

[Social Media and Marketing Report]

[LIS4930: Social Media Management]

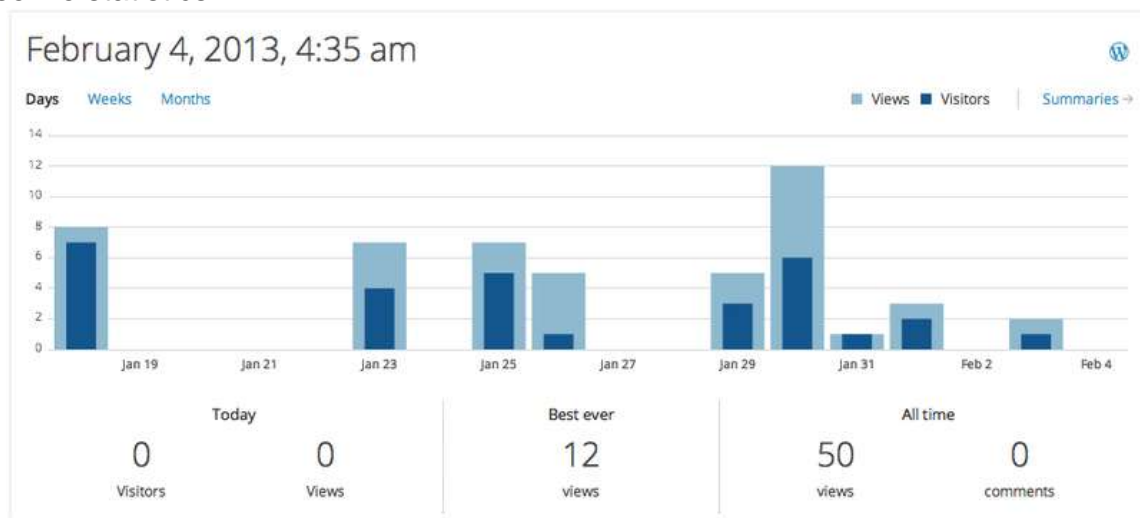
Megan Gerace

For this class, I paired with two other students, Brittany Sullivan and Kelly Kunzman, to develop a blog, called '*Tallahassee Treasure*.' The whole premise behind the blog was to review the local Tallahassee restaurants in order to make going to these places less intimidating for people that are new and unfamiliar to the Tallahassee area. So for each blog post, we all would choose one local restaurant, visit that restaurant, eat at the restaurant, take pictures and write about our overall experience at the restaurant. Ultimately we considered our target market to be people who lived in Tallahassee or people who were going to be traveling through Tallahassee.



Once we settled on a topic, we set out to find blogs that were similar to our own. And much to our surprise not only did we find numerous local food blogs, we found several Tallahassee food blogs dedicated to the same mission as our own. There were so many in fact, that someone had established a '*Tallahassee Food Blogger Association*.' And together we set a personal goal of being added to this association by the end of our blogging efforts.

After looking and observing blogs similar to our area of interest, we settled on a writing style for our blog. We wanted the writing to be personable, much like a friend telling you about their experience at a restaurant for the first time. With that all three of us posted our first blog posts with no promotion, relying solely on people searching for blogs and the few tags that we added to each of our posts, and needless to say there was not much reaction to our initial postings, as you can see below in our baseline statistics.



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So in order to associate ourselves and link us to blogs that have similar themes and interest, we put the aforementioned blogs into our 'Blog Roll', a feature on Wordpress that allows us to promote other blogs, recommending our readers to check them out as well. Also we did this in hopes that these blogs would promote us on their blog as well. And much to our surprise, the *Tallahassee Food Blogger Association* invited us to contribute to their blog as well as promoted us on their blog introducing us to their following and providing links to our individual blogs, which helped us reach a new grouping of people to add to our audience.

Two new bloggers, [Capital Cuisine](#) and [Tallahassee Treasures](#), have joined the TFBA!

After two weeks of blog posts without promotion of our own, we decided to start out our social media marketing campaign with a Twitter feed. We created an account specifically to promote our blog Tallahassee Treasures, under the handle @TallyTreasures. With this account we followed local Tallahassee businesses as well as residents of the Tallahassee areas, with hopes of creating a following. Within that time we only gained a handful of followers on our Twitter account. On our account we tweeted out information about our blog, and the links to various posts we had already written and published on our Wordpress account in the weeks prior.



This next week we continued to promote our blog and its posts on Twitter, tweeting the links to our previously written posts as well as promoting what my fellow bloggers and I were planning on writing for our upcoming posts. We did this to sort of gear up our followers and get them excited for what was to coming up on the blog. Also this week we really started to look into our return on investment, otherwise known as ROI, of the integration of Twitter into our social media marketing campaign. We utilized the social media tracking sites like Klout to measure how influential our blog was. Due to the minimal response we had on Twitter, our overall Klout score was relatively low. We tried a couple things to try to garner more support on Twitter, such as Retweeting posts and following numerous accounts with similar interests, unfortunately we still had very little response or momentum in the 'Twittersphere'.

The next phase in our social media marketing campaign was the creation and implementation of a Facebook Fan Page. Together we set up the page under the same name of the blog, Tallahassee Treasures. Much to our surprise, our Facebook page had great success within the first week.



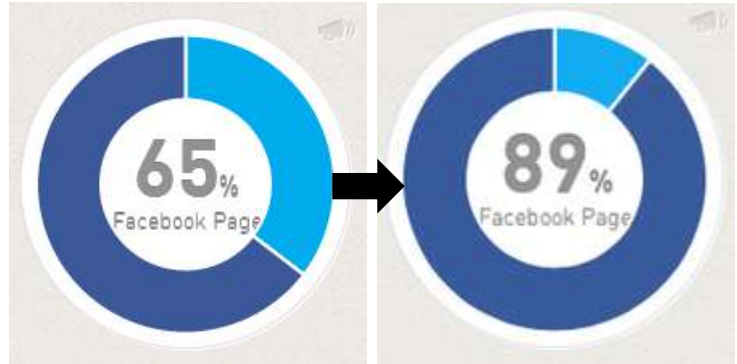
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Exactly seven days from its launch we reached one hundred likes, which we attribute to engaging our fans and asking them questions which resulted in a higher amount of exposure, showing up in people's newsfeed that had not liked our page yet.

After the integration of Facebook, we really saw a spike in the amount of views that were happening on our blog. And upon reviewing our Klout scores after the integration of Facebook in our social media marketing campaign we saw a jump in our influence scores as well, a score that now seemed to be based off of mainly our Facebook fan page. Here you can see how within days of integrating the Facebook fan page, the percentage it contributed to our online presence jumped dramatically.



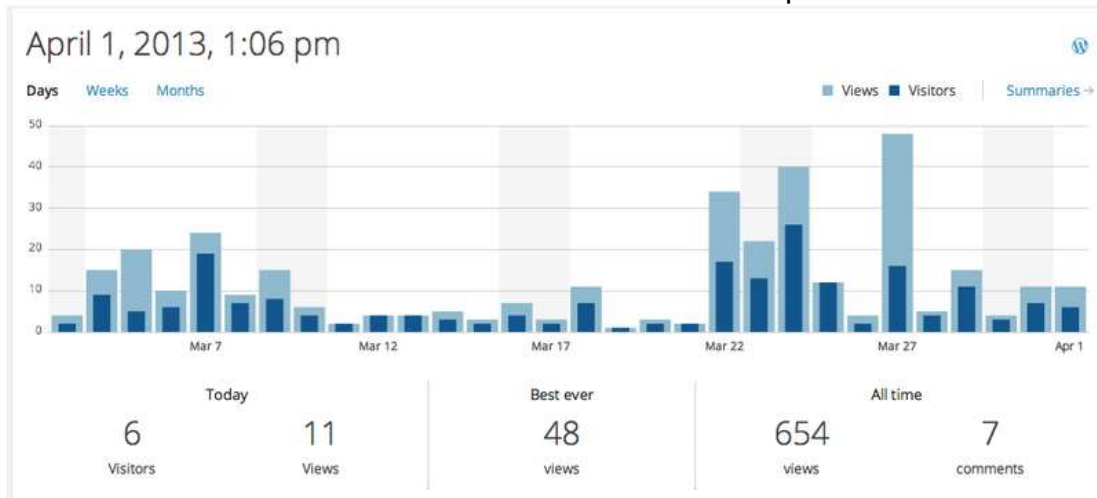
Moving further into our social media marketing campaign, we established a YouTube account, under the name of Tally Treasures. With our YouTube account we didn't make any videos, however we did put together a couple playlists relating to our blog's overall topic of local Tallahassee restaurants. My playlist in particular was entitled *Yummy in my Tummy*, and I put in a gathering of videos that I found about some of Tallahassee's restaurants. With these YouTube playlist, we used them on our other social media sites to provide fresh content and generate a greater level of excitement for our blog posts.

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With the momentum that the YouTube playlists created, we moved towards our viral post week, where we tried to generate as much interest in our blog posts as possible. Together, we went full force on all social media sites. Constantly posting on Facebook and blowing up our Twitter feed with a myriad of posts throughout the week preparing our followers for the blog posts we planned to publish later on in the week. As a result of the constant promotion we had quite the jump in views. Our 'All time' views increased drastically within a week, starting at 432 views before the giant social media push reaching an astounding 654 views at the end of our viral post week, an increase which is indicative of our social media blasts over the week prior.



Moving away from the viral post, we started to brainstorm how to maintain a high level of traffic on our blog posts. Mutually we decided that consistency of our images integrated into our posts, as well as using those images on our social media sites to promote our blog posts and entice our social media following to click the link and view the actual post. This was a technique that we had seen success from previously in our blog postings. And as we began to wrap up our required blog posting and social media posting I was surprised to see that over the course of our social media campaign our blog gained over 800 total views, reaching nearly 900 views, which really depicts how great the ROI was for our blog integrating social media into our marketing campaign.

