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MKTG 410 Social Media Marketing

Professor Brooke Rhodes

Section 1, Team 2

BOUQUETS & BUSTLES 2025 SOCIAL MEDIA MARKETING PLAN

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MEET THE TEAM



Meredith Fernandez is a senior Marketing major from Leesburg, Virginia, pursuing a concentration in Digital Marketing at James Madison University. She is currently a Digital Marketing Intern at Rocco Building Supplies, LLC in Harrisonburg, Virginia, where she applies her skills in creativity and marketing strategies. Meredith is an active member of Phi Chi Theta Business Fraternity and works as a Fitness Manager at UREC.. Outside of work and school, Meredith enjoys staying active, spending time with friends and family, reading new books, and discovering different ways to grow in her field.



Kaitlyn Gualario, a Marketing student at James Madison University, will graduate in May 2025 with a BBA in Marketing. An active member of Alpha Sigma Alpha sorority, she has gained experience as a Sales Intern at ALKU, a Sales Representative at Sunflow, and a Marketing Assistant at Habitat for Humanity. Kaitlyn excels in sales, customer relationship management, and social media marketing, with proficiency in tools like Microsoft Excel and Canva. She is passionate about crafting strategic marketing solutions that connect brands with their audiences.



Anisha Gupta, a senior at James Madison University, is pursuing a B.B.A. in Marketing with a focus on Digital Marketing. With experience in marketing analytics, business development, and creative execution, she has interned in the tech and consulting sectors. As Vice President of the American Marketing Association, she leads social media and member engagement, while also holding leadership roles in Phi Sigma Sigma. Passionate about marketing consulting, Anisha excels at identifying opportunities, crafting strategies, and delivering impactful solutions with a collaborative, people-first approach.



Medha Kumar, a senior at James Madison University, is pursuing a B.B.A. in Marketing and Business Management with focuses on Digital Marketing and Consulting. Her internships in real estate and insurance sparked her passion for marketing consulting. As Vice President of the American Marketing Association, a Marketing Strategist in a student advertising agency, and a member of the College of Business Student Advisory Council, Medha has honed her leadership and communication skills, showcasing her commitment to growth and a people-first approach.



Gabrielle Witte, a senior at James Madison University, is earning a B.B.A. in Marketing with a focus on Digital Marketing. She has served as Co-PR Chair for Phi Chi Theta and gained experience as a Lead Development Representative at Ricoh USA, Inc. and a Marketing Intern at Ditch Witch of Virginia. Outside of work, Gabrielle enjoys fitness, traveling, and exploring new experiences.

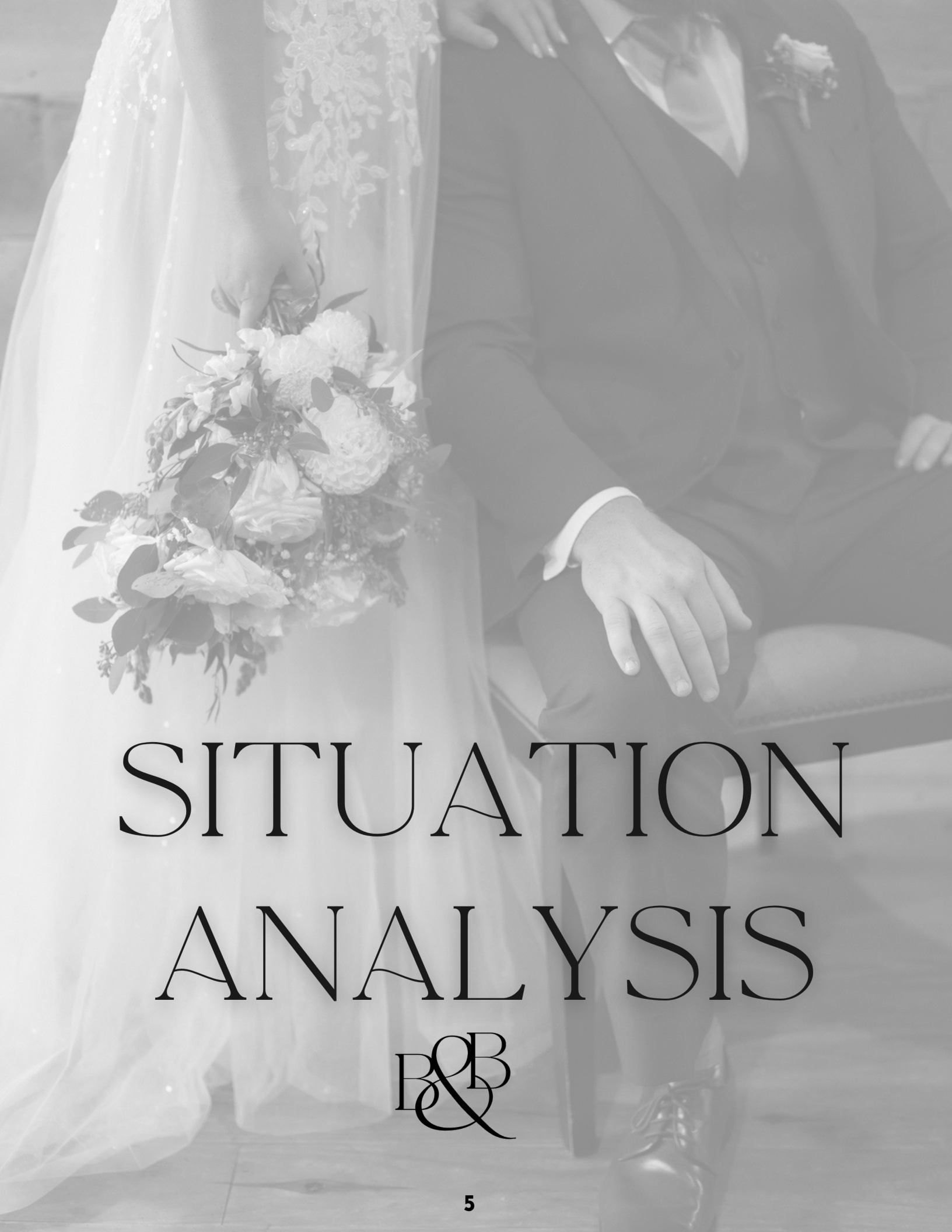
EXECUTIVE SUMMARY

This Social Media Marketing Plan for Bouquets & Bustles leverages targeted campaigns, authentic content, and strategic partnerships to increase brand visibility, drive inquiries and bookings, and strengthen vendor relationships, aligning with the brand's goals of providing stress-free, memorable weddings. This plan focuses on three target personas: Boho Bella - who seeks eco-friendly, stress-free weddings, Frugal Fiona - who prioritizes budget-friendly options and family-focused services, and Glamorous Gina - who desires high-end, luxurious wedding planning. By leveraging social media platforms, specifically Facebook- targeting women aged 25 to 54, Instagram - targeting women aged 25 to 44, Pinterest - targeting women aged 25 to 24, and TikTok - targeting mainly women aged 18 - 25, Bouquets & Bustles can showcase its unique wedding offerings, expand its reach, and foster meaningful engagement with the three distinct personas.

This plan aims to elevate Bouquets & Bustles' social media presence by:

- Increasing brand visibility by growing followers by 25% across all platforms within six months
- Boosting website traffic from social media by 30% through engaging posts and clear CTAs
- Driving a 25% increase in inquiries via earned and paid social media campaigns featuring client testimonials and coordination and planning service highlights
- Strengthening vendor relationships through collaborative content and monthly shout-outs.
- Enhancing customer engagement with authentic, high-quality visuals and interactive content

Bouquets & Bustles' overall goals include increasing bookings, driving inquiries, and fostering vendor relationships. This social media plan directly supports these objectives by building trust, showcasing stress-free planning experiences, and leveraging testimonials to attract new clients. Our first campaign utilizes paid media content to highlight stress-free planning with targeted ads and professional visuals to boost inquiries and bookings. Our second campaign utilizes earned media content, focusing on highlighting trusted vendor partnerships and user-generated-content to amplify credibility and reach new clients. Our third campaign focuses on earned media content based on bride and groom testimonials from past clients to create emotional connections and inspire word-of-mouth marketing. Together, these strategies position Bouquets & Bustles as a leading wedding planner in the Shenandoah Valley, delivering measurable results in awareness, engagement, and conversions.



SITUATION ANALYSIS



COMPANY & INDUSTRY OVERVIEW

Company Overview

Bouquets & Bustles offers a unique selling point - both wedding coordination and full planning services based in Shenandoah Valley, Virginia. Our client has a passion for making sure couples and their families can enjoy their wedding day without stress. B&B focuses on creating smooth timelines and working closely with vendors to make everything go efficiently. The clients' main goals include increasing word of mouth through reviews and shares, driving more traffic to their websites, converting visitors into inquiries, booking more coordination and planning services, and keeping those valuable vendor relationships strong. Their current content attempts to showcase their ability to create a stress-free, unforgettable wedding experience. They are currently active on Facebook, Instagram, and Pinterest, but fall at a disadvantage due to a lack of video-based social media content, as B&B's competitors utilize platforms such as TikTok, YouTube, and Instagram Reels.

Industry Overview

The wedding planning industry is a dynamic and mature sector, consistently generating significant revenue as couples seek personalized and memorable experiences for their big day. According to IBISWorld, the U.S. wedding services industry contributes billions annually, with venues, planners, and vendors like photographers, florists, and caterers being primary revenue drivers. (Tang, 2024)

Emerging Trends

Key opportunities include the growth of destination and outdoor weddings, as more couples seek unique, scenic venues. This trend aligns perfectly with the Shenandoah Valley's natural settings, where our client operates. Additionally, there is a growing emphasis on inclusive weddings that reflect diverse cultures, traditions, and identities. Sustainability has also become a priority, with couples favoring eco-conscious vendors. Social media platforms like Instagram and Pinterest are pivotal for marketing, enabling planners to showcase their work, connect with clients, and influence decision-making.

Main Target Customers

The primary customers are engaged couples, typically aged 25-34, seeking professional help to ensure a stress-free, customized wedding experience. Many prioritize aesthetic appeal, alignment with personal values (like sustainability), and unique settings.

Changes Due to Technology

Technology continues to transform the industry. Social media serves as a discovery and inspiration tool for couples, while online wedding planning platforms empower vendors to connect with clients efficiently. However, the rise of DIY planning through tools like Pinterest poses a competitive challenge, as it allows couples to organize elements independently.



SOCIAL MEDIA AUDIT

Summary

After conducting a social media audit for Bouquets & Bustles, it's clear that their primary social media platforms are Facebook and Instagram. With follower counts of 262 on Facebook and 706 on Instagram, Bouquets & Bustles post consistently, averaging two times per month on both platforms. Their content includes a mix of wedding-related updates, behind-the-scenes moments, client features, and venue showcases. Bouquets & Bustles engage their audience by using relevant hashtags such as #VirginiaWedding and #ShenandoahValleyWeddingPlanner, although they may benefit from experimenting with additional or trending hashtags to boost discoverability.

Bouquets & Bustles excel at showcasing their work through beautiful imagery and storytelling, giving potential clients a glimpse into the wedding planning process and the stunning results they help create. However, the company faces challenges in maintaining consistent engagement across platforms. While their posts receive views, engagement is relatively low, and the number of likes on high-view posts does not reflect the level of visibility they receive. Additionally, their posting frequency may be limiting their potential for greater reach and interaction with followers. With a stronger focus on diversifying content, increasing post frequency, and engaging more actively with followers, Bouquets & Bustles can further elevate their social media presence and enhance their online community.



SOCIAL MEDIA AUDIT

Social Media Tactics

Bouquets & Bustles uses authentic and heartfelt captions that reflect a genuine care for their clients. Each post not only highlights the couple's special day but also provides insight into the planning process, showcasing the thought and dedication involved in bringing each wedding vision to life.

Audience Sentiment

The audience sentiment for Bouquets & Bustles across social media is generally passive, with low engagement on both Facebook and Instagram despite the use of professional photos and heartfelt captions. While the content resonates with followers, it doesn't spark much interaction. On Pinterest, the small following and lack of a clear strategy make it difficult to gauge engagement. Overall, the sentiment indicates a need for more engaging content and active interaction to foster stronger connections and boost follower participation.





SOCIAL MEDIA AUDIT

Social Media Platforms	Facebook	Instagram	Pinterest
Follower Count	262	706	15
Posting Frequency	2x a month	2x a month	-
Avg. ER	2.20%	2.78%	-
Hashtags	-	#VirginiaWedding #VirginiaWedding-Coordinator #VirginiaWedding-Planner #ShenandoahValley-WeddingPlanner #ShenandoahValley-Wedding #ShenandoahValley-WeddingCoordinaor	-

COMPETITIVE ANALYSIS

Laura Elizabeth Wedding Design & Co.

Social Medias	Facebook	Instagram	Pinterest
Follower Count	194	856	2
Posting Frequency	2x a month	3x a month	-
Avg. ER	2.45%	3.03%	-
Hashtags	#Virginia Wedding-Planner #Chesapeake-BayWedding	#ChesapeakeBay-Wedding #Virginia-WeddingPlanner #SummerRomance	-



COMPETITIVE ANALYSIS



Facebook

Specific SM Tactics

Laura Elizabeth Weddings Design & Co uses their captions to recognize vendors and professionals involved in the wedding process, strengthening relationships and fostering industry collaboration.

Communication Objective

Laura Elizabeth uses Facebook to showcase other vendors and feature past weddings, highlighting successful collaborations and celebrating memorable moments.

Description of Content

The Facebook page features professional photos of clients' weddings, along with reels showcasing the scenery and decorations from past events.



Instagram

Specific SM Tactics

Laura Elizabeth posts striking photos highlighting various wedding locations, demonstrating their ability to travel for events and showcasing the diverse destinations where they have planned weddings.

Communication Objective

Laura Elizabeth shares visually captivating photos of wedding locations she has planned, emphasizing her travel capabilities and providing followers with examples of the diverse destinations she has worked in.

Description of Content

The page features photos from various wedding locations, reels showcasing different venues, and professional images of happy brides and grooms she has had the pleasure of working with.

STRENGTHS

The social media pages feature diverse graphics that highlight creative aspects of past weddings, offering couples fresh inspiration for their own celebrations. With a focus on vendor recognition, these posts strengthen industry relationships and foster collaboration. Additionally, professional photos of happy couples provide authentic testimonials, showcasing the success of every event.

WEAKNESSES

While posting frequency and engagement levels can be improved, there is an opportunity to boost visibility and interaction with a more consistent posting strategy that encourages greater audience participation.





BOUNDLESS LOVE EVENTS COMPETITIVE ANALYSIS

Boundless Love Events

Social Medias	Facebook	Instagram	Pinterest
Follower Count	444	2376	172
Posting Frequency	6x a month	12x a month	-
Avg. ER	0.86%	86.63%	-
Hashtags	#VAWeddingPlanner #VirginiaWedding-Planner #VAWeddings #VirginiaWeddings #VAWeddingVenue	#Wedding-Planning #VAWedding-Planner #Virginia-WeddingPlanner #VAWeddings #Engaged	-



BOUNDLESS LOVE EVENTS COMPETITIVE ANALYSIS



Facebook

Specific SM Tactics

She uses her captions to highlight and give recognition to the vendors and professionals involved in the wedding process, fostering strong relationships and encouraging collaboration within the industry.

Communication Objective

She utilizes Facebook to showcase past weddings and highlight the contributions of other vendors, creating a platform that celebrates collaboration and inspires future clients.

Description of Content

Stunning professional photos capturing her clients' weddings and captivating Reels showcasing the beautiful scenery and elegant decorations from past events.



Instagram

Specific SM Tactics

She shares visually striking graphic photos highlighting various wedding locations she has planned, showcasing her ability to travel for weddings and providing followers with inspiring examples of the stunning venues she has worked at.

Communication Objective

She shares beautifully designed graphic photos that highlight the diverse locations of the weddings she has planned. These posts demonstrate her willingness to travel for events and give her followers a glimpse into the stunning venues she has worked at.

Description of Content

She features captivating photos from various wedding locations, engaging Reels that showcase stunning venues, and professional images of joyful brides and grooms she has had the privilege to work with.



BOUNDLESS LOVE EVENTS COMPETITIVE ANALYSIS

STRENGTHS

Jordan's of Boundless Love Events' strength shines through her social media presence, where she shares beautiful photos that capture meaningful moments, engages with previous clients, and highlights glowing reviews that showcase her exceptional work and attention to detail.

WEAKNESSES

Jordan of Boundless Love Events weaknesses' include inconsistent engagement on her posts, with periods of little to no interaction, which impacts the overall reach and visibility of her content.





COMPETITIVE ANALYSIS

One Twenty Events

Social Media Platforms	Instagram	Tik Tok
Follower Count	2,023	446
Posting Frequency	2x a month	4x-8x a month
Avg. ER	1.25%	-
Hashtags	#BayAreaWeddingPlanner #WeddingPlanner #WeddingPlannerLife	#WeddingPlannerTips #WeddingAdvice #WeddingVenue #WeddingPlannerTips



COMPETITIVE ANALYSIS



Instagram

Specific SM Tactics

For Instagram, 120 Events consistently uses the same set of hashtags for each post, tags the photographer and venue, and regularly posts Reels to engage their audience and maintain visibility.

Communication Objective

She showcases weddings and highlights the key aspects of her role, offering a glimpse into the meticulous planning and coordination that bring each event to life.

Description of Content

High-quality photos and Reels capturing every moment of her client's wedding day and the behind-the-scenes preparations that make each celebration unique.



TikTok

Specific SM Tactics

On TikTok, she uses consistent hashtags across all videos, sharing relatable content along with "day in the life" and behind-the-scenes footage to engage her audience and offer an inside look at her work.

Communication Objective

She shares valuable wedding planning tips, offers virtual tours of wedding venues, and actively engages with followers by responding to comments, creating a dynamic and interactive social media presence.

Description of Content

She addresses commonly asked wedding questions and offers helpful advice, sharing venue tours and providing a more relatable, casual perspective on the wedding planning process, rather than focusing solely on the business side.

STRENGTHS

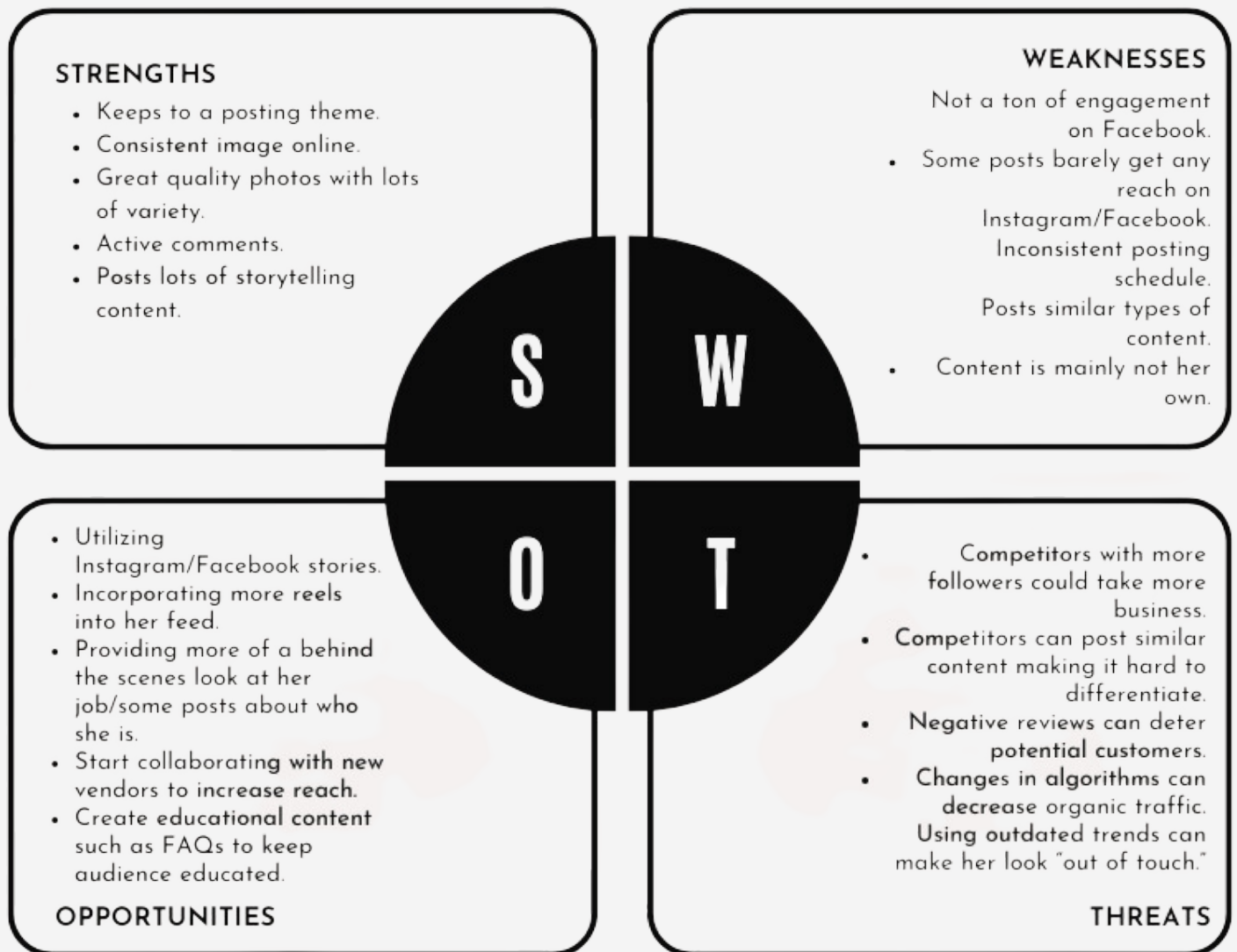
Her strengths include an aesthetically pleasing feed with a large following and high engagement. She creates great video content that is both candid and informative, allowing her personality to shine through and connecting with her audience on a deeper level.

WEAKNESSES

Her weaknesses include inconsistent highlight icons, fewer followers on this platform, and a lack of engagement, with posts receiving high views but not generating many likes.



SWOT ANALYSIS



SWOT STRATEGIES

S-O Strategy

Lauryn should post Instagram/Facebook stories with the great quality photos that she has. She has such great photos from her clients that could be used in stories to keep her audience up to date with her.

W-O Strategy

Lauryn could start to post 1-2 times a week rather than 3 posts at once. She posts three posts at a time on her accounts once a month which does make her feed look good, but she is only posting every 30 days with this. Incorporating a posting schedule that posts 1-2 times a week would keep her audience engaged weekly.

S-T Strategy

Lauryn could collaborate with vendor profiles so that her posts will show on their followers' feeds as well. Currently, Lauryn's vendors create posts that collaborate with her, but her accounts do not show her inviting them to collaborate. Although she tags her vendors, collaborating with them on a post will allow her post to appear on their followers' feeds, widening her audience.

W-T Strategy

Lauryn should be more proactive with posting, especially on Facebook too. Even though her audience is more active on Instagram, some of the demographics that she reaches uses Facebook too. By posting more on Facebook, she could reach so much more of her target audience.

START

Lauryn should start posting more reels and create more posts that give her audience a behind the scenes look at her job. This would give her audience insight to her day-to-day tasks and could show how hard she works.

STOP

Lauryn should stop posting 3 posts in one day, once a month. Instead of just posting to her accounts once a month, Lauryn should start posting 1-2 times a week to keep her audience engaged.

CONTINUE

Lauryn should continue to post carousels with great images, as well as tagging vendors and couples. This is great to show off all the different vendors that she works with.



SOCIAL MEDIA GOALS & OBJECTIVES

BOB
&

SOCIAL MEDIA GOALS & OBJECTIVES

Client's Business/ Marketing Goals

Increase overall awareness for B&B

Increase site traffic

Social Media Goals

Increase brand visibility and engagement by growing B&B's social media followers by 25% over the first 6 months, while consistently sharing content that highlights the brand's unique offerings and values.

Drive a 30% increase in website traffic from social media platforms over the first 6 months by consistently sharing compelling content with clear calls-to-action, optimizing posts for link clicks, and utilizing social ads to promote specific blog posts and promotions.

Target Markets

Women ages 25-34
Boho Bella, Frugal Fiona, &
Glamorous Gina

Women ages 25-34
Boho Bella, Frugal Fiona, &
Glamorous Gina

Social Platforms to be Utilized

Current: Instagram,
Facebook, Pinterest
New: TikTok

Facebook & Instagram

SMART Social Media Objectives

To increase Instagram follower count by 25% by utilizing engaging visuals, Reels, and hashtags within the first 6 months

To increase website traffic from social media by 20% within the first 4 months by posting 3 weekly link-driven posts on Facebook and Instagram.

KPI's

- Follower Growth Rate
- Engagement Rate
- Reach
- Impressions
- Mentions & Tags

- Social Media Referral Traffic
- Click-Through Rate
- Engagement Rate
- Landing Page Views

SOCIAL MEDIA GOALS & OBJECTIVES

Client's Business/ Marketing Goals

Increase inquiries (potential clients) completing contact forms

Increase wedding coordination services booked

Social Media Goals

Boost the number of inquiries through contact form submissions by 25% within the first 3 months by running targeted ad campaigns on Facebook and Instagram, sharing content that highlights B&B's services, and including strong calls-to-action in every post that directs users to the contact form

Increase bookings for wedding coordination services by 20% within the first 6 months by running a targeted social media campaign on Instagram and Facebook, featuring client testimonials, special offers, and utilizing targeted ads to reach engaged couples within 50 miles

Target Markets

Women ages 25-34

Boho Bella, Frugal Fiona, &
Glamorous Gina

Women ages 25-34

Boho Bella, Frugal Fiona, &
Glamorous Gina

Social Platforms to be Utilized

- Facebook
- Instagram

- Facebook
- Instagram
- Tik Tok

SMART Social Media Objectives

To Increase the number of completed contact forms by 25% within the first 3 months by implementing a social media campaign that includes bi-weekly posts featuring client success stories and service highlights

To increase bookings for wedding coordination services by 20% within the first 6 months by posting bi-weekly on all social media platforms.

KPI's

- Number of Completed Contact Forms
- Conversion Rate from Social Media Traffic
- Traffic to Contact Form Page
- Lead Quality

- Engagement rate on vendor-related content
- Number of Vendor Features
- Feedback from Vendors
- Mentions & Tags by Vendors

SOCIAL MEDIA GOALS & OBJECTIVES

Client's Business/ Marketing Goal

**Strengthen & maintain vendor
relationships through social media**

Social Media Goal

Enhance and sustain vendor relationships by engaging with key vendors on social media through monthly shout-outs, collaborative posts, and shared content

Target Market

Vendors: Venues, Photographers, Caterers, Beauty Services, Bakers, Florists, & DJs

Social Platforms to be Utilized

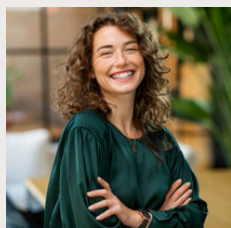
Facebook & Instagram

SMART Social Media Objective

To strengthen and maintain relationships with key vendors by featuring them in one dedicated post or story per month on Instagram and Facebook, with the aim of increasing engagement with vendor-related content by 30% and receiving at least 5 positive feedbacks from vendors within the first 6 months

KPI's

- Engagement rate on vendor-related content
- Number of Vendor Features
- Feedback from Vendors
- Mentions & Tags by Vendors



BOHO BELLA

TARGET PERSONA 1

WANTS & NEEDS

Functional Needs

- Unique, eco-friendly wedding decor, sustainable vendor, outdoor venues with natural backdrops

Psychological Needs

- Sustainable wedding to reflect her values, wants to find a way to have a laid-back celebration without sacrificing quality or aesthetics

TYPICAL BEHAVIORS

- Wedding research: specifically on eco-conscious weddings
- Vendor decisions: prefers small, local businesses that support sustainability

BEHAVIORAL

- **Purchase reason/event:** excited for her dream wedding and looking for help with finding eco-friendly vendors and an outdoor venue
- **Benefits sought:** a personalized wedding experience without too much stress
- Buyer journey stage: active decision-making - close to making a final decision, may only be in need of a wedding coordinator

PSYCHOGRAPHICS

- **Activities:** local farm-to-table cuisine, exploring national parks
- **Interests:** nature, sustainable fashion, yoga
- **Opinions:** environmentally conscious, mindful of sustainable options
- **Hobbies:** DIY crafts, thrifting, hiking
- **Personality:** laid-back, creative, free-spirited
- **Attitudes:** environmentally conscious, socially aware, loves experiences

BUYING TRIGGERS

- Trustworthy vendor recommendations
- Personalization options
- Stress reduction

CONTENT PREFERENCES & FORMAT

- Vendor coordination
- Eco-friendly wedding tips
- Sustainable weddings blog posts
- DIY how-to videos

PAIN POINTS

- Feeling overwhelmed
- Wants to ensure sustainability where possible
- Keep to budget while staying sustainable



BOHO BELLA

DEMOGRAPHICS

Age: 28 years

Income: 80K

Gender: Female

Education: Virginia Tech Bachelor's Degree

Family status: Engaged, no children

Occupation: Marketing Manager

Race/ethnicity: White

Location: Staunton, VA

BRANDS FOLLOWED ON SOCIAL

ANTHROPOLOGIE
WEDDINGS

Crate&Barrel

free people

ACTIVITY HOURS

- Lunch Break | 12 - 1 pm
- Evenings After Work | 6 - 9 pm

HASHTAGS ENGAGED WITH

#EcoFriendlyWedding

#DIYWeddingsDecor

#ShenandoahWedding

SOCIAL NETWORKS



SOCIAL MEDIA PERSONA TYPE

Collector & Creator

DEVICES USED



INFLUENCERS FOLLOWED ON SOCIAL

@okcallie

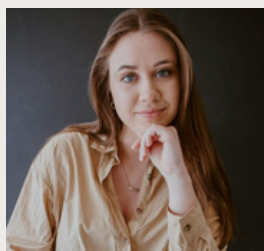


@emilymariko



@gretalouisetome





FRUGAL FIONA

TARGET PERSONA 2

WANTS & NEEDS

Functional Needs

- Affordable wedding packages, DIY decor options, kid-friendly venues, practical ways to stretch her budget

Psychological Needs

- Wants to create a memorable wedding without financial strain

TYPICAL BEHAVIORS

- **Wedding research:** spends time browsing budget-friendly wedding boards on Pinterest and seeking recommendations from other budget-conscious friends and moms in Facebook groups
- **Vendor decisions:** prefers working with vendors who offer flexible payment plans, discounts, or family-friendly packages

BEHAVIORAL

- **Purchase reason:** planning a wedding that balances elegance with her modest budget and family needs
- **Benefits sought:** cost-effective yet beautiful wedding venue options, including services that offer flexibility for family accommodations
- **Buyer journey stage:** researching, comparing packages, and starting to book vendors

PSYCHOGRAPHICS

- **Interests:** budget travel, family outings, DIY crafts
- **Hobbies:** thrift shopping, gardening
- **Personality:** resourceful, practical, family-oriented
- **Attitudes:** values experience over material things, aims for simplicity and affordability without sacrificing quality
- **Activities:** family-focused events, crafting, thrift shopping
- **Opinions:** interested in keeping her wedding to a small budget and family-friendly

BUYING TRIGGERS

- Affordability
- Family-friendliness
- Personal recommendations

CONTENT PREFERENCES & FORMAT

- Easy DIY ideas
- Kid-friendly wedding tips
- Budget-friendly wedding checklists
- Family-focused venue suggestions
- Facebook group recommendations

PAIN POINTS

- Budget limitations
- Time constraints
- Vendor availability



FRUGAL FIONA

DEMOGRAPHICS

Age: 26 years

Income: 52K

Gender: Female

Education: B.A. from Bridgewater College

Family status: Engaged, mom to a 3-year-old

Occupation: 4th grade teacher

Race/ethnicity: White

Location: Shenandoah Valley, VA

BRANDS FOLLOWED ON SOCIAL



ACTIVITY HOURS

- Late evenings | 9 - 12 pm

HASHTAGS ENGAGED WITH

- #BudgetBride
- #FamilyFirstWeddings
- #DIYWedding

SOCIAL NETWORKS



SOCIAL MEDIA PERSONA TYPE

Joiner & Collector

DEVICES USED



INFLUENCERS FOLLOWED ON SOCIAL

@taylorfrankiepaul



@averyywoods



@aspynovard





GLAMOROUS GINA TARGET PERSONA 3

WANTS & NEEDS

Functional Needs

- High-end wedding decor, luxurious outdoor venue options, professional vendors, sophisticated event planning services, looking in the Shenandoah Valley so all of her family can attend

Psychological Needs

- Elegance, exclusivity, seeking a glamorous and classy wedding, looking for a seamless experience with a wedding planner

TYPICAL BEHAVIORS

- **Wedding research:** follow luxury wedding blogs, exploring upscale venues and working with top-tier vendors
- **Vendor decisions:** looking for well-established vendors who offer premium services and promote elegance

BEHAVIORAL

- **Purchase reason/ event:** planning an upscale wedding and looking for a planner to create a flawless, glamorous event
- **Benefits sought:** a stress-free planning experience with high-quality elements to reflect her style and social status
- **Buyer journey stage:** actively looking for a high-end wedding planner

PSYCHOGRAPHICS

- **Activities:** exclusive galas/events, first-class travel
- **Interests:** luxury fashion, fine dining, travel
- **Opinions:** prefers high-end events, will pay no mind to frugality for her wedding
- **Hobbies:** attending social events, shopping, gourmet cooking/ restaurant connoisseur
- **Personality:** ambitious and values prestige
- **Attitudes:** seeks perfection, prefers premium and high-quality experiences

BUYING TRIGGERS

- Exclusivity
- Professionalism
- Perfection

PAIN POINTS

- Stress
- Quality
- Coordination

CONTENT PREFERENCES & FORMAT

- High-resolution photos of luxurious weddings
- Video tours of upscale venues
- Tips on planning high-end weddings



GLAMOROUS GINA

DEMOGRAPHICS

Age: 33 years

Income: 120K

Gender: Female

Education: UVA Undergrad, UNC M.B.A

Family status: Engaged, no children

Occupation: Software Engineer

Race/ethnicity: Hispanic

Location: Waynesboro, VA

BRANDS FOLLOWED ON SOCIAL



ACTIVITY HOURS

- Mornings | 10 - 12 pm
- Evenings | 8 - 10 pm

HASHTAGS ENGAGED WITH

- #LuxuryWeddings
- #ElegantWeddings
- #GlamorousBride

SOCIAL NETWORKS



SOCIAL MEDIA PERSONA TYPE

- Influencer & Creator

DEVICES USED



INFLUENCERS FOLLOWED ON SOCIAL

@narasmith



@sofiarichie



@alixearle



SOCIAL MEDIA PLATFORMS

Platform	Mission Statement
 Facebook	To foster a sense of community while providing educational, inspiring, and promotional content that highlights our expert wedding planning services and vendor relationships in the Shenandoah Valley.
 Instagram	To inspire couples with beautifully curated content while promoting seamless and stress-free wedding planning experiences, strengthening community engagement, and boosting inquiries.
 Pinterest	To inspire couples with visual wedding ideas, providing them with the inspiration and tools needed to plan their dream wedding while subtly promoting our services.
 TikTok	To entertain, educate, and inspire a younger audience through short, dynamic videos that offer behind-the-scenes insights and real wedding stories.

SOCIAL MEDIA PLATFORMS

Platform	Target Audiences/Types of Content Used
 Facebook	The target audience for Facebook will be mainly women aged 25 to 54 from the Shenandoah Valley region, specifically in Harrisonburg, Bridgewater, and Staunton. The types of content that will be used on Facebook are images.
 Instagram	The target audience for Instagram will be women aged 25 to 44, who reside in Virginia, specifically the Shenandoah Valley area. The types of content that will be used on Instagram are images and stories.
 Pinterest	The target audience for Pinterest will be women aged 25 to 34. The types of content that will be used on this platform are images and collages.
 TikTok	The target audience for TikTok mainly consists of women, with some men, aged 18 to 25. The types of content that will be used on this platform are videos and images.



STRATEGY CAMPAIGNS



CAMPAIGN #1: PAID MEDIA

Client business/ marketing goals

- Increase website traffic
- Boost inquiries by getting potential clients to complete the contact form
- Increase wedding coordination services booked.

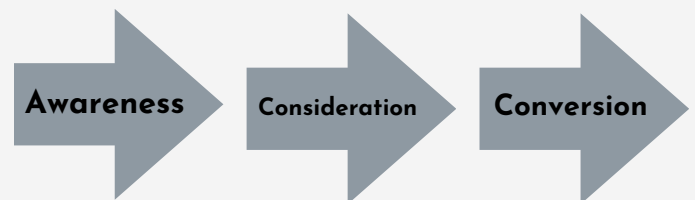
SMM Objectives

- Increase brand awareness and visibility in the Shenandoah Valley region.
- Drive engagement through shares, likes, and website visits.
- Convert new visitors into leads by encouraging inquiries through the website.

Target Audiences

- **Engaged Couples:** Ages 25-34, who value professional support in planning a stress-free, memorable wedding. Primarily located in Virginia, particularly in or near the Shenandoah Valley, but open to destination weddings within the region.
- **Families of Engaged Couples:** Parents who are financially or emotionally invested in ensuring their child's wedding is smooth and seamless.
- **Vendors/Planners:** Professionals in the wedding industry who align with the "Community over Competition" ethos and can become referral partners

Buyer Stages



Campaign Description

- High-quality video reels and photo carousels highlighting the planning process, showcasing beautiful wedding venues in the Valley, and featuring real couples on their wedding day
- The visuals will include behind-the-scenes shots of the coordinator managing vendors, setting up the venue, and ensuring everything runs smoothly
- Time-lapses of wedding setups, clips of joyful moments during ceremonies, and testimonials from happy couples will also be included
- Voiceovers from Lauryn will explain the process and share real stories of overcoming challenges to create perfect wedding days

Campaign Calendar

January 14th, 2025 - November 8th, 2025

CAMPAIGN #1: PAID MEDIA

Inspiration for Campaign

The campaign draws inspiration from the emotional and personal journey of planning a wedding. It emphasizes the client's unique approach to stress-free planning, vendor relationships, and dedication to creating unforgettable moments.

Campaign Message

"Your Perfect Day, Stress-Free. Let Us Handle the Details, So You Can Be Fully Present."

Tone

Warm, supportive, and reassuring. Professional but approachable, emphasizing trust and reliability.

Hashtags

#ShenandoahWeddings
#StressFreeWedding
#WeddingCoordination
#VirginiaBride
#CommunityOverCompetition
#WeddingPlanning
#SeamlessWeddingDay
#DreamWedding

Making the Audience Care

By showcasing the emotional benefits of a stress-free wedding day, the campaign will make couples care about the peace of mind they can achieve by hiring a professional planner. The focus will be on the unique value of the coordinator's expertise and vendor connections, ensuring couples feel confident that their wedding will run smoothly.

Resources Required

- Professional videography and photography services to capture high-quality visuals of weddings and venues.
- Paid media budget for Facebook and Instagram ads
- Social media management tools to track engagement and responses Testimonial videos from past clients.
- Canva or similar software for designing eye-catching paid ads

People Required

- Local photographers and videographers to capture visuals.
- Social media ad specialists for Facebook and Instagram targeting
- Vendor partners willing to collaborate and appear in the content
- Clients willing to give testimonials

Item	Cost
Videography/ Photography	\$1,500 - \$2,500
Paid Ads Budget	\$500 - \$1,000
Social Media Management Tools	\$100 - \$200
Testimonial Videos	\$500 - \$1,000

CAMPAIGN #1: PAID MEDIA POSTING SCHEDULE

Date /Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
1/14/25 1pm	Instagram	Carousel	"Ever wonder what a stress-free wedding looks like? Let us show you!"	A carousel showcasing stunning wedding setups, joyful couples, and behind-the- scenes moments, with each slide capturing a unique highlight from past events	Encourage viewers to click the link in bio for inquiries
2/11/25 3pm	Tik Tok	Video Image Carousel	"Wedding Process vs. Result"	Images of Lauryn setting up for a wedding and interacting with clients, and it call coming together. Music: <i>All- American</i> by Olivia Rodrigo	Showcase Lauryn's expertise and encourage inquiries for services

CAMPAIGN #1: PAID MEDIA POSTING SCHEDULE

Date/ Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
3/4/25 2pm	Facebook	Paid Ad	"Your Dream Wedding Awaits! Inquire TODAY for a wedding coordination or a full wedding planning service!"	Eye-catching ad graphic featuring a stunning wedding photo and a clear CTA	Drive traffic to the contact form for potential bookings
5/13/25 12pm	Instagram	IG Story	"Spring Wedding Highlights"	Include poll asking followers to vote for their favorite spring wedding photo	Interact with viewers with the story as well as give them inspiration
11/8/25 1pm	Instagram	Image	"Why You Need a Wedding Planner"	List of key reasons to hire a planner, including testimonials	Encourage viewers to reach out to learn more about services

CAMPAIGN #2: EARNED MEDIA

Client business/ marketing goals

- Increase word-of-mouth marketing
- Strengthen and maintain vendor relationships through social media
- Boost brand credibility and authority by leveraging third-party vendor endorsements

SMM Objectives

- Amplify brand reach through partnerships and user-generated content (UGC)
- Build trust and credibility by featuring vendor shout-outs
- Foster community engagement and advocacy from vendors

Target Audiences

- **Engaged Couples:** Ages 25-40, looking for a trusted wedding coordinator who comes highly recommended by known vendors in the local area
- **Vendors/Industry Professionals:** Photographers, florists, caterers, and other wedding professionals who can build mutually beneficial partnerships

Buyer Stages



Campaign Description

- This campaign will feature vendor shout-outs in the form of images and text-based posts, along with vendor shout-outs and behind-the-scenes footage from wedding days.
- Visuals will include images of weddings that Lauryn has coordinated, along with shout-outs to vendors explaining how their partnership with Lauryn helped make their clients' days special
- The content will also include UGC, such as reposting photos and videos that clients or vendors tag the business in, and featuring short videos of vendor collaborations.

Campaign Calendar

June 10th, 2025 - October 14th, 2025

CAMPAIGN #2: EARNED MEDIA

Inspiration for Campaign

The campaign is inspired by the power of community-driven marketing, particularly through authentic experiences with trusted vendors. Word-of-mouth and third-party endorsements are invaluable in the wedding industry, where trust and relationships play a major role in decision-making.

Campaign Message

"Let Our History With Trusted Vendors Tell the Story: Seamless, Stress-Free Weddings, Tailored to You."

Tone

Warm, authentic, and heartfelt. Trustworthy and professional, with an emphasis on real experiences.

Hashtags

#ShenandoahValleyWeddings
#WeddingPlannerTestimonials
#VendorShoutOut
#StressFreeWeddings
#CommunityOverCompetition
#RealWeddingStories
#WeddingPlanningJourney

Resources Required

- Vendor collaboration for shared content and mutual shout-outs
- Time to create video compilations and write captions that highlight stories about vendor relationships
- Social media reposting tools User-Generated-Content

People Required

- Vendor partners willing to collaborate on shared social media posts and shout-outs
- Vendor partners reciprocating shout-outs and posting content to promote Bouquets & Bustles

Making the Audience Care

By featuring genuine content about B&B's relationship with trusted vendors, the campaign will emphasize the client's proven track record of creating memorable, stress-free weddings. The focus on word-of-mouth and earned trust will appeal to couples who value recommendations over traditional advertising.

CAMPAIGN #2: EARNED MEDIA POSTING SCHEDULE

Date/Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
6/10/25 12pm	Pinterest	Organic Pin	"5 Rustic Wedding Venue Ideas in The Shenandoah Valley, Virginia"	Collage of rustic wedding venues in Shenandoah Valley with simple, elegant decor	Inspire couples to imagine their own wedding in a similar setting and inquire about Lauryn's services
7/15/25 1pm	TikTok	Video Image Carousel	"This is Your Sign to Get All The Precious Details From Your Wedding Captured"	Photos of small details taken of wedding venues, florals, bride & groom, etc. Music: <i>Bloom</i> by The Paper Kites	Prompt viewers to be intrigued by content captured by vendors' photographers and click on the Bouquets & Bustles profile and learn more about her services
8/25/25	Pinterest	Organic Pin	"Open-Field Wedding Inspiration"	Images of B&B weddings in open fields	Prompt viewers to be inspired by open-field B&B weddings and look into finding a planner who plans outdoor weddings

CAMPAIGN #2: EARNED MEDIA POSTING SCHEDULE

Date/ Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
9/16/25 2pm	Facebook	Image	"All set for a special day Check out the beautiful Sunny Slope Farm!"	Photo of set up venue from previous couple's wedding day	Show off the beautiful job Lauryn has done setting up at the venue
10/14/25 11:30am	Instagram	Carousel	"Vendor Shout-Outs: The Simple Love Collection, Red August Farm, Ruffles & Rust Florals"	Images of different vendors Lauryn has worked with, such as florists and photographers	Images of different vendors Lauryn has worked with, such as florists and photographers



CAMPAIGN #3: EARNED MEDIA

Client business/ marketing goals

- Increase word-of-mouth marketing
- Boost brand credibility and authority by leveraging customer testimonials

SMM Objectives

- Increase brand awareness and visibility in the Shenandoah Valley region
- Drive engagement through shares, likes, and website visits
- Convert new visitors into leads by encouraging inquiries through the website

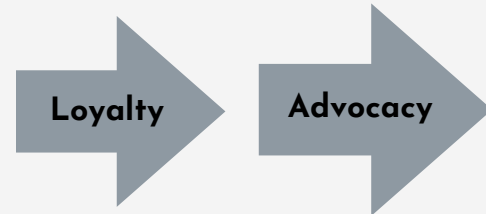
Target Audiences

- **Engaged Couples:** Ages 25-40, looking for a trusted wedding coordinator who comes highly recommended by past clients
- **Past Clients:** Couples who have already worked with Lauryn and are excited to share their experiences with others

Campaign Calendar

January 5th, 2025 - December 16th, 2025

Buyer Stages



Campaign Description

- This campaign will focus on real couples who have worked with the wedding planner, sharing their experiences and stories in ways that naturally encourage others to share
- By highlighting memorable moments and the planner's unique touches, the campaign will spark conversations among future brides and grooms, leveraging word of mouth to build credibility and trust
- Capture authentic moments from real weddings that the planner has organized: ceremony setups, personal details, and behind-the-scenes coordination
- Include photos and videos of couples sharing what made their day unique
- Encourage these couples to share their stories on social media hashtags
- Provide incentives like a free photo book or a discount on future services for couples who create posts about their experience

CAMPAIGN #3: EARNED MEDIA

Inspiration for Campaign

This campaign draws from the emotional and personal nature of weddings, emphasizing how meaningful and memorable moments resonate with people (authenticity, relatability, emotional storytelling).

Campaign Message

"Your Dream Wedding, Made Real - Let Our Clients Tell the Story."

Tone

Genuine, emotional, and focused on the couple's personal journey. Each post should highlight how Lauryn of Bouquets & Bustles made their day special.

Hashtags

#WeddingsbyLauryn
#PlannerMadeMagic
#PerfectlyPlanned
#CoupleApproved
#BridesRecommend

Making the Audience Care

The focus will be on evoking emotions, creating a personal connection, and showing how the planner can make one of the most important days in their life truly special. Seeing real-life couples who faced the same challenges and stress of planning a wedding, and how the wedding planner helped them create a perfect day. The audience will care because they will be more likely to see themselves in these stories.

Resources Required

- Access to past client testimonials (video/images or written)
- Social media reposting tools for UGC
- Time to create video compilations and write captions that highlight stories about vendor relationships

People Required

- Past couples wanting to share stories of their experiences with B&B on social media platforms
- Past clients willing to vouch for B&B staff



CAMPAIGN #3: EARNED MEDIA POSTING SCHEDULE

Date/ Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
1/5/25 12pm	Instagram	Carousel	"Learn About J & C's Big Day!"	Images and a testimonial from the featured couple's wedding day	Hear the success story from a past wedding that Lauryn has planned
2/2/25 3:30pm	Instagram	Carousel	"Each couple has their own unique story, and we're honored to help bring their dream day to life. From intimate moments to grand celebrations, we're here to make sure every wedding is as special as your love."	Images of various recent couples on their wedding days	Inspire potential customers to do business with Lauryn after seeing previous and happy customers
6/19/25 1pm	Facebook	Image	"Behind the Scenes: A Day in the Life of a Wedding Planner"	Collaged pictures of Lauryn organizing details and helping past couples	Highlight Lauryn's expertise and the complexity of planning, motivating couples to book her

CAMPAIGN #3: EARNED MEDIA POSTING SCHEDULE

Date/Time	Platforms	Tactic/ Content Type	Written Content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
12/8/25 1pm	Pinterest	Organic Pin	"Bride & Groom Pose Inspiration"	Images of couple at their wedding with beautiful scenery	Give potential customers ideas for their wedding day based off of Lauryn's preferences
12/16/25 2pm	Facebook	Image	"Hear more from M & R about their amazing experience with Bouquets & Bustles for their perfect day!"	Photo of a couple with quotes about their experience with Lauryn	Allow others to hear about previous customers' experiences with Lauryn planning their weddings



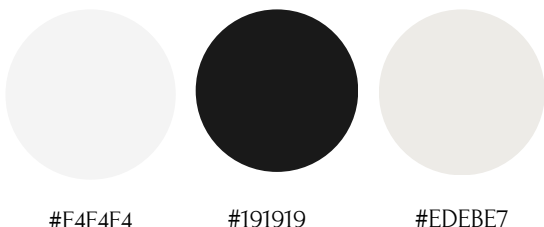


IMPLEMENTATION



BRAND VOICE & GUIDE

PRIMARY COLOR PALETTE



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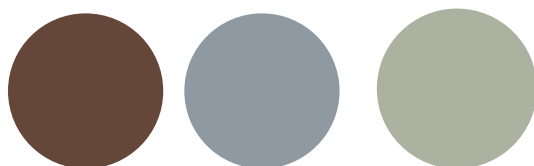
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#EDEBE7

PRIMARY LOGOS



SECONDARY COLOR PALETTE



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#8E99A2

#ADB1A0

SECONDARY LOGOS



FONT STYLE

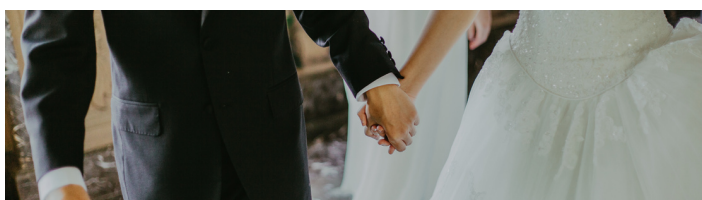
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BRAND VOICE & GUIDE



The Lover Archetype

This aligns with our client, reflecting their emphasis on beauty, emotional connection, and meaningful relationships.

With a focus on passion, sensuality, and intimacy, the brand highlights the aesthetic and sensory appeal of its services while celebrating the importance of personal connections and experiences.

Voice & Tone

- Use a warm, approachable tone to foster a personal connection with clients
- Maintain authenticity by sharing real stories and personal experiences
- Balance friendliness with professionalism to emphasize expertise and attention to detail

PLATFORM SPECIFIC TACTICS AND TOOLS



Facebook

DESCRIPTION

Bouquets & Bustles will use Facebook to connect with a diverse audience, foster community, and serve as a hub for wedding planning. The platform will feature inspiring content, expert services, wedding updates, and educational posts, offering couples tips and a glimpse into personalized planning services.

TACTICS & TOOLS

Bouquets & Bustles will use Facebook to share professional photos, venue highlights, and behind-the-scenes Reels. They'll reshare blog tips, promote events, run targeted ads, and join local wedding planning groups to connect with couples and build trust.

TRACKING PERFORMANCE

To effectively track performance, Bouquets & Bustles can utilize Facebook's analytics tools alongside a platform like Hootsuite to monitor key metrics such as post reach, engagement rates, and audience demographics. Hootsuite would streamline performance tracking by providing detailed insights and enabling easier scheduling and content management across platforms. By analyzing this data, the brand can refine its content strategy, identify what resonates most with its audience, and ensure a consistent and engaging online presence. This approach will not only strengthen connections with followers but also drive inquiries and expand Bouquets & Bustles' reach.



Instagram

DESCRIPTION

Bouquets & Bustles will utilize Instagram as a visually driven platform to inspire couples and showcase their expertise in wedding planning. Through curated posts, Reels, and Stories, they will highlight stunning weddings, trusted vendor collaborations, and behind-the-scenes planning moments. Instagram will serve as a space to engage with followers, share valuable wedding insights, and build connections, offering couples a glimpse into the personalized and stress-free experience provided by Bouquets & Bustles.

TACTICS AND TOOLS

Bouquets & Bustles will use Instagram to share professional photos, behind-the-scenes Reels, and interactive Stories featuring polls and Q&A sessions. Carousels will highlight vendors and setups, while testimonials will showcase real weddings. Tagging vendors will strengthen relationships and expand reach, creating a visually engaging platform to inspire and connect with couples.

TRACKING PERFORMANCE

Bouquets & Bustles will track Instagram performance using analytics tools and Hootsuite to monitor key metrics like reach, engagement rates, and follower growth. Hootsuite will streamline tracking and content scheduling, providing insights into top-performing posts and audience behavior. By analyzing this data, Bouquets & Bustles can refine their strategy, focus on engaging content, and ensure a consistent presence, ultimately driving inquiries and building a stronger connection with their audience.

PLATFORM SPECIFIC TACTICS AND TOOLS



Pinterest

DESCRIPTION

Bouquets & Bustles will use Pinterest to inspire couples with curated boards featuring wedding ideas, venue decor, timelines, and checklists. Organic Pins will offer decoration tips, while Promoted Pins will highlight services and vendor partnerships to drive traffic and increase bookings. Specific boards tailored to wedding themes/ locations will help couples visualize their dream day while subtly promoting B&B' expertise.

TACTICS & TOOLS

Bouquets & Bustles will create Pinterest boards featuring wedding themes, venue décor, timelines, and checklists to inspire couples. Organic Pins will share decoration tips, while Promoted Pins will highlight their services and vendor partnerships to drive traffic and boost bookings. Specific boards, like "Rustic Weddings in the Shenandoah Valley," will target couples planning unique weddings, while strategically placed Pins will showcase Bouquets & Bustles' expertise in wedding planning.

TRACKING PERFORMANCE

Bouquets & Bustles will track Pinterest performance using Pinterest Analytics to monitor key metrics such as impressions, saves, and click-through rates. By analyzing which pins and boards perform best, they can identify popular content and adjust their strategy to focus on what resonates most with their audience. This data will help refine their approach, improve engagement, and drive more traffic to the website, ultimately increasing inquiries and bookings.



TikTok

DESCRIPTION

Bouquets & Bustles will use TikTok to engage a younger audience with short, dynamic videos showcasing behind-the-scenes wedding moments and real wedding stories. The platform will feature Lauryn's personal insights, day-in-the-life videos, and live Q&As, offering an interactive and relatable way to highlight the brand's wedding coordination expertise.

TACTICS AND TOOLS

Bouquets & Bustles will utilize TikTok's short videos to highlight behind-the-scenes moments, wedding stories, and Lauryn's personal insights. They will create engaging content such as voice-over videos, day-in-the-life clips, and humorous wedding moments. TikTok Lives will be used to engage directly with the audience during events or vendor collaborations. This content strategy will build a connection with a younger, engaged audience while showcasing the brand's expertise and personality.

TRACKING AND PERFORMANCE

Bouquets & Bustles will use TikTok Analytics to track key metrics such as video views, engagement rates, and follower growth. By analyzing these insights, they can understand which content resonates most with their audience, refine their strategy, and optimize future videos. Metrics like watch time and interaction levels will help improve content performance and increase brand visibility, ensuring that TikTok serves as a valuable tool for growing engagement and attracting potential clients.



CONTENT DEVELOPMENT

B&B

CONTENT DEVELOPMENT

Developing Original Content	• Focus on creating visually appealing, authentic, and relatable content tailored to the wedding planning industry • Highlight Lauryn's unique strengths, such as her strong vendor relationships, ability to create stress-free wedding days, and personal connection with clients • Use Canva for polished visuals, InShot for video editing, and professional photography/videography for key posts
Curating Content	• Share valuable content from trusted sources in the wedding industry while aligning with your brand values of community and inclusivity • Always add personal commentary when resharing curated content to keep it relevant and on-brand
Breaking apart content	• Divide larger pieces of content into smaller, digestible parts to stretch the life of a single post or campaign • This allows content to remain fresh and continuously engage the audience
Cross-utilizing Content	• Repurpose content across multiple platforms to save time while maximizing reach and engagement • Ensure each piece is tailored to the platform's audience and format preferences

By developing original content that reflects Lauryn's values, curating relevant posts from the wedding community, and strategically reusing and segmenting content, Lauryn can maintain an engaging and consistent presence across platforms while building her brand's reputation and visibility.

MONITORING, TRACKING, MEASURING, & EVALUATING

Social Media Goals	KPI's	KPI Formulas	KPI Performance Targets
Increase brand visibility and engagement by growing B&B's social media followers by 25% over the next 6 months, while consistently sharing content that highlights the brand's unique offerings and values	Follower growth rate Engagement Rate Reach Impressions Mentions & Tags	Follower Growth Rate = $(\text{New Followers} / \text{Starting Follower Count}) \times 100$ ER = $(\text{Likes} + \text{Comments} + \text{Shares} / \text{Total Impressions}) \times 100$ Reach = Users Exposed to Content Impressions = Total Views Across All Posts Mentions & Tags = Total # of Times Users Tag/Mention B&B	Follower growth rate: Achieve a 25% Instagram increase ER: Maintain a minimum of 10% ER across all posts Reach: Increase by 20% each month Impressions: Increase by 25% over 6 months Mentions & Tags: Growth by 10% each month
Drive a 30% increase in website traffic from social media platforms over the next 6 months by consistently sharing compelling content with clear calls-to-action, optimizing posts for link clicks, and utilizing social ads to promote specific blog posts and promotions	Social Media Referral Traffic Click-Through Rate Engagement Rate Landing Page Views	Referral Traffic = Site Visits from Socials CTR = $(\text{Link Clicks} / \text{Total Post Impressions}) \times 100$ ER = $(\text{Likes} + \text{Comments} + \text{Shares} / \text{Total Impressions}) \times 100$ Landing Page Views = Total Clicks on Social Media Post / Bounce rate	Referral traffic: Achieve a 30% increase over 6 months CTR: Reach an average CTR of 5% across all platforms with links ER: Increase by 20% each month Landing page views: Increase by 20% each month

MONITORING, TRACKING, MEASURING, & EVALUATING

Social Media Goals	KPI's	KPI Formulas	KPI Performance Targets
Boost the number of inquiries through contact form submissions by 25% within the next 3 months by running targeted ad campaigns on Facebook and Instagram, sharing content that highlights B&B's services, and including strong calls-to-action in every post that directs users to the contact form	Number of Completed Contact Forms Conversion Rate from Social Media Traffic Traffic to Contact Form Page Lead Quality	Forms Completed = Submissions via Links on Social Media Platforms Conversion Rate = (Contact Form Submissions/ Social Media Referral Traffic) x 100 Traffic = Unique Visits to Contact Page via Social Media Links Qualified Lead Ratio = (Quality Leads/ Total Leads) x 100	Referral traffic: Achieve a 30% increase over the first 6 months CTR: Reach an average CTR of 5% across all platforms with links Landing page views: Increase by 20% each month Lead quality: Achieve a Qualified Lead Ratio of 50% within the first 3 months
Increase bookings for wedding coordination services by 20% within the next 6 months by running a targeted social media campaign on Instagram and Facebook, featuring client testimonials, and special offers, and utilizing targeted ads to reach engaged couples within a 50- mile radius.	Number of Bookings Traffic to Booking Page Engagement Rate on Posts	Bookings = Submitted Contracts of Wedding Coordination/Planning Services Traffic = Unique Visits to Booking Page via Social Media Links ER = (Likes + Comments + Shares/ Total Impressions) x 100	Bookings: Achieve a 20% increase in bookings throughout the year Traffic: Grow visiting users who submit a booking ER: Maintain 10% on each post related to bookings

MONITORING, TRACKING, MEASURING, & EVALUATING

Social Media Goals	KPI's	KPI Formulas	KPI Performance Targets
Enhance and sustain vendor relationships by engaging with key vendors on social media through monthly shout-outs, collaborative posts, and shared content	Engagement rate on vendor-related content Number of Vendor features Feedback from Vendors Mentions & Tags by Vendors	$ER = (\text{Likes} + \text{Comments} + \text{Shares on Vendor Posts} / \text{Impressions}) \times 100$ Vendor Features = Monthly Collaborative Posts Feedback = Positive Comments or Direct Messages from Vendors Mentions & Tags = Monthly Mentions & Tags from Vendors	ER: Increase engagement on vendor-related posts by 30% Vendor Features: Feature at least 1 vendor on a post or story per month Feedback: Receive 5+ positive responses from vendors within 6 months Mentions & Tags: Aim for 5 vendor mentions or tags per month within the first 6 months





BUDGET

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BUDGET

Budget Based on Hootsuite Recommendation		
	Percent of Budget	Allocation in dollars
Budget Available	100%	\$ 5,000.00
Content Creation	40%	\$ 2,000.00
Strategy & Management	30%	\$ 1,500.00
Software and tools	10%	\$ 500.00
Paid social (Combined with Influencer mktg + Training)	20%	\$ 1,000.00
Realistic Budget		
Expenses		
Paid Social Ads	\$ 2,400.00	
Canva Subscription	\$ 120.00	
Hootsuite	\$ 1,200.00	
Internship - \$16/hour - 80 hours	\$ 1,280.00	
Total Budget Used	\$5,000.00 (100%)	



SOCIAL ROI

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SOCIAL ROI

Growth Rate	2025	2026
0%	9	9
10%	10	11
25%	11	14
50%	14	20

Growth Rate	Social ROI	# Full Planning	# Coordination	Revenue from Full Planning	Revenue from Coordination	Total Revenue
0%	380%	2	7	\$10,000.00	\$14,000.00	\$24,000.00
10%	460%	2	9	\$10,000.00	\$18,000.00	\$28,000.00
25%	580%	2	12	\$10,000.00	\$24,000.00	\$34,000.00
50%	820%	2	18	\$10,000.00	\$36,000.00	\$46,000.00



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