

Social Media Promotion Plan

Brand Activation

1. Objective

- Raise brand awareness during activation period
- Engage target audience and encourage participation
- Generate user-created content and word-of-mouth
- Drive traffic to activation event/landing page

2. Target Audience

- Demographic: [e.g., 18-30 years old, urban dwellers]
- Psychographic: [e.g., trendsetters, social media users]
- Platforms: Instagram, Facebook, TikTok, Twitter

3. Key Messages

- Brand value proposition: [insert statement]
- Call-to-action: [e.g., "Join our #BrandChallenge!"]
- Event/offer highlights: [insert details]

4. Content Strategy

Content Types

- Teasers & countdowns
- Behind-the-scenes stories
- User-generated content features
- Influencer collaborations
- Live coverage and recaps

Content Calendar (Sample)

Date	Platform	Content	Objective
Day 1	Instagram	Teaser post (image/video)	Build anticipation
Day 3	Facebook	Behind-the-scenes story	Increase engagement
Day 5	TikTok	User challenge launch	UGC & virality

5. Influencer & Partner Strategy

- Identify relevant micro/macro influencers
- Brief influencers on key messages and activation goals
- Track deliverables and reporting

6. Paid Promotion

- Boosted posts & ads on Facebook/Instagram
- Targeting by demographic and interest
- Budget allocation: [input range]

7. Metrics & KPIs

- Reach & impressions
- Engagement rate (likes, shares, comments)
- Click-throughs to event/landing page
- User-generated content volume
- Hashtag tracking: e.g., #BrandActivation

8. Timeline

- Pre-activation: 2 weeks (teasers, announcements)
- Activation: Live coverage, UGC push
- Post-activation: Event recap, winner announcements, thank-yous

9. Roles & Responsibilities

- Content creator: [Name/Role]
- Community manager: [Name/Role]
- Analytics/reporting: [Name/Role]

10. Notes

- Adjust plan based on real-time performance analytics
- Ensure brand voice consistency across platforms
- Monitor social feedback and respond promptly