

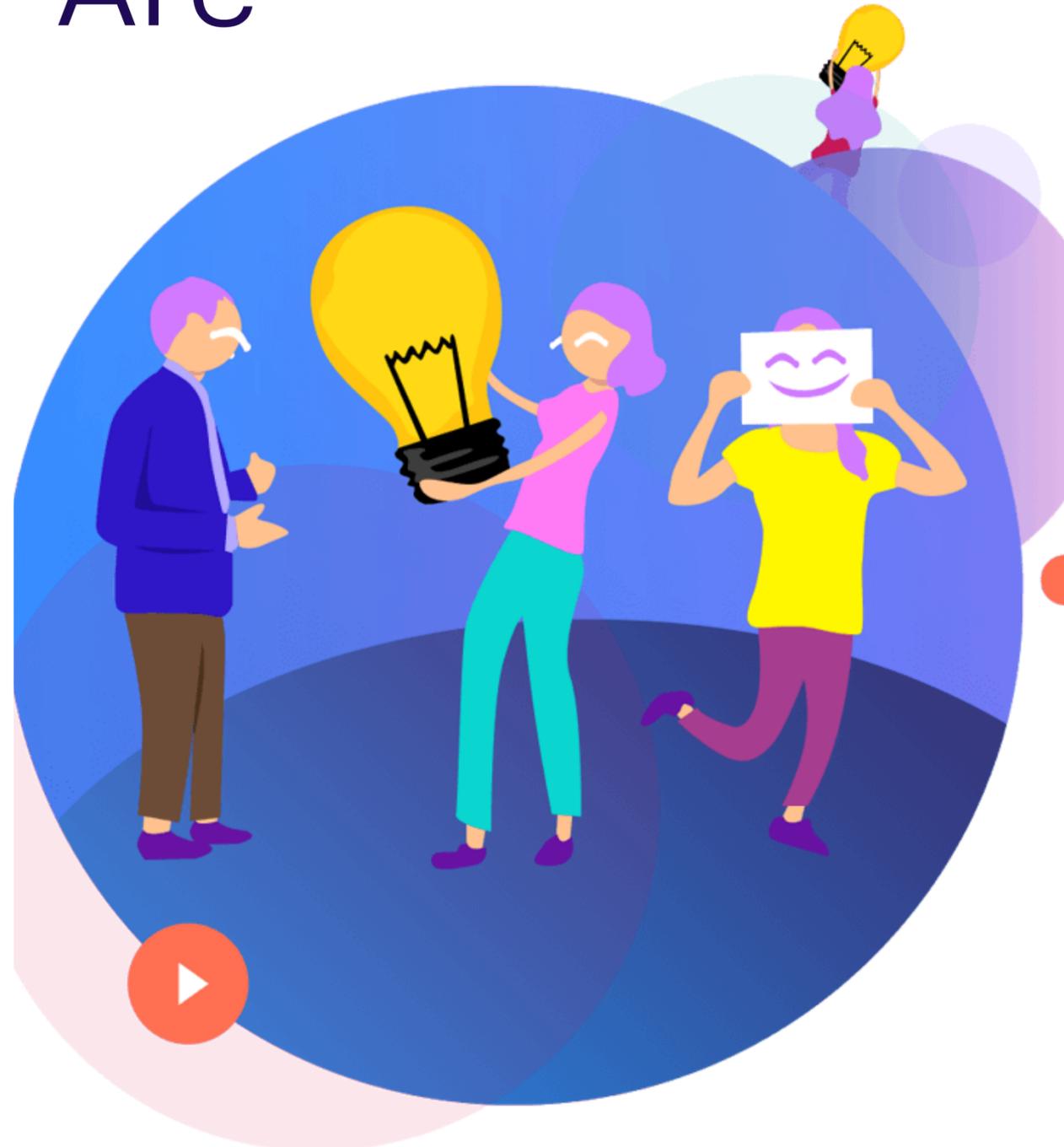
The 5-Pillars Social Media Strategy

Build your social media presence with TDH!

SOCIAL
MEDIA
MARKETING
BY
TDH



Who we Are



TDH – Digital Agency:

We are a Digital Agency mastering content creation, social media management and influencer marketing.

Our Story

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TDH – Digital Agency:

We are a group of digital geeks united by the love for everything digital!

Our team is made up of web designers, advertisers, bloggers, video makers, photographers and social media specialists.

Our Social Media Plan



Our SM Rockstar plan is made upon 5 pillars points:

- Brand Definition.
- Audience Determination.
- Content Design.
- Engagement Generation.
- Community Creation

Key Objectives

- Support in defining the social media strategy necessary to increase brand visibility, the website traffic and consequently sales.
- Creation of original content to include photography, video, Story, IGTV, Reels.
- Engage with influencers to grow brand advocacy, spark word-of-mouth conversations amongst influencers audiences.



What we will provide

- Dedicated account management team.
- Creation of a full digital marketing strategy.
- Full access to an in-house team of photographers & videographers.
- Dedicated SharePoint cloud platform and Social Media Scheduler App across all SM channels.
- Full end to end account management, which includes:
 - Social media management.
 - Influencer marketing management.
 - Content planning and execution.
 - Monthly reporting.



What will you get



**That's the end result for your
business:**

- Brand Awareness
- Strategical Support
- Digital Growth
- ROI

Social Media is critical.

On average people are spending 144 minutes a day on Social Media.

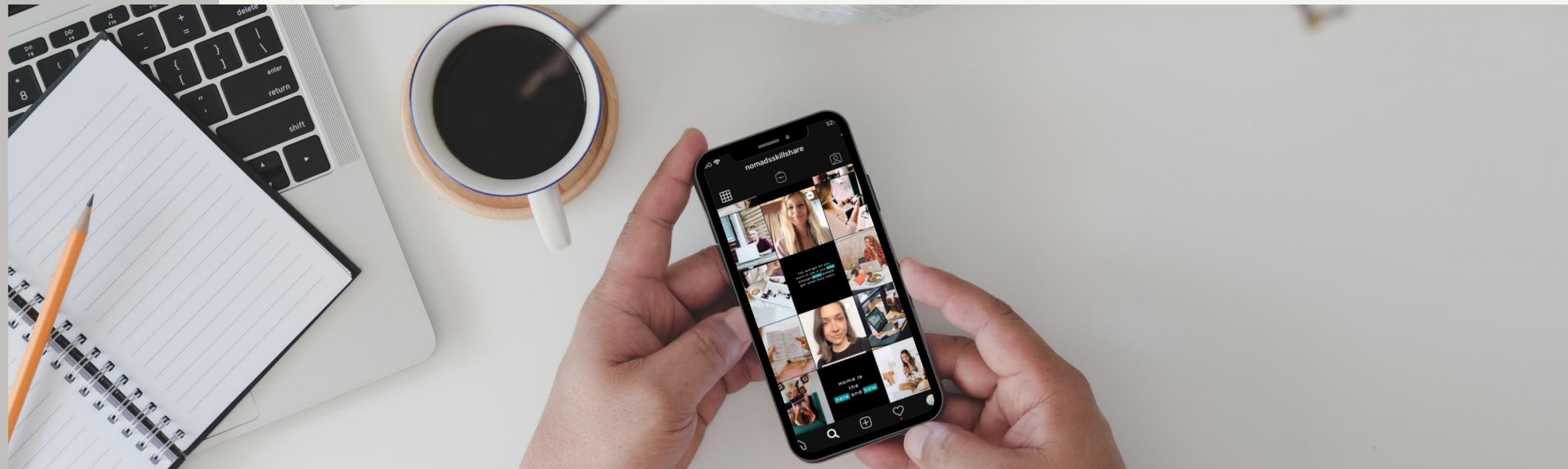
Social Media are now your company's showcase. It is crucial to present your business reflecting its values by defining branding, communication and contents.



Pillar 1: Brand Definition

Values & Mission.

With thousands of products and services available on the market, consumers are increasingly choosing based on the values embodied by the brand.



Branding

"Often we don't buy only products, we buy concepts".

A brand is generally composed of a name, slogan, logo or symbol, design, brand voice, and more.

In TDH we will start a brand analysis work that will standardize these concepts in the Social Media marketing strategy.



Brand Definition





SM Branding By TDH

We define the soul of your Brand. To create a complete SM content strategy it is important to highlight which values your brand carries and the mission of the company.

+55%

Social Media Penetration

Pillar 2: Audience Determination



One of the fundamental aspects of creating your social strategy is to define what we call Buy Persona, which is nothing more than our target.

Define your Target



30 Years Old Designer and
fashion lover.

Amara Switzonn

Interior Designer



25 Years Old. Pop Singer
and Music lover.

Junsoon Klou

Music Artist



Tech enthusiast and engaged
shopper.

Bekka Sparow

Co-founder
of a local startup

Jill Anderson



Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Goals

- To spend less time booking travel
- To narrow her options quickly

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

Personality

"I'm looking for a site that..."

BIO PERSONA

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out.





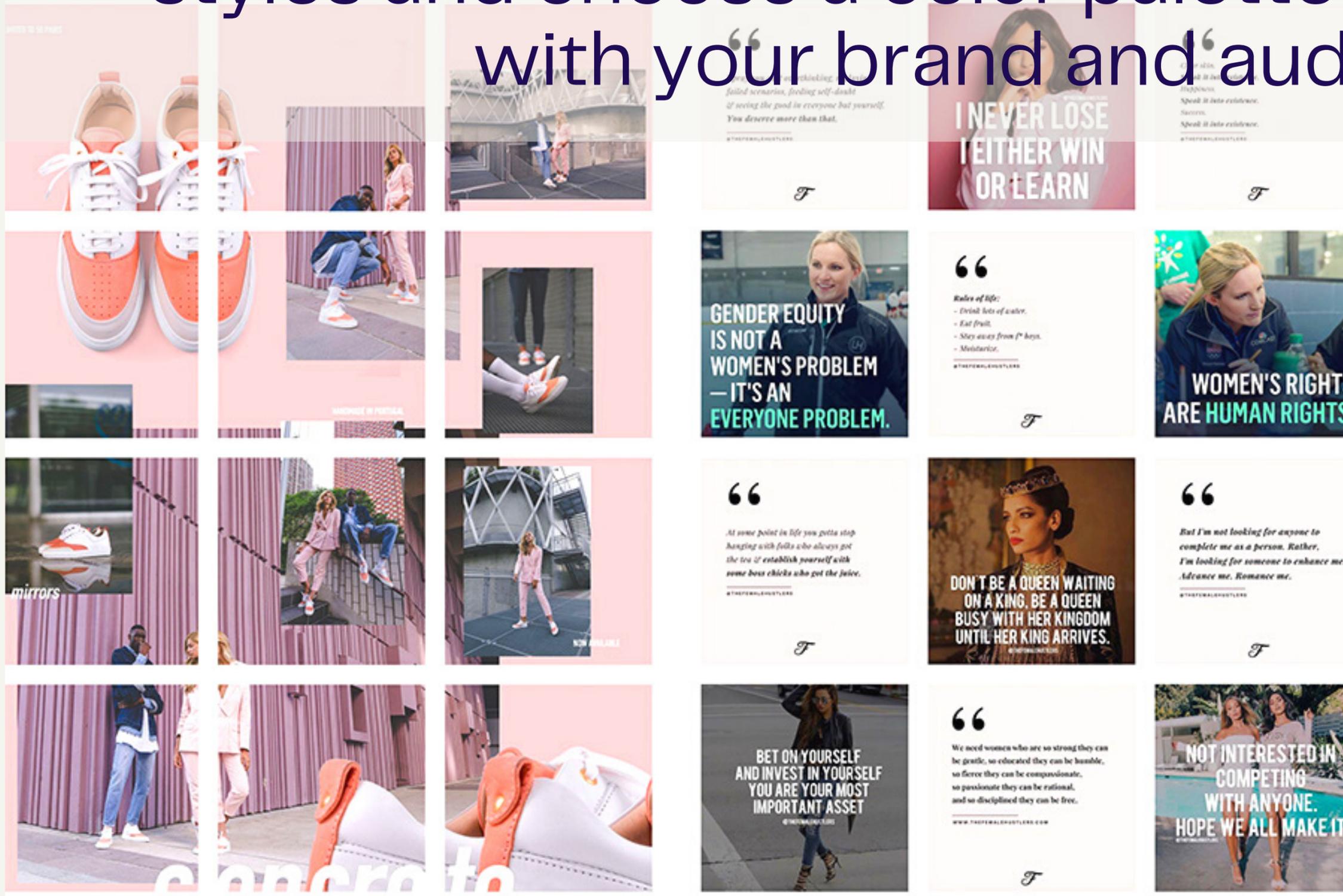
Pillar 3: Content Design

Where to start?



Avoid overloading a grid with too many styles and choose a color palette in line with your brand and audience.

SOCIAL MEDIA MARKETING BY TDH



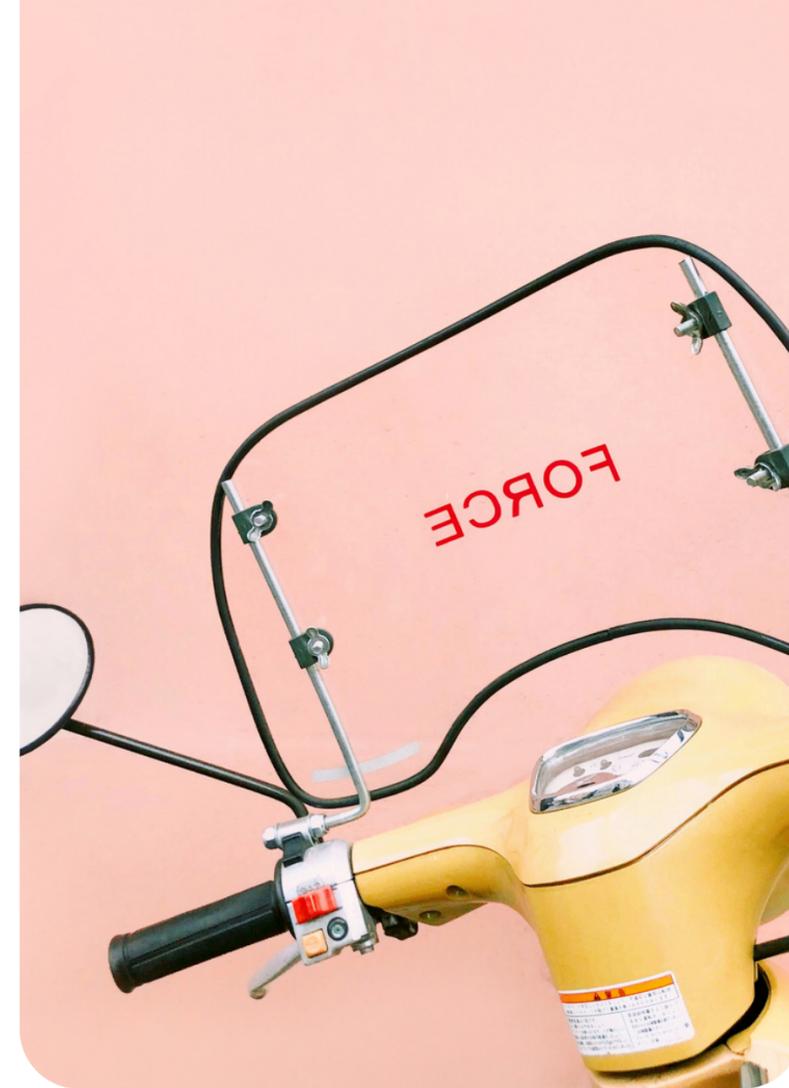
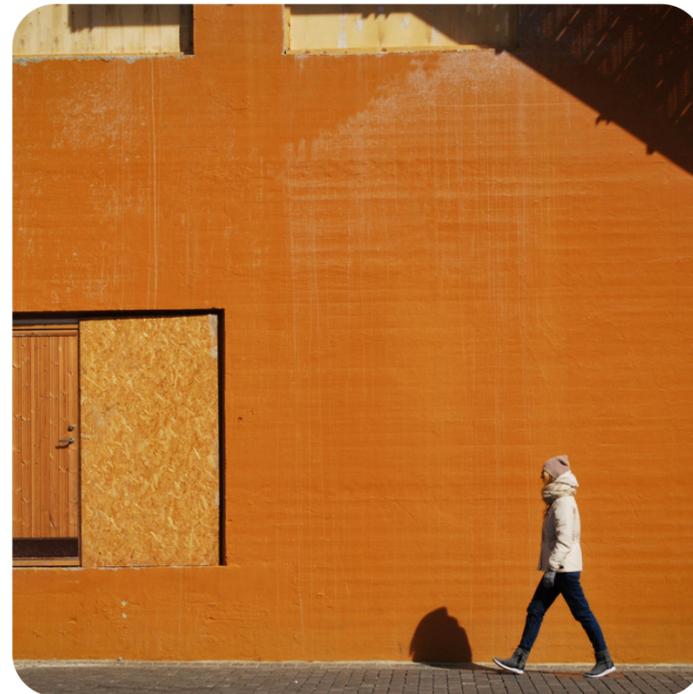
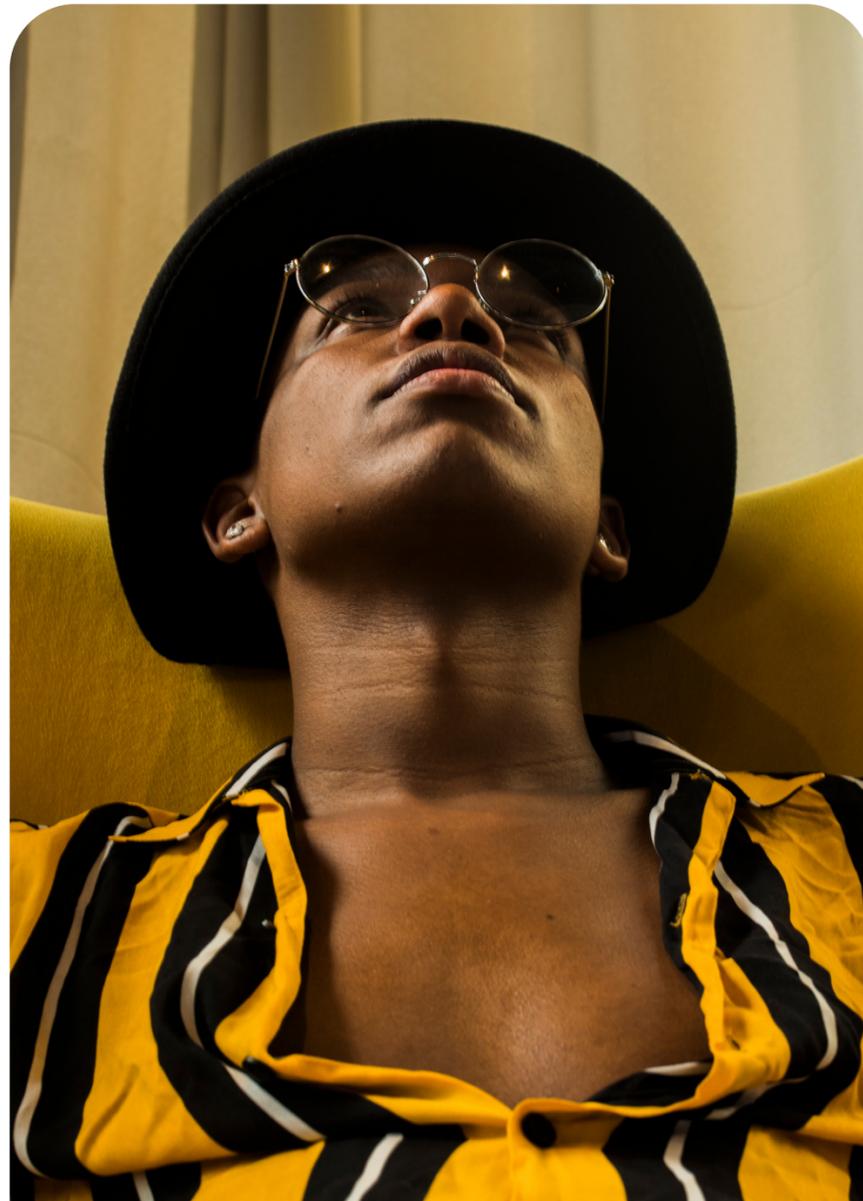


Visual Impact

We are going to establish a clear visual identity for your brand. This will give a far better impression on your page by providing a consistent look to your posts and helping brand recognition.

Examples of eye-catching content

We start with a topic scheme by identifying the salient points which can be applied to any topic by promoting an interaction.



Social Media Planner

Feed Planner

@adventuresofquirky

New Post Import

Recent drafts

Search drafts

All drafts loaded.

Planner Preview

Missing a manual post? [Import manual posts](#)

adventuresofquirky

Post Timeline:

- 21 Aug 10:00 AM
- 21 Aug 12:00 PM
- 22 Aug 10:00 AM
- 22 Aug 12:00 PM
- 23 Aug 10:00 AM
- 23 Aug 12:00 PM

Submit Changes

Help

Social Media Planner

The screenshot displays a social media planning dashboard. On the left is a vertical navigation menu with icons for home, mobile, calendar, drafts, analytics, and profile. The main area is divided into three sections:

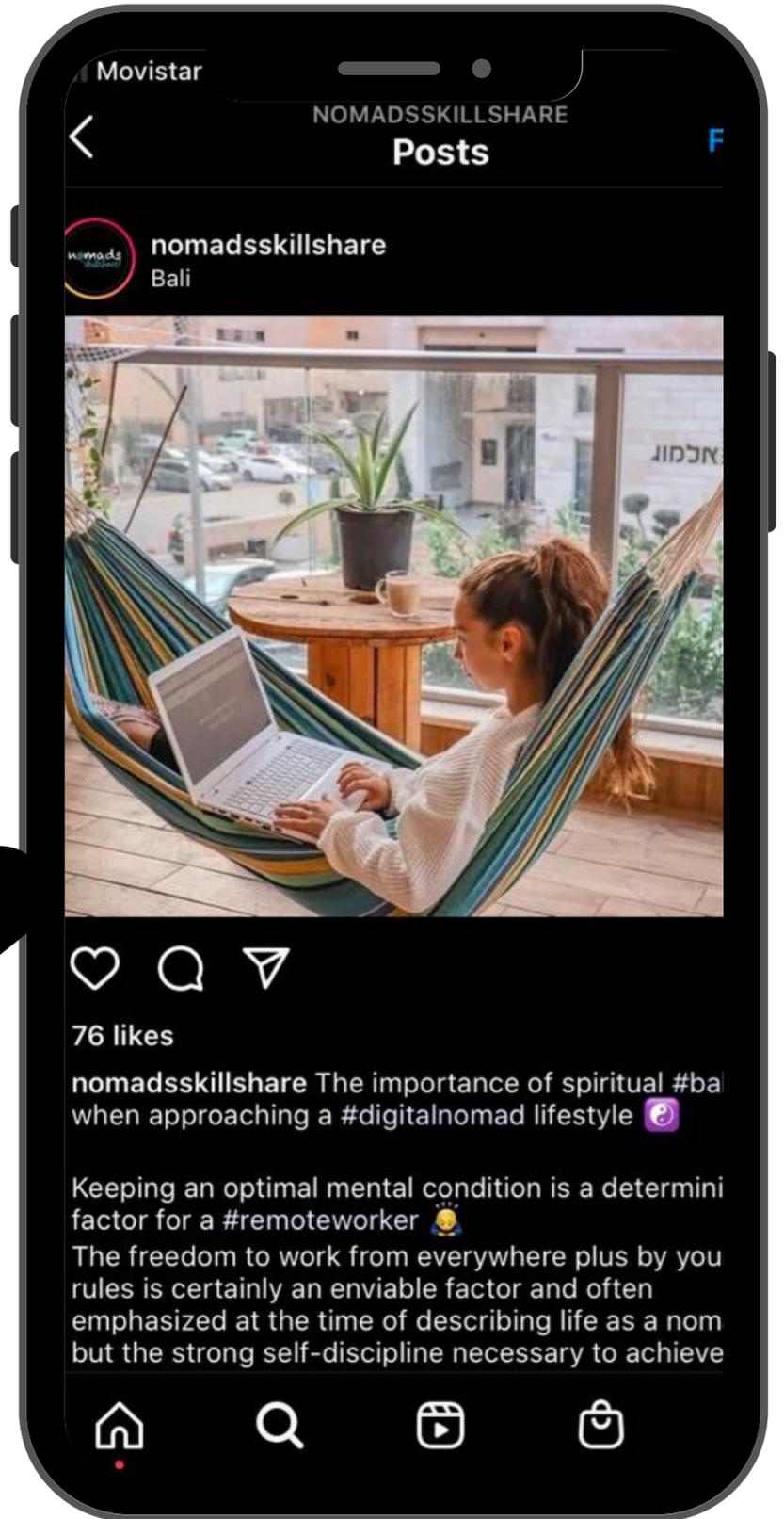
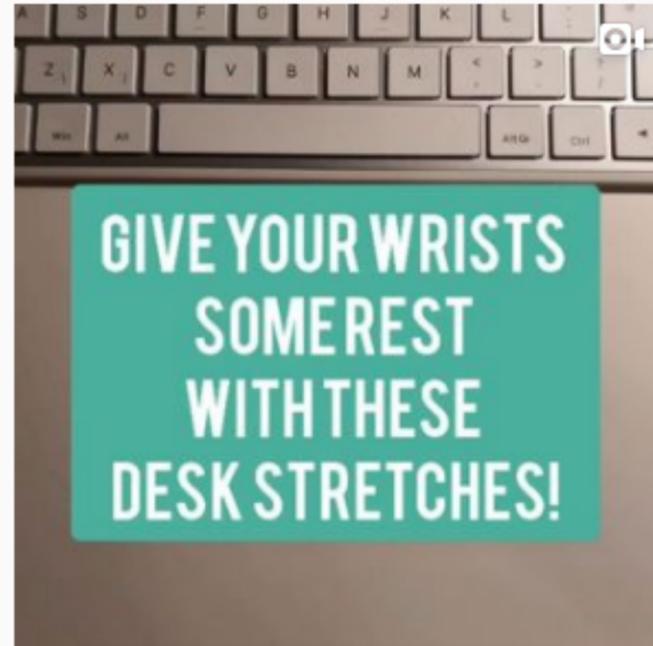
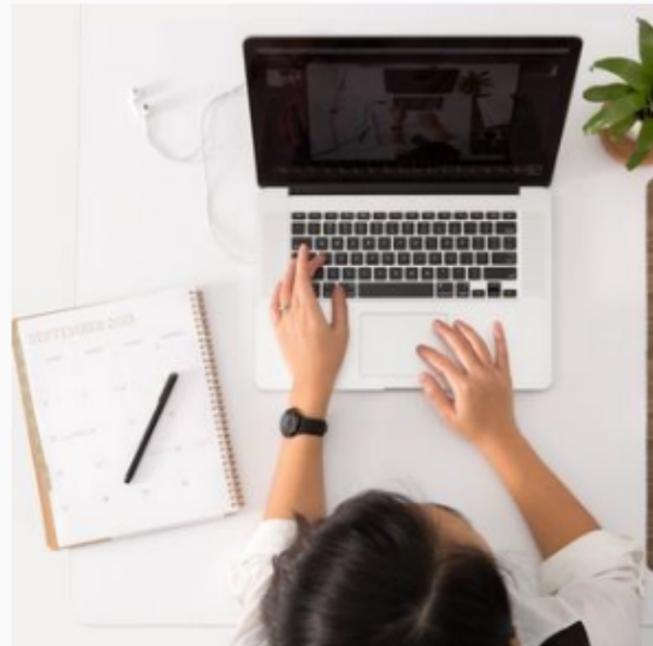
- Feed Planner:** Shows the account name '@adventuresofquirky' and two buttons: 'New Post' and 'Import'.
- Recent drafts:** Includes a search bar and a single draft thumbnail with the text 'All drafts loaded.'
- Planner Preview:** A central smartphone mockup showing a grid of 12 image thumbnails. The top row contains three images, the middle two rows contain three images each, and the bottom row contains three images. The account name 'adventuresofquirky' is visible at the top of the preview.

On the right side, there is a notification for 'New Sked - Go back to Old Sked' and a user profile for 'Kyra Goodman'. Below this is a 'Your upcoming post timeline changes reflect here' section with a 'Learn more' link. The timeline lists seven posts with their scheduled times:

- 21 Aug 10:00 AM
- 21 Aug 12:00 PM
- 22 Aug 10:00 AM
- 22 Aug 12:00 PM
- 23 Aug 10:00 AM
- 23 Aug 12:00 PM

At the bottom right, there are two buttons: 'Submit Changes' and 'Help'.

Grid Example



Pillar 4: Engagement Generation

Meaningful Metrics



Views



Clicks



Comments



Shares



Reach

The ABCs of Social Media Marketing

- **Awareness – Get people interested**
Thanks to valuable content and tailor-made communication for our audience, we are able to increase the consideration of the brand.
- **Brand Loyalty – Get people convinced**
By integrating our target audience with the ideals and mission of our brand, we will not only get customers but real brand ambassadors.
- **Community – Get people engaged**
Our audience will feel part of a community that, like him, shares an appreciation of the brand and the values it embodies.

Mastering Engagement

Trends & Topics

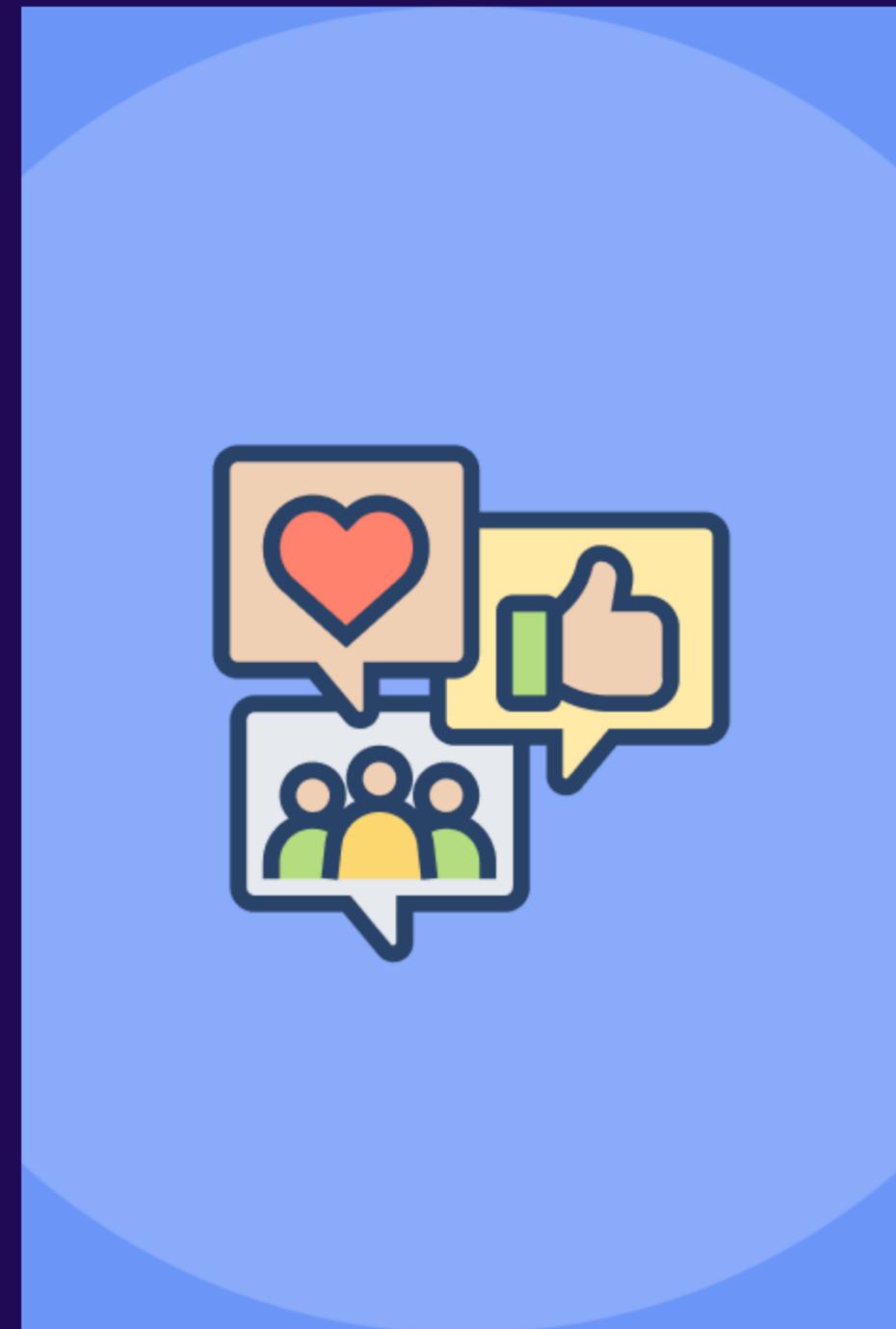
It's important to follow major trends and hot-topics on social media in order to gain a high engagement rate.

Ask Questions

Asking questions, responding to comments and interacting with the public increases reach and therefore the possible engagement rate in posts.

Content Variations

Using different types of content including Funny posts, educational posts, slide shares, gifts, photos, videos, Reels etc... is been proven to increase interaction.



Refine these metrics

Improve messaging



Widen Reach



Increase engagement



Reward Loyalty



Generate Leads



Increase views



Pillar 5: Community Creation

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Social Media Community

The objective is to create a community around your brand by integrating people that recognize themselves in your company's value.

We will start by:

- Defining a clear and recognizable mission/message.
- Clarify your Target Audience.
- Share useful content without asking anything in return.

Social Media Requirements

Engage

Engage to remain in touch with your community.

Explain

Explain, to communicate authority.

Inspire

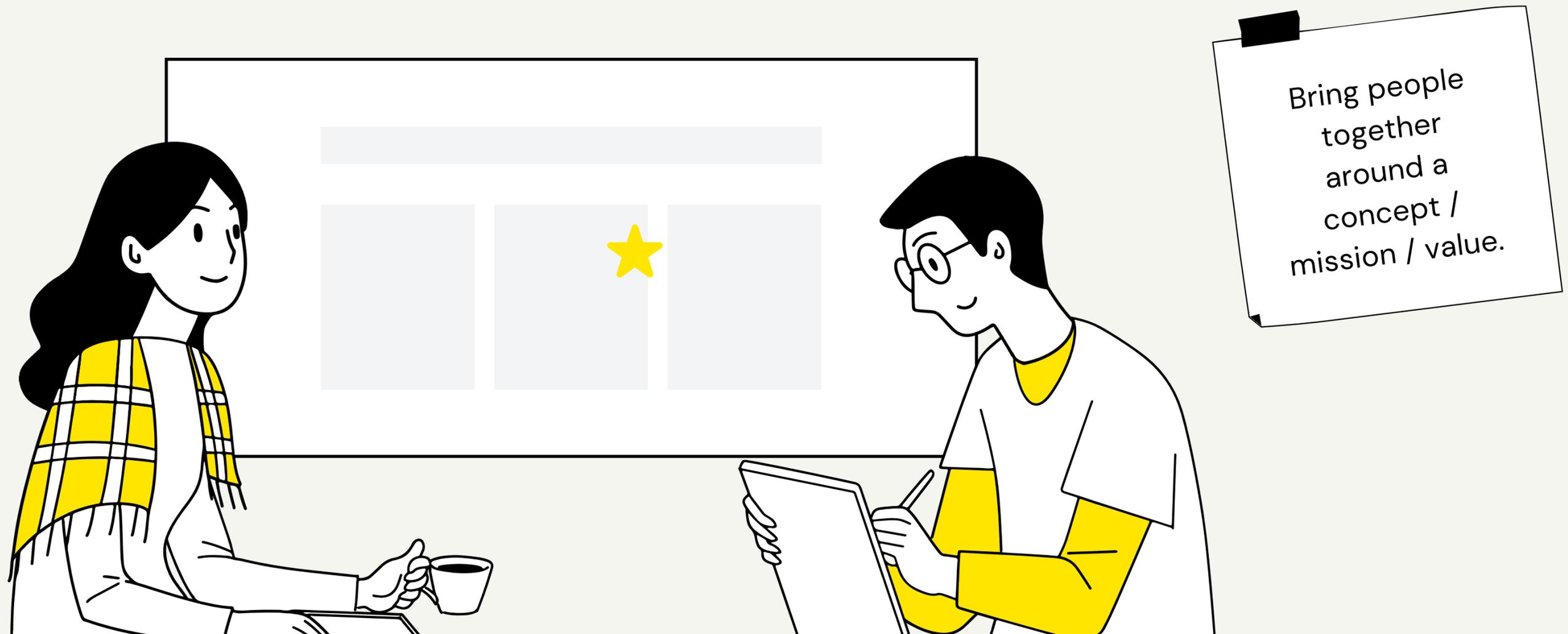
Inspire, to be attractive.



The requirements you need to follow to be successful on SM.



Build your community



Instagram Influencers Analysis

We search for the most relevant influencers in your market to plan a collaboration.

8

Influencers selected

3.4M

Social reach

122k

Estimated engagements

\$9.2K

Estimated budget

97%

Real



HelloImMajdi

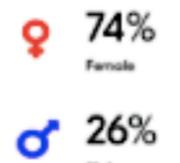
Hamburg, Germany

750k 106k
4.00% 2.85%



97%

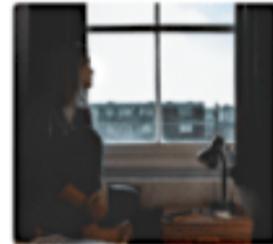
Real



Sofia Donovan

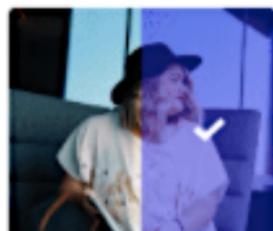
Paris, France

166k 101k
9.00% 2.35%



99%

Real



Iris Fabrino

Chicago, USA

352k 291k
6.72% 8.92%

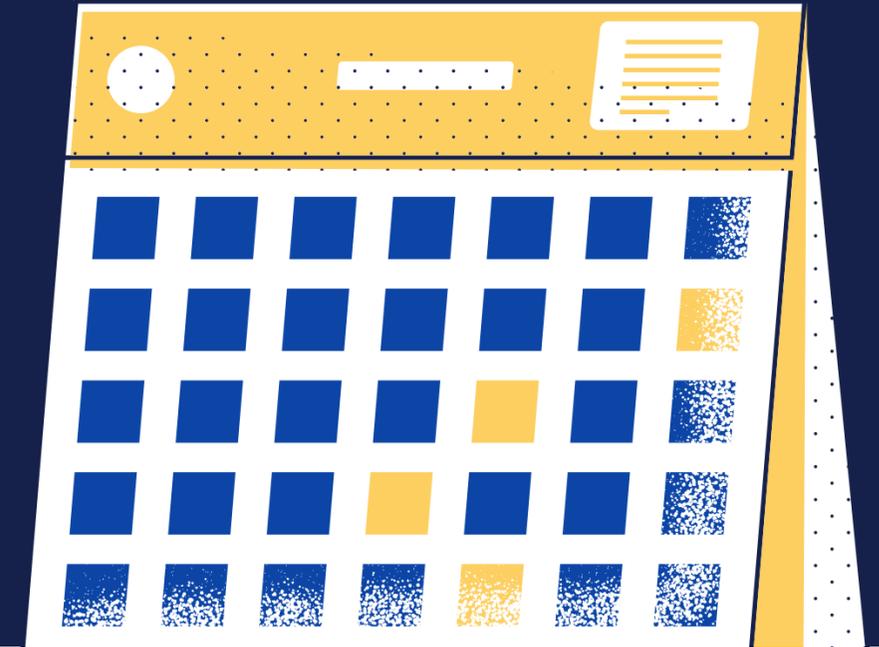


97%

Real



Social Media Calendar



We schedule your weekly content ahead.

The client get notified and review the content.

After client approval the content is scheduled via Facebook Creator Studio or Buffer App.

Tools We work with.

Strong growth requires strategy

For this reason, we offer some tools to stay organized and deliver the work efficiently.

- **SharePoint:** Internal Cloud for file sharing.
- **Buffer or Facebook Business Suite:** Apps to check the content calendar.
- **Asana:** Project Planner.
- **Slack:** Instant communication with the client.



Our Reliable Social Media Channels

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[@thedigitalhacks](#)



[@thedigitalhacks](#)

Social Media Advocates

Meet The Team



Lauma U.

Content
Manager



Andrea M.

Marketing Manager



Mary G.

Customer adviser

Get Social With Us



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We'd love to
work with you.

Phone Number

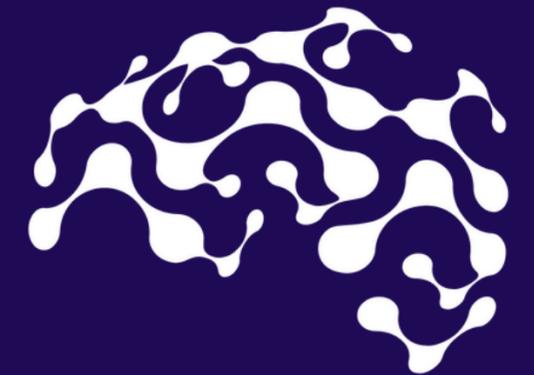
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hello@thedigitalhacks.com

Website

www.thedigitalhacks.com



THE DIGITAL HACKS
CREATIVITY, GROWTH, AUTOMATION

A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.



— Scott Cook,
Founder, Intuit