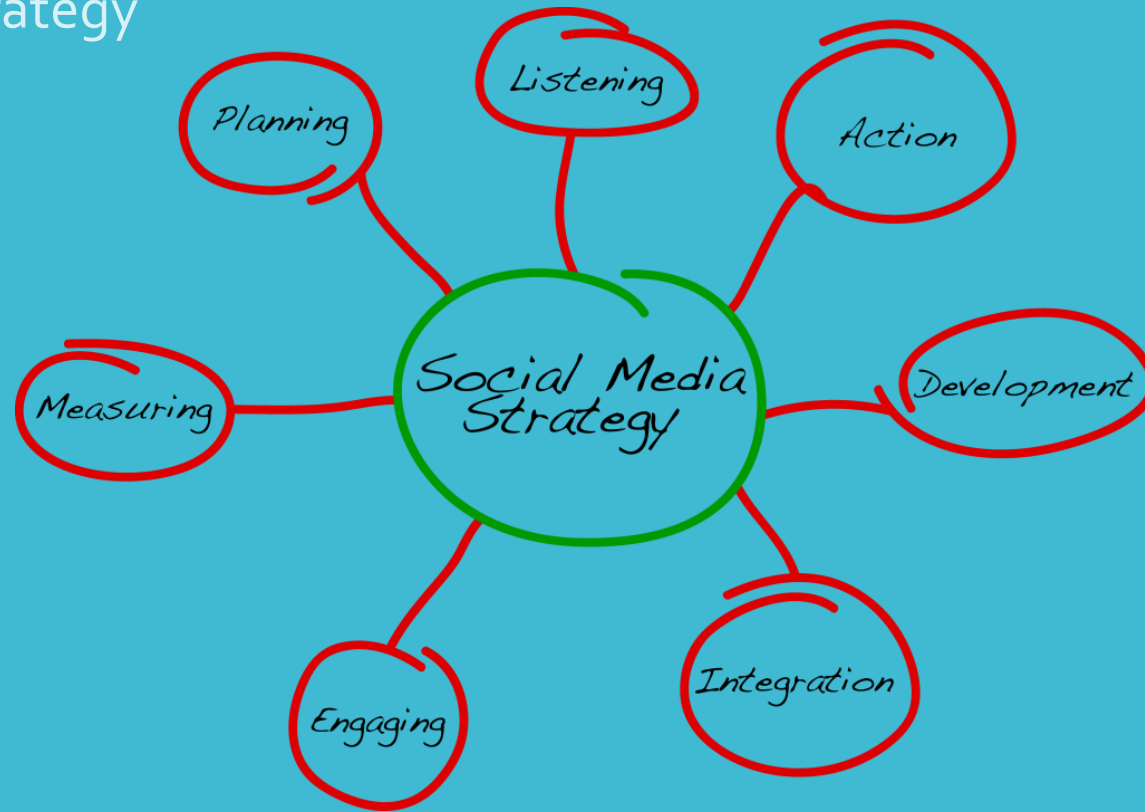


The Picture Company On-Location

Social Media Strategy



BACKGROUND

The Picture Company On-Location is still in its early stages and we need to gain traction for its brands – NBS, SL, POP. The best way to do this is through social media.

We live in a country that lives and breathes social. Nowadays, the primary access point for businesses for our brands is social media. According to statistics, 98-99% are on social media. If people are spending this much amount of time on their phones, then this means it's important for our businesses. We need to take advantage of this, but we must plot our content strategically.

There's an average of 300 pieces of content that a person looks at on social media/FB and the average time you have that you can attract anyone on digital is 8 SECONDS. We are constantly competing with 300 pieces of content on social media at any given time. This is which why we need storytelling for our business. Presence isn't enough, we have to be meaningful.

Source of insights/statistics: ACCELER8 SEMINAR, Marketing to Millenials, March 15, 2017



MARKET OVERVIEW / DEMOGRAPHICS



- 25 to 40 year-old females, moms, new moms, new families
- TPC clients looking for something new
- Current TPC clients unfamiliar with TPC On-Location
- Millennial moms and dads – smart, shaped by technology, have legit followers, creative with ways in engaging their kids
- Moms who have double income with husband
- Stay-at-home moms with businesses
- Parenthood is an important, if not the most important, aspiration for the majority of Millennials.



- **Social media and the pressure to have it all.** Many mothers, no matter which generation, are challenged to 'keep up with the Joneses'. Millennial Mothers, especially, feel pressure greater than ever before as the proliferation of social media amplifies the degree to which their lives are publicly showcased.
- **Increased spending power.** Society's increased significance given to key female career-drivers and a critical eye toward gender equality drives a powerful force of working mothers who have deeper financial pockets.
- Millennial Mothers seem to find their way back to more familiar brands from their own childhoods.
- Millennial Mothers are explicitly demonstrating their interests online constantly; the data simply needs to be aggregated and organized in a way that can be acted upon. The key for advertisers will be to reach and engage with them how they want to be reached, where they want to be reached, when they want to be reached.

Source of Millenial Moms Info: [Exponential Advertising Intelligence Report](#)

OBJECTIVES

- Build long-term sustainable traffic for TPC On-Location
- Make people aware that TPC On-Location exists
- Build positive brand reputation
- Go viral
- Convert followers to sales



SOCIAL MEDIA PLATFORMS



CONCEPT



HOME

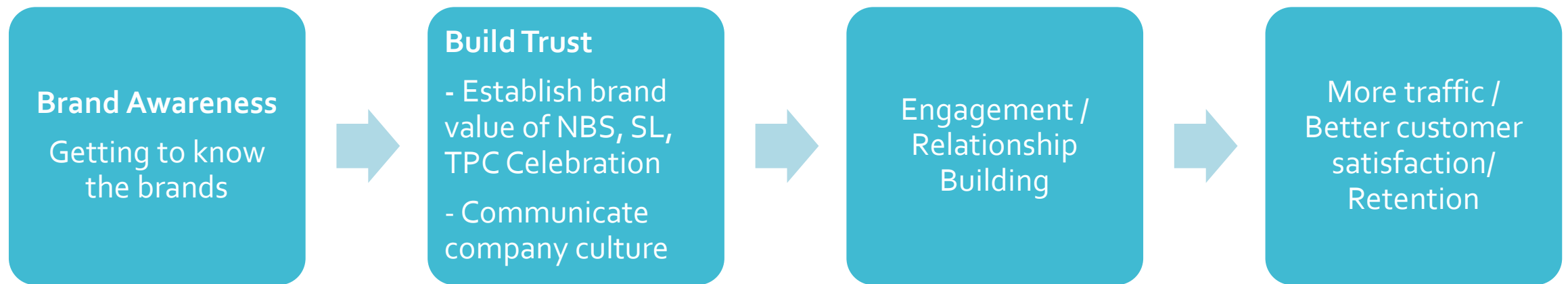
The best stories come from home.

The Picture Company On-Location doesn't just capture portraits, we capture stories. And the beauty of our portrait sessions is that they are held inside the home. Our photographers also make people feel at home. There is that feeling of nostalgia, of familiarity when they see our social media pages. We embody the feeling of home.

We bring out the most genuine smiles with our expertise. We'll make people see the value of portraits and why they need to take as many picture as they can. But it's not enough to just take casual photos. There's a major difference between a casual snapshot and a carefully composed portrait. Carefully prepared and executed photos are priceless because they become your family's treasures for generations.

CONTENT STRATEGY

Mixed Posts




GENERAL CONTENT OVERVIEW

Brand Awareness

- Keywords and ideas
- Stories and photos of new shoots
- About TSC, NBS, SL, POP
- Beginnings and Successes
- What's in it for the mom

Building Trust

- Photographers' testimonials
- Client testimonials
- Photography expertise
- What makes us great



Engagement / Relationship Building

- Random links about babies and families
- Tips
- Trivia
- GIFs
- Quotes
- Photography

RESULT/GOAL: More Traffic / Customer Satisfaction and Retention





FIN.