

SOCIAL MEDIA STRATEGY

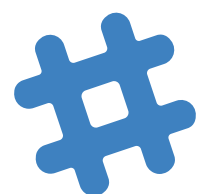
Overall Goals



Drive more young adults to open a new account



Create an authentic voice that resonates with the target audience



Customize content for individual platforms



Increase follower knowledge about what makes ALLIANCE unique



Expand Ad reach with Snapchat and Pinterest



Build trust so users are compelled to choose ALLIANCE as their primary financial institution.

Strategy & Implementation

Create sharable content that resonates with our audience, such as memes and GIFs

Refine and adjust strategy as needed based on monthly analytics reports

Apply member data provided by ALLIANCE to increase long-term invested members

Educate users about the benefits of a credit union vs a bank



The Numbers...

- Increase likes on all platforms by 45% with ads
- Increase followers by at least 20% with ads



Target Market

Overall - age 24-54
Priority - Young adults: post college, early career
Sweet Spot - age 30: first time home or car buyers