

Launch your campaign!

To run a 90-day period campaign there are couple cost factors which come in play and cost factor 1 is the scope of the social media campaign. As, we must figure out which 1 platform we're going to use to run out campaign which in our case in Instagram. We also must figure out that how many people we will be reaching out throughout the campaign. Cost factor 2 is organic vs. paid advertising. Organic marketing is a great way to build long-term relationships with customer rather than trying to sell them something right away which in our case is not possible so we will be focusing more on paid advertising. Cost factor 3 is execution, as to execute all our plans and strategies we need an in-house manager to run our local campaigns. The project manager will be responsible for planning, executing, and monitoring your content creation and social media ads. Cost factor 4 is measurement and improvement, when considering social media campaign budget, one of the cost factors is the cost of measurement and improvement because simply just posting content on social media is not enough to ensure a successful campaign. We also must analyze the data and metrics associated with your social media activity to determine what is working and what is not so we can get an insight into areas that will need improvement. After considering all the factors according to WebFx, the average cost of ad spend should be about \$200-\$250 daily or \$4000-\$6000 a month on ad management.

The reason for picking Instagram as our source of media is because our target audience is high school graduates and 62 % of users log in at least once a day and there's 130 million monthly clicks on commercial posts and majority of high school graduates use Instagram on daily basis for certain things like posting content or just watching latest feed so running our campaign through this platform will be beneficial for our team and can help us with better results. Our plan

is to make an Instagram reel to promote our campaign where we will be posting all the amenities college have to offer to students while there will be a message running in background. The reason behind making an Instagram reel instead of a video or a poster is because the latest generation of students is mostly attracted towards reels instead of some long video also reels are short and if used it properly it's the best way to present our message within under a minute, so our target audience don't lose the interest and gets all the information we're trying to spread through our campaign.

Our message for the campaign will be "Even the greatest were beginners, don't be afraid to take the first step". The reason behind using this statement as our campaign message is to show the students that they should not underestimate themselves and be stopped by their own judgmental minds. The goal should be based on being perfect, it is about the process that it takes, the sacrifices that must be made, the errors and lessons, the people that you meet in the process of turning your dreams into reality. In terms of what campaign will look like will be short reel with a picture of a big group of students from different ethnicities holding a big poster saying, "Even the greatest were beginners, don't be afraid to take the first step". With the two main colors of the school which is blue and gold. As, blue represents confidence and trustworthy while gold representing the symbolism of success and abundance. Our campaign message will be running twice throughout the whole short video.

This campaign is going to solve one of our weaknesses which was difficulty to convince students. Also, it can solve our other weakness as well which was difficulty to generate publicity. This campaign can turn some threats and weakness into strength and opportunity as one of our weaknesses was lack of resources but now after planning and managing all the resources, we feel like we don't lack on resources anymore. Also, to tackle one of our weaknesses which was tough

competition but throughout the process of the campaign we've planned a lot to offer to our students which help us stand apart from many of our competitors.