



SOCIAL MEDIA PLAN

Objectives



Reach

Increase Karton's followers on social media



Engagements

Increase **engagements** and strengthen **connection** Karton followers and customers



Community

Build a community of like-minded individuals supporting local products

Plan

Timeline

August - November

December

Objectives

Reach

Engagements

Community

Action Items

Boost Posts
Promote Pages

Explore IG stories polls & quizzes
Use memes
Post links to helpful articles
Place CTA buttons on FB posts
Explore IG shoppable posts

Start FB Live Webinar

KPIs

FB: 1,000 new followers
IG: 1,000 new followers
***TikTok: 500 followers**

Likes per post: 200
Comments per post: 10-20

FB Live Webinar Attendees

Content Themes & Distribution

Always On			Other Themes
Karton General Info	Support Local	Store Updates	
New Products	Quotes	Packing	Food
New Sellers	Infographics	Delivering	Work From Home
Bestsellers	Reshared Posts & Articles	Product Sanitation	Grooming/Personal Care
Pro Tips		Stocks Arrival	Immunity
Restocked / New Flavors			COVID Care Reminders
Website Categories			Gifts
Customer Reviews			
Featured Article Excerpts			
Seller BTS			
Milestones			

Always On

- Refers to regularly posted content that aims to inform and entertain
- Has ready-made creative templates
- Posted every month

Other Themes

- Refers to content that requires more thought, creativity and effort in execution
- Aims to engage and entertain with its audience

Karton's Social Media Persona



Hi! I'm Yssa 😊

Yay! ❤️

G!

Yaas

Lol

Mood

Demographics

- 25 years old
- Female
- Lives in Pasig City and is renting an apartment with her friends
- She works as a Social Media Manager
- She commutes to work, but uses Angkas or Grab if she wakes up late

Technographics

- Uses an iPhone: uses her phone 13-15 hrs/day
- She uses FB, IG, Tiktok and sometimes Twitter (for ranting), YouTube (to review products she buys)
- Has a fair amount of followers on her Instagram: 4,000
- Watches Netflix to chill and has broad knowledge on series and movies as she's very well informed on trends and pop culture
- Uses Spotify everyday for her music, but doesn't have a premium account

Psychographics

- Woke: Outspoken on social media about political and social issues
- Health Conscious: does yoga, tries to eat healthy but has a cheat day
- Likes using organic skincare
- Buys from small IG shops, conscious consumer, environmentally conscious
- Hangs out in Poblacion
- Likes coffee and chilling at Commune
- Very supportive of local brands and use of local products
- Donates, involved in fundraising activities, volunteers
- Likes the beach and nature trips
- Shares thoughts on social media

ALWAYS ON: Support Local

Posts & Articles To Be Re-shared

Relevant posts & articles that are aligned with our 'Always On' & 'Monthly' themes

Article Topics	
Healthy Living	Support Local
Healthy Food & Snacks	Karton Product-Related
Online Selling	Self Care
Karton Seller Features	Karton Features
COVID Related: Immunity, Work From Home, etc	



Support Local



Food



Yay Thanks!

Any questions?