

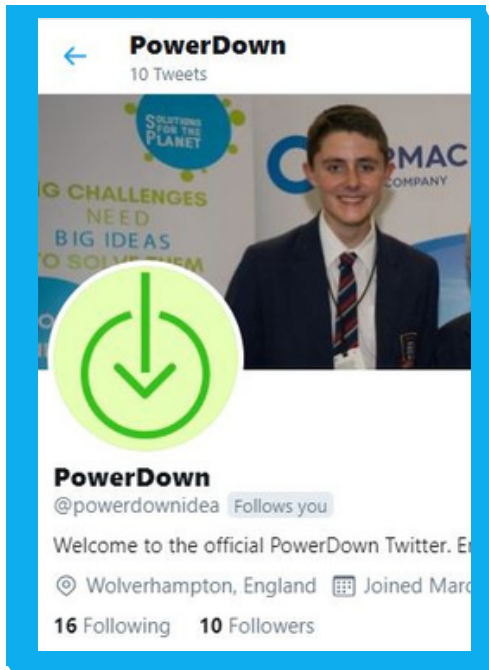
Challenge 5

Option A

Social Media Campaign



Create a social media campaign to raise awareness of the issue you are tackling and promote your Big Idea.



Top Tips

- When running a social media campaign, you will get better results when you focus on one or two social media platforms. Decide where most of your target customers will be:
 - Selling directly to consumers? Facebook is your best bet.
 - Targetting younger consumers? Snapchat or Instagram might perform better.
 - Marketing to other companies? LinkedIn could be your golden ticket.
- Visuals have become a vital part of social media marketing. For instance, tweets with images get 18% more clicks and 150% more retweets. Therefore, you need to create images and videos to reach your audience.
- Use relevant #hashtags, they'll help widen your audience.
- Additional tip: for Instagram, if you want to increase your reach, you could collaborate with influencers and use Instagram Stories.

Inspiration

A step-by-step guide on social media marketing can be found here:

<https://hotinsocialmedia.com/successful-social-media-marketing-campaign/>

Tips on running your social media campaign can be found here.

www.bbc.co.uk/academy/en/articles/art20170825162640833

Examples of good social media campaigns can be seen here - get some inspiration.

www.naturallysocial.co.uk/2019-charity-campaigns/

Next Steps

- Complete the challenge
- Update your business plan and PowerPoint with new information