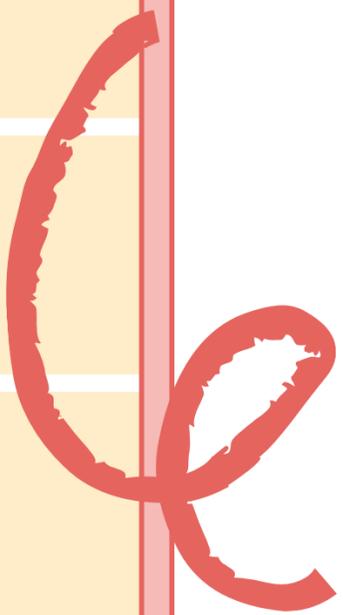
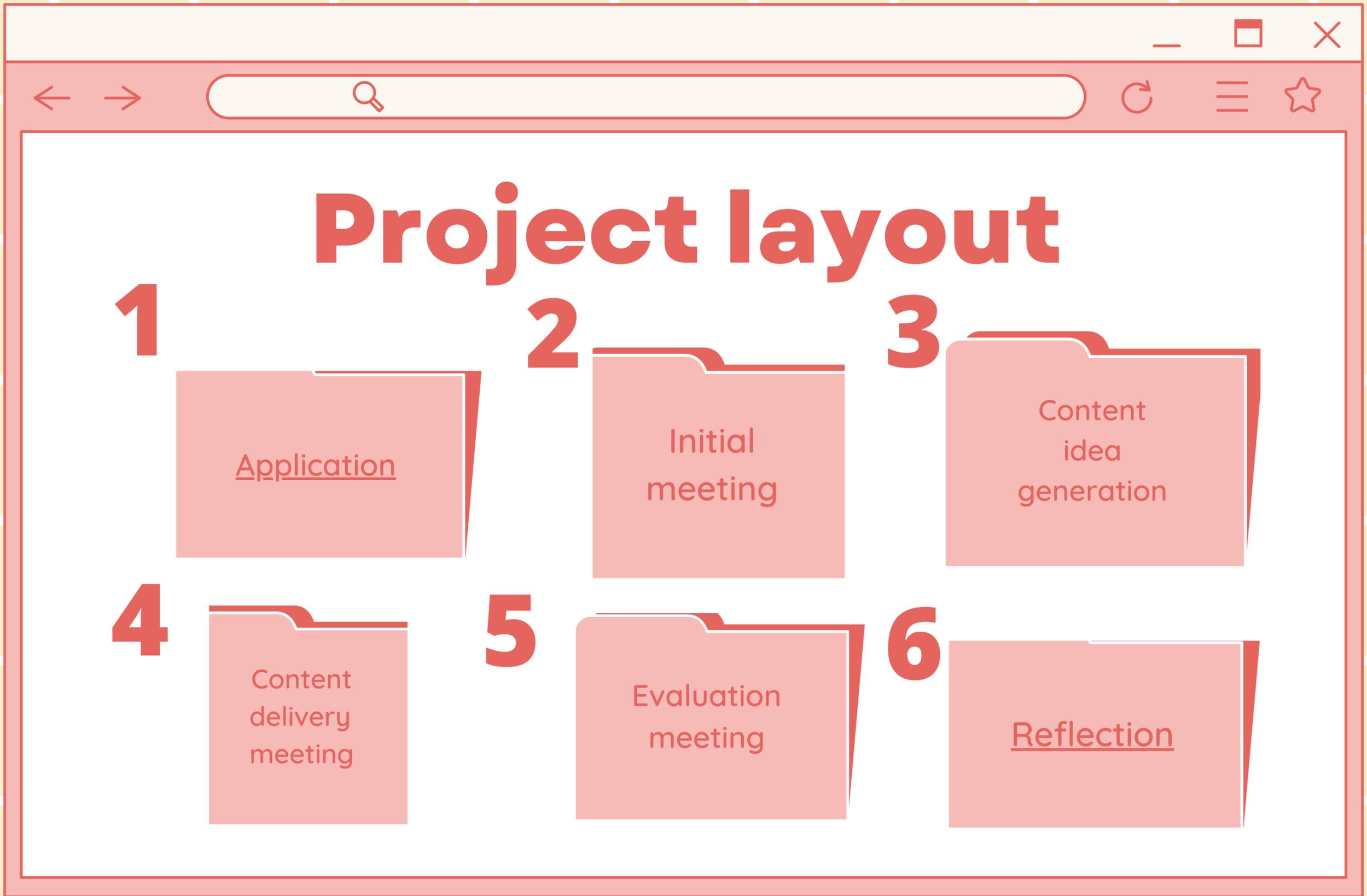




Aurora Project

Marketing for VIBE





Project layout

1

Application

2

Initial meeting

3

Content idea generation

4

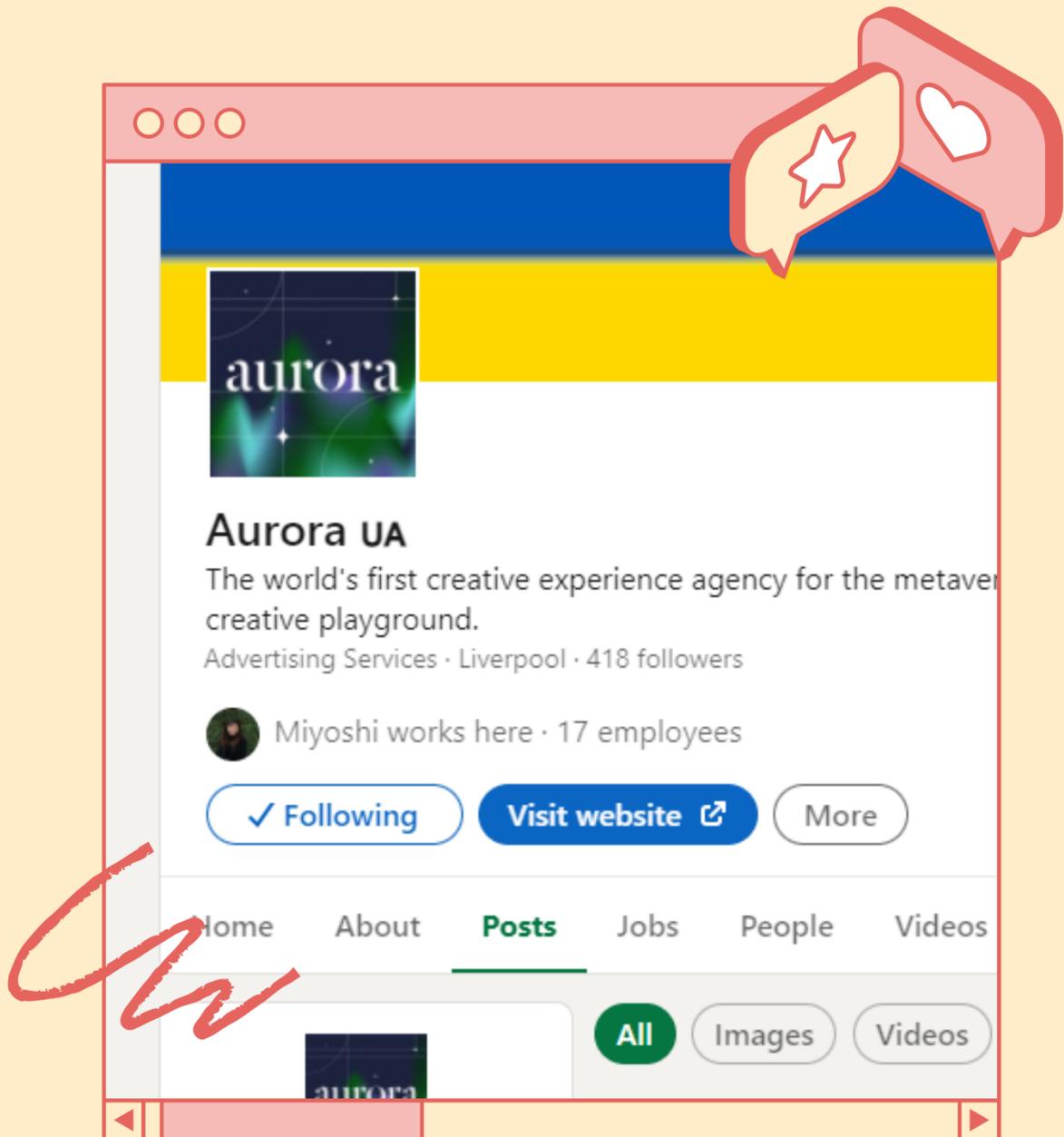
Content delivery meeting

5

Evaluation meeting

6

Reflection



Aurora:

- Applied via LinkedIn post from Ahmed
- Had an initial meeting with the team and met Miyo and Georgie who I would be working on the project with
- Researched Vibe youth group, the work/projects they do and their current social media pages
 - Met with Miyo and Georgie to discuss the project layout and vision
- Georgie and I went away and worked together to come up with creative posts and media plans

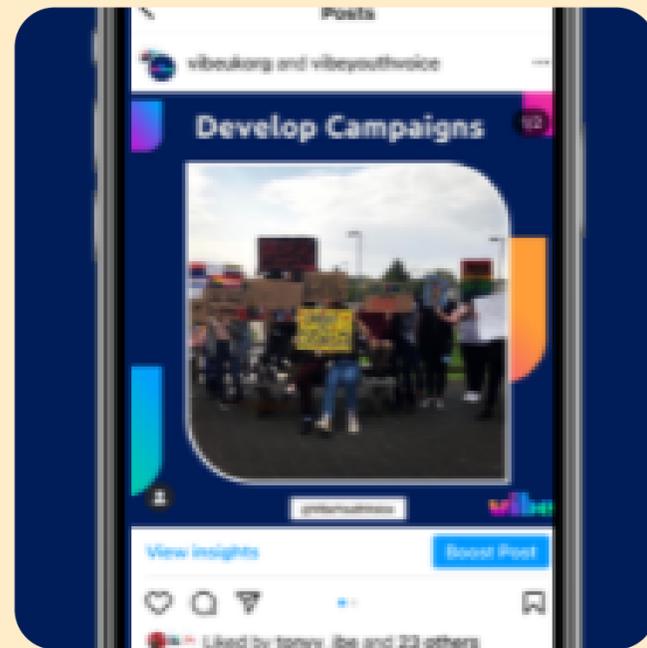
Experiential Strategic Marketing										
Updated: 25th March 2022										
2	Owner	Feb				March				
		7th	14th	21st	28th	7th	14th	21st	28th	
6	Youth Voice briefing									
7	Student selection	ULMS								
8	Briefing call	Everyone								
10	Research Report									
11	Business immersion (read through documents shared in brief)	Students								
12	Audience research (target audience research)	Students								
13	Market landscape (youth sector statistics, similar programmes, any competitors)	Students								
14	Feedback and research signed off (COP 11th)	Aurora								
16	Strategy Deck									
17	Map social channels and user journey	Students								
18	Creative idea development and reasoning	Students								
19	Campaign KPIs alignment with overall marketing plan	Students & Aurora								
21	Channel and Activation Plan									
22	Channel plan creation	Students & Aurora								
23	Messaging and copy creation	Students								
24	Campaign activation	Aurora								
26	Analytics									
27	Data and performance analytics immersion	Students & Aurora								
28	Performance summary report	Students								
29	Key insights, learnings and steps	Students								

Project and content plan:

Youth Voice Campaign			
February (2022)			
		WC 21st	WC 28th
4	Objective	Programme awareness Driving sign-ups Encouraging partnership work from community groups/leaders/schools/youth groups	Programme awareness Driving sign-ups Encouraging partnership work from community groups/leaders/schools/youth groups
5	Message	Young people: Get involved, make the change you want to see & Partners: Opportunity to influence the future generation	Young people: Get involved, make the change you want to see & Partners: Opportunity to influence the future generation
6	Channels	Facebook Instagram LinkedIn Twitter	Facebook Instagram LinkedIn Twitter
7	Content	<u>Social:</u> x2organic banner per week per campaign (potentially stories)	

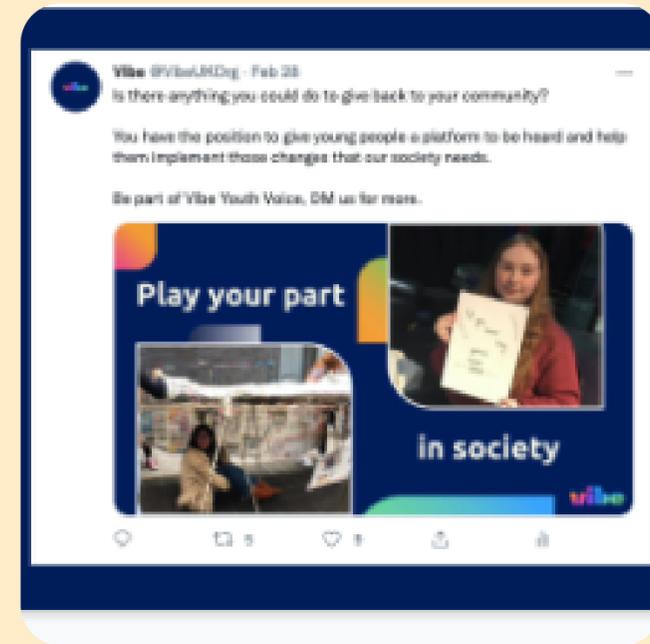
8	CTA	Young people: sign up & Partners: sponsor, get in touch, find out more	Young people: sign up & Partners: sponsor, get in touch, find out more
9	Initiatives to test (Ideas)	Create a logo- to be converted into a hashtag #FindYourVibe Co-creation, share photos amongst community (story add yours) LI and Twitter: encouraging an influential/ powerful community #EmpoweredCommunity #VibeCommunity #VibesEmpoweredCommunity Their call to do something, make a change (Time to give back to the community)	
10	Link to creative	[In production]	
11	Audience profiling	Recruitment – Age 11 – 19 up to 25 with SEND Partnerships – Local organisations, local leaders, schools, businesses	
12	KPIs	Number of sign ups Number of shares Interactions IG & Facebook against other posts Number of people that have contacted Vibe (potential leads) Number of followers (LI) Shares on LI	Number of sign ups Number of shares Interactions IG & Facebook against other posts Number of people that have contacted Vibe (potential leads) Number of followers (LI) Shares on LI

TOP PERFORMING POSTS



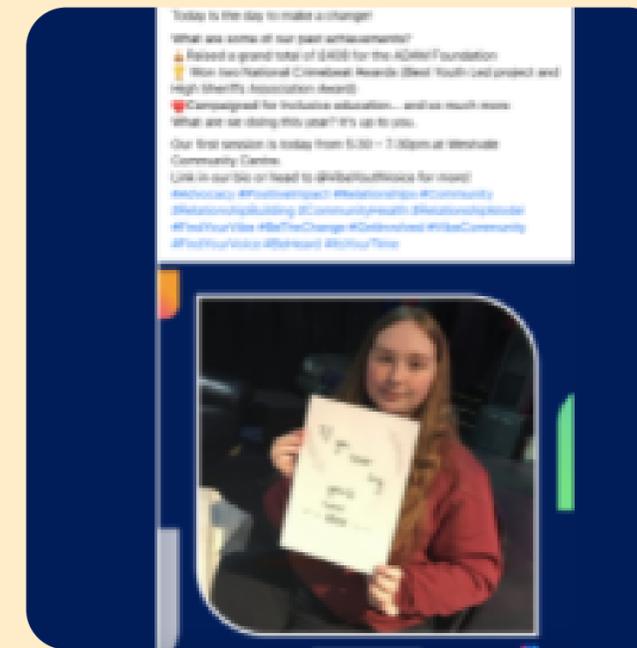
INSTAGRAM

The top Instagram post this month was the develop campaigns post with 252 impressions and engagement of 24. Compared to last month's top post for National Hug day with 19 likes.



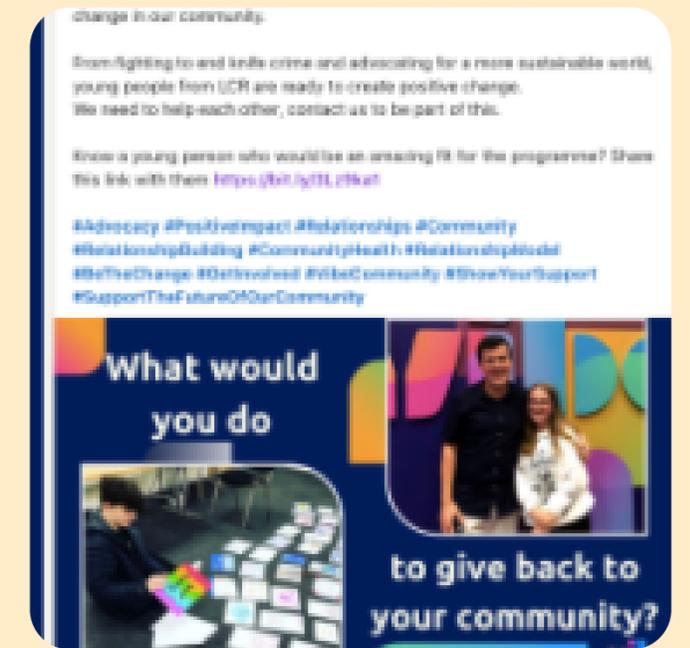
TWITTER

Top Twitter post for the month: Tuesday 1st March / Impressions: 373 / Engagement: 21



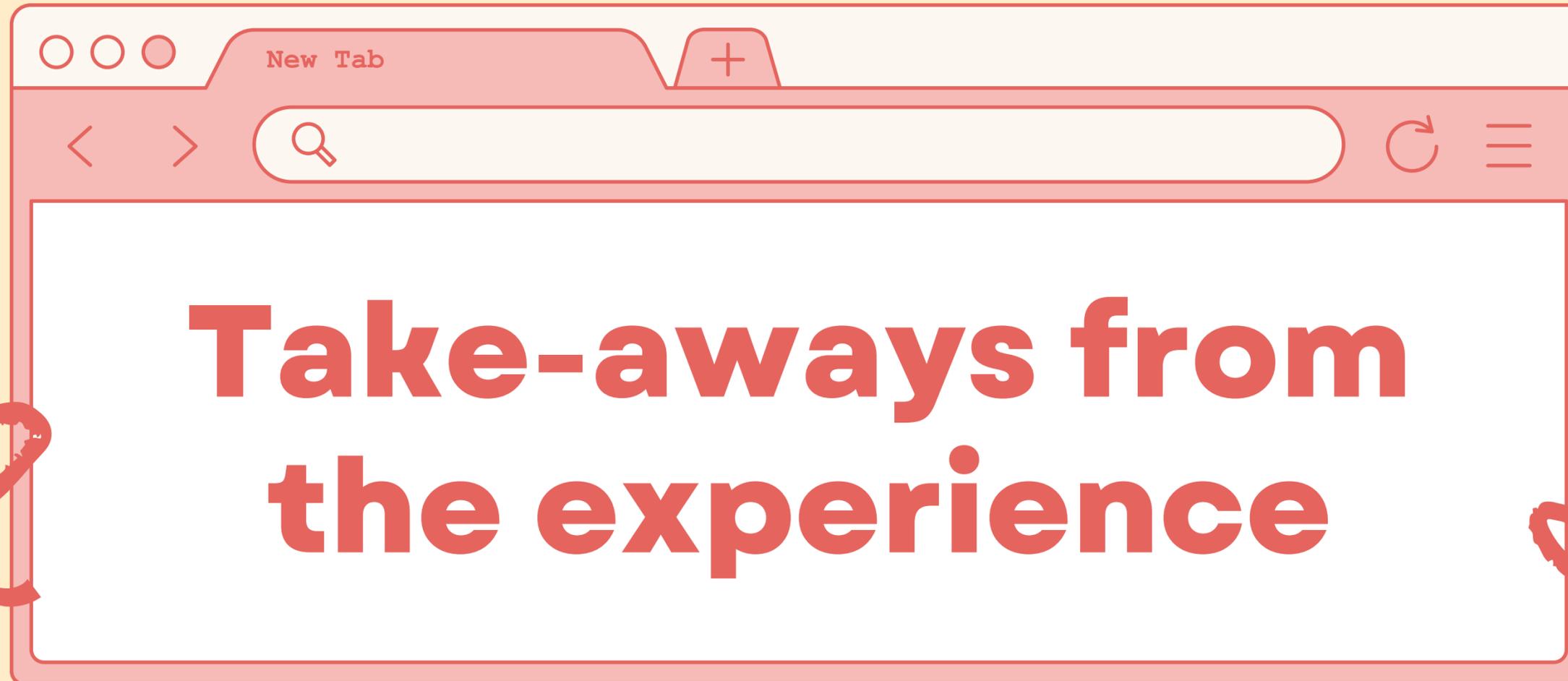
FACEBOOK

Top Facebook post: Tuesday 1st March
Impressions: 137
Engagement: 10



LINKEDIN

Top LinkedIn post: Tuesday 1st March
Impressions: 32
Engagement: 9.38%



Social media planning

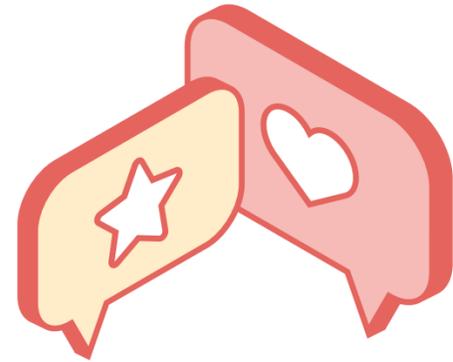
Gained experience in developing a social media plan and potential, posts, copy-writing, hashtags.

Working to a brief

Coming up with creative ideas in line with a brand image and brief given by the company.

Post analytics

Evaluating the posts and the success based on analytics such as interactions.



Thank you!

Thank you to Miyo and Georgie to working alongside me on this project, it was great to meet and work with you!

