



► Social media marketing plan

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Ivan Mandic IBY4- 20/21

Just another marketing plan?

Dear Chiefs of The Garage Innovation Studio,

As part of my International Business studies, I am currently completing my graduation internship in The Garage Innovation Studio. Writing my Bachelor's thesis about the feasibility of the start-up project consisting of research inside and outside of The Garage. For the project to be successful, students need to be attracted to it.

But how can that be achieved?

Content

1. Why social media?
2. Who is the target group?
3. Getting started
4. What to post on social media?
5. How to measure success
6. Bonus opportunities



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Why is social media important?

Social media is indispensable for success today, even more important for new projects and companies.

It is extremely necessary to create a certain feeling associated with The Garage Innovation Studio and social media is the perfect place for that.

By using social media you can control the narrative and generate interest in your target group with the posted content. With the correct content you can tell the story of The Garage and connect with the target group.

The best part about it is that it is (mostly) FREE, only costing time and effort!



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Who is the target group?

From the conducted surveys it is visible that most of the respondents are born between 1999 and 2001, falling into the Generation Z category.

Currently, the only programmes The Garage is available to is International Business and Tourism Management but Gen Z consider themselves confident and might want to explore something outside of their domain.

Marketing to Gen Z can be a double-edged sword, on one hand they live on the internet and have never lived without it, but on the other hand that means Gen Z has to filter through more content than anyone.



Target group characteristics

Characteristics of Gen Z:

1. Ready to take on a challenge:

Gen Z believes they can impact the world with their work, are constantly visualizing changes in their world and are quite possibly the most imaginative generation.

2. Confident in their abilities but afraid to lead:

As Gen Z is ready to take on a challenge they consequently have supreme confidence in their abilities and the products they can deliver, however, most of Gen Z still prefers to be provided guidance as they have fears of leading a project.

3. Love to see their peers doing things:

Growing up in the age of social media means they are never actually disconnected from their peers and enjoy seeing them do productive things.

4. They value being valued:

As this generation has doubts about being a leader, they need to have the feeling of security and to be empowered through frequent feedback and guidance. Most of all, they have a need to be praised and to be a valued member of a team.

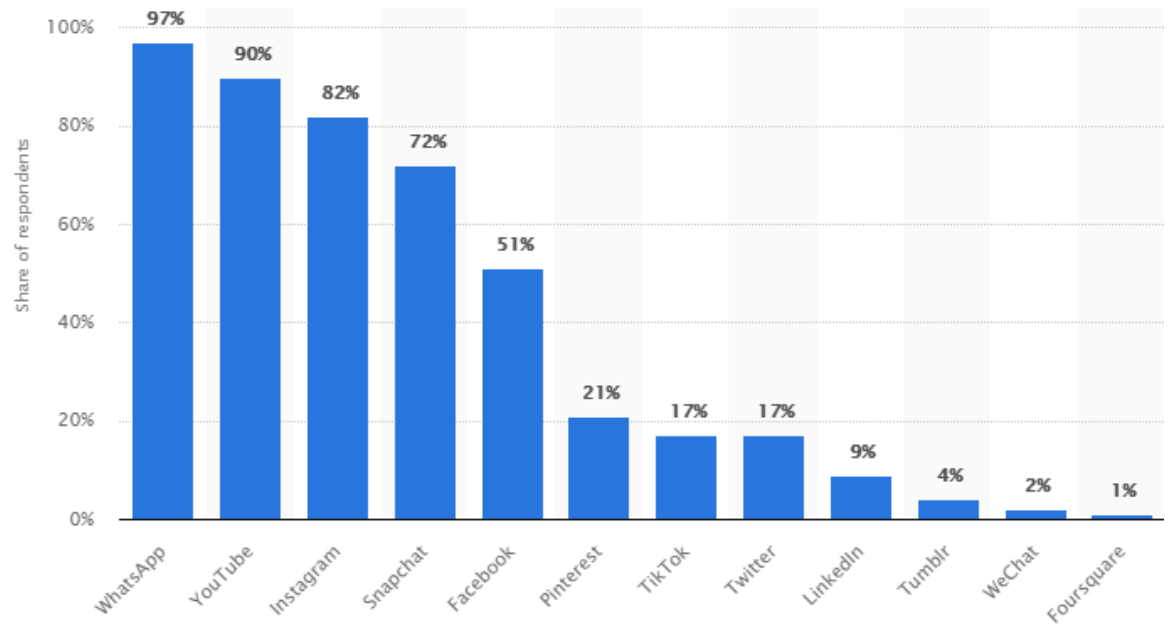


Which social media is important?

Promoting The Garage on social media is important, however, using only the most suitable is recommended for efficiency purposes.

Marketing on social medias which your target group does not use is a waste of time and effort that could have been used better.

The graph shows the most used social media in The Netherlands in 2020 by Gen Z, and Instagram being the most used interactive social media.



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Getting started

Getting started on social media is always the most daunting part of the challenge and it is where many social media accounts fail.

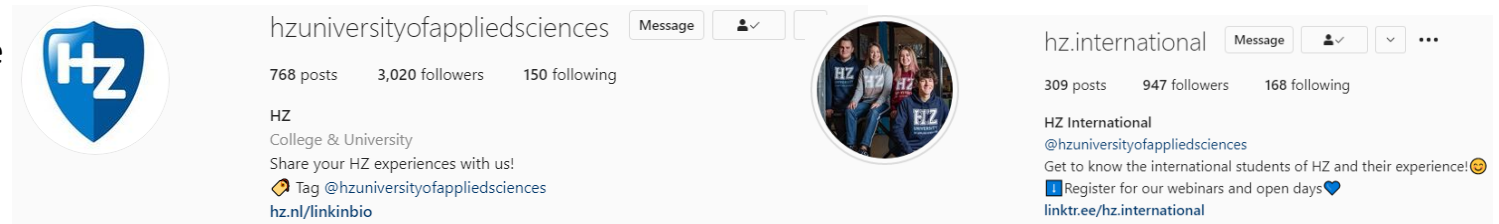
The main goal of creating social media accounts is to spread awareness about The Garage to get more students regularly joining each block/semester, leading to a more sustainable project at HZ.

The Garage can use the bigger HZ related accounts for promotion to solve the initial exposure bump as these much larger accounts will create a lot more traction and quicker.



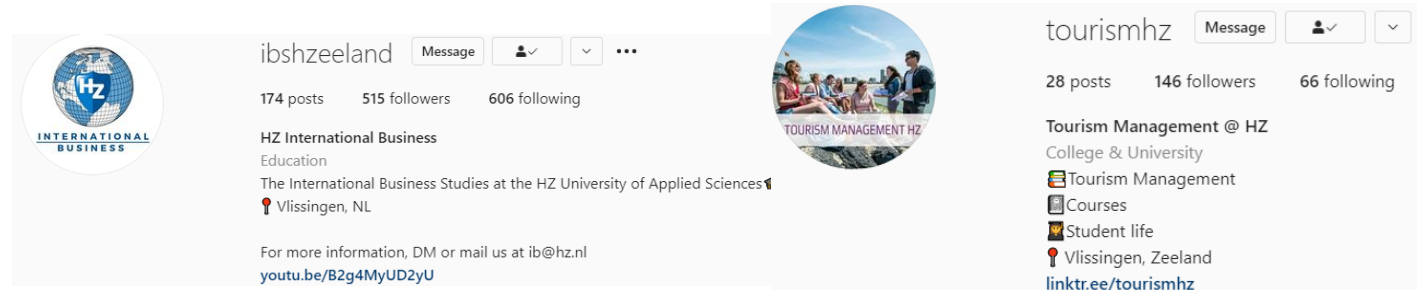
Getting started

There are the two general HZ accounts which post content concerned with HZ as a whole, and have by far the biggest audience and reach. A single promotion from either account would result in plenty new audience for The Garage.



On the other hand, there are also programme specific accounts for International Business and Tourism Management, which have a smaller audience but could result in more enquiries as The Garage is currently available to those two programmes.

As The Garage expands its offering to other programmes, other programme specific accounts can spread the word.



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A short posting manual

Creating a certain image around The Garage Innovation Studio is vital for students to be joining it on a consistent basis, and this image can be created through posting the right content. There is no one type of content that works but rather it should be a mix of videos, photos, created images and for Instagram there should be a weekly takeover by a project group.

The posted content should show the characteristics of The Garage which will in turn create a certain image, content such as:

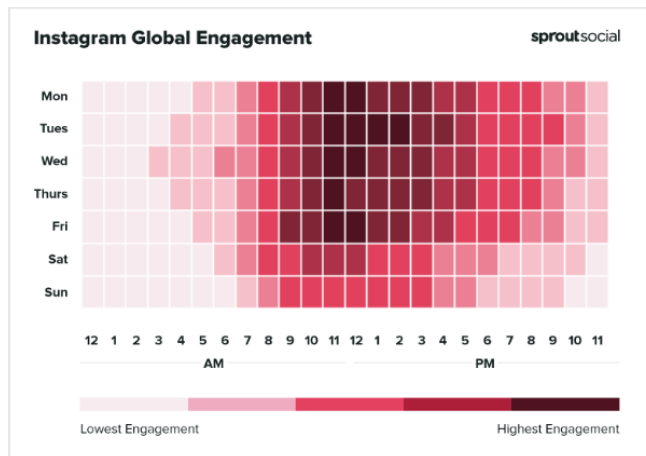
- Fun but productive office environment
- Where students develop their professional and interpersonal skills
- Student can expand social and professional network (show students who studied with Steve Jobs, Bill Gates etc.) because you never know who will be useful to you
- Where you work on projects to add value to professional stakeholders
- Explore your passions and contribute to society while doing so
- Freedom to express creativity in the outcome of project
- Professional guidance from experienced mentors (a testimonial from the mentors would be welcomed by the students)



A short posting manual

Posting social media content is important, however, even more important is the frequency and timing of content posting. Too much content and the audience will start ignoring your posts, too little content and the audience will forget about you.

The *Golden Rule* for posting on Instagram is **1-3 times a week**, and based on when users are most active on Instagram it would be most efficient to post on Monday, Wednesday at 11am and Friday at 12am.



Types of content:

- Informative flyers and posters
- Testimonials from past and present students (*to give students a better idea*)
- Testimonials from mentors (*to get to know them better*)
- Project team photos and videos
- Social activity photos and videos
- Weekly posts with whiteboard prompt (*for engagement*)
- Behind the scenes content when possible



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How to measure growth success

Measuring the success of promotional material and social media marketing is very necessary in order to understand what works with your target group, and what does not work.

Following certain metrics allows room for improvement, and the more detailed metrics you start following the more smaller adjustments you can do to make a bigger impact on your success.

Furthermore, the detailed metrics will have more and more of an impact as the audience of The Garage grows.

Metrics to follow:

- Content reach (*total views on a post*)
- Content engagement (*post views – post likes = true engagement*)
- Follower gain per post (*gives insight into what posts are interesting to the target group*)
- Optimal times for post engagement (*at which times posts get the most engagement*)
- Monitor mentions by other accounts (*show reaction to that*)
- When promoted by another account track how much engagement and new followers it gets The Garage

Ultimately, track how all these metrics equates to enquiries about The Garage.



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Bonus opportunities

By opening an initial Instagram promotional account, The Garage will consequently open new opportunities for students joining The Garage.

These opportunities will include:

- ✓ Possibility of a internal team project centred around growing The Garage on social media with The Garage as the stakeholder
- ✓ Possibility of having an International Business student with a passion for marketing be focused of develop a further social media plan while completing their internship





► Thank you!

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