

Project 1

Arthur Hammerl 23327

Daniel Fischmann 23861

Pikanes Thanapaisanchok 23377

Renan Carletti Angélico 23223

Digital Marketing

Heidi Gherman

March 13th, 2024

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1. What's the objective of our campaign?

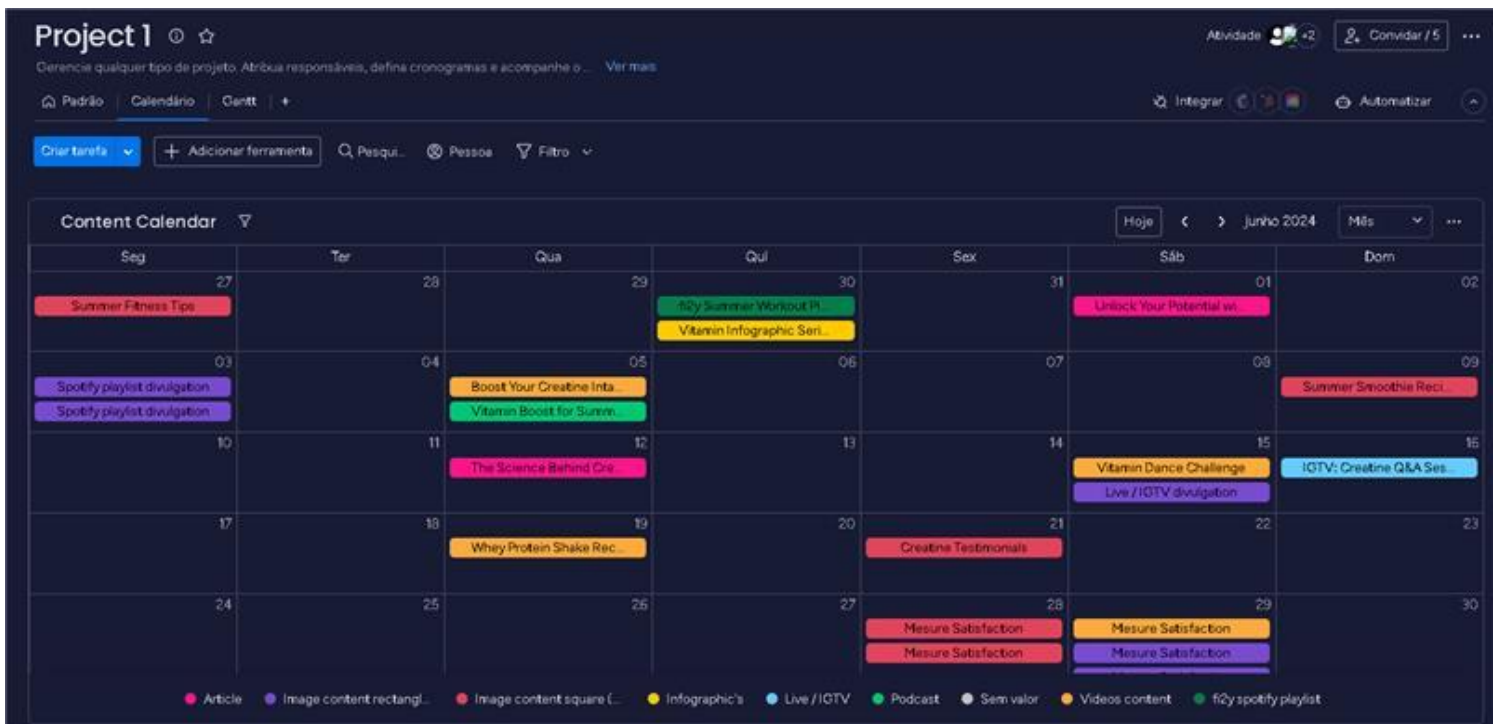
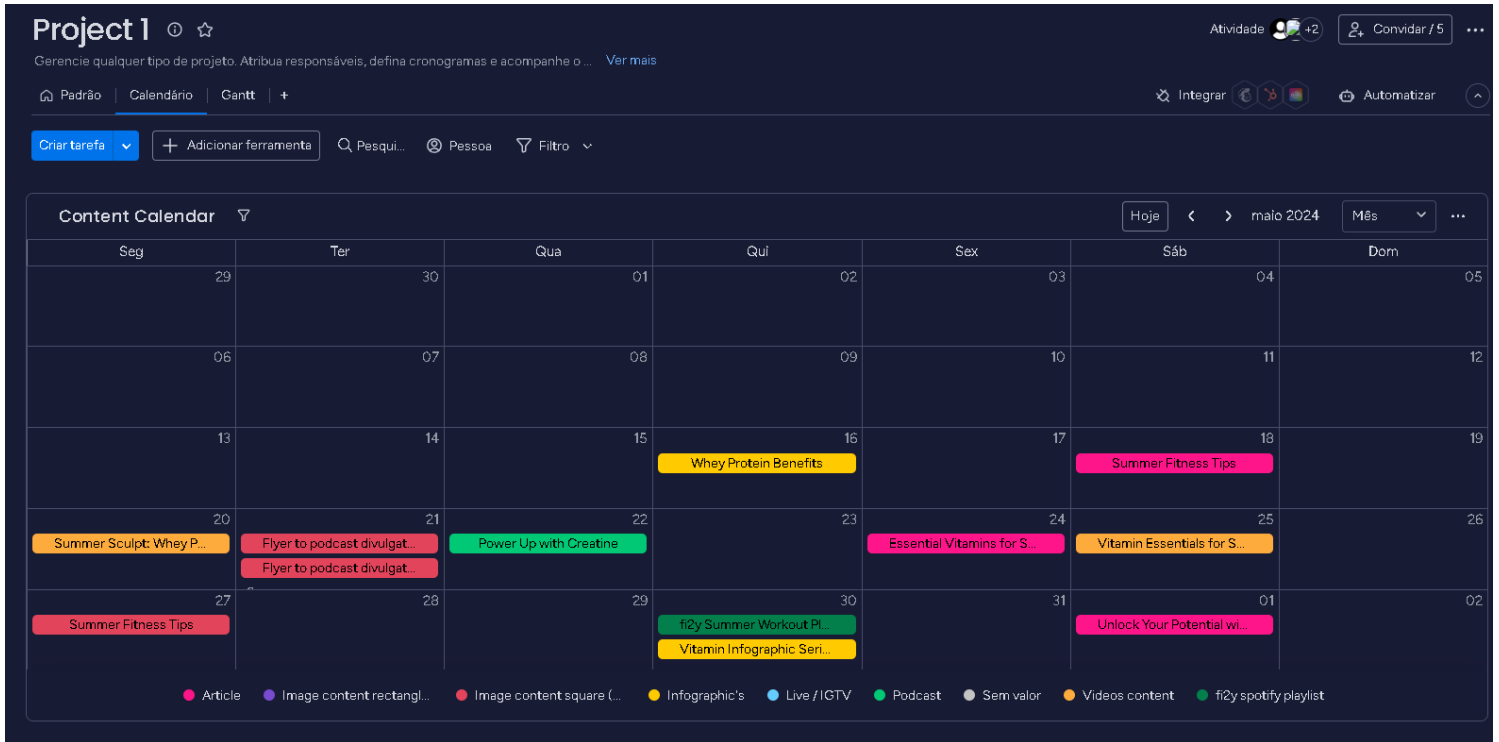
Our objective is to increase our lead generation for FI2U. We plan to achieve this goal through a campaign developed by ourselves, with useful content for our target market during the beginning of summer in Canada, the season was chosen due to it being the time when people feel most motivated to create physical habits and perform better in gym or sports., due to the production of vitamin D, directly related to the sun.

2. Through what channel are doing this campaign?

- Youtube
- Instagram
- Tiktok
- Facebook
- Spotify
- Site blog

3. Content Calendar

We couldn't be able to create a shared link, because needs a pay plan. We invited you by e-mail to our team (FI2U TEAM).



4. FI2U Report

4.1 What's our goal?

Increase our lead generation for FI2U.

4.2 What is the season it is connected to?

Summer season.

4.3 What type of actions do participants need to take on each of the channels that we chose?

4.3.1 YouTube:

- Produce high-quality videos featuring the company's products, focusing on informative and engaging content.
- Optimize video titles, descriptions, and tags for searchability.
- Encourage viewer interaction through calls-to-action, polls, and Q&A sessions.

Participants responsible for this task: Pikanes and Daniel.

4.3.2 Spotify:

- Submit music to be considered for inclusion in the company's playlists.
- Promote the company's playlists on social media and other channels to increase listenership.
- Engage with listeners by responding to comments and feedback.

Participants responsible for this task: Renan and Arthur.

4.3.3 Instagram:

- Collaborate with the company to create sponsored posts or product reviews.
- Share user-generated content featuring the company's products.
- Utilize Instagram Stories to provide behind-the-scenes content and exclusive offers.

Participants responsible for this task: Arthur and Daniel.

4.3.4 TikTok:

- Create entertaining and engaging videos showcasing the company's products in creative ways.
- Utilize popular trends, challenges, and hashtags to increase discoverability.
- Collaborate with the company on sponsored content or product placements.

Participants responsible for this task: Renan and Pikanes.

4.3.5 Facebook:

- Share user-generated content featuring the company's products.
- Engage with the company's page by commenting, liking, and sharing posts.
- Provide feedback and suggestions for future content or products.

Participants responsible for this task: All the group.

4.3.6 Site Blog:

- Submit guest posts or collaborate with the company to create informative and engaging content.
- Share blog posts on personal or professional channels to increase visibility.
- Engage with readers by responding to comments and addressing inquiries.

Participants responsible for this task:

4.4. If our campaign was successful, what would that look like? How will we measure that success?

If our campaign is successful, we expect to achieve three goals:

- Reach the target of 60k reached accounts.
- Engage with 8k accounts.
- Reach the target of 5k of followers in all our platforms.

4.5. Why we chose this particular tool for our content calendar?

We chose the Monday.com platform because this tool is already presented in the corporate environment. Furthermore, this tool turns possible the participation of all of our team engages simultaneously, showing different types of visualizations, bring to us a lot of data about our process supporting the decisions.



5. References

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8751121/>

<https://www.scienceforsport.com/vitamin-d-athletic-performance/>

<https://psycnet.apa.org/fulltext/2019-75018-001.html>

6. PLAGIARISM SCAN REPORT

	2% Plagiarised		98% Unique	Date	2024-03-13
				Words	676
				Characters	5436

Content Checked For Plagiarism

10

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- * Tiktok
- * Facebook
- * Spotify
- * Site blog

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