

SOCIAL MEDIA MARKETING PLAN

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Aspen Spark

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OUR TEAM

Hello! I'm Charlotte Mitchell, and I am a senior marketing major with a concentration in digital marketing and a minor in computer information systems, here at JMU. I am from Richmond, VA and plan to graduate in May 2023. I am also a member of Zeta Tau Alpha. Outside of school, I enjoy doing outdoor activities, volunteering for my church, and spending time with friends.



Hi, my name is Jordyn Schnell, and I'm a senior marketing major with a concentration in digital marketing at James Madison University. I am also a 5th year on JMU's women's swim and dive team as well a member of JMU's YoungLife College, InterVarsity, and FCA. I am originally from St. Michael, MN. In my free time, I enjoy wakeboarding, serving on the KIDS team at my church, hosting an athlete bible study, and spending time with friends.

Hi, my name is Julia Kimber, and I am a senior marketing major with a double concentration in digital marketing and European business at James Madison University. I am also a member of Zeta Tau Alpha, and have served as chapter treasurer for the past year. I am originally from Cherry Hill, NJ. In my free time, I enjoy reading, working out, traveling, and spending time with friends.



Hello, my name is Jessica Shuler, and I am a senior marketing major with a concentration in digital marketing. I am also double minoring in Human Resource Development and Environmental Studies at James Madison University. Additionally, I am a member of both Epsilon Sigma Alpha and Mu Kappa Tau. I am a nationally ranked archer from Boulder, Colorado who loves coaching, traveling, and am very involved with and am an active member with the local roller derby team.

SITUATION ANALYSIS

Internal Environment

OPPORTUNITIES

There are endless opportunities for Aspen Spark to grow through social media. Across all platforms, the company's current social media presence is very weak; the current active social media accounts, Instagram, YouTube, and TikTok, could be grown through influencer marketing and organic campaigns. Aspen Spark's Twitter and Facebook accounts should be reactivated, as they're a great method of reaching the secondary target audience. Another opportunity for Aspen Spark is to utilize YouTube Kids. WARC reported that YouTube and YouTube Kids are used by 66% of children (Gabriel, 2021).

CULTURE

The culture of Aspen Spark is "Inspirational, Dynamic, Curious, Compassionate, Innovative, Educational, Inclusive, Accessible, Nonpartisan, Transparent, Authentic, and Adaptable". The mission is "We are a nonprofit devoted to unlocking the unique motivation within each student by reconnecting them to the promise of hope." The vision is "We created Aspen Spark because we understand that a student's success is predicated on hope -- a belief that something will happen if they do what it takes to achieve it. We inspire youth to become drivers of their education, to explore their curiosity and to imagine all the possibilities of a bright future."

RESOURCES

The incorporation of Khan Academy, Schoolhouse World, and other free educational resources in social media activities is a potential resource. Influencers that can share their story on Aspen Spark social media is also a valuable resource.

SITUATION ANALYSIS

Internal Environment

PREPAREDNESS

No, the organization is not very prepared for social media activities. The organization is currently unorganized when it comes to a media plan, but the organization knows that a social media plan needs to be executed.

External Environment

CURRENT CUSTOMERS

The current customers of Aspen Spark are young students seeking career and educational inspiration. The customers are avid users of social media—specifically Instagram, TikTok, Snapchat, BeReal, and Youtube.

COMPETITORS

Aspen Spark is competing with other inspirational, educational companies for the attention of similar target markets. Some specific competitors include Teach for America, TNTP, Posse Foundation, Digital Promise, and Saga Education. For the most part, all of these competitors are all on the same platforms which include Instagram, Facebook, Twitter, LinkedIn, and YouTube. However, Teach for America has by far the most engagement and followers on all platforms. Teach for America's content is casual, welcoming, and creative and targets both educational professionals and students which is what makes them so successful. A common trend among all of these brands is that they post very often, almost every single day meaning they're creating interesting content and trying to connect with their consumers daily. Some of the weaknesses these brands face are not being very responsive with consumers, only posting on certain platforms and not very often on others, and not streamlining content on all platforms.

SITUATION ANALYSIS

External Environment Continued

TRENDS

There are several external factors that may impact Aspen Spark's social media marketing decisions. Particularly, in the post Covid-19 world there has been a recent shift towards influencers' presence on social media (Klear 2022). They have become an increasingly integral part of reaching audiences. Additionally, TikTok continues to grow as it grasps audiences across all demographics (Klear 2022). Social communities have also grown in parallel with TikTok and have continued to gain importance when reaching audiences on digital platforms (Vanhemelryk 2022). Alongside this community growth, social customer care has become more critical due to increased online presence (Keiser 2022). Utilizing digital platforms has become an essential part of connecting with audiences, especially as student access to media has increased.

SOCIAL MEDIA AUDIT

Voice & Style

A significant number of Aspen Sparks posts on social media (Instagram) are videos of the people of interest in an outdoor setting. There is a few outlier photos or videos of people in a studio setting, but for the most part the majority of the videos posted are in the same location. When applicable their text looks the same visually with a black background and a yellow/orange color, alluding to the "spark" aspect. The voice of the posts come across as very earnest, with a very "just happy to be here" feeling on their post descriptions.

SOCIAL MEDIA AUDIT

Voice & Style Continued

There is very little conclusiveness and interconnectedness between the posts. There are a couple different video set-ups going on (i.e Some have a logo, some have a combination of photos and videos, some are just photos that are related but still very different then the feeling of the rest of the posts). There is an overall lack of harmony between the posts, especially the most recent ones compared to the ones that were posted back in 2019. Overall I think the main thing that the posts are missing is the “why should I care”, there is a lot of clear and concise information, but it doesn’t feel like there is much purpose behind the posts that would engage the audience and encourage further engagement.

Publicity

On Aspen Spark’s website, for the most part, they do not mention any of their social media. Besides YouTube video links, they do not have any other links to their social media nor do they talk about what they are doing on social media. However, the YouTube videos with links they have posted contain people speaking about their “sparks.” Although the videos can definitely be seen as inspirational, they don’t necessarily speak about Aspen Spark at all. The speaker also didn’t share resources they personally thought were useful for them and then how Aspen Spark can help provide those resources for students inspired by the speaker. Other than the aspen spark logo in the beginning and the end, these YouTube videos do little to promote who or what the company actually is. On Aspen Spark’s YouTube home page, they have a small “about” section; it feels as though this section speaks more about how Aspen Spark was started and how they plan to interview speakers during the 2019 Aspen Ideas Festival rather than sharing who they are as a company and how they want to inspire and connect students to education. The one positive piece with their “about” section, however, is that at the bottom they do mention to follow them on their instagram and twitter platforms.

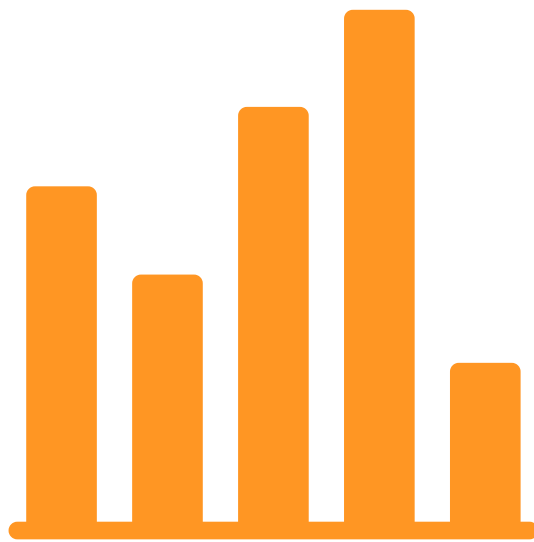
SOCIAL MEDIA AUDIT

Publicity Continued

Regarding their other social media sites, their Instagram has really not been utilized since 2019, so it is not currently driving traffic. However, they have posted 2 videos within the last month, but these videos were only focused on two individuals sharing their spark and nothing about how their stories connected to Aspen Spark. The positive piece about their Instagram is that they do have a link to their website in their bio. With their twitter, it also has not been utilized since 2019 and, unlike Instagram, it does not contain their website link in their bio or anywhere in their feed, making it hard to drive traffic to their website from this platform. Their last social media platform is TikTok. This page was created 5 days ago with no followers, no link to their website in their bio, and no views on their video, so it is not currently driving traffic to their company or website either.

Stats/Measurement

Between February and March, Aspen Spark's YouTube had a spike of new viewers compared to their views in January and after March. David Rubenstien's Profile Spark was the most popular video that Aspen Spark posted and had the longest watch time. The amount of Instagram accounts reached by the Apsen Spark Instagram has dramatically increased since August and July. Aspen Spark has not created an actual post on Instagram yet, just videos and stories, which is surprising.



SOCIAL MEDIA AUDIT

Conversion Analysis

Sentiment Analysis

Instagram: They have 13 posts, 11 of which are from June 2019 and 2 from August/September of 2022. Most of their posts don't have any comments but some do have a few. On the posts with comments, the comments are brief but positive.

YouTube: Aspen Spark has 27 videos posted on YouTube. None of the videos have any comments, but some of them do have 1-3 likes. On one of the videos that was just recently uploaded, the comments are turned off. The videos that they have posted are positive and motivating.

Twitter: On Aspen's Twitter account, there were no comments, but there were some retweets and likes. Their tweets consist of their video content and they retweeted one post by David Kobrosky.

What is being posted

Aspen Spark posts on their social media a series of videos about people and their personal experiences with the goal of inspiring young people to go after their "spark". There are 3 different categories of videos that Aspen Spark posts. These include people giving advice to the viewers, people sharing their stories with the viewers, and finally people sharing what inspires them. The specific topics vary from video to video, but overall can be put into those 3 categories.

SOCIAL MEDIA AUDIT

Conversion Analysis

Who Talks about the Client

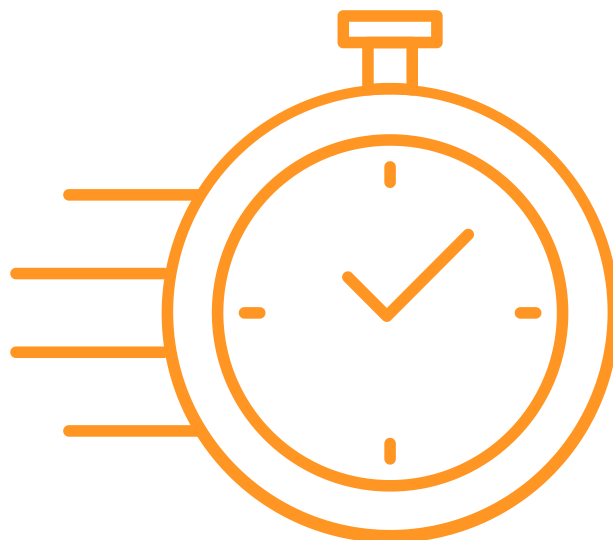
Aspen Spark is not being talked about online. They don't have posts, tweets, mentions, etc. about them unfortunately. Back in 2019 they were tagged in two posts, however that was by people who were in their videos. Nobody outside of their projects has mentioned/tagged them in anything.

Hashtags

#aspenideas #aspenideafestival #aspenspark #creator #business
#businessschool #learning #students #Kimseyfoundation #Khanacademy
#Aspeninstitute

Response Time

The client has not responded to many comments because they don't have many comments to begin with. There is one post, their first post on Instagram, where they responded to 3 people with the heart eyes emoji. On twitter, they have responded to maybe 1 or 2 tweets but it was back in 2016. On Youtube, they do not have any comments or responses.



SOCIAL MEDIA AUDIT

SWOT Analysis

STRENGTHS

- Flexibility with content
- Access to the pre-existing Khan Academy and Kimsey Foundation platforms

WEAKNESSES

- Little consistency across social media platforms
- Current lack of social media presence

OPPORTUNITIES

- Create accounts on other social media platforms
- Create strong presences on social media in general
- Create social community amongst target audience

THREATS

- Strong, well established competitors already existing in the industry (Ted Talk, Big Think)

SOCIAL MEDIA

OBJECTIVES

S.M.A.R.T. Goals

Increase Aspen Spark's awareness on Facebook, Instagram, TikTok by 25% by July 2023 by posting engaging content that will resonate and motivate the audience to want to share, and by utilizing paid advertisements on the selected social media platforms.

Increase Aspen Spark's overall follower count on Facebook to 200, on Instagram to 500, on TikTok to 150 by August 2023 by utilizing the engaging, motivating content that will be posted across platforms and creating spaces where consumers can connect with the brand and other consumers.

Increase Aspen Spark's engagement across Twitter, Instagram, and Facebook by 20% by December 2023 by promoting and posting relatable content on platforms and responding/interacting with social media users/viewers.

TARGET AUDIENCES & PERSONAS

Demographics/Geographic

Age	12-17
Gender	Both male and females
Location	United States
Cultural Background	NA
Nationality	United States
Marital Status	Single
Number of Children (if any)	0
Education Level	Middle school to High school
Occupation	Students
Annual Income	NA
Living Status (homeowner, renting etc.)	Live at home with their families
Religion	NA
Languages spoken	NA
Disabilities	NA
Political Affiliation	NA

TARGET AUDIENCES & PERSONAS

Psychographics

Personality	Outgoing individuals who use social media
Personal values	See academics as important, care about doing well in school
Interests and hobbies	Go to school
Attitudes	open-minded
Lifestyle	Students who are looking at their future and beginning to think about what they want to do and what their passions are.
Preferences and dislikes	Want to know they're in control of their future

Social Media

What are they interested in that the client can provide?	Education, resources for preparing them for their future
Where do they usually hang out online?	Instagram, Tik Tok, Youtube
When do they look for the type of content you can provide?	They use social media when they feel bored
Why do they consume the content?	Entertainment, keep up to date on recent trends
How do they consume the content?	Scroll through posts on Instagram and tiktok. They enjoy the short videos and youtube videos.

TARGET AUDIENCES & PERSONAS

Justification

The primary target audience selected is students aged 12-17. In a teen lifestyles report it was found that 29% of students claim that their primary source of stress is worry about their future over school (Kondakciu 2022). An additional 57% of teens aged 12-17 reported that they feel uncertain about their future because of the COVID-19 pandemic (Kondakciu 2022). These metrics are both within the top fifty percent of factors contributing to student stress. This leads to an increased opportunity for creators of career-centered inspirational content to positively impact and reach this demographic. Additionally, over 50% of teens report that they primarily use technology to both watch videos and connect with their peers (Poelking 2019) and 40% of teens report that they perceive Youtube as a platform for primarily informational content (Macke 2017). This leads us to believe that Aspen Spark's inspirational content is best suited to reach this particular demographic on the platforms specifically designed for video sharing. Meanwhile, 45% of parents report that their teens aged 12-17 primarily use technology to watch youtube videos (Boesel 2022). By curating educational content specifically for Youtube there is a high chance of reaching this demographic when compared to other social media platforms whose primary focus lies outside of educational content. Given the nature of the content we feel that teens aged 12-17 are one of the best demographics for Aspen Spark, and that in order to effectively reach them content should be centered around TikTok, Youtube, and Instagram.

TARGET AUDIENCES & PERSONAS

Demographics/Geographic

Age	30-49
Gender	Male and Females
Location	Middle Schools and High Schools
Cultural Background	NA
Nationality	NA
Marital Status	NA
Number of Children (if any)	NA
Education Level	Bachelor's Degree
Occupation	Teachers
Annual Income	Roughly \$53,000-\$58,000
Living Status (homeowner, renting etc.)	NA
Religion	NA
Languages spoken	NA
Disabilities	NA
Political Affiliation	NA

TARGET AUDIENCES & PERSONAS

Psychographics

Personality	Strong at: speaking, writing, active listening, instructing, social perceptiveness, learning strategies, monitoring, critical thinking, etc.
Personal values	Being well educated, seeing their students succeed
Interests and hobbies	Teaching
Attitudes	Encouraging, uplifting, caring
Lifestyle	Teach: 8-4 ish
Preferences and dislikes	

Social Media

What are they interested in that the client can provide?	Educational content, Content aimed to inspire youth
Where do they usually hang out online?	Facebook, Twitter, Pinterest, Instagram, YouTube
When do they look for the type of content you can provide?	During the day with colleagues, at conferences during the week, scrolling through social media outside of work
Why do they consume the content?	To help their students, to pass the time, to find new creative ideas to implement in their classroom
How do they consume the content?	Conferences, WOM, teacher-focused websites, social media, journals, news websites

TARGET AUDIENCES & PERSONAS

Justification

For the secondary target audience, teachers ages 30-49 were chosen. This is especially due to the fact that teachers have a direct educational influence on their students. According to Mintel, “almost two thirds [of students] say that they are interested in supporting brands that partner with their school” (Kondakciu, 2022a). By gaining the support of teachers, Aspen Spark can reach the majority of students who are interested in brands that partner with their teachers. Another important factor in the choice of teachers as a target audience is because “79% of teens report that they trust what their teachers say about the world” (Kondakciu, 2022b). If Aspen Spark can earn the trust of teachers, this could widely influence students and gain their trust in their company as well. In addition to students trusting their teachers, this trust leads to impacting their students’ buying decisions including the purchase of “relevant books, apps, electronics, and educational products” (MDR Marketing Team, n.d.). Lastly, due to our first target audience being students ages 12-17, it is reported that “teens aged 10-17 most predominantly trust their teachers as news sources” which again reinforces the idea that teachers have direct influence over what information their students trust (Kondakciu, 2022b).

SOCIAL ZONES & SOCIAL MEDIA PLATFORMS

SOCIAL COMMUNITY

This zone will be used for social networking sites such as Facebook and Twitter. These social networking sites will provide a place where consumers can gather and chat about Aspen Spark and other related topics of interest like inspirational and educational content, which will ultimately increase the number of followers on Aspen Spark's social media platforms.

SOCIAL PUBLISHING

This zone will be used for media sharing sites such as YouTube, Tik Tok, and Instagram. These media sharing sites will allow Aspen Spark to share their content over the internet so that consumers will be able to view it, which will increase the awareness and engagement.



SOCIAL ZONES & SOCIAL MEDIA PLATFORMS

Instagram

RATIONALE

According to a distribution created by Statista, 39.1% of Instagram users worldwide are between the ages of 13 and 24 years old (Dixon, 2022).

MISSION STATEMENT

We're on Instagram to inspire high-school & middle school students to become drivers of their education, to explore their curiosity, and imagine all the possibilities of a bright future through our content.



SOCIAL ZONES & SOCIAL MEDIA PLATFORMS

Facebook

RATIONALE

According to a Mintel article, 69% of 25-34 year olds and 79% of 34-44 year olds say Facebook is one of their most frequently visited social platforms (Poelking, 2021).

MISSION STATEMENT

We're on Facebook to reach parents and educators of high-school & middle school students to encourage them to share our content with their students as well as support them throughout their educational journey.



SOCIAL ZONES & SOCIAL MEDIA PLATFORMS

YouTube

RATIONALE

Per an article from WARC, Youtube is a top source for youth content. YouTube and YouTube Kids (66%) combined a close second to Netflix (69%) as the most watched streaming services by minors (Gabriel, 2021).

MISSION STATEMENT

We're on Youtube to inspire high-school & middle school students to become drivers of their education through video content that features successful figures from various educational backgrounds.



SOCIAL ZONES & SOCIAL MEDIA PLATFORMS

TikTok

RATIONALE

In a report by Insider Intelligence, Gen Z social media users are extremely loyal users of TikTok, with over 37.3 million engaged users from this demographic visiting the app each month (Insider Intelligence Editors, 2021).

MISSION STATEMENT

We're on TikTok to inspire high-school & middle school students to become drivers of their education by posting short and relatable content that features successful figures from different educational backgrounds.



CREATIVE STRATEGY

Organic Campaign #1: TikTok our way to Success

Objective met with this campaign:	Increase Aspen Spark's awareness on TikTok by 25% by March 2023 by posting engaging content that will resonate and motivate the audience to want to share.
What target audience(s) does the campaign appeal to?	Students
What stage of the sales funnel does this campaign target (i.e., awareness, consideration, or conversion)?	Awareness
When will the campaign run (i.e., month(s), week(s), etc.)?	Once a week (Sunday nights) between January – March 2023
Describe the overall campaign and experience:	<p>This campaign will be hosted on Aspen Spark's Tik Tok account. Every Sunday evening Aspen Spark will post a Tik Tok video that gives students specific examples about how Aspen Spark's content would benefit them throughout their school year (and even after their school year ends). The short video will always start off by giving a brief summary of who Aspen Spark is and what their goal is.</p> <p>Aspen Spark will have previous students tell their story about how Aspen Spark helped their educational career. The videos will also consist of Aspen Spark's management explaining why they chose to create this nonprofit and why it is important to them. The targeted students will become aware of Aspen Spark's resources and hopefully want to share the content with their friends and family.</p>
Inspiration for this campaign:	A lot of companies and brands create campaigns about how great their product or resources are, but not a lot of brands actually show consumers specific examples of how their products/resources could be used to benefit them. Therefore, the inspiration for this campaign came from previous knowledge about other organic campaigns.
Campaign message (i.e., single minded thought that you want to elicit from your	Aspen Spark can help students expand their knowledge by connecting them to educational resources.

CREATIVE STRATEGY

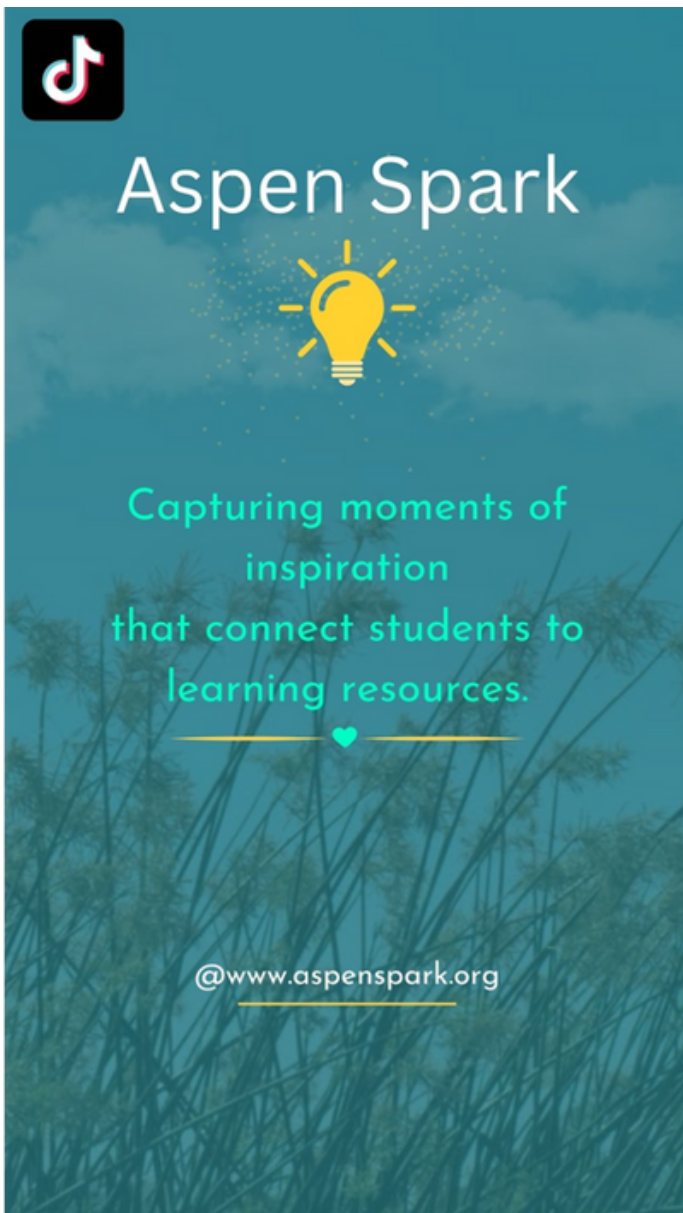
Organic Campaign #1 Continued

Theme(s)/tone of voice to use with justification:	The people talking in the videos will be wearing the Aspen Spark blue shade and plain colors such as white or grey. Those colors were chosen so that when students view the Tik Toks they can associate blue with Aspen spark. White and grey were chosen as the other colors because they are plain, and the main focus of the video should be on what the students/management are saying, not what they are wearing.
How will you make your audience care and what will you make them care about (i.e., emotionally, intellectually, aesthetically; hint: think about the Ted Talk by Andrew Stanton)?	We will make our audience care by having students that use Aspen Spark for educational resources, tell their story about how it has impacted them. This will make the targeted students feel emotionally connected to the speakers, since they will be about the same age. The students will become aware of Aspen Spark and care about implementing their resources into their daily life.
Target audience(s) will find it via (i.e., what platform(s) will you use?):	Tik Tok
They will share and engage with the content/experience because:	The target audience will share and engage with this content because it relates to them and the stage of their lives.
They may not share or engage with the content/experience because:	The target audience may not share this content if they already have educational resources that they are currently using.
Resources required:	Tik Tok, Aspen Spark's managers to speak, students to speak, ring light (for optimal lighting)
Key people or organizations that are vital to making the campaign happen:	Aspen Spark, Aspen Spark management/students
Will you use any hashtags?	Yes. #apsenspark #showmewhy #ourspark #students #learning
Cost:	\$30 – ring light off of Amazon \$70 – miscellaneous materials (snacks for students for participating etc.)
Metrics to measure success (make sure these metrics measure the objective(s) listed above):	Reach and impressions will be the metrics used to measure the success of this campaign. The reach will tell us the number of people being exposed to the message, and the impressions will tell us the number of times content is displayed. Both of these metrics will help us determine if the awareness of Aspen Spark increased by 25% on Tik Tok.

CREATIVE STRATEGY

Organic Campaign #1: Example Posts

TIKTOK:



CREATIVE STRATEGY

Organic Campaign #2 : Get your Money's Worth

Objective met with this campaign:	<p>Increase Aspen Spark's awareness on 4 platforms (YouTube, Facebook, Instagram, TikTok) by 25% by May 2023 by posting engaging content that will resonate and motivate the audience to want to share, and by utilizing paid advertisements on the selected social media platforms.</p> <p>Increase Aspen Spark's overall follower count on Facebook to 200, on Instagram to 500, on TikTok to 150 by May 2023 by utilizing the engaging, motivating content that will be posted across platforms and creating spaces where consumers can connect with the brand and other consumers.</p>
What target audience(s) does the campaign appeal to?	Students
What stage of the sales funnel does this campaign target (i.e., awareness, consideration, or conversion)?	Awareness and consideration
When will the campaign run (i.e., month(s), week(s), etc.)?	Sunday and Wednesday of every week, during the months of March through August.
Describe the overall campaign and experience:	<p>This campaign will be active on Facebook, Instagram, and Tik Tok. The paid advertisements will run Sunday and Wednesday of every week to ensure a high reach and high frequency. The advertisements will have a vibrant design and include information that students will be able to easily relate to.</p> <p>Students will become aware of Aspen Spark through the advertisements and consider following Aspen Spark on social media. For example, if the targeted students are scrolling through Tik Tok, an ad for Aspen Spark could be on their feed, which would increase their knowledge about Aspen Spark and Aspen Spark's goal for education. When the students see the advertisement, hopefully they will want to share it with their friends or tell their parents about Aspen Spark.</p>

CREATIVE STRATEGY

Organic Campaign #2 Continued

Campaign message (i.e., single minded thought that you want to elicit from your target audience(s):	Aspen Spark can connect students to free educational resources to help them exceed in the future.
Theme(s)/tone of voice to use with justification:	The theme is going to be a bright colored advertisement to catch the viewers' attention. Informational with some comedy will be the tone that the ad will encompass to attract the target students.
How will you make your audience care and what will you make them care about (i.e., emotionally, intellectually, aesthetically; hint: think about the Ted Talk by Andrew Stanton)?	We will make the audience care intellectually by providing informational content within the advertisement.
Target audience(s) will find it via (i.e., what platform(s) will you use?):	Facebook, Instagram, and Tik Tok
They will share and engage with the content/experience because:	The target audience will share this content/advertisement because it will be relevant to them, as students. They also will want to share this information with their parents if they need help finding educational resources or are struggling in school.
They may not share or engage with the content/experience because:	The students may not share or engage with the content if they just immediately scroll past the advertisement on the social media platforms, or if they are already connected to additional educational resources.
Resources required:	The social media platforms (reactivate the Facebook account), Meta Business Suite for the Facebook and Instagram ads, And create an advertiser account on Tik Tok
Key people or organizations that are vital to making the campaign happen:	Aspen Spark, and the social media platforms (Facebook, Instagram, and Tik Tok)
Will you use any hashtags?	#aspenspark #kahnacademy #learningresources #students
Cost:	Meta Business Suite account (free), Meta Business Suite allows the user to set a limit for how much money they want to spend on advertisements in a specific time period, so Aspen Spark should spend \$5,000 between Facebook, Instagram, and Tik Tok ads. Instagram = \$2,000, Facebook = \$1,000, and Tik Tok = \$2,000
Metrics to measure success (make sure these metrics	Clickthroughs, reach, and frequency

CREATIVE STRATEGY

Organic Campaign #2: Example Posts

INSTAGRAM:



FACEBOOK:



CREATIVE STRATEGY

Organic Campaign #2: Example Posts

TIKTOK:



CREATIVE STRATEGY

Organic Campaign #3 : Inspire the Next Generation

Campaign title:	
Objective met with this campaign:	Increase Aspen Spark's engagement across Twitter, Instagram, and Facebook by 20% by August 2023 by promoting and posting relatable content on platforms and responding/interacting with social media users/viewers.
What target audience(s) does the campaign appeal to?	Target Audience 2 → Teachers
What stage of the sales funnel does this campaign target (i.e., awareness, consideration, or conversion)?	Consideration
When will the campaign run (i.e., month(s), week(s), etc.)?	August-December 2023, posting every Monday
Describe the overall campaign and experience:	This campaign will focus on posting inspirational, relatable content that will encourage teachers to like, interact with/comment, and create plans to use in their classroom or with their students. The content utilized for this campaign can be found on the platforms teachers use the most: Facebook, Twitter, and Instagram. The campaign will utilize the inspirational videos that Aspen Spark already has; the idea is to introduce the content by using inspirational quotes from the speakers, speaking directly to teachers about how they need more inspirational content, talk about inspiring students for their next steps after high school and college, etc. For the posts, either certain pieces from the videos will be shown or the videos in their entirety. At the end of the video, avenues of how teachers can find content <u>similar to</u> what the speaker was inspired by will be shown, so they can use those resources with their students. For example, after showing a David Rubenstein's spark video, educational resources focused on reading, writing, and public speaking, and public service will be shown.
Inspiration for this campaign:	The inspiration for this campaign is how influential teachers can be on their students. We want to inspire teachers and get them to utilize this content with their students to inspire them as well to reach the next steps in their education and learn about topics that interest them.

CREATIVE STRATEGY

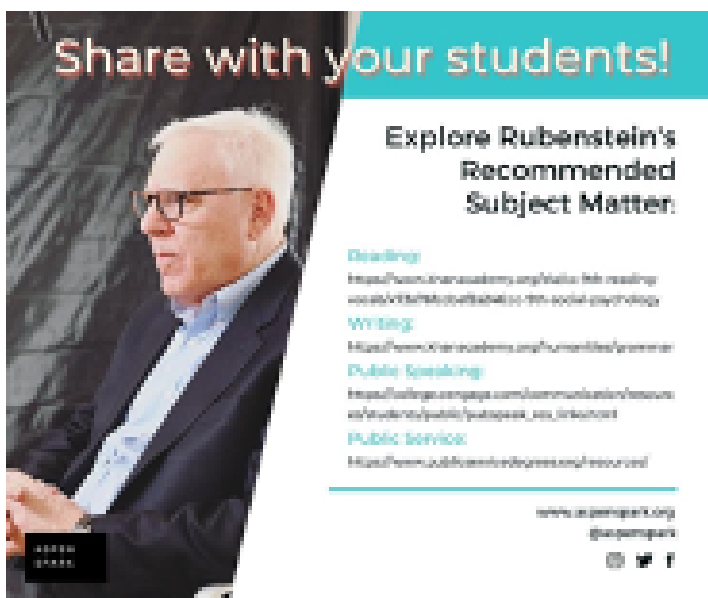
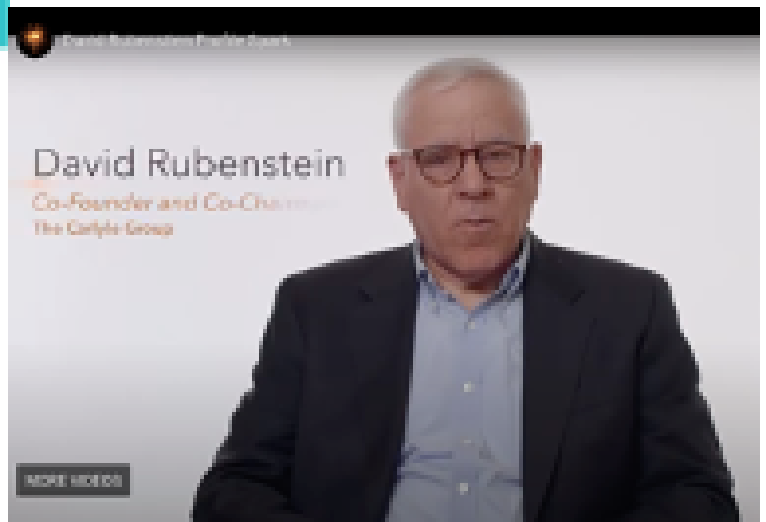
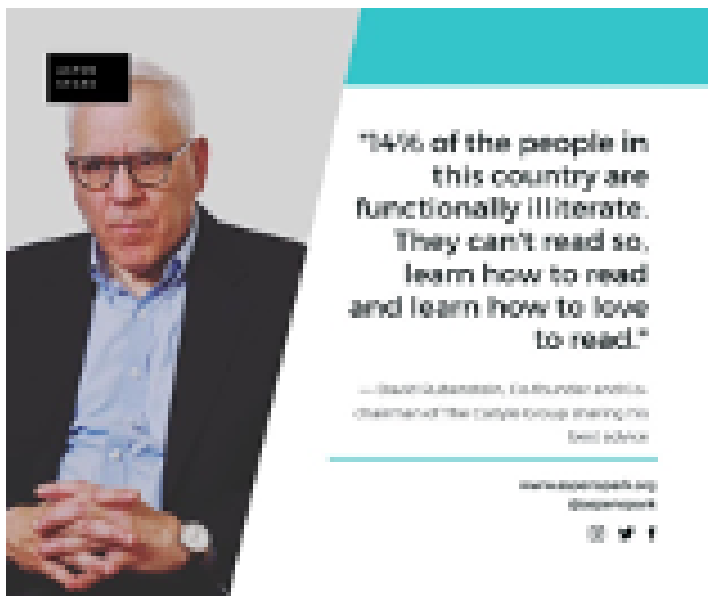
Organic Campaign #3 Continued

Campaign message (i.e., single minded thought that you want to elicit from your target audience(s):	Inspire the next generation.
Theme(s)/tone of voice to use with justification:	Inspirational, educational, thoughtful, uplifting
How will you make your audience care and what will you make them care about (i.e., emotionally, intellectually, aesthetically; hint: think about the Ted Talk by Andrew Stanton)?	The idea is to connect emotionally with the target audience for this campaign. They care about inspiring their students and about the future education of their students, so the goal is to show Aspen Spark also cares about those ideas and wants to provide resources for them to reach their goals.
Target audience(s) will find it via (i.e., what platform(s) will you use?):	Facebook, Twitter, Instagram
They will share and engage with the content/experience because:	They will engage with the content because they will want to be able to find and connect with the resources shared at the end of the videos/posts. They will also want to share the inspirational videos with their students.
They may not share or engage with the content/experience because:	They may not want to share or engage with the content because they don't think their students will connect with the speaker or because they don't like the resources connected at the end of the videos/posts. They might also feel they already have sufficient content and ideas to share with students.
Resources required:	-Share Your Spark videos -Twitter, Facebook, and Instagram accounts
Key people or organizations that are vital to making the campaign happen:	-Inspirational people and stories to include in the Spark videos. -Social media analysts to post the content and measure the effectiveness of the campaign.
Will you use any hashtags?	#shareyourspark #inspirationalspark
Cost:	\$0
Metrics to measure success (make sure these metrics measure the objective(s) listed above):	-Engagement metrics <u>including</u> : likes, comments, shares, followers, clicks on the links, reactions, etc.

CREATIVE STRATEGY

Organic Campaign #3: Example Posts

INSTAGRAM, FACEBOOK, & TWITTER:



"Need inspirational, educational content that has the power to influence the next generation? We're excited to share David Rubenstein's incredible story with you. Swipe to the end to find resources related to his best advice."

CREATIVE STRATEGY

Organic Campaign #4 : Connect, Inspire, Educate

Campaign title:	
Objective met with this campaign:	<ol style="list-style-type: none">1. Increase Aspen Spark's overall follower count on Facebook to 200 by August 2023 by utilizing the engaging, motivating content that will be posted across platforms and creating spaces where consumers can connect with the brand and other consumers.2. Increase Aspen Spark's engagement across Facebook by 20% by December 2023 by promoting and posting relatable content on platforms and responding/interacting with social media users/viewers.
What target audience(s) does the campaign appeal to?	Teachers
What stage of the sales funnel does this campaign target (i.e., awareness, consideration, or conversion)?	Conversion
When will the campaign run (i.e., month(s), week(s), etc.)?	Create the group starting May of 2023 and post content at least every Wednesday but continue to comment and interact with consumers throughout the week.
Describe the overall campaign and experience:	Our campaign will focus on resonating with teachers, connecting them with the brand and other consumers, and boosting follower count on Facebook. Assuming teachers are already aware of Aspen Spark based on the awareness-focused campaign, we plan to now connect them with the brand and other consumers interested in the same content by creating a Facebook private group. This group will accept only teachers and those that follow the brand on Facebook. Within the group, Aspen Spark will be partially responsible for creating engaging content like posting when they create new videos of sparks, asking members who they would like to see in spark videos, helping connect members with successful resources, sharing testimonies from students who have found success through Aspen Spark, etc. The group will also serve as a place for members for connect; they can ask questions like what worked with for other teachers to inspire their students, what videos and resources they found especially successful, any questions they have for the brand, etc. By creating a Facebook group, Aspen Spark will benefit from the increase in followers and also will receive new

CREATIVE STRATEGY

Organic Campaign #4 Continued

	engagement likes comments, likes, shares, etc. This is also a great place to Aspen Spark to get the overall feel of how consumers are feeling toward the company, whether positive or negative. They are also able to respond to consumers quickly and create relationships with them that might otherwise be difficult to form.
Inspiration for this campaign:	The inspiration behind this campaign is the ability to connect others over shared interests while still giving them an easy, direct place to ask questions, learn more, and share feedback.
Campaign message (i.e., single minded thought that you want to elicit from your target audience(s):	Connect, Inspire, Educate.
Theme(s)/tone of voice to use with justification:	Uplifting, educational, inspirational, encouraging, reassuring
How will you make your audience care and what will you make them care about (i.e., emotionally, intellectually, aesthetically; hint: think about the Ted Talk by Andrew Stanton)?	In this campaign, our target audience will care because they're already connected with the resources, videos, and posts Aspen Spark has shared. However, the target audience has no way to connect with others, could potentially be lacking creative/new ideas in order to share the resources, might have questions on the resources or content posted, would enjoy getting new resource recommendations, etc. By joining this group, they can find inspiration and help from other members, bond over shared interests, and connect with the brand by giving feedback, asking questions, etc. By not following and engaging in the Facebook group, teachers would be missing out on all of these elements.
Target audience(s) will find it via (i.e., what platform(s) will you use?):	Teachers will find the campaign via Facebook.
They will share and engage with the content/experience because:	They will share and engage with the Facebook group because Aspen Spark will be posting interesting and interactive content that promotes engagement. Also, group members will be posting content as well that elicits interaction from other members.
They may not share or engage with the content/experience because:	They may not engage with the group because they already have so many Facebook notifications and the group notifications can easily get lost, be too much, or be too little. They might not follow the brand and join the group because they feel it's a hassle and that they are just fine using the resources already provided.
Resources required:	-Creating a Facebook group -Postable content -Someone who monitors the group, posts in the group, and answers questions

CREATIVE STRATEGY

Organic Campaign #4 Continued

Key people or organizations that are vital to making the campaign happen:	-A social media manager -Group members -Facebook
Will you use any hashtags?	#resourcedriven #khanacademy #aspenspark
Cost:	\$0
Metrics to measure success (make sure these metrics measure the objective(s) listed above):	-Conversions (ie: follower count and group members) -Engagement count like likes, comments, shares, etc.

Organic Campaign #4: Example Posts

FACEBOOK:

Facebook Group Banner



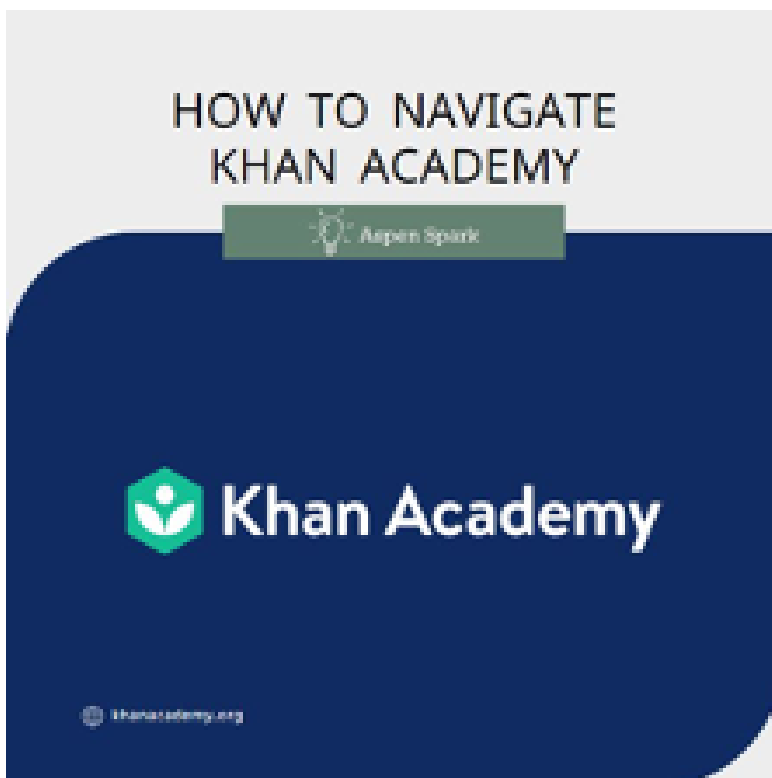
CREATIVE STRATEGY

Organic Campaign #4: Example Posts

FACEBOOK:



“We’re excited to share a new spark video featuring Eva Chen, the Vice President of Fashion and Shopping Partnerships. She shared her spark with us at the Aspen Ideas Festival, and we knew her story could inspire students interested in the field of fashion and art. Share with us below how her Spark inspired you!”



“Need help making the most of the Khan Academy resources we share? Watch this video and follow click-by-click while Bridget shares the best way to navigate the site.”

CREATIVE STRATEGY

Influencer Marketing Campaign Brief

Campaign Name	Aspen Spark Influencer Kick-Start
Campaign Description	The Aspen Spark Influencer Kick-Start campaign will feature micro-influencers (5k-30k followers) within the education space. These micro-influencers will encourage their audience to engage with the resources offered by Aspen Spark. The goal of this campaign is to increase engagement, follower count, and website link clicks across Aspen Spark's social media pages.
Number of Influencers	4
Type of Influencer	Micro-Influencers (5k-30k followers) and Macro-Influencers (30k-500k) with an audience interested in education. Micro and macro influencers were strategically chosen due to their strong peer-to-peer connections with their audiences, high engagement rates, and audience loyalty.
Campaign Duration	May 2023-April 2024
Channels	Instagram, TikTok
Target Audience	Students (age 12-18) and Educators
Key Objective	The key objective of the Aspen Spark Kick-Start campaign is to increase engagement, link clicks, and follower count across Aspen Spark's Instagram and TikTok accounts. Reporting will be measured at the end of each month and updates will be made accordingly if needed.
Campaign Message	Aspen Spark was created to capture moments of inspiration that connect students to learning resources. These moments of inspiration are "sparks", and are available on Aspen Spark's social media accounts- a place where young people are already looking for inspiration.
Deliverables and Timeline	Over the period of 12 months, a total of 22 influencer content will be posted. Content type and number of posts varies per influencer.
Budget for Influencers	N/A
Campaign Reporting Requirements (i.e., KPI's)	# of engagements, video views, link clicks, follower count. These analytics may be tracked directly via social app- or an alternative recommendation is to use a platform such as Hootsuite, DashHudson, or SproutSocial.
Content Review Process	Yes, we request that all content creators submit their image or video + caption via email (hello@aspenspark.com) prior to posting content. Due date: Exactly one month prior to post 'scheduling date'. (Ex: Content scheduled for March 10th, must be submitted by February 10th).
Payment	The influencer will be paid via PayPal exactly 14 days after their content is posted.

CREATIVE STRATEGY

Influencer Overview #1

Influencer Name	mckenna premed
Influencer Handle	magnolia_med
Industry	Medicine
Why (insert name of influencer)	McKenna is a micro/macro-influencer with 48.8k followers on Instagram. She is studying psychology and biochemistry with a pre-medical track. She also works as an ER scribe and is the president of her sorority. Her content consists of frequent study and time management tips. Her hard work inspires her audience and they would likely engage in Aspen Spark's content if exposed.
# of Followers	48,419
EMV/Post	Instagram \$2.2k
Rate/Post type	\$436/ IG post, \$655/IG Video, \$283/IG story
Number and type of posts wanted from influencer	2 IG Video, 2 IG Posts, 2 IG Stories
Cost for all content posted	\$2,748
Total EMV	\$8.8k
How influential is (influencer name)	
Influence Score	81/100
Engagement per Post	1.2k
True Reach	11,566
Total Fans	48,419
Influencer Audience Demographics	
Average Age	26 Years Old
Gender Breakdown	83% Women
Average Income	N/A
Top Countries	United States (71%) Germany (3%) United Kingdom (3%) Brazil (3%)
Top Cities	Los Angeles, CA (12%) San Diego, CA (12%) Miami, FL (8%)

CREATIVE STRATEGY

Influencer Overview #1 Cont.

What are the followers interested in?	Medicine Nursing Physicians Healthcare
Why is this influencers audience a good fit?	McKenna's audience authenticity is categorized as great. Their interests in medicine, nursing, and healthcare indicate that these users are interested in receiving an education.
Safety of Influencer	
Audience Authenticity Score	5 out of 5
Suspicious Engagements	15%
Active in Pods	No
Pass Audience Authenticity Tests? Provide scores for each criterion.	Follow Ratio: Pass Profile Picture: Pass Business Accounts: Pass Posting Frequency: Pass Newly Created Accounts: Pass
Explicit Language Used	Rarely (used in 1 post)
Briefly Describe the Content the Influencer Posts	McKenna's content consists of study and time management tips. She also shares insight of how she balances being a pre-med, ER scribe, and sorority president with her personal life.



@MAGNOLIA_MED

-2.56% Average
Engagement Rate
-1.2k Average Likes
-18 Average Comments

CREATIVE STRATEGY

Influencer Overview #2

Influencer Name	Dustin Ecker
Influencer Handle	eckerdustin
Industry	Education
Why (insert name of influencer)	Dustin Ecker is a micro-influencer with 20.1k followers on Instagram. He is a public speaker and educator for Ron Clark Academy, a nonprofit middle school & educator professional development facility.
# of Followers	20,123
EMV/Post	Instagram \$1.6k
Rate/Post type	\$302/IG post, \$339/video, \$237/story post
Number and type of posts wanted from influencer	2 IG Videos, 2 IG Posts, 2 Story Posts
Cost for all content posted	\$1,756
Total EMV	\$9.6k
How influential is (influencer name)	
Influence Score	65/100
Engagement per Post	457.73/post
True Reach	3,873
Total Fans	20,123
Influencer Audience Demographics	
Average Age	29 Years Old
Gender Breakdown	Women (85%)
Average Income	N/A
Top Countries	United States 89% Canada 1% Germany 1%
Top Cities	Houston, TX 12% Miami, FL 8% New York, NY 7% Atlanta, GA 7%
What are the followers interested in?	Teaching Schools Education Grading
Why is this influencers audience a good fit?	Dustin's audience authenticity is categorized as great. Their interests in teaching, schools, and education suggest that they would likely engage in Aspen Spark's content.

CREATIVE STRATEGY

Influencer Overview #2 Cont.

Audience Authenticity Score	4 out of 5
Suspicious Engagements	11%
Active in Pods	No
Pass Audience Authenticity Tests? Provide scores for each criterion.	Follow Ratio: Pass Profile Picture: Pass Business Accounts: Pass Posting Frequency: Fail Newly Created Account: Pass
Explicit Language Used	Never
Briefly Describe the Content the Influencer Posts	Dustin's content highlights his life as a teacher and public speaker. He occasionally will post about adventures in his personal life living in Atlanta.



@ECKERDUSTIN

-2.27% Average
Engagement Rate
-431 Average Likes
-26 Average Comments

CREATIVE STRATEGY

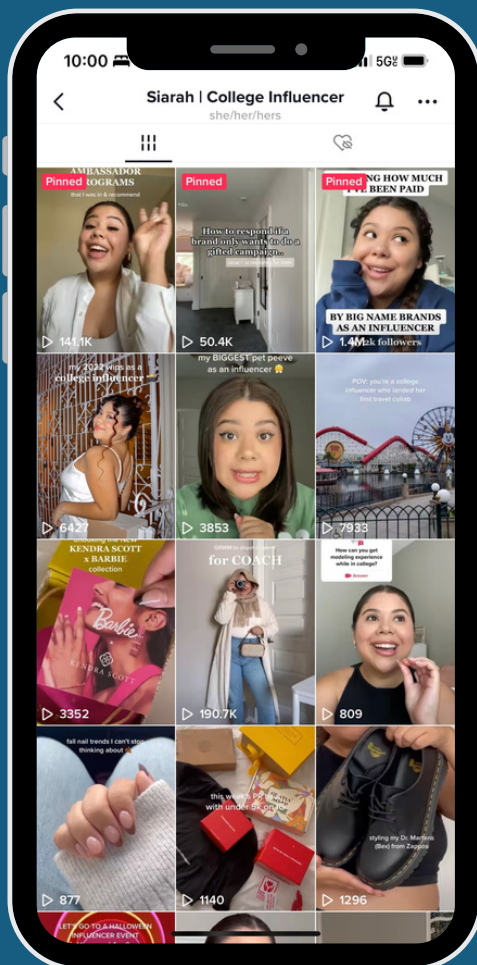
Influencer Overview #3

Influencer Name	Sarah College Blogger
Influencer Handle	sarahmaz2.0
Industry	Blogger
Why (insert name of influencer)	Sarah is a micro-influencer with 19k followers on TikTok. She is a senior at University of Texas-Austin interested in lifestyle blogging.
# of Followers	19,000
EMV/Post	TikTok \$2.3k
Rate/Post type	\$656/Video, \$283/Story Post
Number and type of posts wanted from influencer	3 TikTok Videos
Cost for all content posted	\$1,968
Total EMV	\$9.2k
How influential is (influencer name)	
Influence Score	68/100
Engagement per Post	1.2k/Post
True Reach	10,925
Total Fans	23,336
Influencer Audience Demographics	
Average Age	26 Years Old
Gender Breakdown	Women (91.1%)
Average Income	N/A
Top Countries	United States 85% Canada 2% United Kingdom 2%
Top Cities	Austin, TX 24% New York, NY 11% Houston, TX 11% San Antonio, TX 10%
What are the followers interested in?	Blogger Lifestyle Student
Why is this influencers audience a good fit?	Sarah's audience is categorized as great. Their interests indicate that they are intrigued by her balance of being a micro-influencer as well as a full-time college student. With her high TikTok engagement rate of 4.72%, her audience would likely also be intrigued of the inspiration Aspen Spark has to offer to students.

CREATIVE STRATEGY

Influencer Overview #3 Cont.

Audience Authenticity Score	4 out of 5
Suspicious Engagements	4%
Active in Pods	No
Pass Audience Authenticity Tests? Provide scores for each criterion.	Follow Ratio: Pass Profile Picture: Pass Business Accounts: Pass Posting Frequency: Fail Newly Created Account: Pass
Explicit Language Used	Never
Briefly Describe the Content the Influencer Posts	Siarah's content highlights his life as a full-time college student as well as a growing social media influencer. She frequently posts tips and tricks for college influencers & how to get started on social media.



@SIARAHMAZZ.0

-4.72% Average
Engagement Rate
-876 Average Likes
-14 Average Comments

CREATIVE STRATEGY

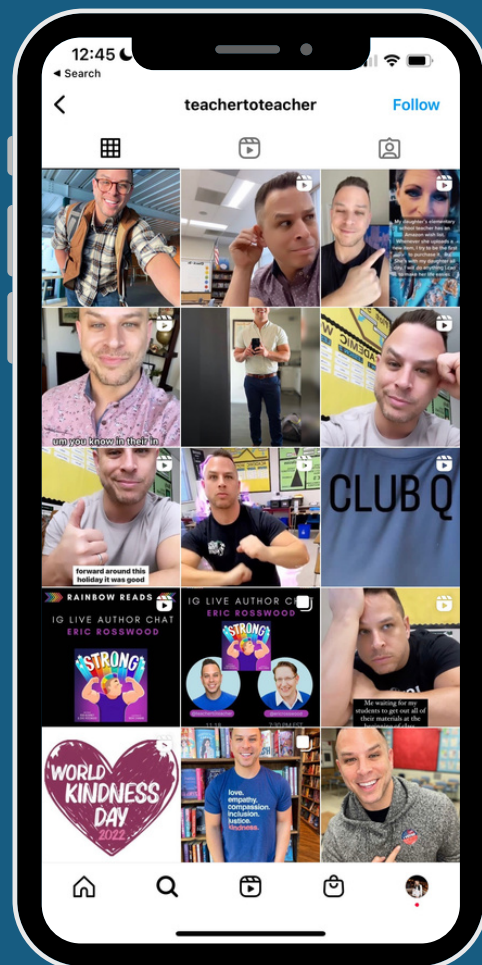
Influencer Overview #4

Influencer Name	John Rodney- ELA Teacher
Influencer Handle	teachertoteacher
Industry	Education
Why (Insert name of influencer)	John Rodney is a micro-influencer and middle school ELA teacher based in Los Angeles, CA. His social media is extremely inclusive, as he is a member of the LGBTQ+ community. He posts frequent photos and reels to his IG profile about his role as a teacher.
# of Followers	12.3k
EMV/Post	\$1.1k
Rate/Post type	\$459/IG post, \$529/IG video, \$183/IG story
Number and type of posts wanted from influencer	2 IG Videos, 2 IG Posts, 3 IG Stories
Cost for all content posted	\$2,525
Total EMV	\$6.6k
How influential is (influencer name)	
Influence Score	67/100
Engagement per Post	195.41/post
True Reach	2,257
Total Fans	12,306
Influencer Audience Demographics	
Average Age	N/A
Gender Breakdown	N/A
Average Income	N/A
Top Countries	United States 81% Australia 6% Canada 3%
Top Cities	San Diego, CA 25% Los Angeles, CA 17% Austin, TX 17% Chico, CA 8%
What are the followers interested in?	Education Schools Teaching Grading
Why is this influencers audience a good fit?	John's audience authenticity is categorized as great. Their interests in teaching, schools, and education suggest that they would likely engage in Aspen Spark's content.

CREATIVE STRATEGY

Influencer Overview #4 Cont.

Audience Authenticity Score	4 out of 5
Suspicious Engagements	11%
Active in Pods	No
Pass Audience Authenticity Tests? Provide scores for each criterion.	Follow Ratio: Pass Profile Picture: Pass Business Accounts: Pass Posting Frequency: Fail Newly Created Account: Pass
Explicit Language Used	Never
Briefly Describe the Content the Influencer Posts	John's content features teaching tips and educational resources for other educators to share with their students. He is also an LGBTQ+ educator and has a highlight reel for educators to reference about teaching students within LGBTQ+ community.



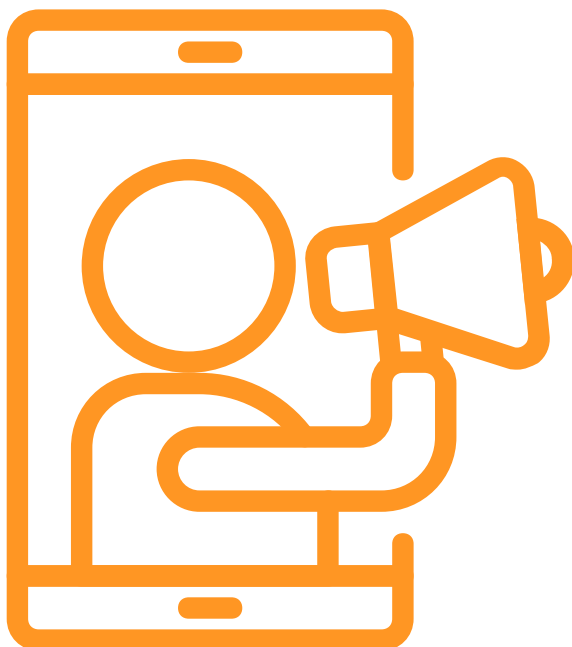
@TEACHERTOTEACHER

-1.59% Average
Engagement Rate
-175 Average Likes
-20 Average Comments

CREATIVE STRATEGY

Influencer Campaign Summary

Part 3: Influencer Campaign Summary	
Total Cost	\$8,997
Total EMV	\$34.2k
Total True Reach	28,621
Total Expected Engagement	14,914
Influencer Do's	(1) Do include the campaign messages in the post captions (2) Do submit your content for review on the date indicated (3) Do position the logo according to brand guidelines (4) Do include the #ad/#sponsored hashtag in your post (5) Do respond to Aspen Spark when engaging in a post
Influencer Don'ts	(1) Don't include pictures/references to alcohol or drugs (2) Don't use profanity or criticize Aspen Spark (3) Don't compare Aspen Spark to any competitors (4) Don't incorporate any other sponsored posts (5) Don't engage in negative comments about Aspen Spark



Influencer #1: Appendix C
Influencer #2: Appendix D
Influencer #3: Appendix E
Influencer #4: Appendix F

ACTIVATION PLAN

CONTENT CALENDAR

Content	January				February				March				April				May				June				July				August				September				October				November				December			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4								
Campaign 1	TikTok Our Way to Success																																															
TikTok																																																
Campaign 2	Get Your Money's Worth																																															
Facebook																																																
Instagram																																																
TikTok																																																
Campaign 3	Inspire the Next Generation																																															
Facebook																																																
Twitter																																																
Instagram																																																
Campaign 4	Connect, Inspire, Educate																																															
Facebook																																																
Influencer Marketing Campaign	Aspen Spark Influencer Kick-Start																																															
Instagram																																																
TikTok																																																
Influencers																																																
magnolia_med																																																
eckerdustin																																																
sarahmaz2.0																																																
teachertoteacher																																																
Campaigns																																																
TikTok Our Way to Success																																																
Get Your Money's Worth																																																
Inspire the Next Generation																																																
Connect, Inspire, Education																																																



CONTENT CALENDAR (ZOOMED IN)

[illegible][illegible]

ACTIVATION PLAN

BUDGET

The full budget of \$15,000 was utilized for various social media marketing aspects. \$5,000 was allocated to the second organic campaign (if Aspen Sparks chooses to do paid ads). \$100 was provided for a ring light, to create TikToks, and other materials that Aspen Spark might need. The influencer campaign was a big portion of the budget at \$9,000 because we thought that this campaign was the most important.

Costs	\$ Amount
Organic Campaign #2	\$5,000
Ring Light	\$30
Miscellaneous Materials	\$70
Influencer Campaign	\$9,000
Total Cost	\$15,000

ACTIVATION PLAN

OBJECTIVES

HOW TO MAKE THE PLAN HAPPEN

The execution of the social media marketing plan will require consistency and preparation with a social media manager in charge of creating and posting this content. The manager must stick to the content calendar and schedule regarding each platform and remember the overall SMART objectives.

WHO IS RESPONSIBLE FOR THE PLAN

The social media manager/Bridget Collins - it's a lot of work brainstorming, creating, scheduling, and posting the content but since it's a small company, one person will have to take on many roles. It will come down to utilizing the content already created, like the Spark videos, in many inventive ways.

TIMING OF THE PLAN

The plan will begin in March 2023. The plan will begin in March so that Aspen Spark has ample time to prepare and review the material provided. The plan can be continued throughout the whole year until March 2024. After March 2024, Aspen Spark should evaluate and measure the success of the campaign and make changes to the plan accordingly.

LARGER OBJECTIVES

Aspen Spark currently does not have larger objectives to compare the plan to.

However, the main objectives that Aspen Spark is trying to accomplish is increasing awareness and engagement within the community. Specifically, Aspen Spark is trying to target students and make them aware of educational resources that are available to them. The organic campaigns and the influencer campaign described above, will help Aspen Spark accomplish this goal.

MANAGE AND MEASURE

MEASURING YOUR METRICS

Awareness will be measured by tracking Aspen Spark's reach over the course of the campaign and using that information to determine if more people are being exposed to their content.

A growing following throughout the duration of the campaign will also be used as an indicator of the effectiveness of the new content.

Engagement data on Aspen Spark's posts will be used to keep track of the campaign and determine if the average number of interactions has increased.

MANAGING YOUR DATA

Aspen Sparks' Instagram and Facebook awareness, follower count, and overall post engagement will be tracked using Meta Business Suite to look at each posts' insights. On TikTok and YouTube, engagement will be kept track of by analyzing the growth of both views and followers throughout the duration of the campaign.



MANAGE AND MEASURE

STANDARDS OF CONDUCT AGREEMENT

In participating in this series of campaigns, Aspen Spark agrees to continue with their due diligence to maintain their mission of "Capturing moments of inspiration that connect students to learning resources" through inclusion and accuracy of information. It is up to them to ensure that their posts meet ethical standards to be evaluated at their discretion.

DISCLOSURE AGREEMENT

Aspen Spark will ensure that their posted content and "Spark Stars" videos maintain a high standard of ethics that is appropriate for all viewers. In addition to this, all influencers will be held to the same standards of ethical behavior and agree to uphold the etiquette as it was set forth in the Standards of Conduct and Posting Agreements. Aspen Spark retains the right to remove any influencer content and immediately terminate the collaboration if content is deemed inappropriate.

POSTING AGREEMENT

Aspen Spark and affiliated influencers agree to not post any content containing intellectual property without explicit consent from the "Spark Stars". Additionally, financial information will remain confidential between all parties and to the general public. Influencers are granted full access to Aspen Spark's videos for the duration of the campaign.

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APPENDIX A

BUYER PERSONA #1

General Buyer Persona

Hailey Jones



Background / Demographics

Student

- 15 years old
- Youngest of 2 kids
- Babysits on the weekends
- In Highschool



Real Quotes

About goals and challenges

- "I love to spend time with my friends online. I am constantly watching the latest trends on TikTok."
- "I am worried about finding a job after college and selecting the right degree."

Social Media Preferences

- Spends a lot of time on YouTube watching fun videos in her free time
- Typically hangs out on Instagram, TikTok, and YouTube
- Primarily consumes content to entertain and fill free time. It is also used for relaxation at the end of the day.

Marketing Message

How can you describe your solution to have the biggest impact on your persona?

- To help Hailey ease her anxieties about what happens after high school and prepare her for the future, Aspen Spark can provide uplifting and educational videos about passionate people involved in a plethora of career paths.
- Aspen Spark provides Hailey a quick and easy resource to learn about future career opportunities and get inspired from what others have to say.
- Aspen Spark allows Hailey to be connected to and inspired by her peers and the other students who have also appeared on Aspen Spark's social media.

Psychographics

Personality, personal values, interests, attitudes, etc.

- Overall does well in school and is involved with extra curricular activities.
- Interested in sports, hanging out with friends, and binge watching favorite TV shows.
- An outgoing and optimistic attitude, has some slight anxiety about after high school.

Communication Preferences

- Social Media
- Word of Mouth
- Parents
- Teachers

APPENDIX B

BUYER PERSONA #2

General Buyer Persona

Kacey Smith



Background / Demographics

High School Teacher

- 30-49 years old
- Family of 4 with 2 kids
- \$53,000-\$58,000 annual income
- Bachelor's Degree



Real Quotes

About goals and challenges

- "I love to inspire and uplift my students to help them see their full potential."
- "It can be hard to find educational resources that my students find interesting and can relate to."

Social Media Preferences

- Interested in educational and inspiring content
- Typically hangs out on Facebook, Pinterest, Twitter, and YouTube
- They consume content to inspire their students and find new creative ideas to implement in their classroom

Marketing Message

How can you describe your solution to have the biggest impact on your persona?

- To help Kacey achieve her goals and inspire her students, Aspen Spark provides uplifting, inspiring, and educational content and videos where Kacey uses social media: Facebook and YouTube.
- Aspen Spark makes it easier for her to find interesting, unique content by posting on the social media platforms she uses but also on a platform her students use: Instagram.
- Aspen Spark uses student-success-stories which students can find relatable and trustworthy when being promoted by Kacey.

Psychographics

Personality, personal values, interests, attitudes, etc.

- Strong at public speaking, writing, active listening, instructing, social perceptiveness, learning strategies, and critical thinking
- Interested in teaching, educating, and inspiring others
- An uplifting, encouraging, and caring attitude

Communication Preferences

- Conferences
- WOM/Colleagues
- Teacher-focused websites
- Social media
- Journals






mckenna | premed

APPENDIX C

Top Category	Location	Followers	Reach	Influence
Fitness	United States	48.4K	11.6K	81
Social Stats			Avg. Engagement Per Post	
Instagram	@magnolia_med	1.2K Likes	18 Comments	2.57 Eng. Rate

Audience Demographics			
Persona		Countries	
Age	27	United States	71%
Women	83%	Brazil	3%
Popular Hashtags		Interests	
#premed	21%	Medicine	73%
#medschool	20%	Nursing	69%





Top Content			
			
2K 45	3.7K 30	1.1K 7	
Mentioned lululemon	Mentioned Lecturio Medical	Mentioned hers	


















Dustin Ecker

APPENDIX D

Top Category	Location	Followers	Reach	Influence
Parenting	United States	20.1K	3.9K	65
Social Stats			Avg. Engagement Per Post	

 Instagram	@eckerdustin	 431 Likes	 262.27 Comments	 % Eng. Rate
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Audience Demographics			
Persona		Countries	
Age	29	United States	89%
Women	85%	Canada	4%
Popular Hashtags		Interests	
#teachersofinstagram	58%	Teaching	90%
#teacherlife	55%	Schools	87%
Top Content			













		
 44	 329	 174
	 13	 6
		
 Mentioned National Business Furn...	 Mentioned ClassTag	 Mentioned ClassTag



Siarah | College Blogger


APPENDIX E




Top Category	Location	Followers	Reach	Influence
Lifestyle	United States	23.3K	10.9K	68


Social Stats		Avg. Engagement Per Post		
 Instagram	@siarahmaz	 290 Likes	 137.06 Comments	 % Eng. Rate
 Instagram Stories	@siarahmaz	 437.5 Views	 0.8 Replies	 5.0 Stories/Day
 TikTok	@siarahmaz2.0	 876.6 Likes	 5.8 Shares	 % Eng. Rate


Audience Demographics			
Persona		Countries	
Age	26	United States	85%
Women	91.1%	Canada	2%
Popular Hashtags		Interests	
#sponsored	33%	Styling	39%
#gifted	28%	Fashion	31%




Top Content





 245  16 




 Mentioned YOU




 295  26 

 Mentioned Crayola



 380  59 





 Mentioned Her Campus



John Rodney - ELA Teacher





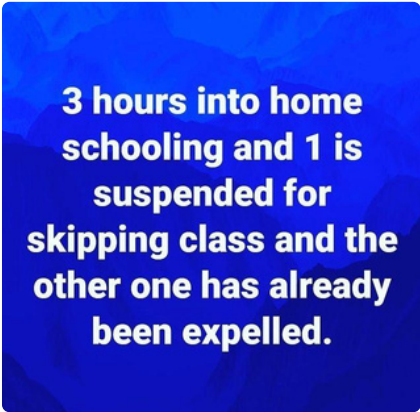







APPENDIX F

Top Category	Location	Followers	Reach	Influence
Parenting	United States	12.3K	2.3K	67
Social Stats			Avg. Engagement Per Post	

 Instagram	@teachertoteacher	 175 Likes	 201.59 Comments	 Eng. Rate
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Audience Demographics				
Persona		Countries		
		United States		81%
		Australia		6%
Popular Hashtags		Interests		
#teachersofinstagram	53%	Education		76%
#teachersfollowteachers	47%	Schools		75%

Top Content				
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<p>It's Spirit Week at Shaw. Today was Halloween Costume Day. So instead of Red for Ed, a few teachers dressed in their second job uniform. Keep pushing for a living wage!!!</p>  <p> 3.6K  145 </p>	 <p> 3.4K  124 </p>	 <p> 2.3K  201 </p>
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