

Social Media Findings

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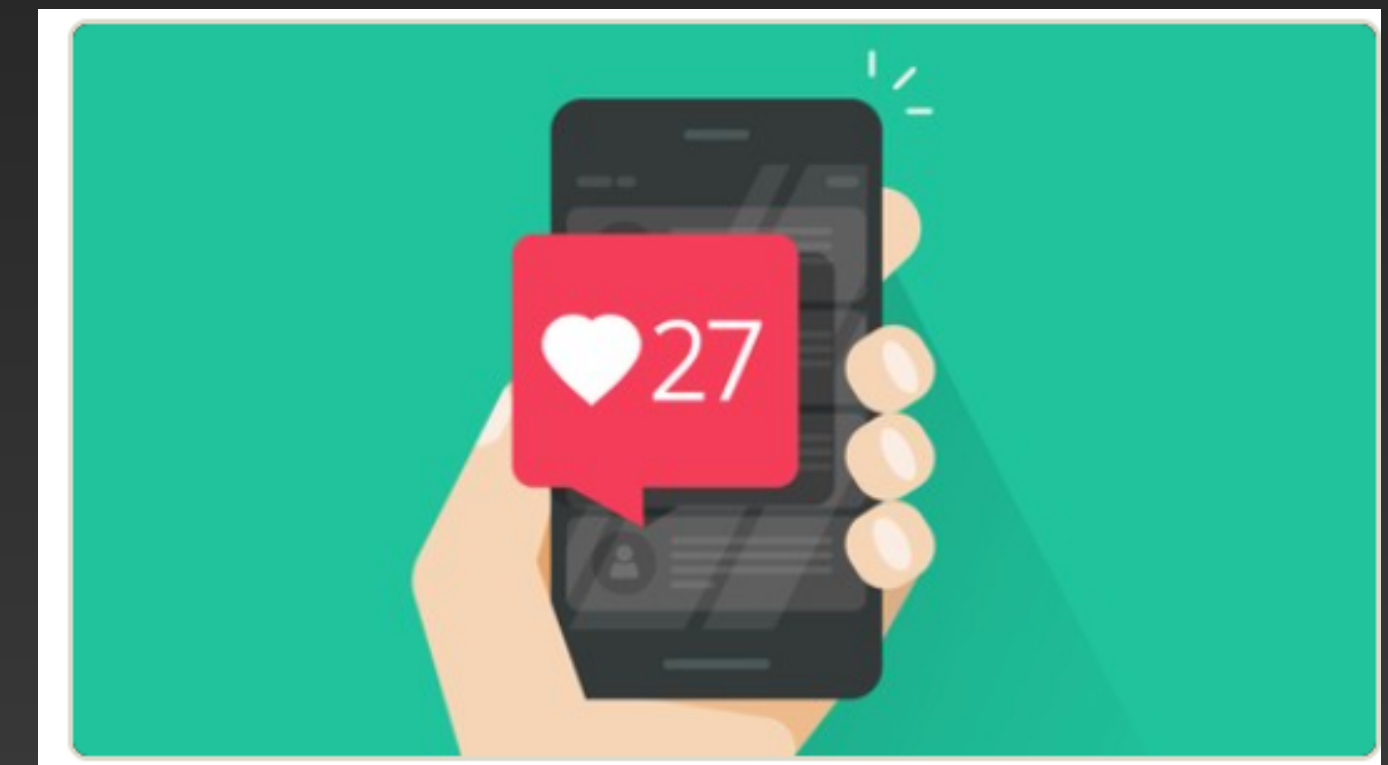
My Dream Space

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What I learned & What the Course is About

Social Media Marketing- Complete Certificate Course (SO ME Academy)

- I learned a new perspective on how social media is used by companies and personal businesses for expanding their customer base.
- SO ME Academy is based in London and offers social media training, with over 29,000 thousand students world wide completing the course. They offer three qualification levels in Social Media Management Certificate, Social Media Management, and Social Media Manager.



Choosing The Right SM Platform For A Business

- Businesses have to look at what the demographics of their costumers are, they also have to focus on the income of their costumers and the type of business they want to offer, finally they have to look at at what their target audience is.



Successful Social Media Campaigns 1

Fiesta Movement



- Ford in 2014, gave 100 influencers set up in 20 teams of 2 from 16 different cities, Ford Fiesta cars they could use for 14 weeks and do something good for the community. The target audience was millennials and generation Y, which are known to be heavy SM users. Ford chose the Ford Fiesta for its modern design and electronic connectivity. The influencers then posted pictures of their experiences to Facebook, Twitter and Instagram. Ford goal was not to sell a ford fiesta, but to get people to engage with the community.

Part 2

Fiesta Movement

- They gained 6.5 million more followers combined in all platforms they received 50,000 request information for a new cars and they sold 10,000 cars in the first six days after the fiesta movement ended. It was known as the campaign “For the people by the people’ and motivated you people to go out there and enjoy life by helping others.



Successful Social Media Campaigns 2

H & M Campaign

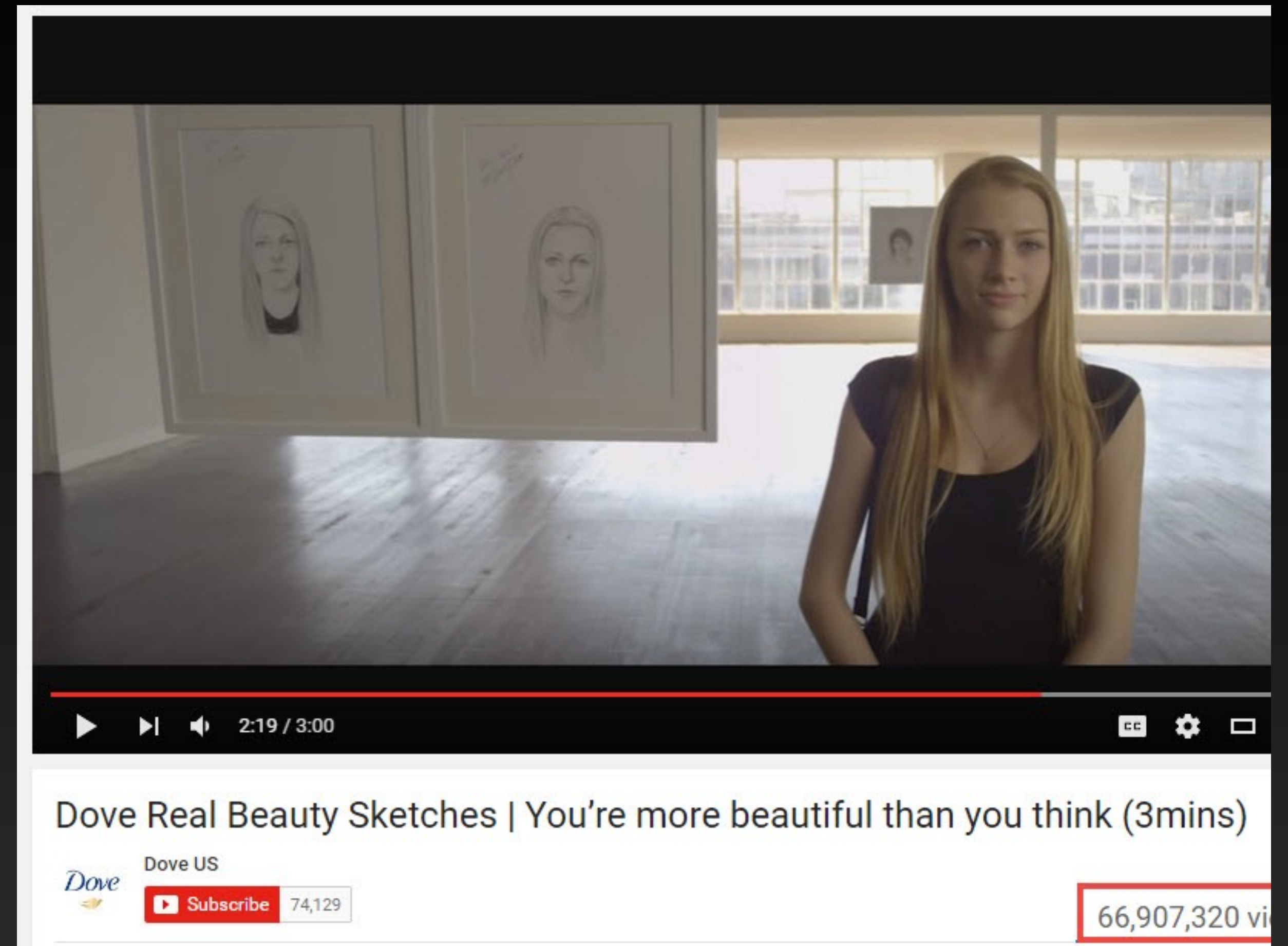
- H & M and Macys allowed people to vote on designs for their clothes via Instagram stories.
- Nine influencers worked on the collection, including Alyssa Coscarelli, Refinery29's senior editor, and Blonde Collective founder Ashley Guyatt. They used Instagram Stories' polling to gauge their followers preferences for certain designs, such as different patterns or using zippers versus buttons.
- The polls attracted more than 425,000 viewers over two weeks, and brought in more than 35,000 votes. Nyden, H & M's luxury brand, plans to use the data to inform the designers of how two dresses should look. H&M launched Nyden in April to focus on collaboration with emerging artists, designers and influences.



Successful Social Media Campaigns 3

Dove

- Dove made a video called Dove Real Beauty Sketches discussing what real beauty is. The company's goal was to build brand loyalty and create awareness of what real beauty is by making a three minute video of a woman describing herself to a sketch artist, but the sketch artist couldn't see her and is using only the description of herself to create the sketch. A second sketch is made where a close friend describes the person and the sketch artist draws the new sketch.





Dove Campaign Results



- To date, Real Beauty Sketches has been viewed almost 180 million times. They want the film to continue to inspire every single one of the 80% of women who feel anxious about how they look, to reconsider their view of their own beauty and to remember: "You're more beautiful than you think. It could be as easy as seeing ourselves through a stranger's eyes."
- The goal of this campaign was to build self confidence in young children and women of all ages. Dove continues reaching women and young people of all backgrounds with self confidence education and forming a vision where beauty is confidence and not anxiety.



My Dream Space

Logo



My Dream Space

- **Vision and goals**

- I will be promoting interior designers work, and generating new clients by uploading pictures on their Instagram accounts and My Dream Space page of the spaces they have decorated. This will provide them with double exposure online.

- **What is your vision?**

- To create a data base of different work style interior designers, provide them with clients referrals, and in the process provide the consumer with a list of resources for products.

- **How will it work?**

- I get a list of names of interior designers I want to work with, and I will approach them to ask if I can manage their Instagram account. Once a renovation is completed then I come in with a professional photographer and take pictures to post in the interior designers Instagram account and in My Dream Space page.

- **What are your goals for the next 3 months?**

- Serve 4 interior designers Instagram accounts and also promoting them on My Dream Space.

- **What are your goals for the next 6 months?**

- Serve 8 interior designers Instagram accounts and also promoting them on My Dream Space.

- **What are your goals for the next 12 months?**

- By the end of the first year, I would be servicing 12 interior designers Instagram accounts and promoting them through My Dream Space.

My Dream Space

- **Which social networks will you use?**
- Facebook, Google, Pinterest, Instagram.
- **Which social networks will you create?**
- My Dream Space
- **What will your security considerations be for each of the channels?**
- No info shared with any other social media
- Privacy of information of costumers

My Dream Space

- I will do before and after pictures of total transformations of spaces, and it will motivate people to want to do it for their spaces too with the interior designers I am servicing and promoting.
- **Channel name**
- My Dream Space
- **URL/username preference**
- <https://youtu.be/mydreamspace>
- **What are the main goals for this channel?**
- To promote the interior designers work and provide new clients for them.

My Dream Space

- **What are the main content themes for this channel?**
- Before and after pictures with tips along the way on how to create an interesting space, personalized to fit the style of the customer.
- **How often will you post to this channel?**
- Every two weeks.
- **Which resource will post to this channel?**
- Link to stores used as sources for furnitures, accessories, fabrics, and paint.
- **Other notes**
- My Dream Space will create an online library of pictures, resources and the promotion of the interior designer's work to generate new clients for them.

My Dream Space will be the first Instagram page to promote the work of many interior designers with a large product resource, and design ideas making all accessible to the consumer.

