

steven luna
illustration 

Social Media Campaign

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Social Media Creative Brief

Client Background: Steven Luna, a digital illustrator who is looking to expand his brand and take his illustration career to the next level.

Business Objective: Steven Luna needs to build awareness to a larger audience that he is an illustrator with a fun, whimsical style and is taking commissions.

How does Social Media Marketing help accomplish this objective? Steven Luna can reach his target audience directly through social media and use the internet to his advantage to cultivate a larger following.

Objectives & Strategies

● Objectives

- Within 6 Months, we aim to get Steven Luna to reach the following goals:
 - Get Instagram followers up to 1,000.
 - Get Facebook page likes up to 500.
 - Make an account on Pinterest and get up to 300 followers.
 - Post at least 2-3 art videos on TikTok per week.
 - Update Mr. Luna's website to contain a commissions page and links to his social media.

● Strategies

- Implementing promotional perks for consumers (i.e sales, rewards, etc.)
 - Incentivize previous buyers to leave (hopefully good) reviews with sales offerings, etc.
 - Loyalty “punch card” system: Commission Mr. Luna x5 different times for 15% off, etc.
- Holiday-themed ads and sales during relevant times
- Interaction with online followers on all social media platforms
- Establishing a budget and utilizing paid ads on social media to reach the target audience

S.W.O.T. Analysis

Strengths

- Established target market
- Commercial licensing
- Unique illustration style
- already has monthly market data

Weaknesses

- Small and relatively inactive social media presence
- Limited consumer contact
- Current client base limited to own personal social group, needs work establishing himself as a professional artist taking commissions outside of this group

S.W.O.T. Analysis Continued

Opportunities

- Growing a social media presence.
- Expanding personalized content sales.
- Use of marketing skills from several social media campaigns.
- Expanding market for digital illustration.
- Internet usage is at an all-time high due to COVID

Threats

- Competitors (other illustration artists).
- Establishing himself in a saturated established market
- Time commitment for running new social media campaigns
- Algorithm changes

Key Consumer Insights

- Steven Luna is a self-taught artist who has been perfecting his skills from a young age. His impressive portfolio showcases his ability to tackle a variety of subject matter: including storytelling, backgrounds, animals, and group portraits. His art style is fun, colorful, and whimsical: perfect for stylized portraits. Mr. Luna's illustrations are a unique, personalized gift idea that is perfect for the holidays, birthdays, graduations, and just about any special occasion. Whether it's for family, for friends, or just for yourself, Mr. Luna will work with you to ensure the final illustration is exactly how you want it.

Target Audience



Demographics

- Women ranging from ages 30-45.
- Likely stay-at-home moms
- Tend to have younger children
- Likely average middle-class household income

Psychographics

- They spend their free time browsing social media like Pinterest and Instagram, crafting and reading.
- Very passionate about motherhood.
- Healthy, confident and thoughtful women, look for unique new ways to be the best mom they can be.
- Appreciate art, put a lot of thought and care into gifts and home decoration

Social Media Concept Statement

Steven Luna's illustrations are fun and whimsical.

Commissioned art from Mr. Luna is a perfect gift for the holidays, birthdays, graduations, and just about any special occasion.



Social Media Strategy

- Ultimately, the goal is for Mr. Luna's number of commissions to increase.
- To achieve this, Mr. Luna must gain a bigger following on social media
 - This way, more people will be exposed to his work, more people will be likely to spread his work, resulting in more people paying him for commissioned work

Measurement Criteria

- More views on his website
 - Redesigning Mr. Luna's website to include a commissions page and more detailed information is essential. This will be the "home base" online ads will link to, and the channel through which commissions will come through.
 - Using analytics tools like Google Analytics or the analytics Wordpress provides, Mr. Luna can track his website performance.
 - This is crucial to make sure the website is functional and easy for viewers to navigate. If there is a certain part of the site where drop rate sharply increased, it should be determined what about the website makes people drop off (broken links, not optimized for mobile viewing, confusing to navigate, etc.)

Instagram: Strategy and Measurement Criteria

Why Instagram? Instagram is one of the best social media platforms for artists today, as it operates primarily focused on visuals. The platform's popularity is only increasing in the art world: 87% of art collectors look at Instagram more than x2 a day. (artworkarchive.com)

- **Instagram goal: Get Instagram followers up to 1,000.**
- Currently, Mr. Luna's follower count is around 200.
- In order for Mr. Luna to have 1000 followers by the end of the 6-month campaign, he can take the following steps on a low budget:
 - Engaging with other artist' content with likes and comments, follow not just the artists but the artists' followers as well.
 - Researching current art trends and relevant hashtags, then using said hashtags
 - Artists on social media tend to follow challenges and get on board with trends, a big one being Inktober during October (Elise Gray)
- Mr. Luna should stick to a posting schedule to make sure his content on Instagram remains fresh.

Facebook: Strategy and Measurement Criteria

Why Facebook? Facebook is currently the largest social media platform with well over a BILLION users. The platform is versatile: all types of media can perform well including images, video, and long-form text. (Rita Job)

- **Facebook goal: Get Facebook page likes up to 500.**
- Currently, Mr. Luna's page has 355 likes
- To gain about 150 more followers, Steven Luna can take the following steps:
 - Sticking to a consistent schedule: posting at least 3 times a week
 - Engage with Facebook followers: encourage feedback and respond to as many comments as possible
 - Additionally, engage with other artists on Facebook how you would like followers to engage with you
 - Facebook ads: Facebook's infamous data tracking can be used to your advantage when advertising your art page on the site. This will ensure that your art is reaching your desired target market. (Rita Job)

Pinterest: Strategy and Measurement Criteria

Why Pinterest? Although Pinterest is often left out of the conversation when it comes to social media powerhouses, Pinterest is an important place to be to reach Mr. Luna's target market. As of 2020, there are over 400 mil active monthly users, and 71% are female. Additionally, 35% are 35-49 years old. (S. Aslam) Additionally, Pinterest is great for artists since clicking on an image links viewers straight to the artsource. (Roth)

- **Pinterest goal:** Make an account on Pinterest and get up to 300 followers.
 - Currently, Mr. Luna does not have a Pinterest account for his art
 - To start and built a following, he can take the following steps:
 - Post his art at least three times a week, following a similar posting pattern to other social media sites
 - Build an increase in engagement from following other artists and pinning their work you enjoy (Roth)
 - Advertise on Pinterest: 50% of users have reported making a purchase after seeing a Promoted Pin (S. Aslam)
 - Extensively focus on holiday-related posting: "holidays" is the most popular search category on Pinterest (S. Aslam)

TikTok: Strategy and Measurement Criteria

Why Tik Tok?

“TikTok’s emergence as a mainstream social media staple also presents an opportunity for early adopter brands, many of which are seeing surprising results from having a presence on the app... According to HootSuite, the platform had 800 million active users as of October 2019, and growing fast, with average users opening the app more than 8 times a day” (Layton Turner).

TikTok goal: Gain 200 followers by the end of the campaign.

Currently: Steven Luna Illustration does not have a TikTok account.

To reach this following, there can be posts highlight the creation of the artwork (BTS style) and personalized content for followers of the brand to get a more personal look into the artwork. It is also important to interact with followers and give them content they would like to see.

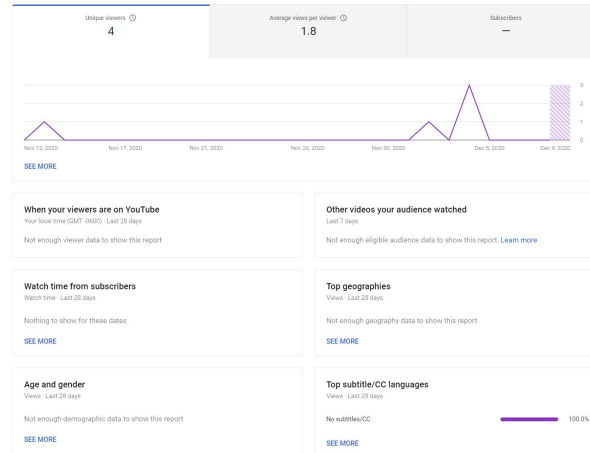
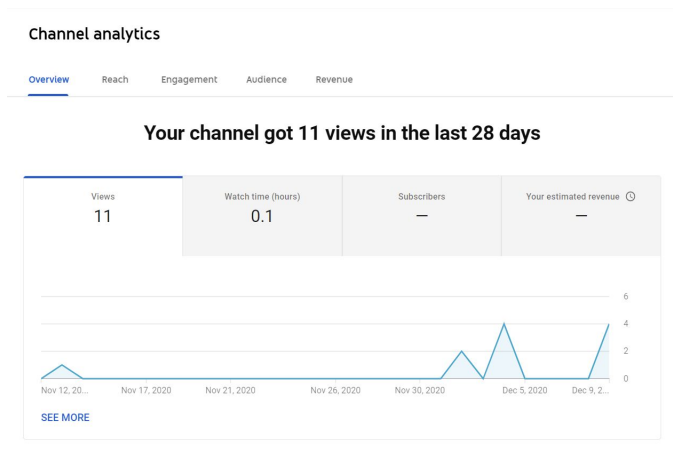
Start reaching toward this goal by posting 2-3 times a week.

YouTube: Strategy and Measurement Criteria

Why YouTube?

“...YouTube is one of the the biggest and most popular social networks in the world - in fact, it’s the second biggest website in the world. Which of course means huge reach and immense possibilities for increasing awareness of your business, driving more traffic and engagement, and generating more leads” (marketinginsidergroup.com).

YouTube also has an incredibly intuitive interface for tracking analytics.



“At-a-Glance” Analytics

Channel analytics

Current subscribers

2

Summary

Last 28 days

Views

11 ↑ 450%

Watch time (hours)

0.1 ↑ >999%

YouTube Goal: Reach ~100 watch hours per month by the end of the campaign.

Currently: Steven Luna Illustration does not have a YouTube account.

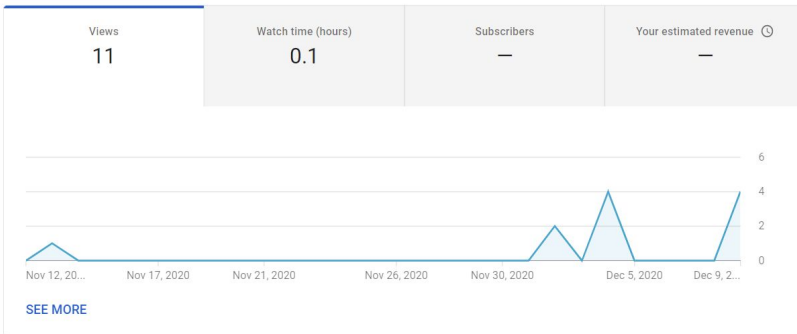
To reach this following, part of the budget will include paid YouTube advertisements, all Tik Tok videos will also be posted to YouTube, persona tutorials and personalized YouTube content will be produced.

Start reaching toward this goal by posting 2-3 times a week.

Channel analytics

Overview **Reach** Engagement Audience Revenue

Your channel got 11 views in the last 28 days

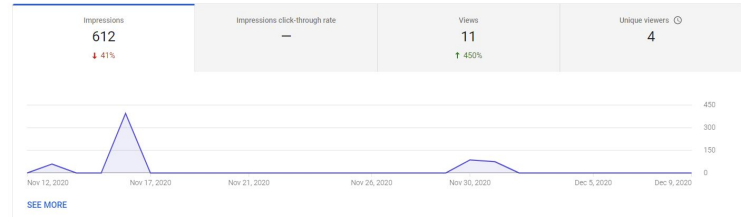


Channel analytics

ADVANCED MODE

Overview **Reach** Engagement Audience Revenue

Nov 12 - Dec 9, 2020
Last 28 days



Traffic source types

Views Last 28 days

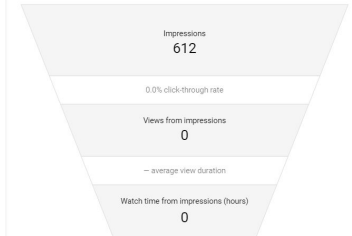


Traffic Source	Percentage
Playlist page	36.4%
Playlists	27.3%
External	18.2%
Browse features	9.1%
Channel pages	9.1%

[SEE MORE](#)

Impressions and how they led to watch time

Data available Nov 12 - Dec 9, 2020 (28 days)



Watch time (hours)

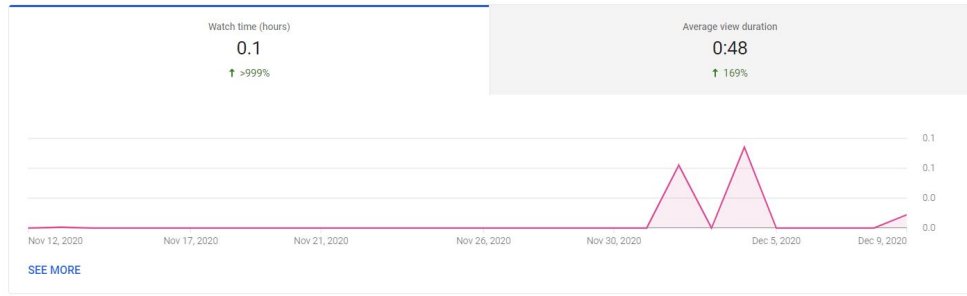
0.1

↑ >999%

Average view duration

0:48

↑ 169%



Social Media Advertising Executions

- Social media advertising on Facebook, Instagram, Twitter, Pinterest, TikTok and YouTube.
- Posting about certain holidays and tying that in with the Steven Luna Illustration Brand.
- Posting personal content across all platforms for consumers to feel a connection with the brand (i.e introduction videos, behind the scenes of different commissions, tutorials, etc.)
- Posting paid and unpaid promotional content either showing off artwork or incorporating sales.

Social Media Strategy

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					Post a New Year's Image on all social media platforms and a Tik Tok Style video on Tik Tok and YouTube of some 2021 artwork.	
	Post a BTS-style Tik Tok on all social media platforms of you creating an illustration.			Post an image on Instagram, Twitter, Facebook and Pinterest of a favorite Holiday piece completed.		
Post a paid advertisement on Instagram promoting artwork.	Post about a promotional sale (image on Pinterest, Instagram, Twitter and Facebook – Tik Tok style video on Tik Tok and YouTube).		Post a YouTube video introducing yourself, the brand and the kind of artwork you do. Post a clip to the video and a link on all other social media platforms.		Post an image of some recent commission pieces on Instagram, Pinterest, Facebook and Twitter and a quick montage video of the artwork on Tik Tok and YouTube.	
Post a YouTube tutorial showing how you make a digital illustration. Post a clip to the video and	Post an image or some MLK inspired artwork for MLK day on Instagram, Pinterest and Facebook. Put	Post an image of some recent commission pieces on Instagram, Pinterest, Facebook and Twitter and a quick montage		Post a BTS-style Tik Tok on all social media platforms of you creating an illustration.		Post a paid advertisement on YouTube promoting artwork.

a link on all other social media platforms.	this image under music for Tik Tok and YouTube.	video of the artwork on Tik Tok and YouTube.				
Post about a promotional sale (image on Pinterest, Instagram, Twitter and Facebook – Tik Tok style video on Tik Tok and YouTube).		Post a paid advertisement on Pinterest promoting artwork.	Post a personal Tik Tok video highlighting your story with illustration on all social media platforms.		Post a YouTube video discussing special tricks you use to illustrate. Post a clip to the video and a link on all other social media platforms.	Post an image of some recent commission pieces on Instagram, Pinterest, Facebook and Twitter and a quick montage video of the artwork on Tik Tok and YouTube.
	Post a paid advertisement on Facebook promoting artwork.					

Social Media Strategy Continued

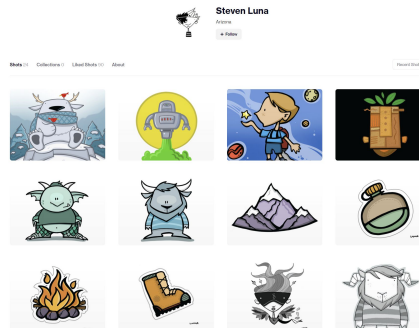
January	<ul style="list-style-type: none">-Gain 200 followers on Instagram.-Establish a presence on Tik Tok.-Gain 24 Facebook page likes.-Pick out website domain and start working on a design.-Make a Tik Tok Twitter, YouTube and Pinterest account.
February	<ul style="list-style-type: none">-Gain 200 followers on Instagram-Gain 24 Facebook page likes.-Make a commission page on website and have a general design ready to go.-Gain at least 25 followers on all new platforms.
March	<ul style="list-style-type: none">-Gain 200 followers on Instagram-Gain 24 Facebook page likes.-Make website live.-Gain at least 25 more followers on all new platforms.
April	<ul style="list-style-type: none">-Gain 200 followers on Instagram-Gain 24 Facebook page likes.-Link website to all online content and gain 1% of traffic.-Reach 100 followers on all new platforms.
May	<ul style="list-style-type: none">-Gain 200 followers on Instagram-Gain 24 Facebook page likes.-Link website to all online content and gain another 1% of traffic.-Reach 150 followers on all new platforms.
June	<ul style="list-style-type: none">-Reach goal of 1,000 followers on Instagram-Gain 24 Facebook page likes.-Link website to all online content and gain another 1% of traffic.-Reach 200 followers on all new platforms.

Website Updates

The first and most important thing we believe that needs to be tackled is the revitalization of the brand website.

The website is the nexus point that can be easily promoted with social media posts, and link to social media accounts. Even if not updated frequently, having a functional website and portfolio will help to greatly expand the brand's online presence.

steven luna illustration



In designing an update to Mr. Luna's current websites, we wanted to try and match form to function with his art's designs. The idea: a minimalist single-page website.

At the top, an Introduction to Mr. Luna and his brand (something that we believe might be conveyed most easily in video form, along with easy access to all of Mr. Luna's professional social media accounts.



The next section, scrolling down is a gallery, rather similar to what is there now. As a header, we opted to include an animated slideshow of several of Mr. Luna's works.

This slideshow portion can be swapped out at any time, to best show off the artwork most relevant to the season and/or ongoing promotions.



Finally, arguably the most important addition to The site was providing a way for prospective customers to be able to get in contact with Mr. Luna.

Like what you see?

The best way to get in contact with me is via email, where we can discuss commissions, quotes, and business alike!

Name *

First

Last

Email *

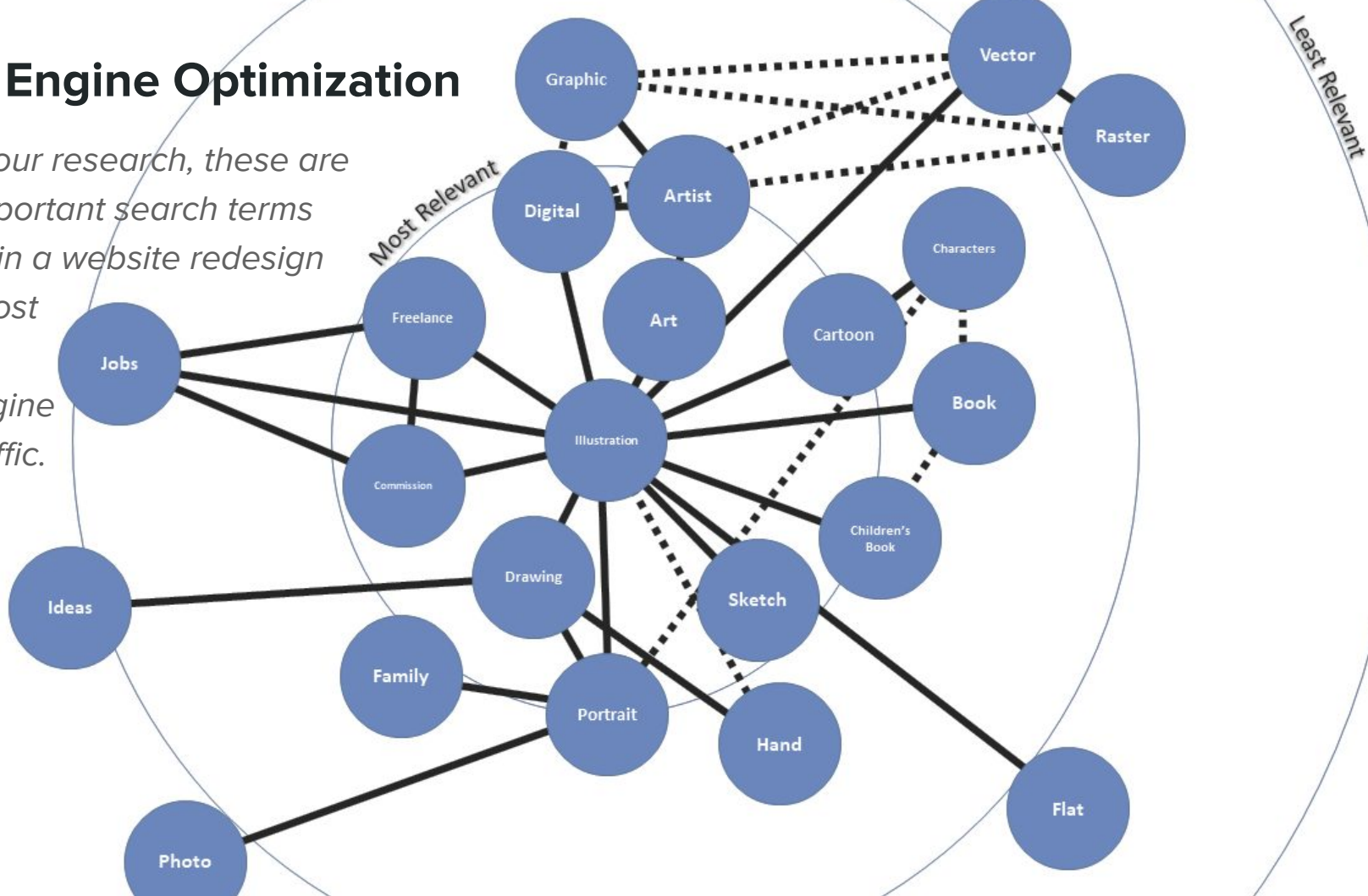
Message *

SUBMIT



Search Engine Optimization

Based on our research, these are several important search terms to include in a website redesign to help boost incoming search engine-based traffic.



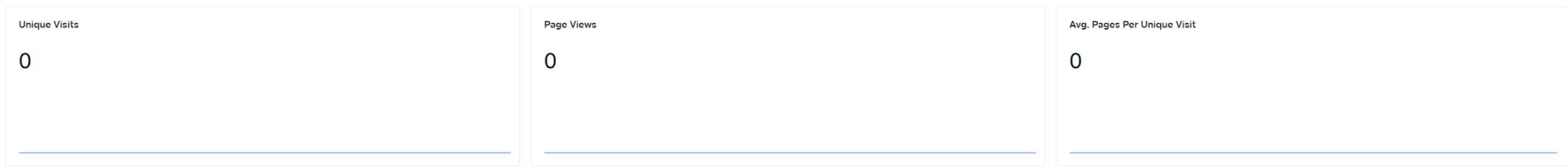
Budget and Key Performance Indicators

- Mr. Luna has expressed keeping the budget to a minimum, so we are going to go with ~\$20/week for the duration of this campaign
 - This can be allocated to certain things according to the schedule
 - E.g.: Spending no money one week and then \$40 the next in preparation to spend more to advertise a holiday sale on social media

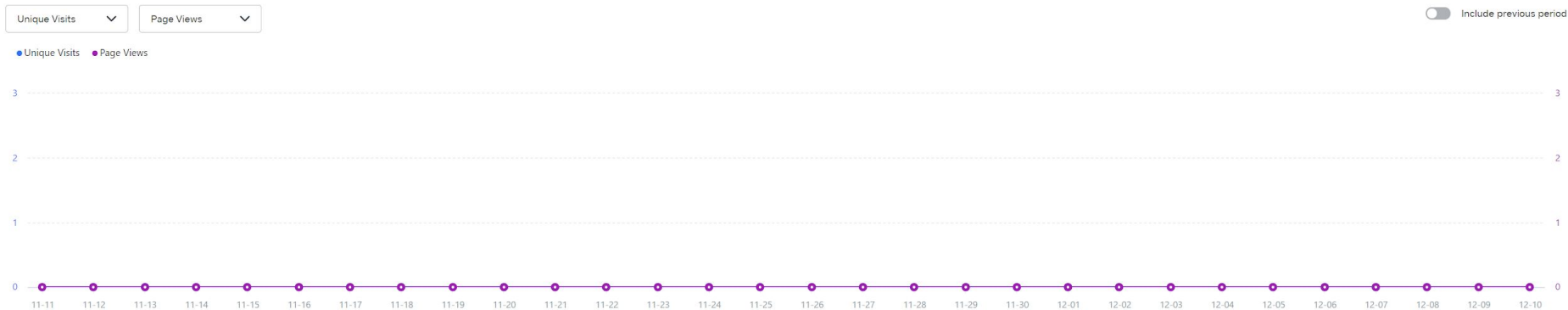
In accord with the wish to remain as frugal as possible, per discussions and meetings with Mr. Luna, the budget would really only need to be of service to the furthering of this content marketing campaign to promote the product seasonally - during times of high sales volume.

- With regards to Key Performance Indicators outlined previously, goals, such as “Gain 200 followers a month on Instagram” and “Gain 24 Facebook likes a month” etc, will/should be closely monitored throughout the months
 - Mr. Luna can use built-in analytics sources on his social media to track how his content is performing. If underperforming compared to previously, he needs to evaluate what changed and take steps to amend that.

Website Traffic growth can usually be monitored in the backend of whatever website designer you are using. With this example, you are able to track for Unique Visits (different device IP addresses per day), Page Views (number of requests for the host address), and the Average Number of Pages seen by a Viewer.



Compare your data



Month-to-Month Growth

We figured that after the first set of goals were met, goals could be continued based on a small-scale exponential growth model. In this model, we estimated that a percentage point uptick month-to-month would be reasonable where each active social media presence accounts for +1% additional growth per platform (using social media percentages as a base scaling factor in determining month-to-month performance increase across the board).

	Month 1	Month 2	Month 3	Month 4	Month 5
	Baselines of data collection after 1 month of the social media campaign	Projected goals to reach using all 4 social media sites regularly	Projected goals to reach using all 4 social media sites regularly	Projected goals to reach using all 4 social media sites regularly	Projected goals to reach using all 4 social media sites regularly
Facebook					
Page Likes	396	412	428	445	463
Post Likes	233	242	252	262	272
Post Shares	25	26	27	28	29
Instagram					
Followers	48	50	52	54	56
Post Likes	869	904	940	978	1017
Post Shares	345	359	373	388	404
TikTok					
Followers	243	253	263	274	285
Post Likes	768	799	831	864	899
Post Shares	542	564	587	610	634
YouTube					
Subscribers	2	2	2	2	2
Video Likes	26	27	28	29	30
* Please note this data is purely hypothetical					

As far as models go, this is a rather conservative one, and a “good” couple of months might easily shatter the projected growth. Every month, performance across the various platforms should be logged to track the projections versus the actuals.

In the case of a more ambitious growth model, the percent increase can easily be scaled to respond to actual data.

Conclusion

What insights and learnings has the Student gained by completing this assignment—specifically in the area of Social Media contrasted to the execution of traditional advertising efforts.

- “A social media marketing campaign is much more deliberate than a traditional marketing campaign. Instead of general ideas over a general timeline, social media campaigns focus more on specific tasks and depend on meeting objectives in a shorter time range. While social media campaigns are much more focused, I believe they are very effective in today’s marketing world and have the potential to expand a brand to thousands of demographics and achieve higher rates of brand loyalty” - Alyssa Fox

Conclusion Continued

- “A benefit of social media advertising is that it is much more trackable and customizable than traditional advertising. This opens up many more possibilities in making sure the exact message you want to communicate reaches exactly the people whom you want to see and hear it. This adds an element of personalization, where your message directly speaks to the interests of your target market.” - Natalia H.

Conclusion of the Conclusions

- “As someone who doesn’t necessarily have much of a social media presence, but finds the collecting and managing of information interesting - social media itself is a sort of interesting amalgamation of the people creating content in the front of a camera or digital workstation and those on the other side. It’s a fascinating crossroads that is constantly being changed, tweaked, modified, and updated in such a way that will never truly be understood in its entirety. In some ways, social media has become a Pandora’s Box, where we are now so completely inundated with content and information that our minds are ill-equipped to process entirely in its magnitude... but on the flip side, people who would otherwise have never been able to communicate with each other now have the means by which to do so. With proper moderating, technology has given humanity access to what can easily become the most democratic medium of communication.”
- “With regards to advertising, social media is the new ‘biggest fish in the pond’ - it’s a way to reach a wide audience for relatively cheap. As much as I personally dislike watching advertisements, the fact that their algorithms have learned so much about me to target me with such degrees of accuracy is in all positive and negative connotations: *awesome*. Social Media is unquestionably the ship we as a species will ride when taming the next proverbial fire. Why not already be proficient in riding its waves?” - Andrew W.

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