

The House of Posters- Social Media Campaign

The Customer

Cameron is the founder and lead designer for The House of Posters (HOP). He is currently the only full-time employee. HOP is an online marketplace for graphic designers to sell their work in the form of posters. The target market is 18–24-year-olds. The perfect customer is a 22-year-old woman who is not married and is attending college. Currently, most of HOP's customers are from Utah and the surrounding states.



The Situation

HOP is looking to expand their marketing footprint through social media and other marketing platforms. Cameron needed help with market research, creating social media content promoting the business, and writing future job position listings to help with their social media marketing.

The Solution

The Research and Business Development Center (RBDC), a nonprofit organization, connected with Cameron/HOP through LinkedIn. Cameron agreed to a social media project and the RBDC created a team of student interns from BYU-Idaho to work on the project. Within three months, the interns researched other social media platforms, content, future positions, and then created a social media plan/campaign.



Research & Analysis

- Content ideas for platforms
- Social media manager position duties and tasks
- Time and day to post on different platforms
- Instagram and business competitors
- Key words in searches and hashtags
- Ambassadors for business brand
- Additional platforms and their benefits
- Business social media profiles
- Advertisements for Instagram and Tik Tok



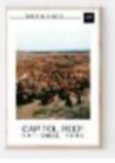




Final Deliverables

- Instagram content calendar
- Social media manager job posting and the legalities on the position
- Tik Tok content
- Tik Tok series ideas

Instagram Content Calendar

The team members each took one week in the month of August to create a weeks' worth of content for Instagram. This was based off our previous research on content that receives great views and helped other competitors. We based our ideas off of posters HOP already had on their website. After each team member created their week worth of content, they were compiled into a content calendar that is easy to read and follow along.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30 No Post	31 Motivational Monday  Have this poster up in a furnished room. Caption: Take Mac Millers advice this week and make sure to take self-care days. "I got all the time in the world, so for now I'm just chillin' Plus, I know it's a, it's a beautiful feelin" Hashtags: #SelfCare #HouseofPosters #Mondays	1 Transformation Tuesday  A reel showing a customer's room of what it looks like before and after with one or more of HOP's posters. An example would be what this room looked like before the poster was on the wall and after. #houseofposters#newroomdesign	2 Whatever Wednesday  The anniversary of Capitol reef being recognized as a national park. Caption: Today is the 86 th anniversary of Capitol Reef. Make sure to be grateful for the beautiful world around you! Hashtags #CapitolReef #HouseofPosters #CapitolReefNationalPark #GetOutdoors	3 Educational Thursday  Post this poster in a furnished room to your story as trivia. It will be a trivia guessing the song based on a quote. Have a poll so that viewers can participate and see how many people got it correct. "I wonder if you look both ways When you cross my mind." After posting this, post another story stating that the poster is available at TheHouseofPosters.com with the correct song	4 Engaging Friday   Post both of these poster's side by side as a story poll. "Which movie is better?" Post around Post a second story advertising both posters at TheHouseofPosters.com	5 No Post

Social Media Manager Job Listing

In order for HOP to keep up with their marketing campaign on social media, the client asked the team to create a blueprint for a job listing for a social media manager. With the results from research compiled on such a position, the team created a job listing for the position that the client could use. The team also researched all the legalities that are required when hiring for such a position, as well as any other future jobs at HOP.

Description	House of Posters is a small business based out of Provo, UT. We create low price quality posters that do not rip our tear, especially during shipping. We are looking for someone to help expand our marketing trail through social media. As the Social Media Manager, you will play a vital role in building and maintaining our online presence while ensuring that all content complies with legal guidelines.
Hours	Part Time, potential to move to Full Time
Pay	\$19 per hour

RESPONSIBILITIES

Social Media Strategy: Develop and execute an extensive social media strategy aligned with House of Posters overall marketing goals. Communicate with team members to ensure consistent messaging and brand voice across all social media platforms.

Content Creation: Create engaging and relevant content for various social media platforms, such as Instagram, Facebook, TikTok, and LinkedIn. Engage with our target audience by creating visually appealing and informative posts, videos, graphics, and other multimedia content.

Content Approval: Work closely with our creator to ensure that all social media content meets all requirements of House of Posters. Procure necessary approvals for content before publishing, ensuring compliance with regulatory frameworks and copyright laws.

Community Management: Engage with House of Posters online community, respond to comments, messages, and inquiries in a timely and professional manner. Maintain a high level of engagement and satisfaction with our followers and customers.

Analytics and Reporting: Utilize data-driven insights to optimize content strategy and achieve key performance indicators (KPIs). Monitor social media performance metrics and generate regular reports to evaluate social media campaigns.