

VILLA SILVANA

SOCIAL MEDIA STRATEGY & PLANS



SWOT ANALYSIS: SOCIAL ACCOUNTS

	Positive	Negative
Internal	Strengths <ul style="list-style-type: none">• Have a loyal consumer base—lots of comments from previous clients• Professional photos• Instagram posts are aesthetically pleasing• Use a content calendar already	Weaknesses <ul style="list-style-type: none">• Lack of organization in highlights• Lack of Reels• Post only 1 time a week currently, if that• TikTok account is newer, doesn't have a large follower base
External	Opportunities <ul style="list-style-type: none">• Competitors do not have organized Instagram stories—make them clean and interesting• Smaller business allows room to market consumer relationships, advantage over larger competitors• Market to other people in different countries, Villa caters to Europeans and Americans• Competitors do not seem to have TikTok	Threats <ul style="list-style-type: none">• Lots of hotels and wedding venues in Sorrento• Difficult to build significant growth without paid advertising• Competitors have a large following and social share• Competitors are larger companies, have more resources to create higher quality videos and more content

2 SMART GOALS

BY MAY 5 (END OF SEMESTER)

1

I want to increase the engagement, reach (more for people in the US and UK), and click through rate on the Villa Silvana Instagram account in the next 4 months (until May 6th) by 5%. I will do this by posting more frequently at correct times, creating content specific towards the target audience, and by posting at least 1 reel a week.

2

I want to reach 200 followers (gain 150 followers) on the Villa Silvana Tiktok account by May 6th. I will do this by posting more frequently, creating videos that match trends, and promote the account on the Instagram account.



METRICS

Our business goals	Our goals on social	Our metrics
Help potential customers find us	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Reach, impressions, follower growth, shares, etc.
Convince people to choose us	Engagement <i>(these metrics show how audiences are interacting with you)</i>	Comments, likes, @mentions, etc.
Sell the product! Bookings	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, sales, etc.
Keep customers happy and earn their loyalty	Consumer Sentiment <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.



CONTENT PILLARS

EDUCATIONAL	PROMOTIONAL	INSPIRATIONAL
<ul style="list-style-type: none">-offers education or entertainment-doesn't ask for anything back-can be curated or shared from other accounts-informational about the Villa—bookings, events, etc	<ul style="list-style-type: none">-specific to our offering-benefits and features-promotions and sales	<ul style="list-style-type: none">-who are we, and what do we stand for?-connect with customers on a deeper emotional level-showcase the Villa and its views-Background behind the Villa-where it is located
Post ideas	Post ideas	Post ideas
Instagram stories highlighting events and what to do when you want to make a wedding inquiry, captions on the posts talking about location of the Villa, stories and video stories highlighting the rooms, captions with fun facts	Captions highlighting why the Villa is the best, Reel about 3 values—location, luxury, hospitality, posts about offerings—food, weddings, events, in-house chef & wedding planner, stories about offerings, s	3 part Tik-Tok series walking tour around Sorrento, posts and captions about family—how its family-run and all of the suites are named after females in the family,
Frequency	Frequency	Frequency
Captions at least once a week, stories at least once a week	Once a week	Once a week

SOCIAL ACCOUNTS: Beginning Ideas & Goals

INSTAGRAM

- More Reels-reels have the most reach
- Want to increase posting frequency, right now it's 1 time a week, up it to 2 or 3—usually companies post 1 time a day
- Revamp highlights to make them cleaner and more appealing, want them all to match the wedding section
- Make it a creator/business account where customers can contact u on instagram w cell and email
- Consider adding a paid boost to pictures/ reels that are doing good, not sure of a budget but it helps reach target audience
- Add a linktree in the bio where customers can easily click to our website and other social accounts
- Transformation video for Opening Day

TIKTOK

- Post 1-2 times a week at least
- Add more hashtags- look up trending
- Views of the property
- Do more TikTok specific content
- Take a look at best times to post on tiktok and write down to keep those in mind
- Walking series video
- Behind the scenes
- Room videos
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PROJECT ONE: TIKTOK WALKING SERIES

PROJECT TWO: ORGANIZE TO KEEP BRAND
IMAGE (Highlights & Bio)

PROJECT THREE: 1 INSTAGRAM REEL A WEEK

