MARKETINGPLAN

Kaitlyn Bernauer Photography, LLC

By Kaitlyn Bernauer

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Background Information

My client for this project is my own photography company, Kaitlyn Bernauer Photography LLC. The company offers as assortment of photography services and specializes in lifestyle photography. The majority of clients are seeking family portraits or wedding photography.

Although I have personally been doing the occasional freelance work for years, I only officially started this company and have done minimal marketing since it's inception in September, 2017. As such, we have almost no social media presence and have utilized mainly word-of-mouth marketing. The company does have a fully developed website, but it is moderately out of date and has not used the blog function of the site's platform.

The staff consists of only the owner and operator, me. Occasionally, a second photographer is hired on as a contractor if an extra set of hands is necessary for the photoshoot.

Since the company is new, it is difficult to assess past performance. Currently, we are bringing in 2-3 new clients a month and averaging a $700 sale per client. Ideally, we would like to boost sales to 3-5 clients a month during wedding and senior seasons (April - October) to cushion the lack of sales during winter months.

Our core values are *dependability, relationships, flexibility,* and *creativity.*

Mission Statement: We capture beautiful memories for our clients, and help them have fun in front of the camera.

Goals: Our goal is simple; to make great photographs turn into lasting relationships   with our clients, and to instill in them our philosophy that "every moment matters". We hope that by doing this we are able to cultivate a friendly and comfortable photography environment that captures real moments in front of the camera.

SWOT
Analysis

Strengths:

- Offer a unique photographic service due to journalistic and on-location   focus
- High rate of customer satisfaction with regard to both images and personality
- Focus on relationship-building, comfortability of clients with photographers
- Competitively priced
- Good networking with others in complementary markets
- More knowledge of communication tactics and social media use than most other photographers in the area

Weaknesses:

- Lack of marketing plan, dependent largely on word-of-mouth
- Minimal social media and web presence
- Relatively new and unknown within the market
- Saturated business type

Opportunities:

- Although the overall market of photographers is saturated, there is a shortage of experienced photographers, especially in the lifestyle market
- Current lack of social media means that we have the opportunity to develop a brand from scratch and don't have to undo previous marketing endeavors

Threats:

- Relatively unknown compared to larger businesses in the area
- Oversaturated market for general photographers creates an intense need to stand out from the crowd
- Difficulty in competing with the availability and scope of some locals due to the time constraints of being a part-time business
- Although competitively priced, we are charging a professional rate which could be seen as a premium/luxury service to some clients

Audience
Analysis

An online survey was conducted to assess the audience's characteristics and what type of content they would like to see on the businesses social media page. This questionnaire was disseminated via a snowball sample; it was first posted to my personal Facebook page, and respondents were asked to copy and share the link. A total of 204 responses were collected. Incomplete responses were removed before analysis, leaving a total of 190 participants.

Of these participants, 141 (74.21%) were female and 32 (16.84) were male. The remainder of respondents (17) identified as transgendered, non-binary, or declined to answer.

The questionnaire (Appendix A) was designed to assess social media use and expectations, interests, photography preferences, and to collect demographic information. Multiple choice and Likert-scale questions were primarily used.

The data revealed that respondents most-used social media platforms are Facebook, YouTube, Pinterest, and Instagram. Furthermore, they expressed that they primarily use social media to see what their friends and family are saying, and for entertainment purposes. They were least likely to use social media to keep up with brands, organizations, and celebrities. (Figure 1.1, below)
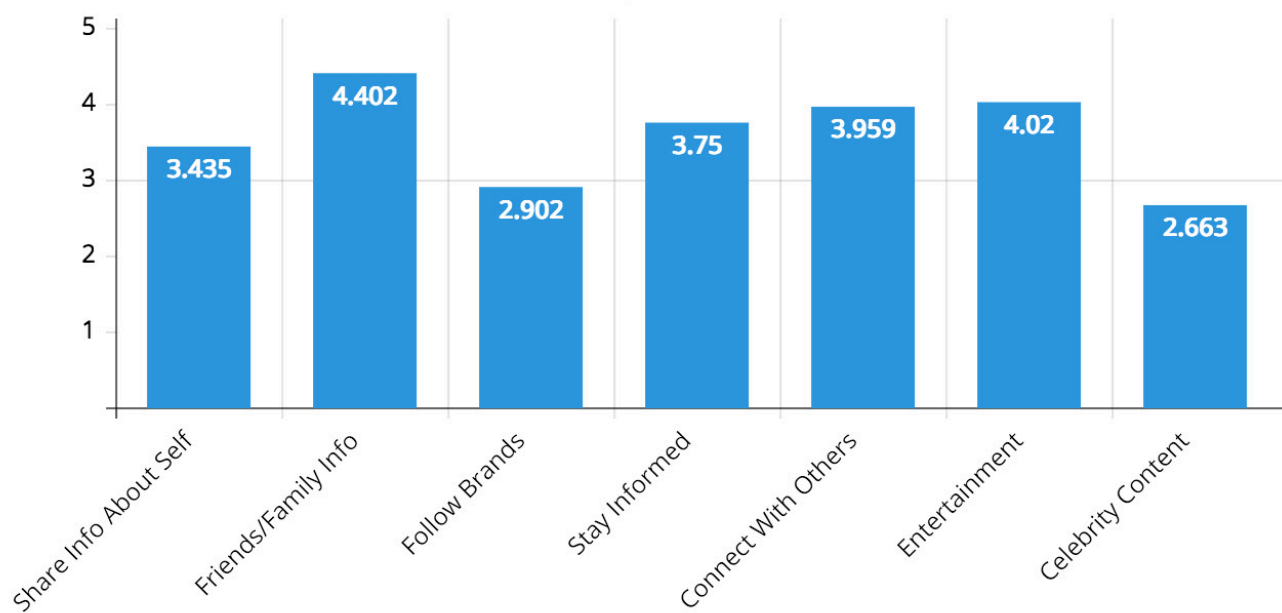
Figure 1.1: Mean results of reasons for social media use.

It is also worth noting that over half of respondents (59.09%) indicated that they were most likely to check social media during the evening (6pm - 9pm) or night (9pm - 5am) hours. (Figure 1.2, right).

Psychographic data revealed that the majority of respondents took part in more passive, entertainment-centered activities. Their most frequent activities include browsing the Internet, working on the computer, and watching television. Respondents indicated that they spend the least amount of their time swimming, bicycling, and competing in sports.

Figure 1.2: Most likely time to check social media, percentage.

Almost all respondents said that they would classify themselves as relatively inexperienced in photography, with 85.2% of participants indicated that they identify either as "not a photographer", "take photos for fun, but would not consider self a photographer", or "amateur photographer (smart phone based). Still,nearly half of participants (41.12%)
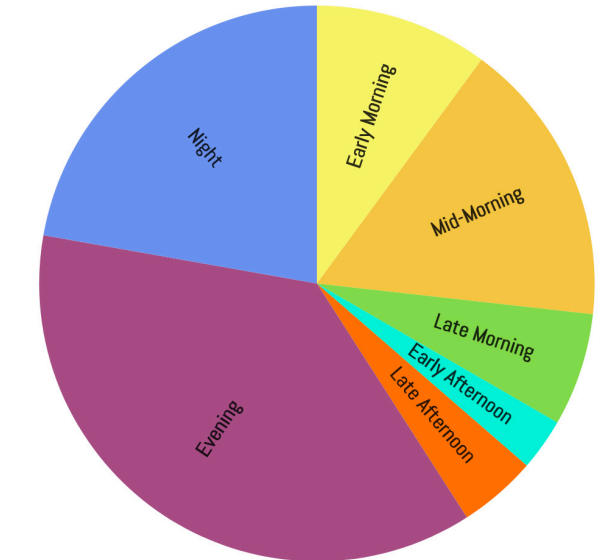
said that they currently follow at least one photographer on social media.

Figure 2.1 (below) illustrates which social media platforms individuals either currently follow photographers on, or feel are the most likely platforms that they would follow a photographer on.
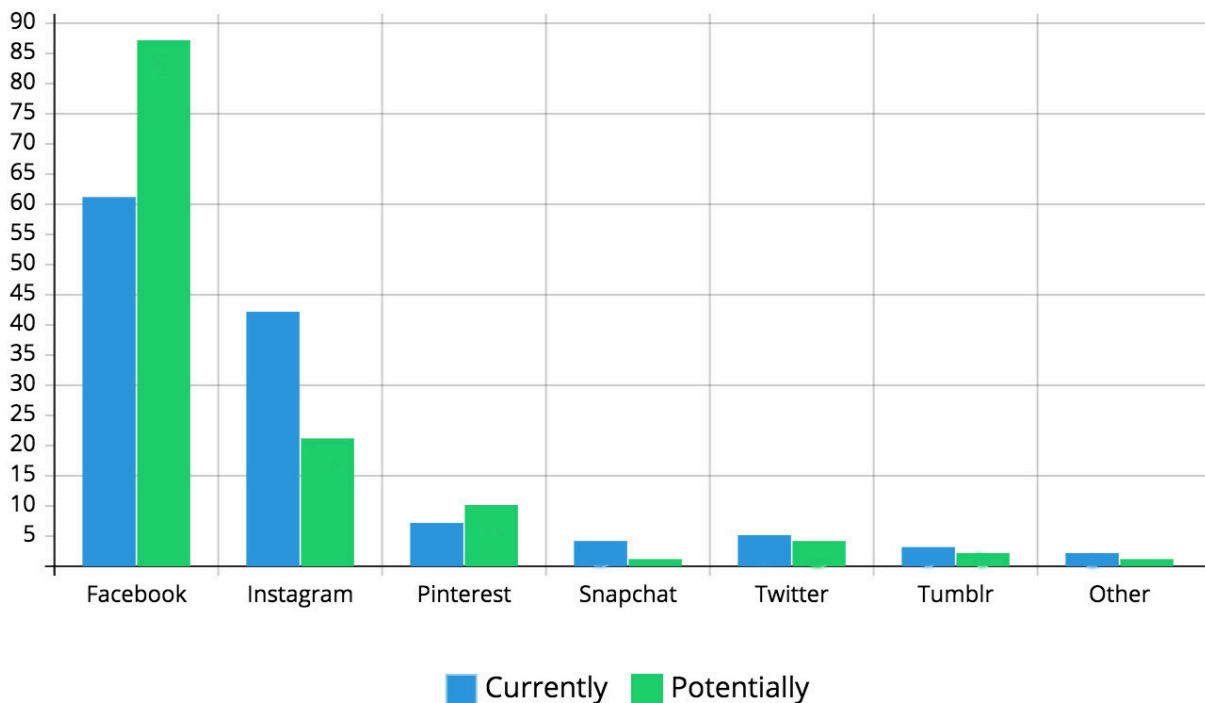

Figure 2.1: Social media platform preference (specifically photographers)

They were also asked what types of photography they currently follow and, if they reported not currently following a photographer, what types of photography they like to see. Figure 2.2 (below) illustrates these responses, which indicated preferences for journalism, landscapes, portraits, and weddings.

and emotional images, as well as information about sessions, packages, and sales. For the most part, they felt that technical operations and how-to guides were still important but not as much so (Figure 2.3, next page).
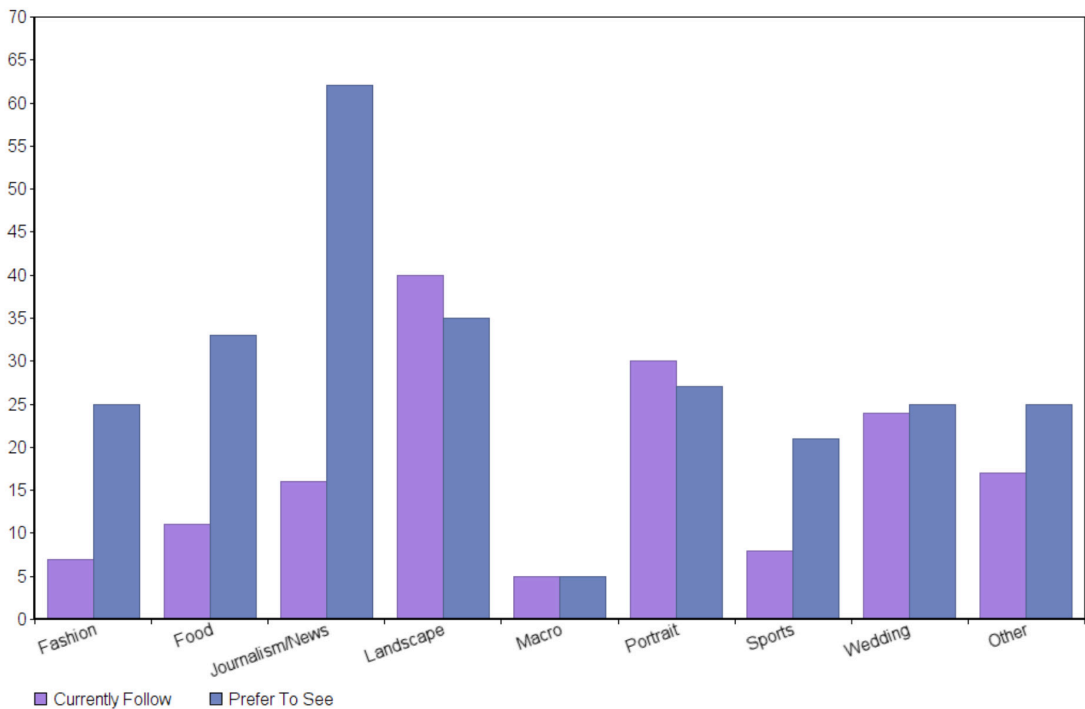

Figure 2.2: Preferred types of images.

The survey also asked respondents to reflect on what types of photographers they currently follow on social media, and what types of images they like to look at. The results suggest a wide variety of preferences, but participants indicated that the things they most want to see on a photographer's social media page are inspirational, happy,

Participants said that their main purpose in following a photographer is to have their day brightened up and something pretty to look at. Unsurprisingly, they felt that learning about how to take photos or being asked questions were less crucial than their responses to the visuals.
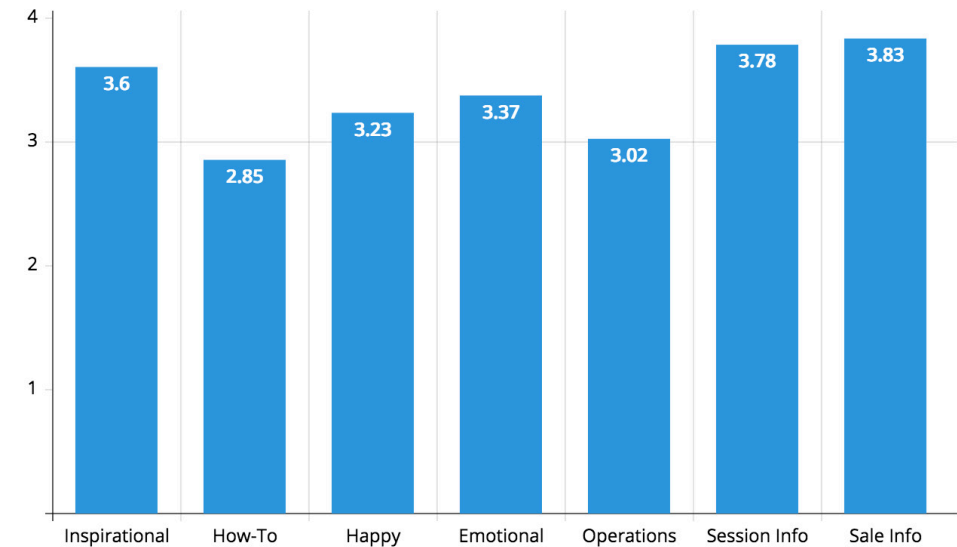
Figure 2.3: Mean results for desires on photographers social media.

In terms of frequency, respondents said that they expected to see content a few times a week. Figure 2.4 (below) shows what day of the week participants thought they would be most likely to check a photographer's social media page. The majority of respondents (77.27%) indicated that they didn't have a particular day in mind, but those that did have a preference leaned towards the end of week and weekend days. As with their general social media preferences, 65% of participants said that they were most likely to check a photographer's social media either during early or late evening hours (5pm-11pm).
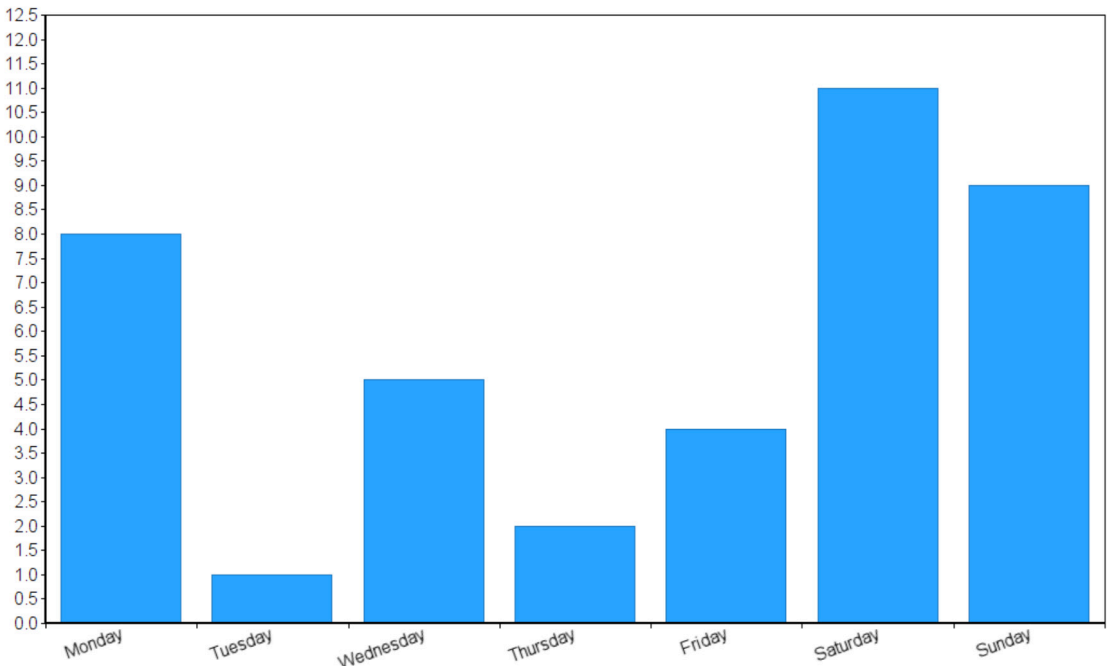

Figure 2.4: Mostly likely day to check a photographer's social media.

Furthermore, the majority of participants (77.05%) had hired a photographer at some point in their lives. The most common reason for hiring a photographer was for the purpose of family portraits, followed by weddings, and baby/child photography (Figure 3.1, below). Of those that had hired a photographer and remembered the cost, 76.06% of participants said they had spent $699 or less for the photographer's services.

Finally, there were a few significant correlations by gender and other responses, but these by and large were inconsequential for social media marketing purposes. For instance, women indicated that they visit art galleries and care for small children more often, while men were more likely to identify themselves as a photographer. Correlations between answers were similarly inconsequential for marketing purposes. As expected, income and education level correlated. Individuals that reported greater income also reported having hired a photographer more recently.

Overall, the questionnaire served it's purposes well by giving a good idea of the demographics of our audience, their interests, their social media use, and their expectations and desires when it comes to photographers.
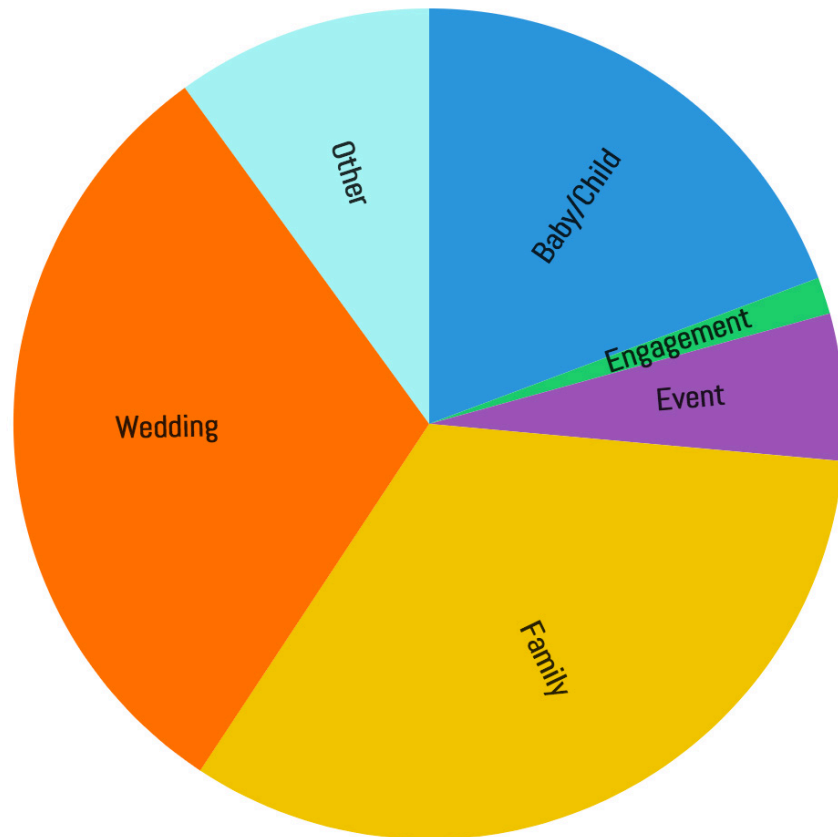

Figure 3.1: Reason for hiring a photographer

Overall Social Media
Marketing Strategies

Facebook, Instagram, and Blog.
Since participants put a high value on the visual content of a photographers social media presence, Facebook and Instagram are recommended as the most beneficial platforms. The two should be integrated but separate, both highlighting images first - text second but with slightly different objectives. A blog function should also be incorporated on the website to optimize search engine optimization.

Post 2-3 times per week.
Content should be posted 2-3 times per week, per platform. Results indicated that a frequent but not overwhelming amount of posts are crucial to gaining and maintaining a following. Posting during the late afternoon should provide fresh content on the audience's feeds just before they are the most likely to check-in. A content calendar (sample provided on next page) will be very beneficial to maintaining regularity in posts. Colder (less busy) months may require a bit of creativity, but in busy seasons posting more content than this guideline is absolutely acceptable.

Focus on happy, emotional & pretty visuals.
Content on both platforms should highlight happy, emotional, and pretty images. Participants indicated that they want eye candy and entertainment on their feeds. Furthermore, they prefer to see pictures of people that they know and, for this reason, whenever possible subjects of the photos should be tagged. Text content should stay light, engaging, and true to the individual's shown in the photograph.

Occasional how-to information may be helpful, but should remain brief and casual.

Post sales to multiple platforms.
Any holiday mini-sessions, sales, or specials should be posted about on both Instagram and Facebook to make sure that the audience (and all potential buyers) are informed.

Update website in both form & function.
The website should be updated to reflect current session and booking information. Although not directly related to social media, the site is a landing hub for clients and needs to be refurbished to reflect the overall style of the brand. Blog posts should be incorporated into social media efforts to boost search engine optimization on the website and rotate content so that the site doesn't remain static.

Boost search engine optimization.
Blogging increases search engine optimization for the overall website, which is important since it is a landing hub for clients. Taking care to include location names, words that indicate the style of the shoot, and terms that reflect the brand's values will deepen the benefits of this.

Schedule in advance.
There are several services that allow for scheduling social media content in advance. Hootsuite is one option, which offers free basic features. However, it should be noted that it requires content on certain platforms to be manually pushed through by the user at their scheduled times (namely, Instagram).

A sample social media calendar for the month of November is included below. The following pages will explain specific marketing and content development strategies for each platform.

November — Social Media Posting Schedule

	MON	TUES	WEDS	THURS	FRI	SAT	SUN
Facebook	30	31	1	2 — Personal	3 — Scenes from this week's shoots	4 — Tip / Photo shoot highlight	5 — Detail or mood shot / Blog Misc.
Instagram	6 — Blog share	7 — Photo shoot highlight	8	9 — Behind the scenes	10 — Scenes from this week's shoots	11 — Inspiration / Photo shoot highlight	12 — Detail or mood shot / Featured Shoot
Blog	13 — Blog share	14 — Photo shoot highlight	15	16 — Personal	17 — Scenes from this week's shoots	18 — Shoot scouting / Photo shoot highlight	19 — Detail or mood shot / Blog Misc.
	20 — Blog share & Holiday mini-session information	21 — Photo shoot highlight	22	23 — Holiday prep	24 — Happy Thanksgiving post	25 — Small business Saturday (both platforms)	26 — Detail or mood shot / Monthly round-up
	27 — Blog share	28 — Photo shoot highlight	29	30 — Behind the scenes	1	2	3

Instagram
Approach & Strategies

Instagram is one of the primary visual social media platforms right now and, consequently, is crucial to an effective social media marketing strategy for any photographer. The platform has several unique features that need to be optimized to reach the target audience and retain them as followers.
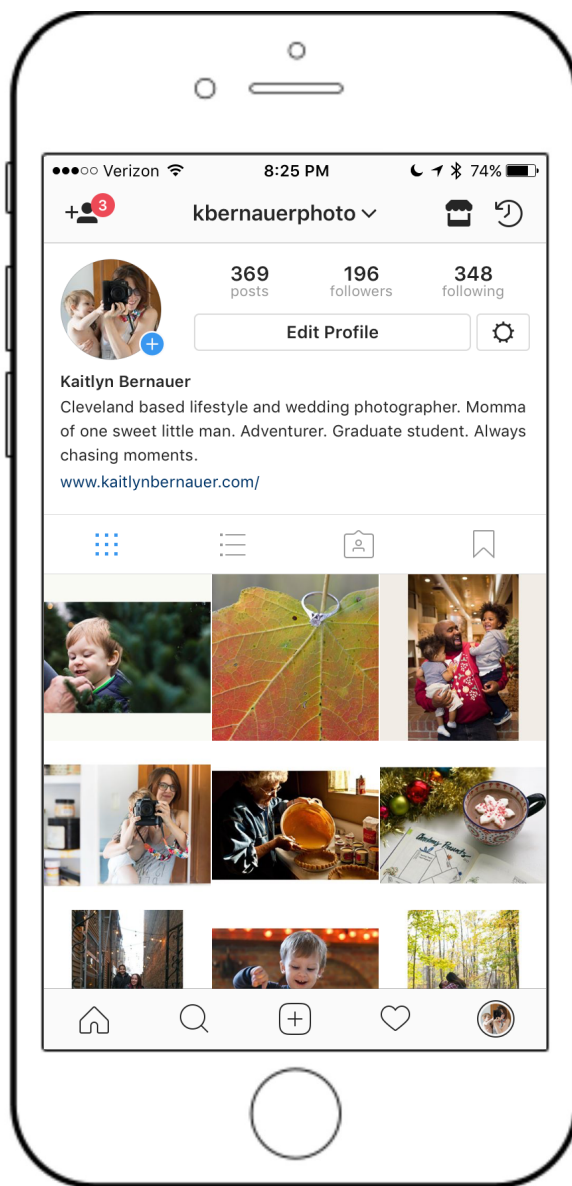
Post content at least 4 times a week.
Participants in the survey indicated that they wanted new content from photographers a few times a week. As such, a general weekly posting schedule is outlined below. Posting is recommended mid afternoon (around 3pm) to optimize the likelihood of the content being fresh as users check-in in the early to late evening hours. This schedule of posting should be viewed as a suggestion rather than a strict framework, and should be altered to reflect holidays, events, and special shoots.

Furthermore, the survey did not ask about different expectations on each social media platform. As such, looking at generic social media research, it seems that more content is generally a good thing on Instagram and, therefore, this guideline of four posts per week should be seen as a minimum.

Schedule for visual variety.
Having a set variety of posts keeps the overall company page organized without seeming too redundant. Shoot highlights offer a way for the

●●●○○ Verizon 📶   8:25 PM   🌙 ⬈ ❊ 74% 🔋

kbernauerphoto ⌄

369 posts   **196** followers   **348** following

Edit Profile   ⚙

Kaitlyn Bernauer
Cleveland based lifestyle and wedding photographer. Momma of one sweet little man. Adventurer. Graduate student. Always chasing moments.
www.kaitlynbernauer.com/

Social Media Posting Schedule

Instagram	MON	TUES	WEDS	THURS	FRI	SAT	SUN
		3PM Shoot Highlight		3PM Personal or Behind the Scenes		3PM Shoot Highlight	3PM Detail/Mood Shot

audience to see samples of current work, while personal and behind the scenes shots offer a peak into the expertise of the photographer. Finally, detail and mood shots break up the feed with some simply pretty images.

Keep text content short.
Participants valued visual above the text content of posts so text should be kept short and sweet and reflect the overall mood and interactions of the image. Individuals in the images should be tagged whenever possible, and encouraged to re-gram content on their personal feeds.

Integrate personal content.
Instagram is one of the more casual and personal platforms recommended for the company. Looking at competitor behavior, most seem to integrate their personal lives into their overall social media presence. As such, during cooler (slower business)

months, photographs that still meet the general desires of the audience (happy, emotional, and pretty) and reflect the values of the brand (dependability, relationships, flexibility, and creativity) can certainly come from personal experiences.

Curate a color palette.
To keep a visually appealing and varied feed, care should be taken in choosing images that vary in style, lens choice, and depth of field. Content should be planned in advance so that individuals viewing the overall profile see a balanced mix. Care should also be taken when considering color palettes. One method of keeping a clean profile is to rotate color palettes based on season. Photos that don't fit the current palette can be saved for a throwback or converted to a monochrome image. A sample yearly schedule of palettes is included below, but specific can be changed as needed as long as 9-12 posts

color the palette in succession. Design Seeds (design-seeds.com) offers new palette suggestions everyday.

Use hashtags to navigate algorithms.

A variety of relevant hashtags should be included on each post, rather than a copy/paste of any set of hashtags. This will cast a broader net of potential audience members as well as encourage Instagram's algorithm to refrain from burying the images (as it does with redundant use of hashtags).

Use Instagram stories to drive visitors.

The 'story' feature of Instagram also offers an opportunity to invite audience members into a more casual look at the business. This features mimics Snapchat in most ways, and can be used to show less carefully curated content. Showcasing behind the scenes views, editing processes, and everyday moments can personalize the brand and indicate to audience members when new content is posted to the page. This is especially useful, as the algorithm sometimes buries business posts. Utilizing the story tool to combat this can make sure that audience members are aware of new posts.

Examples.

The posts below illustrate examples of effective Instagram content and hashtag use.

kbernauerphoto

kbernauerphoto Stuck in that weird winter transition where I'm not ready for fall to be over and not yet into the holiday spirit. Anyone else? For now I'm just reminiscing on sweet summertime moments and that gorgeous August-evening light. -
-
-
-
-
#loveis #engagementphotography #weddingplanning #ohiowedding #cincinnati #love #candidphotos #everyday #reallife #newbeginnings #engagement #ohioweddings #clevelandphotographer #ohiophotographer
mchillerphoto Amazing! 💕 ✕

32 likes
NOVEMBER 18

Add a comment... ...

kbernauerphoto

kbernauerphoto "Blessed is the season which engages the whole world in a conspiracy of love." - Hamilton Wright Mabie
-
-
-
-
-
-
#holidayshopping #hotcocoa #marshmallowsfordays #holidayseason #hotchocolate #snuggleweather #sweaterweather #christmastime #christmas2017 #bulletjournal #bujo #detail #photographer #ohiophotographer #cleveland #lifestylephotographer #loveoneanother

29 likes
4 DAYS AGO

Add a comment... ...

Blog
Approach & Strategies

Once the website is updated, a blog feature should become a regular part of the marketing strategy. The unique aspects of this platform require specific strategies.

Post once a week.
Due to the timeliness of blogging and the tendency of small businesses to get off-schedule, a recommendation of once weekly posts seems the most manageable. The blog has several important functions within the overall marketing plan.

Blog posts should be posted no later than 5pm on Sunday nights, and be cross-posted to Facebook the following Monday afternoon. For the sake of

consistency and to draw traffic to the website, this is crucial and should not fall out of pattern.

Include more visuals and personality.
The blog allows clients to see a greater variety of shots from individual sessions so that they aren't just seeing a few key images, but get a better idea of the type of content that they will receive. This also allows clients to see more current work if there are ever lapses in updating website portfolios.

The blog also lets clients get to know the photographer's personality to assess whether or not they are a good fit. This is especially important for potential wedding clients, where a more long-term

relationship needs to be built than a mini-session client.

Rotate content thematically.

To effectively meet all of these goals, blog posts will rotate throughout the month. Posts should focus on a featured session every other week. These posts should be image heavy with just a small blurb to put things into context. The last week of the month should take a monthly round-up approach, focusing on goals and personal news from the month to inform clients of current happenings. Remaining weeks can pull from a variety of topics, and will likely take more time than the other types as they will contain more text, storytelling, and content gathering. Because of this, they should be prepared well in advance whenever possible. A preliminary list of potential blog topics is included to the right.

Examples.

The next page shows the layout of the blog's landing page on the website, as well as the introduction of one post.

As shown, a personal and casual tone is taken.

Post Ideas

• Tell clients how to prepare for a shoot
• Share a detailed behind the scenes look
• Network with local vendors and do a partnered post with them
• Share what's in your camera bag
• Showcase a personal project
• Write a letter to your past self
• Write a letter to your future self with goals
• Make a list of your top 10 mistakes
• Share the things you love
• Find quirky connections with 10 things people don't know about you
• Show a step-by-step of getting the shot
• Share vacation or holiday photos
• Show a before and after of styling
• Explain the culling process
• Be a resource - share favorite gear, workflow time savers, apps, and lessons
• Show things that give inspiration

Social Media Posting Schedule

	MON	TUES	WEDS	THURS	FRI	SAT	SUN
Blog							**5PM** Post based on weekly rotation

KAITLYN BERNAUER
PHOTOGRAPHY, LLC
cleveland | akron | columbus | pittsburgh | cincinnati

Weddings & Engagements　　　*Bumps & Babies*　　　*Family*　　　*Journalism*　　　*About*　　　*Blog*

All Posts　　　Featured Sessions　　　Monthly Updates　　　Miscellaneous

Kaitlyn ♛
a day ago · 1 min

On Trying & Failing

So for a few weeks now, I've had an image stuck in my hea...

Write a comment

Kaitlyn ♛ · Nov 19 · 1 min read

Things That Inspire - Winter

Updated: Nov 19

In honor of the first sticking snow of the season, it seemed fitting to write up something on staying inspired during the dark and dreary months. I've got some mixed feelings about this particular season, so it helps me to notice the little moments - a tight hug, a bright pair of mittens, a big belly laugh from an old family story.

Facebook
Approach & Strategies

The company's Facebook page should be more professionally oriented and focused on building a group of past and potential clients that can bolster the company's reputation.

Post 3 times a week.
Facebook can become a nuisance for some users due to it's notifications, so posting a few times a week with regularly scheduled content is the best approach. Content on this platform should focus on delivering a variety of theme's in a fairly narrow aspect of the business.

Monitor interactions.
The Facebook page should be regularly monitored for interactions from audience members. Messages should be responded to quickly and with a casual tone. Captions on content should be kept relatively brief, but should incorporate storytelling and emotion whenever possible.

Utilize boost feature.
The boosted post feature should be used strategically, focusing on sale information, strong images, and value-directed content.

Have both repeating & rotating content.
Since blog posts are published on Sunday nights, they should be cross-posted to Facebook on Monday afternoons for greater visibility. Being consistent with this posting will create a sense of regularity for the audience.

On Friday's, posts should highlight a shoot or two from the previous week. As a small company, this gives enough time for work to be uploaded and edited without creating a rush. Saturday's content will rotate weekly to external links or ad's for current sales. Topic ideas include photography tips, inspiration, potential shoot locations, and mini-session information.

Social Media Posting Schedule

	MON	TUES	WEDS	THURS	FRI	SAT	SUN
Facebook	2PM Blog Post Share				2PM Scenes from this week's shoots	2PM Post based on weekly rotation	

Kaitlyn Bernauer Photography, LLC
@kbernauerphotography

Home
About
Photos

👍 Like   📶 Follow   ➜ Share   …

Send Message ✏
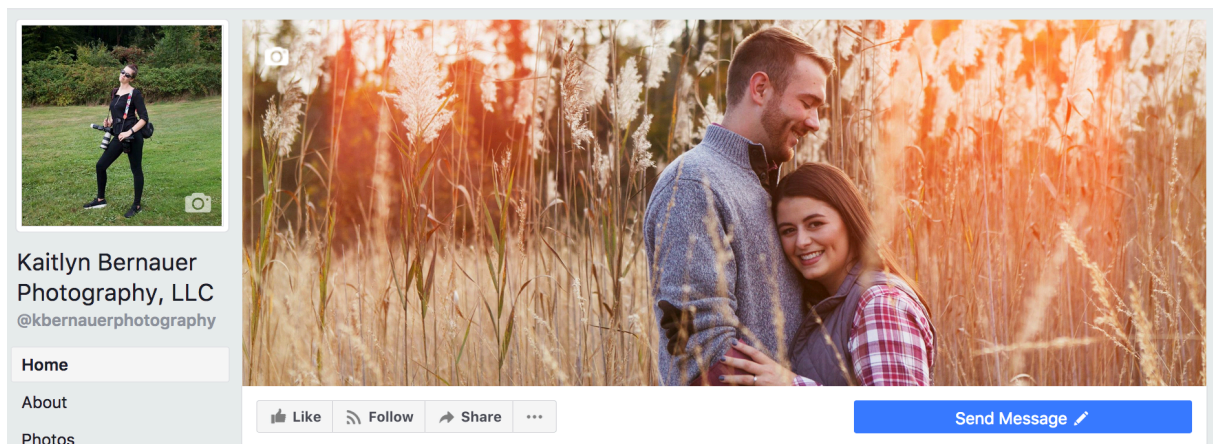
Examples.

The two posts below show examples of effective Facebook use.

The example to the left has been 'boosted' as it's content includes sales information which should be expressed to a larger crowd, while the image to the right is not boosted and illustrates a more typical daily post.

Integrating Platforms

Platform integration is key to keep audience members engaged with the platforms, and aware of all marketing and sales activities. This can be done by cross-posting content, but is more effective if content varies by platform so that audience members aren't inundated with redundant information.

Alternate which platform gets sale information first.

A few guidelines help keep these platforms serving their purposes while relating to one another. Sales information should be posted to either Facebook or Instagram, and care should be taken to sometimes post first to one or the other so that both audiences are given advantages at different times. This also spurs motivation to follow the company on multiple platforms and maintain the advantage. Sales and mini sessions, for instance, should include the same basic information on both platforms, but can vary in image choice and wording.

Remember the key goals & strengths of each platform.

Together, the platforms together form a well-rounded picture of the company's expertise. Blog posts bolster the personality and background of the photographer while forging a sense of connection. Instagram allows the company to share it's unique creative eye and connect with a broader audience than pure website traffic. Finally, Facebook creates a community hub for information, reviews, and communication between clients (with one another and the company itself).

Blog posts are directly cross-posted to Facebook, but can also be highlighted in Instragram's story feature so that audience members on this platform are equally informed.

Focus on visuals and storytelling.

Regardless of the platform, all content will focus on visuals and storytelling. Text content should strive to reflect the company's values, but following the "picture is worth a thousand words" saying, the visuals should share the main message.

Have an 80/20 ratio of sales & non-sales.

An 80/20 ratio of expressive and relationship-building to sales information should be followed so that the content doesn't seem like a sales pitch. Strong images essentially sell the product in the first place, in a far less confrontational and corporate manner.

Examples.

Above is an example of effective integration of the platforms, with a blog post cross posted to Facebook.

Platform	Day	Time	Content	Likes	Comm	Shares	Foll	Engage
Facebook								
4-Nov	SAT	2:00PM	Outdoor portrait, happy	4	0	0	15	0.267
6-Nov	MON	2:00PM	Blog - "My Why"	3	0	0	17	0.176
10-Nov	FRI	2:00PM	Outdoor, wedding, happy	3	0	0	17	0.176
11-Nov	SAT	2:00PM	Inspiration	0	0	0	17	
13-Nov	MON	3:00PM	Blog - "Yoga in the Woods"	6	0	4	21	0.381
17-Nov	FRI	3:00PM	Outdoor, family, happy	8	2	0	24	0.417
18-Nov	SAT	2:00PM	Outdoor, detail, moody	1	0	0	24	0.042
20-Nov	MON	2:00PM	Blog - Winter Inspiration	2	0	0	24	0.083
20-Nov	MON	2:00PM	Holiday, portrait, family, indoor	2	0	0	24	0.083
24-Nov	FRI	2:00PM	Holiday, portrait, family, indoor	3	0	0	24	0.125
25-Nov	SAT	11:00AM	Holiday, portrait, individual, boost	106	0	2	25	4.32
27-Nov	MON	3:00PM	Blog - Monthly	2	1	0	25	0.12
Instagram							180	
7-Nov	TUE	3:30PM	Outdoor, portrait, serious	25	0	0	182	0.137
9-Nov	THU	3:15PM	Detail, indoor, editing	10	0	0	184	0.054
11-Nov	SAT	3:15PM	Outdoor, portrait, family, happy	17	0	0	188	0.09
12-Nov	SUN	3:15PM	Detail, indoor, wedding	16	0	0	186	0.086
13-Nov	MON	3:30PM	Outdoor, portrait, individual, happy	14	0	0	186	0.075
14-Nov	TUES	3:45PM	Outdoor, portrait, family, happy	14	0	0	189	0.075
16-Nov	THURS	5:00PM	Indoor, portrait, happy	20	0	0	189	0.106
18-Nov	SAT	3:00PM	Outdoor, portrait, engagement, happy	32	1	0	189	0.175
19-Nov	SUN	3:00PM	Outdoor, detail	18	2	0	191	0.105
21-Nov	TUES	3:15PM	Outdoor, portrait, engagement, happy	15	0	0	193	0.078
23-Nov	THU	6:00PM	Indoor, portrait, individual, happy, holiday	23	1	0	194	0.124
25-Nov	SAT	2:00PM	Outdoor, portrait, holiday, ad	7	0	0	194	0.036
26-Nov	SUN	3:00PM	Indoor, detail, holiday	29	0	0	197	0.147
28-Nov	TUES	3:00PM	Indoor, portrait, individual	20	0	0	195	0.103
30-Nov	THURS	3:00PM	Indoor, portrait, family, behind the scenes					

Measuring
Engagement

While the ultimate goal of the company itself is to increase sales, the goal of it's social media marketing efforts is to increase exposure and engagement with the audience. To do so, the standard engagement measures are recommended. This consists of summing likes, comments, and shares and dividing this number by the total number of followers at the time of the post.

Note time, platform, and content.
The time, day of week, and content of the post should also be recorded in order to note which days, types, and platforms garner the most engagement. An example of notated engagement is provided in the chart above.

These numbers can be gathered from a variety of places. Google analytics can can be used to assess data from website visitors. Google analytics can also generate data regarding Facebook and Instagram, but both have internal analytics programs which can be utilized if preferred.

Note sales separately.
Separate sales data should be kept in addition to engagement data, so that correlations between the two can be monitored.

Reevaluate quarterly.
Together, this information can help direct future social media marketing choices as the company

grows and changes. Trends in engagement may suggest that the audience cares less for certain types of posts and more for others. As such, data from monitoring should be evaluated quarterly to measure effectiveness and determine if efforts should be altered.

Every six months, focus groups can be completed to explore more descriptive data about audience users feelings about social media strategies and overall company efforts.

A guideline for tasks to monitor engagement and evaluate success of the marketing plan is included below.

Daily
• Assess values added
• Curate messages put forth
• Monitor comments

Weekly
• Organize content
• Post +4 to Instagram
• Post 3 times to Facebook
• Post once to Blog
• Log engagement measures and keywords

Monthly
• Create content calendar
• Plan schedule of 'boosted' posts

Quarterly
• Run regression to assess effectiveness of measures and keywords

Every 6 Months
• Hold focus groups
• Reevaluate marketing plan
• Assess growth of goals

Yearly
• Organize sales and mini-session dates
• Layout monthly objectives for the year
• Examine goals and make revisions