	Feature a couple's wedding photo and highlight how the services of B&B benefited them.	Show examples of client satisfaction to increase trust. In order to increase booking consultations and inspire past clients to participate in campaign
November 1st, 2025 6:00PM	Tik Tok	Carousel	Want to see what goes on behind the scenes of your perfect day? We handle all the logistics so you can just enjoy the moment. Here's a sneak peek of us in action!	A behind-the-scenes shots of the planning and how she coordinates her work.	Show the professional side of B&B and how it makes the clients' experiences easier. Also to Encourage viewers to reach out to book a consultation.



# CAMPAIGN #2: EARNED

## Post Examples




BOUQUETS  
&  
BUSTLES

"Working with B&B was the best decision we made for our wedding! She took care of every detail and let us truly enjoy our special day."

From start to finish, we're here to make your wedding day effortless and stress-free.

Wedding Planning  
[www.bouquetsandbustles.com](http://www.bouquetsandbustles.com)



OUR TESTIMONIAL ————— M + R SPRING 2024

### WHAT OUR CLIENTS SAY?

"Lauryn was absolutely fantastic in the planning and execution of our wedding. She kept us on track, gave us plenty of great vendors recommendations, and always made sure we knew we were supported. Our wedding day went off without a hitch and she kept everything on track throughout the day! We couldn't have asked for anyone better!"

WEDDING PLANNER **LAURYN KELLEY**  
[www.bouquetsandbustles.com](http://www.bouquetsandbustles.com)



A decorative border in a light blue color surrounds the central text. It features a repeating pattern of stylized flowers and leaves, with a central oval frame. The flowers have multiple petals and a central circular element, while the leaves are elongated and pointed.

# STRATEGY CAMPAIGN #3: OWNED



# CAMPAIGN #3: OWNED

## NATIONAL MARRIAGE WEEK

This campaign will run from February 7th - 14th, which takes place during National Marriage Week.

This campaign includes images and videos of past/current clients, capturing a romantic tone; highlighting that love is a “Timeless Love.” Timeless love is something that every couple strives to achieve. Through this campaign, the target audience will not want to celebrate their love but also inspire them to want to experience a timeless love like the one this campaign shows.

# CAMPAIGN #3: OWNED

<b>Client marketing goal supported by this campaign?</b>	Increase the number of visitors to the website through social media content focused on wedding services, and increase wedding coordination services booked through social media.
<b>Target audience(s) campaign will appeal to?</b>	Engaged couples ages 24-34 in the Shenandoah Valley, who are planning a wedding. Persona: Bride that values a romantic atmosphere while wanting to be hands on with the preparation.
<b>Relevant buyer's journey stage?</b>	Owned media would target the consideration stage of the customer journey.
<b>Campaign concept - Who/what will the campaign feature</b>	This campaign concept is surrounded by National Marriage Week. This campaign includes images and videos of past/current clients, capturing a romantic tone; highlighting that love is a "Timeless Love."
<b>Need/Social/Psychological appeal?</b>	Timeless love is something that every couple strives to achieve. This campaign will not only cater to those who celebrate but inspire others to want to experience and celebrate a timeless love.
<b>Start and end dates of campaign?</b>	February 7th - February 14th, 2025
<b>What is the campaign message?</b>	Celebrating the timeless beauty of love and the magic of romanticism.
<b>Tone?</b>	The tone of voice will be romantic, timeless, soft and passionate.
<b>Hashtags used?</b>	#NationalMarriageWeek #Love #Romantic #Valentines #Weddings #Timeless #Forever #ShenandoahValleyWeddings
<b>Resources required?</b>	Some resources that are required is content from past weddings, videos and pictures.
<b>People or organizations needed to execute campaign?</b>	For this campaign, the needed organizations would be photographers/videographers that provide previous wedding content (pictures and videos).
<b>Estimated costs of resources needed?</b>	The cost would be limited since all of the content used would include content that has already been taken at previous events.????
<b>KPIs?</b>	The KPIs that will be looked at for this campaign are views, likes, comments, followers, saves, and shares. We will also examine the CTR and change in website traffic.



# CAMPAIGN #3: OWNED

## Schedule

Date & Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/alt text	Intention of Post/Action or message for Audience to Take
February 7th, 2025 9:00 AM	Instagram	Image	It's National Marriage Week! We are excited so share this week with people who are special to me. Make sure to check back this week for more exciting content. It's time to celebrate your timeless love	Picture of wedding bands on a table. With text and other graphics on top just giving general information that it is national marriage week including dates.	This post will engage followers and allow them to be intrigued with the future content that is happening the rest of the week. It will also get them excited about their own wedding and allow them to look into B&B more.
February 9th, 2025 9:00 AM	TikTok	Video	Happy National Marriage Week! Take a look at this couple's beautiful wedding day. If your interested in celebrating your timeless love with a wedding check out the link in our bio to learn more!	This would be a video put together of past weddings. It would include the alter, bride walking down the aisle, videos of the groom, the first kiss, the reception, them walking back down the isle with one final kiss.	This post will allow people to see exactly how good Lauren is at making a seamless wedding at a beautiful venue and get them excited to plan their own with some help. It keeps it simple enough so they don't get overwhelmed.

# CAMPAIGN #3: OWNED

## Schedule

Date & Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/alt text	Intention of Post/Action or message for Audience to Take
February 11th, 2025 2:00 PM	Facebook	Reel	National Marriage Week is here and we are ready to help you plan out the perfect wedding for your timeless love. Head over to our website to plan your perfect wedding day with B&B!	This video will be another example of a wedding except it'll be a romantic version of behind the scenes. It will include the bride getting ready, her spending time with her bridesmaids, the first look, and romantic shots of the bride and groom only.	Potential clients will see how in love the couple is and will want their experience and wedding day to be the exact same. They will want to book with Lauren because she was able to capture those moments so perfectly.
February 13th, 2025 10:30 AM	Instagram	Carousel	As National Marriage Week comes to an end, let's take the time to look back on some of my favorite pictures this past year that are the definition of timeless love. Book your weddings now with B&B!	The pictures included will be some of Laurens favorites that show the couple in love. Ones that are of them holding hands, laughing with one another, first kiss, first looks, and overall romantic shots.	This will allow for potential clients to see how well Lauren is able to capture a couple's love. This will inspire clients to have their wedding the same way.
February 14th, 2025 8:00 AM	Instagram	Image	Happy Valentine's Day! We are here to celebrate the last day of National Marriage Week. We hope you all enjoyed the spirit of love and continue it to today. Check out the link in our bio to create your perfect wedding with B&B.	A collage of pictures from a wedding with a nice color scheme. Includes the couples showing how special their day was, including text that says timeless love and the B&B logo.	This will show potential clients how romantic and personal a wedding can be. It will allow them to envision their own and get them excited to celebrate the timeless love that they share with their significant other. This will lead them to B&B's website and eventually get them to book with B&B.



# CAMPAIGN #3: OWNED

## Post Examples

NATIONAL MARRIAGE WEEK  
a campaign based off National Marriage Week







# 2025 CONTENT CALENDAR



# 2025 CONTENT CALENDAR

## January

\*utilize evergreen and curated content as needed and according to this plan's suggestions

### Relevant Holidays & Dates:

- New Years (1/1)
- MLK Jr. Day (1/20)

### Campaigns that will run:

- (1/2): New Year, New Ring?
- (1/10): "Wedding of her dreams" reel
- (1/21): Stress-free Pin

## February

### Relevant Holidays & Dates:

- Valentine's Day (2/14)
- National Marriage Week (2/7-14)
- Washington's Birthday (2/17)

### Campaigns that will run:

- (2/7-14): National Marriage Week Campaign

# 2025 CONTENT CALENDAR

\*utilize evergreen and curated content as needed and according to this plan's suggestions

## March

### Relevant Holidays & Dates:

- St. Patrick's Day (3/17)

### Campaigns that will run:

- (3/17) Feeling Lucky Post

## April

### Relevant Holidays & Dates:

- K&D Anniversary (2023)
- M&R Anniversary (2024)

### Campaigns that will run:

- (4/10): Work with B&B Carousel
- (4/25): Dream Wedding Carousel



# 2025 CONTENT CALENDAR

\*utilize evergreen and curated content as needed and according to this plan's suggestions

## May

### Relevant Holidays & Dates:

- Memorial Day (5/26)
- L&W Anniversary (2023)
- V&C Anniversary (2024)

### Campaigns that will run:

- (5/24): DIML Carousel

## June

### Relevant Holidays & Dates:

- Juneteenth (6/19)

# 2025 CONTENT CALENDAR

\*utilize evergreen and curated content as needed and according to this plan's suggestions

## July

### Relevant Holidays & Dates:

- U.S. Independence Day (7/4)

## August

### Relevant Holidays & Dates:

- None

### Campaigns that will run:

- (8/22): 2023 RECAP Carousel



# 2025 CONTENT CALENDAR

\*utilize evergreen and curated  
content as needed and  
according to this plan's  
suggestions

## September

### Relevant Holidays & Dates:

- Labor Day (9/1)
- T&T Anniversary (2022)
- C&H Anniversary (2023)

## October

### Relevant Holidays & Dates:

- Columbus Day (10/13)
- Halloween (10/31)

# 2025 CONTENT CALENDAR

## November

\*utilize evergreen and curated content as needed and according to this plan's suggestions

### Relevant Holidays & Dates:

- Veterans Day (11/11)
- Thanksgiving Day (11/27)
- A&J Anniversary (2023)
- O&C Anniversary (2024)

### Campaigns that will run:


- (11/1): BTS TikTok Carousel
- (11/12): Montage TikTok

## December

### Relevant Holidays & Dates:

- Christmas Eve (12/24)
- Christmas Day (12/25)
- New Years Eve (12/31)



A decorative border in a light blue color surrounds the central text. It features a repeating pattern of stylized flowers, leaves, and a central arched motif.

# BRAND VOICE & GUIDE

# BRAND VOICE & GUIDE

## B&B's Brand Archetype

We chose the “Everyman” archetype. At its core, B&B’s connection and belonging is shown throughout all of their posts and messaging. Diving deeper into the analysis of our client, “friendly, down-to-earth, and honest” perfectly describes how our client strives to show the weddings they assist in with coordination and planning. By often showing couples, family members, wedding venues, and wedding guests, the three attributes we selected are more than apparent in all aspects of the business.

## Primary & Secondary Logos





# BRAND VOICE & GUIDE

## Primary & Secondary Fonts

PRIMARY FONT (HEADINGS)

Secondary font (subheadings)

Secondary font (body text)


## Font Color Guidelines



Name: Black  
HEX Code:  
#000000



Name: Something Blue  
HEX Code:  
#909ccc



Name: White  
HEX Code:  
#ffffff

## Font Size Guidelines

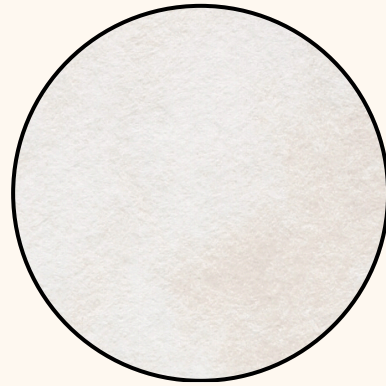
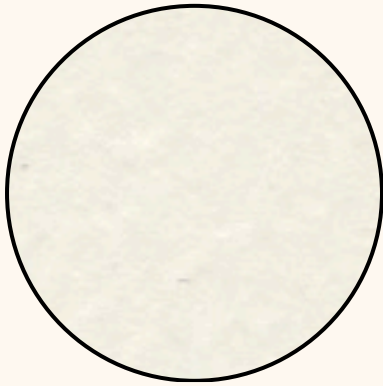
HEADINGS: 57 PT

Subheadings: 43 pt

Body Text: 27 pt

# BRAND VOICE & GUIDE

## Textures



## Primary Brand Colors

Name: Black  
HEX Code:  
#000000

Name: Something Blue  
HEX Code:  
#909ccc

Name: White  
HEX Code:  
#ffffff

## Secondary Brand Colors

Name: Pale Yellow  
HEX Code:  
#ffffaf4

Name: Lilac  
HEX Code:  
#909ccc

Name: Baby Blue  
HEX Code:  
#cbdafc



# BRAND VOICE & GUIDE

## Voice & Tone Guidelines

- Utilize first and second person when needed
- Keep tone and voice friendly casual
- Refrain from using jargon overly complicated words unless they are something very common in the wedding industry

## Emojis



A decorative border in a light blue line-art style surrounds the central text. It features stylized flowers, leaves, and a central arched motif at the top.

# PLATFORM SPECIFIC TACTICS & TOOLS



# PLATFORM SPECIFIC TACTICS & TOOLS

## Instagram:

**Platform Overview:** Incorporate Instagram throughout the campaigns, to increase the number of bookings through visually informative and engaging content.

**Features:** Single Photo, Reels, Carousels, Stories, Polls, Q&A's

**Tactics:** Utilize user Generated Content through popular reel audios and trends (Reels & carousels). Utilize Meta Business Suite to monitor and manage posts.

# PLATFORM SPECIFIC TACTICS & TOOLS

## Facebook:

**Platform Overview:** Creating compelling content for the target audience on to increase bookings generated from the platform. Specific content that reach a larger audience through informative entertainment content.

**Features:** Single Photo Posts, Carousels, Stories, Events and Groups

**Tactics:** Utilize paid ad options to spread awareness of services. As well as join and post in various wedding-related groups to increase traffic to B&B's page (Reels & Carousels). Utilize Meta Business Suite to monitor and manage posts.



# PLATFORM SPECIFIC TACTICS & TOOLS

## Tik Tok:

**Platform Overview:** By incorporating TikTok into our plan, we hope to spread awareness of B&B by utilizing short and long videos as well as carousels to ultimately increase overall brand awareness.

**Features:** Single Photo Posts, Carousels, Stories, Events and Groups

**Tactics:** Utilize paid ad options to spread awareness of services. As well as join and post in various wedding-related groups to increase traffic to B&B's page. In addition, post videos that call for viewers to interact with/respond to content. (Videos)

# PLATFORM SPECIFIC TACTICS & TOOLS

## Pinterest:

**Platform Overview:** The utilization of Pinterest throughout this campaign is to drive platform users to the B&B site through the use of various features including organic pins and paid pins to ultimately increase overall B&B site traffic.

**Features:** Organic Boards, Organic Pins, Paid/Promoted Pins

**Tactics:** Utilize PDF eBook download about B&B's service offerings linked on website and linked Pin as well as for paid content to B&B's service offerings page and B&B's portfolio page. (Organic Pins & Boards)





# CONTENT DEVELOPMENT

# CONTENT DEVELOPMENT

## Developing Original Content

Developing original content should be done in a manner consistent to the brand's goals, values, and brand guide. Content should align with industry trends as well as identifying with the business' target market. Continuous evaluation of the company's current success on socials as well as environmental monitoring are necessary to stay competitive in the creation of successful original content. This should be approached as the main supply for social media content and as a way to express ideal goals and messages to the prospective clients following the social media pages. Utilize Meta Business Suite and Hootesuite for managing content. Content of same format (ex. short format) should be used across platforms (see cross-utilization section).

## Curating Content

In order to go about curating content, the client should only utilize pieces that go with the company's brand and values. This is included, but not limited to, industry, content format, content style, and design style. In addition, curated content should also come from vendor partnerships to help solidify relationships. This should be approached as a method to supplement and enhance current social media campaigns and practices. Check out 120 Events, Laura Elizabeth Weddings, and Boundless Love Events, as well as vendors, for content. Specific hashtag to follow include: #LuxuryWeddings #OutdoorWedding #FineArtsWedding and specific communities to follow include: "Virginia Weddings" and "Northern Virginia Weddings" Facebook group, and "r/weddingplanning" Reddit thread.



# CONTENT DEVELOPMENT

## Cross-Utilizing Content

Cross-utilization of content should be used to help build brand consistency and awareness, but not as a sole social media strategy. Typical social media best practices (content size, format, etc.) should be followed.

Feeds between Instagram and Facebook should be a mix of exact matches and different posts. Reels may be utilized between Meta platforms and TikTok as needed.

The only cross-utilization between Pinterest and the previously mentioned platforms should be only for individual pictures. Ensure that all content is formatted for the specific platform it will be posted on. This should be approached as a method to save time and increase brand awareness. Same formats (ex. short-format content) should be used between platforms while following aforementioned guidelines.

# CONTENT DEVELOPMENT

## Breaking Apart Content

Large content pieces such as blog posts, wedding photos, and more can be broken down into smaller pieces in order to make the utilization of content last for longer. Large content pieces should be broken down into smaller posts such as carousels, recap reels, or used sparingly throughout various posts (ex. one photo from an event being used at a time). Content should be used in different ways on different platforms formatted for that specific platform. This should be approached as an option to create content in a long-term perspective. This can contribute to future campaigns and future evergreen content.




A decorative border in a light blue color surrounds the central text. It features a repeating pattern of stylized flowers and leaves. The flowers have multiple petals and a central circular element, while the leaves are elongated with detailed vein patterns. The border is composed of several interconnected segments that form a continuous frame around the text.

# MONITORING, TRACKING, MEASURING, & EVALUATING

# MONITORING, TRACKING, MEASURING, & EVALUATING

Social Media Goals	Key Performance Indicators	KPI Formula	KPI Performance Targets
Increase total engagement rate through the creation and posting of Reels	Views, likes, shares, comments, engagement rate, and followers	Engagement rate = $\frac{\text{total engagement}}{\text{followers}} * 100$	2% increase on a yearly basis
Increase traffic to B&B website through CTA features within social media content	Page views, CTR, Average time on site, traffic from socials (per platform)	CTR = $\frac{\text{clicks}}{\text{impressions}} * 100$ ATP = $\frac{\text{total time spent on page}}{\text{total page views - total exits}}$	30% increase on a yearly basis
Increase potential clients completing contact form through CTAs within social media content	CTR, new contact form submissions	CTR = $\frac{\text{clicks}}{\text{impressions}} * 100$	5% increase on a yearly basis
Increase wedding coordination services booked by directing viewers to B&B website through links on socials	# of new clients, CTR, new contact form submissions	CTR = $\frac{\text{clicks}}{\text{impressions}} * 100$	5% increase within a year
Consistently post about and tag vendors that are collaborated with for each wedding	Likes, comments, shares, mentions	N/A	2% increase on a yearly basis





# BUDGET

# BUDGET

TOTAL BUDGET: \$5,000

EXPENSES	
Hootsuite	\$1,200
Canva Pro	\$120
Intern \$16/Hr	\$1280
Paid Advertising (Instagram)	\$700
Paid Advertising (Facebook)	\$700
Paid Advertising (Tik Tok)	\$1,000
<b>Total</b>	<b>\$5,000</b>





# SOCIAL ROI

# SOCIAL ROI

Annual Growth Rate	# of Full Planning	# of Coordination	Revenue from Full	Revenue from Coordination	Total Revenue	Social ROI
0%	2	7	\$10,000.00	\$14,000.00	\$24,000.00	380.00%
10%	2	9	\$10,000.00	\$18,000.00	\$28,000.00	460.00%
25%	2	12	\$10,000.00	\$24,000.00	\$34,000.00	580.00%
50%	2	18	\$10,000.00	\$36,000.00	\$46,000.00	820.00%





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