

Social Media Strategy:

Property 1

Vision: To share information and create viral content leveraging popular brands to increase exposure at a low CPA.

Target Audience: Enthusiasts already familiar with and loyal to the partnered brands.

Character/ Persona: Casual, Fun, Sociable, Adventurous

Tone: Personal, Honest, Edgy

Language: Simple, Confident, Colloquial

Purpose: Engage, Inform, Entertain

Strengths: Partnerships allow for brand recognition. Laidback audience.

Weaknesses: Not much support from partners. Audience isn't traditional social media users.

Competition: Other industry specific mobile apps.

What is the competition doing well: Maintaining a high number of social media followers to ensure high engagement

What we will do differently to be better?: Create entertaining and viral content above promotional content

Barriers: Keeping content fresh and entertaining and getting more support from partners

Objectives: To establish the brand as a trusted and recognizable provider of quality mobile games with quality partners.

Measurable Goals for the first 3 months:

Establish Social Media presence by obtaining 3,000 likes on the flagship game's Facebook page.

Increase Twitter following to 500

Obtain 100 Youtube subscribers

Transition:

Facebook: *Real-Time updates and interaction - longer posts and add-ons - allows for brand personality to shine*

Obtain custom URLs for Facebook pages
Decide on images for profile and cover photos
Write "about" information

Add screenshots with information about the game to albums
Add Custom Page Tabs (including youtube), call to action Determine themes
and post types for content for the year keeping with the theme of virality over promotion
Monitor comments and posts to the page - interact with these
Consider online-events for contests and giveaways to increase engagement
and virality

Posting

- Once daily 4-7 days per week - identifying most effective post times / days on the flagship game
- 3-4 days a week on supporting game until branding is updated and marketing push is established
- Promote company related items on the company page, as well as contests and game specific information
 - Share relevant content that is engaging and current Tag appropriate entities

Advertise at \$5 - \$10 a day for the first 5 days and reevaluate ROI

Twitter: *Micro-blogging site.*

Continue promoting games on company page Post 1 - 8 times per day -
identifying most effective post times / days RTing relevant content Tagging appropriate entities
Position the company as an expert in the gaming and outdoors space Use
existing hashtags - may create for specific branded initiatives Follow relevant
accounts
Monitor mentions and retweets - interact with these

Youtube: *Video sharing and SEO booster.*

Create Company channel
Share at least one video on a monthly rotating basis with other titles.
Include CC and annotations
Make sure descriptions include call to action
Subscribe to relevant channels
Share videos on other social media platforms