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LEVELD Social Media Strategy

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Brief Overview

LEVELD launched in the summer of 2018. Leveld is a tool sharing app that is based in Mobile, Alabama. LEVELD currently has a presence on major platforms including Facebook and Instagram. To fill all the responses for interaction and branding needs LEVELD started as a client with Mighty advertising agency in Mobile, AL and then hired Atlas Creative, LLC to respond and create content for all social media platforms.

Social Media Presence

Metric	Post Reach	Company Post	Engagement	Average Response Time to Feedback
Facebook in the last 28 days	509	2 weekly	42 engagements and 19 link clicks	20 hrs
Instagram in the last 28 days	1,384	2 weekly	652 profile visits, around 3k impressions	Once every 5 comments

Goals

In consideration of the above reconnaissance and analysis, it is apparent that a significant opportunity exists for LEVELD to attract and retain customers of the set targeted ages and demographics. The following social media goals are designed to achieve this undertaking:

- Strengthening the brand, among the set targeted ages and demographics
- Driving word-of-mouth recommendations
- Increasing tools offered on the app
- SEO to increase traffic and conversions

Strategies

LEVELD will pursue a highly aggressive set of strategies for its social media marketing (SMM) campaign. Such a comprehensive approach is obviously not without risks because it represents a sizable investment in personnel, and is time consuming and expensive. In addition, since no one controls the social web and since blunders do harm to a brand, in-depth engagement standards will be established for company employees interacting on the social web.

- Listening to the social web to determine where the company brand is being mentioned, who is talking about it, and what attracts consumers to the brand, as well as what is being said about competitors' brands.
- Interacting with consumers on Facebook and Instagram, where high concentrations of the target market reside. Always acting as a contributor, not an overt promoter, to strengthen the brand by improving brand awareness, recognition and perception.
- Engaging customers to drive word-of-mouth recommendations with YouTube viral brand videos and Instagram pictures of LEVELD content.
- Connecting with customers by starting an ambassador program that rewards customers for regular promoting of LEVELD.

Target Market

LEVELD has a wide range of market segments, ranging from wealthy business people to middle-class families and everything in between. One example of a persona is a CEO of a company who rents tools for a weekend project to destress from work. Another example would be a middle-class mom looking for tools to renovate her family's home.

Forrester's Social Technographics Profile Tool indicates that 93% of U.S. males in the age range 18 to 24 are spectators on the social web. Eighty-four percent of this market segment exhibits the persona of joiners, with 53% acting as social media critics and only 44% creating content. U.S. females in the same age range are slightly less inclined to engage in the social web as spectators (85%), and more likely to be joiners (86%) and creators (48%), but less inclined to be critics (47%).

Implementation

- Platform-Specific Tactics and Tools: LEVELD will be using Hootsuite. It keeps track of all company run social media accounts as well as employs many other features for tracking analytics. Other analytics will be obtained through the platform being used.

Facebook- They can improve content by:

1. Frequently updating LEVELD's page with content that is relevant and engaging for Facebook users-no more than three updates per day. Be persistent, consistent, and genuine.
2. Giving useful tips, or ask open-ended questions that will interest the audience.
3. Creating share-worthy content that encourages further discussions among the target market to advance a brand's position by making the brand more personable.

Instagram- They can improve by:

1. Cross-marketing by using Facebook to promote videos.
2. Posting creative, entertaining media.
3. Replying to comments daily.
4. Using hashtags, headlines with hashtags and emojis to generate attention and engagement.

Content Development

Strategy Example:

- Monday: Get that weekend project planned! (Picture of tools to rent this weekend)
- Tuesday: Post quote (Text)
- Wednesday: We Know Why You #getleveld campaign post (optional picture/video)
- Thursday: Customer love post (Picture)
- Friday: Get that weekend on in style! (Picture of a completed project)
- Saturday: LEVELD facts (Text)
- Sunday: Spotlight for a loyal customer (Picture)

Managing Content: To perform at maximum efficiently, all social media content will be carefully edited before posting and consumer contribution will be monitored to ensure they are appropriate.

Cross-Utilizing Content: To use already existing content, LEVELD will adapt the content to each individual platform to cross-utilize. Care will be taken to not over utilize the content because it may trigger unwanted attention from search engines.

Breaking Apart Content: LEVELD is efficient enough in their SMM to not need to break apart content at this time.

Monitoring

- Tracking- LEVELD will implement a sustainable and actionable tracking plan that identifies the right keywords to find and follow the relevant data on the social web. The tracking plan will choose optimal topics of focus, select platforms with the greatest concentration of the target audience, identify optimal keywords and phrases by studying how people actually describe brands or other topics, use Boolean operators to zero in on desired data, and adjust searches when they do not produce the desired results. It will also identify hashtags that are relevant and follow them. It will develop brand hashtags for appropriate campaigns to help track campaign results. LEVELD mainly tracks their data by using the hashtags *#getleveld #diy #homeimprovement #listrentcollect #rentyourtools*.
- Measuring- Quantitative metrics: With the above considerations in mind, the table below lists the quantitative metrics that have been chosen to measure progress in achieving LEVELD’s marketing goals on the social media platforms chosen for implementation in this plan.

Social Media Platform	Quantitative Metrics for the Next Year
Facebook	<ul style="list-style-type: none"> ● 30% growth in the number of likes ● 30% growth in the number of fans ● 20% growth in the number of comments and likes on admin posts
Instagram	<ul style="list-style-type: none"> ● 30% growth in the number of page views ● 20% growth in the number of comments ● 53% growth in the number of followers ● 15% growth in number of visits to LEVELD’s website from Instagram

- Social Media Monitoring Tools: Platform-specific metrics will be used to monitor all active platforms. Hootsuite will be used to track mentions, and activity as well as scheduling post and following engagement of these post.
- Tuning- The SMM team will constantly monitor and adjust the elements of the plan to maximize the chances of success. LEVELD’s process in implementing its social media strategies will be continually assessed, and then based on this assignment, strategies and tactics will be adjusted to optimize goal achievement.