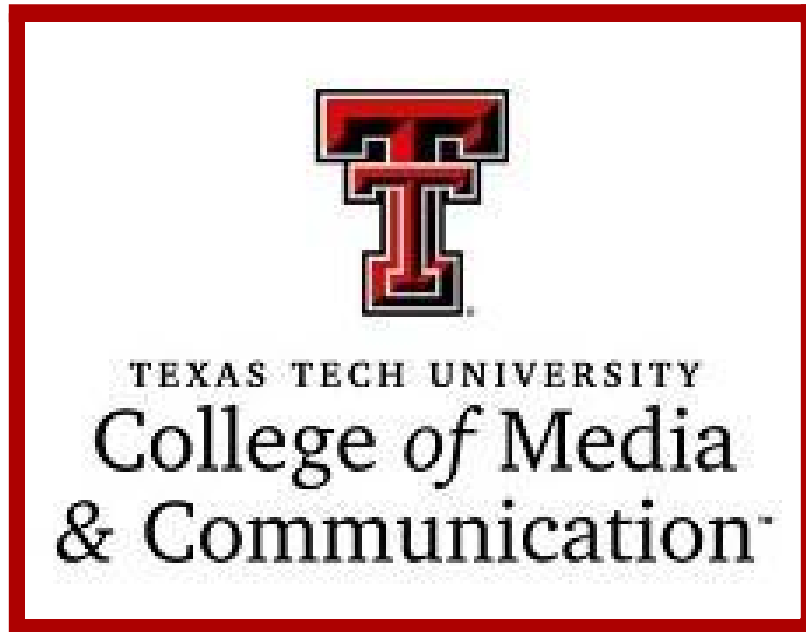


Social Media Marketing Plan



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MCOM 5318 – Project 2

Situation Analysis

Internal Environment

The College of Media & Communication has recently developed a new graduate program, established adequate research facilities and faculty members, and currently needs a marketing plan that will further promote the college and its programs to increase the number of students enrolled. By doing so, the college will see an increase in profits, which will expand the college and present opportunities for new building and technological advancements available to the college. The College of Media & Communication has a strong corporate culture of support for social media as a marketing tool and plenty of resources to execute such. These resources include but are not limited to:

- Outpost social media lab
- Specialized professionals and students to assist in developing and executing concentrated messages
- Social media classes and workshops
- Center for communication research

After evaluating the College of Media & Communication's current situation, it displays a concentration and acceptance of digital communication as a strategic platform. It currently maintains a social media presence amongst many different outlets, including Facebook and Twitter, and is internally equipped with social media policies. The college also possesses a state of the art research center in which is used study multiple areas of audience response to media and provides comprehensive research solutions. This

aspect of the college provides multiple opportunities to test, develop and execute successful messages necessary for a social media-marketing plan. As of now, most of the social media is used to deliver messages and stay connected to students rather than engaging them. In addition, the college has access to a comprehensive amount of potential college participants, which many researchers pursue as a sample in studies regarding social media. The college recently repositioned into the former Rawls College of Business building, with plenty of room and resources to work toward an inflation of students and faculty members.

External Environment

The customers for the College of Media & Communication are very wide in scope. It involves students in the university, those in the media college itself, potential college students such as incoming freshman or transferring students, international students, alumni and the local community. Many of these customers are millennials (Gen-Y) and members of Generation Z (Gen-Z), all of which are known to be avid users of social media. This will be the most important, if not the only, tool to successfully engage and reach these customers. Other colleges at and outside of Texas Tech University are implementing social media into its business strategies. The local community is also keen on digital marketing efforts, with many small and local businesses implementing it into its advertising approaches. This implies a need for a social media-marketing plan that will promote the College of Media & Communication to potential students to increase the number of students enrolled, and expand its new graduate program.

SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ● Substantial amount of internal resources to execute social media initiatives. ● Target market are active and avid users of Social Media ● Access to multiple potential opinion leaders and influencers 	<ul style="list-style-type: none"> ● Lack of consistency across current social media platforms in posting content. ● Limited engagement and activity from current users on social media. ● Premature nature of the new graduate program.
Opportunities	Threats
<ul style="list-style-type: none"> ● Increase the number of students from both local and international regions to the college. ● Promote the college for its foreign exchange program. ● Increase the number of students enrolled in the graduate program. 	<ul style="list-style-type: none"> ● Lack of faculty necessary to support such an attendance growth. ● Difficulty in distinguishing the college from Texas Tech University as a whole. ● Lack of scholarships available to fund students in the college and tuition rates increasing every year.

Objectives

The following are objectives this social media plan will be aimed to achieve.

Objective 1. Increase the number of Facebook page likes to the College's of Media & Communication from 3,812 to 10,000 by Fall 2016.

Strategy 1. Establish a quality relationship with both current and potential students by commenting and responding to every question or post made from these users.

Strategy 2. Implement a content calendar that provides local news and information about weekly events in the Lubbock-area to bring users to the page as a source of local information.

Strategy 3. Execute a "Did you know?" campaign to provide useful and entertaining information posted once a day during the weeks the campaign is running.

Objective 2. Generate awareness of the graduate program and establish a 5 percent increase in the number of students enrolled by the Spring 2016 term.

Strategy 1: Create a Facebook page for the Graduate school designated for prospective students to access enrollment information, ask questions, and see event information.

Strategy 2. Broadcast scholarship opportunities and grants onto both the College of Media & Communication Facebook and the Graduate school page.

Strategy 3. Create a Twitter for the graduate program that encourages questions and provide quick responses to the students engaging with the page.

Objective 3. Increase the number of foreign exchange and international student transfers to the College of Media & Communication by 2 percent in one year.

Strategy 1. Incorporate opinion leaders. Use foreign exchange and international students to post content that discusses their experiences at Tech.

Strategy 2. Use the outpost as a resource to manage social media listening in potential students in target international markets.

Objective 4. Increase the number of faculty-student ratio to 15:1 by 2018

Strategy 1. Implement LinkedIn to recruit qualified faculty members.

Objective 5. Increase the number of scholarships for the graduate program by 2 percent by Fall 2016.

Strategy 1. Use Facebook and Twitter to develop relationships with local businesses and alumni to raise donations.

Strategy 2. Offer a “Donate here” tab on the College’s social media pages for easy accessibility from page users.

Target Audience

The target audience for this marketing plan is current and prospective students, both domestically and internationally, potential faculty and employee's, and the local community. In order to make this marketing plan exhaustive, we have narrowed this prospective audience by age, media preference and cultural contexts.

Generation-Y

These consumers are also referred to as the digital natives. They have already begun to influence the education system by forcing learning institutions to communicate and educate in new ways. They are also the generation with the highest levels for high school and college graduation rates, which suggest a strong value of higher education. They are also very eager to interact with brands in the marketplace, all of which is done through social media. These individuals are focused on the present, and prefer to communicate with text. This demographic is very tech savvy, however interpersonal communication is still highly valued and sought when making decisions.

Generation-Z

This audience is also considered to be heavily media users, especially with social media. They are also considered to be one of the most powerful generations of consumers since the Baby Boomers. Research suggests that an overwhelming 93 percent of Gen-Z members have an influence on their parents purchasing decisions. In regards to marketing, these consumers prefer narratives and storytelling, and hold a great deal of value in relatable relationships. This generation is also defined as the "mobile

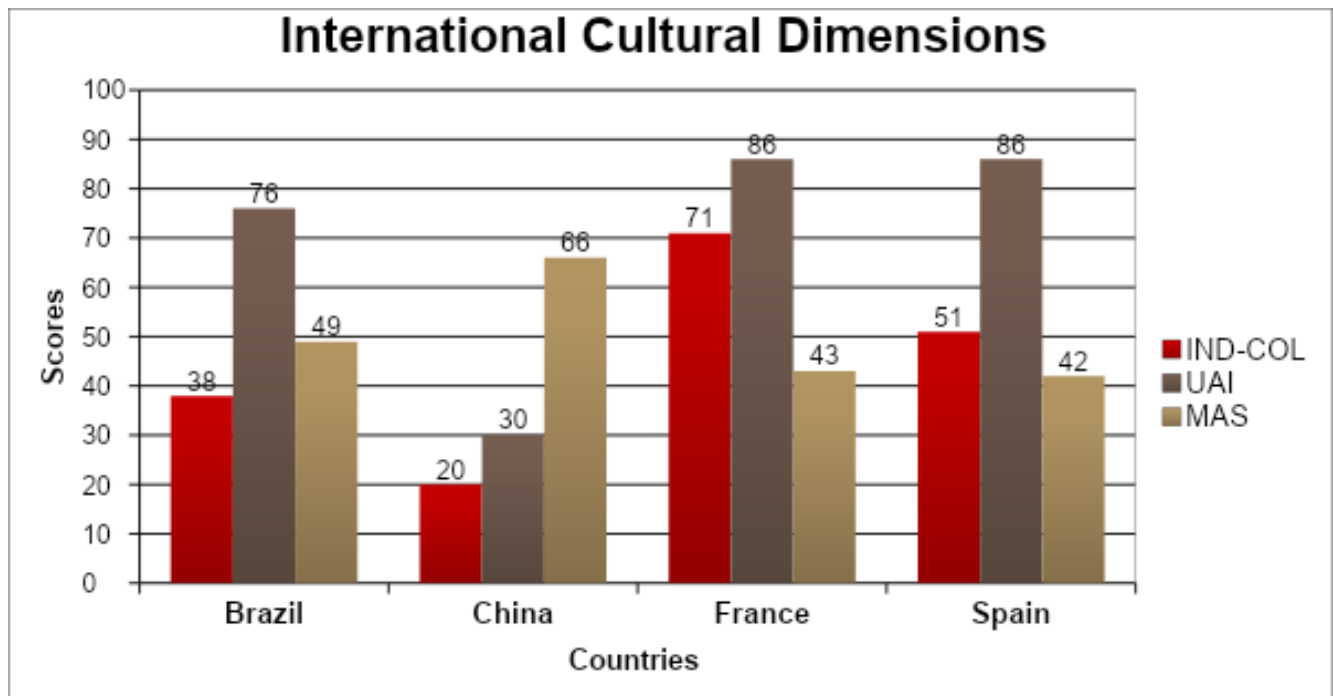
generation.” This gives the college an advantage as they already have mobile applications in place to improve in the future. This demographic is characterized by a desire to communicate with images, create things, and are many times considered realists. They are future-focused and want to work for success.

International Students

Cultural differences play a crucial role in the way individuals interact with companies and make attitude or behavior changes. Hofstede’s dimensions explain multiple countries in terms of individualism, collectivism, uncertainty avoidance, masculinity, and many more. This dimension is crucial evidence to consider when developing content to engage these international or foreign exchange students from different cultures. According to this dimension, those countries that are ultimately collective focus more on social media as a tool of communication and connection rather than information gathering. In Individualistic cultures, their motivations are often in terms of research, so informative yet entertaining content that is relatable to will be beneficial to attracting these users

The following graph looks closely at four countries as references: Brazil, China, France and Spain. This table is categorized by three of the six characteristics in Hofstede’s dimensions. For this social marketing plan, individualism and collectivistic cultures, level of uncertainty avoidance and masculinity will be useful in targeting and engaging these audiences.

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Brazil

Based on these scores, we can detect that Brazil is more collectivistic country, with a high uncertainty avoidance score and is classified as a feminine culture overall. This indicates that these demographics are more accepting of the idea that different groups have different values, and might be open for change. However, the high uncertainty score indicates a need for information and influencers to change behavior.

China

China is also a collectivistic culture, with a low score of uncertainty avoidance and a masculine culture. Based on this information, China will focus more on in-groups and exchange loyalty. The masculine feature suggests a competitive nature and drive to succeed. This region will not need as much information, however focusing on the educational benefits in messages from studying abroad might be a sufficient approach, as success will be important to these individuals.

France

France is an individualistic culture such as the U.S. They are more “I” focused and express private opinions. They do however; have a very high uncertainty score, meaning messages will also need informative information regarding the program.

Spain

Spain is in the middle of an individualistic and collectivistic culture. Therefore this group might be more difficult to develop messages for based on this dimension. However, much like the others, they will require supplemental information in order to make a decision due to the high level of uncertainty avoidance present. They are also a feminine culture, typically indicated a care for others and quality of life.

Social Media Zones and Vehicles



In order to sufficiently reach the targeted demographics, this marketing plan proposes the use of two different social media zones: Social community, and social publishing. Other opportunities that could arise in the future are in social gaming or entertainment, something known to be an effective way to engage consumers in this age group. However, for now, this plan is focused on increasing promotion of the college to prospective students and faculty members. Therefore, Facebook and Twitter will be used as the vehicles to communicate and interact with users. This will assist in developing and strengthening relationships, as well as provide opportunities for social media listening to improve services and overall image of the college. These platforms will also implement information about the graduate program, as well as personal stories from international students about their experience with the college. The second zone, publishing, will use the growing and popular application Snapchat, YouTube, and Instagram to publish information and news about the college.

Experience Strategy

As noted earlier in this report, the target audience values storytelling and interaction. However, these consumers tend to be more reluctant and distrustful of marketing than ever before. In order to overcome these aspects, strategic and engaging content must be created with consistent and relevant messages across all platforms and channels. In addition, opinion leaders and influencers will be important in persuading these consumers.

Message Strategy

This marketing plan proposes that the college maintain and advance marketing efforts with “We are ComC” as its main message strategy to endure consistency. Furthermore, the concept of “we” is a collectivistic approach in which many of these international consumers identify with. This message is simple enough to replicate across multiple

channels, while also unique enough in that most many students currently identify this message with Texas Tech and the College of Media & Communication.

Position Statement

“Globalizing Our Communicators”

Texas Tech recently introduced its new quality enhancement plan (QEP): Communicating in a global society, bear our banners far and wide. This is an excellent opportunity for the college to adopt and use this same objective as its positioning statement on social media outlets. Not only will the message represent the university and its mission as a whole, it will also incorporate the communications college in particular. This marketing plan proposes the college advertise and promote itself as a comprehensive institution that is available and beneficial to students all over the world. Therefore, this marketing plan proposes the positioning statement: Globalizing our communicators. The College of Media & Communication is a place that connects and educates its students from all over the world to converse and network on a global scale, changing the future of communication.

Conclusion/Final Remarks

Overall, this social marketing plan evaluated the current situation of the College of Media & Communication in order to assess its needs. As such, this plan determined an increase in promotion for potential students and faculty was the overall objective. By doing so, the college will have more opportunities to expand and advance its research center. Insights into target audience support media as a marketing tool. The channels selected were strategically chosen based on those demographics and the best ways to engage with them. The zones chosen will all lead the execution of strategic messages across multiple platforms. In order to communicate and develop relationships with the brand, the social community zone includes two of the most frequently used social media sites, Twitter and Facebook. Although the college currently has established profiles on both, its content is

not as versatile as the suggested uses in this marketing plan. This plan offers insight into transitioning the college into a widely recognized and reputable brand.