



# Social Media Marketing Plan

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# Introduction

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The creation and accessibility of the Internet have fundamentally changed how travelers access information, the way they plan for and book trips, and the way they share their travel experiences. One significant development in the evolution of the Internet is the increasing prevalence of social media platforms that enable Internet users to collaborate, communicate and publish original content such as blogs, videos, wikis, reviews, or photos. Social media websites, facilitate consumer-generated content, and are widely used by online travelers.

Social media are changing the way society consumes and contributes to the creation of information.

Technology now allows individuals to easily contribute their thoughts, opinions and creations to the Internet. This has radically altered the way in which information is created and disseminated. Prior to Web 2.0, the Internet functioned solely in one direction – a ‘read-only’ format. Published information was static and interaction with other Internet users and/or publishers was basically non-existent. Web 2.0 propelled by user-generated content through social media and social network sites. The evolution of Web 1.0–2.0 marks a shift from ‘users rather than organizations taking charge [of the Internet]’. As social media rises in popularity, users gain more power as the authority of marketers and institutions declines. In relation to tourism, marketers and institutions no longer have ultimate control over the image of their destination or product. Web 2.0 facilitates the integration of the following five functional properties: information representation, collaboration, communication, interactivity, and transactions

Social media are a current and constantly evolving phenomena involving CGC shared online.

*“Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios.”* (Brake and Safko, 2009).

Social media refers to ‘participatory’, ‘conversational’, and ‘fluid’ online communities focused on user-generated content. Social media is particularly relevant since tourism is an ‘information-intensive industry’. Consumers obtain information to assist in the trip-planning process and to make informed decisions about destinations, accommodation, restaurants, tours, and attractions. Tourism experiences cannot be evaluated prior to consumption as they are intangible; personal recommendations are very influential. Travelers, rely on other travelers’ advice, versus guidebooks and standard print advertisements. As a result, travel companies such as Lonely Planet developed their own online travel communities to engage consumers in conversations. These travel communities, will ‘gain importance in the future’.

The popularity of online travel communities is attributed to the ability to gain trustworthy reviews. The line of communication is no longer limited to producer-to-consumer, but can be consumer-to-consumer, and consumer-to-producer, as well as many-to-one, one-to-many, one-to-one, or many-to-many. Accordingly, marketers are able to use social media to try to stimulate conversation, encourage interaction, and engage in ways that traditional marketing. This involvement can be vital to developing loyalty, generating interesting content and increasing awareness. The advent of social media and the shift from Web 1.0 to Web 2.0 also marks the shift from word-of-mouth to world-of-mouth. The importance of adopting social media practices in tourism marketing is critical.

## Overall Goals and Objectives

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The most upcoming tourist markets are the Chinese, the Japanese and the Russian as they are the 3rd, 5th and 9th in Tourism Economy worldwide. Due to their citizens' rapid increase of wealth and their urge to visit the West, all of the above nationalities must be considered as a European upcoming market. Demand from this market varies; some may travel in groups while others prefer to make their bookings on their own via internet; some seek luxury hotels, others look for adventure; some seek to satisfy their curiosity, others are happy when price is right. One characteristic common to all: they are willing to revisit a place that will provide them a special experience, different scenery, an exit to the world.

The Goal of this Social Media Marketing Plan is to approach those remote markets through the basic social media platforms and increase the awareness of the promoted regions. The Overall Goals can be summarized to the following:

- Increase tourist Awareness and Interest in the Cross Border Regions within our key markets (China, Japan, Russia and Israel) and build on the momentum of a spectacular holistic brand.
- Promote the Regions as a common tourist product.

The Overall Objectives can be summarized to the following:

- Generate web site traffic
- Acquire inbound links
- Boost user engagement and lead generation

# Market Analysis - Target Market

## – China –

China's outbound travel market is growing exponentially while Europe's economy and consumption are stagnating. China's middle class is on the rise and with 80+ million outbound travelers in 2012; Chinese tourists are quickly becoming the travel industry's number one growth segment. The rapid development and huge potential of the Chinese source market have also been felt in Europe, where European cities across the continent have seen an average of two digits annual growth rates in Chinese bed nights since 2007, skyrocketing from 2009 onwards and surpassing an average annual growth of 30% in 2011.

China's outbound travel market is on the fast-track to becoming the biggest source market for global tourism. While European consumers are turning pennies, the Chinese consumers are growing in both wealth and numbers. The Chinese travel market carries great potential to European destinations, not only due to the increasing numbers of outbound travelers, but also due to their propensity to shop while travelling, accounting for 20% of global tax-free shopping expenditure.

China's economic growth will continue in the coming years, putting China on track to become the world's largest economy by 2017 (as predicted by IMF). China's continuous growth will also further boost Chinese urbanization and the further expansion of China's middle class and affluent consumer groups.

Chinese travel boom continues and is predicted to reach 100 million annual outbound trips in just a few years. The potential is tremendous with 25 million Chinese expected to travel for the 1st time every year for the next 10 years. In 2010, Europe received close to 3,8 million Chinese visitors.

Travelling as part of a tour group is still the predominant kind of travel by Chinese tourists. The convenience and comfort of tour groups provides tourists with a safe travel environment, taking care of visa hassles and guiding Chinese tourists through language barriers and maximizing output of the trip with tightly packed travel schedules.

However, with travel experience the demands of Chinese travelers are changing. Research shows that especially the affluent travelers are unhappy with the available products and look for more in-depth and more experience-based travel solutions.

Though tour groupers still dominate, there is huge potential to destinations in China's affluent consumer segment, rapidly growing along with China's prospering and urbanization. By 2020, China will have 800 more urban locations with higher disposable income than Shanghai. This means a broadening geographical market focus for European destinations in

terms of targeting the right traveler segments in China.

China's has the world's largest online population with 564 million users in 2012. Chinese netizens are also very engaged online users, actively contributing to China's social media sites. The internet – and online social media networks – are generally perceived with a large degree of trust by the Chinese users and is widely used to campaign brands and products, i.e. through user activation and celebrity endorsements. To communicate with the Chinese consumers, European city destinations need to get engaged as well, establish a broad online presence in China, encouraging the Chinese netizens to share their own travel experience and provide inspiration for further travel.

The market for e-commerce is growing rapidly in China. China already boasts the world's 2nd largest population of online shoppers and 30 million Chinese are expected to shop online for the first time every year until 2015. Though the number of online travel bookers is still comparatively small, this market is expected to grow exponentially along with the general market for e-commerce.

Key Insights:

**Online Users**

- 564 million internet users (42% penetration)
- 21 hours average time spend online each week per user
- 56% of Chinese internet users are male
- 80% of Chinese Internet users are between the ages of 10 and 40

**Social Media**

- 597,6 million users on top social networks (44% penetration)
- 91% of China's netizens visit social media sites
- 88% of Chinese social media users are active
- 46 minutes average time spend each day visiting social media sites

**Tourist Profile**

**Who:**

- Young (20-39 years old)
- Well educated (with tertiary education)
- With higher income
- Working professionals and semi-professionals
- Top management of companies and government bureaus
- Small groups on an incentive trip
- Tech-savvy and fashionable
- 4:2:1 (3 generations – grandparents, parents and single child)

**When:**

- Private travel is mainly concentrated during the public holidays and school vacations [School vacations take place around Chinese New Year (4 weeks in Jan/Feb) and in summer (July and August)].

- October is chosen for long haul destinations.

**Source:** China National Tourist Office <http://www.cnto.org/>

– Japan –

The third-largest economy in the world, Japan is a highly industrialized nation that is modern in its outlook. Correspondingly, the Japanese are considered experienced and sophisticated travelers who are seeking more in their travel experiences.

Although the number of Japanese making overseas trips is among the highest in the world (17 million in 2011), these overseas trips are made by a small population of Japanese travelers with a global mindset and are but a small proportion of the total trips taken by Japanese travelers annually, with over 280 million domestic trips taken during 2011.

The top international outbound travel destinations for Japanese travelers are mostly short-haul destinations, which include South Korea, China and Taiwan. The only South-East Asian country to make it to the top 5 in 2012 was Thailand..

In 2011, almost 3 in 4 Japanese outbound travelers traveled for leisure. The ‘Others’ category include visiting family and friends and attending conferences. Business travelers formed the minority.

From analyst projections, the number of Japanese outbound travelers looks set to increase, with the proportion of >60 years old increasing due to the country’s aging population. Departures are projected to increase by 20%, from 17 million in 2011 to 20 million trips in 2016.

Looking at seasonality of Japanese outbound travel, the peak period for outbound travel is the summer months of August to September, with a smaller peak in March. April sees the lowest number of outbound Japanese travelers.

By the end of 2011, almost 8 in 10 Japanese aged 6 years and over had used the Internet in the past year (from any platform; including PCs, cell phones, smartphones, tablet terminals and game machines), which translates to over 96 million users. Among active leisure travelers, 9 in 10 surfed the Web for leisure purposes at least once a week.

Since 2011, the use of social networking sites by Japanese has accelerated, with Facebook and Twitter gaining popularity in Japan. Japan ranked 2nd, just after USA, for total Twitter usage in 2012, and Japan and South Korea recorded the highest volume of New Year’s Eve tweets in 2012 at 33,338 tweets per second.

This rapid increase after 2011 could be attributed in part to the earthquake and ensuing tsunami in 2011. The outpouring of kindness and support from foreigners made Japanese feel more connected to the world; a few weeks after the earthquake, Facebook Japan user numbers spiked to over 3 million.



Key Insights:

**Online Users:**

- 99,1 million internet users (78% penetration)
- 17 hours average time spend online each week per user

**Social Media:**

- 24,7 million users on top social networks (19% penetration)
- 25% of worldwide tweets emanating from Japan
- 57% of Facebook users are male and 43% are female
- 81% of Facebook users are between the ages of 18 and 44

**Tourist Profile:**

- 56% of travelers are male and 44% female
- 4,6% were first time travelers, 14% had traveled 1-2 times, 19% had traveled 5-8 times and 47% had traveled 9 or more times
- 66% made one trip in a year, 20% made two trips, 7% three trips and 7% four trips or more
- 78% acquired information from the Internet

**Source:** Japan National Tourism Organization <http://www.jnto.go.jp/eng/>

– Russia –

Outbound tourism in Russia grew 19% year-on-year to over 3.3 million in the first quarter of 2013, the Federal Tourism Agency website reported on Monday, referring to tentative data from Rosstat.

The most popular tourist destinations were Egypt (575,300 Russian tourists), Thailand (379,800), Finland (259,000), China (227,600), the United Arab Emirates (218,000) and Germany (202,900).

Russian tourist arrival grew by 72% in Japan (7,600), 51% in Jordan (3,370), 48% in Greece (14,100) and the United States (38,700), 46% in Malta (2,000), and 45% in South Korea (30,000).

Tourist arrivals also grew in popular destinations, among them Finland (43%), Egypt (42%), the United Arab Emirates (32%) and Spain (27%).

Meanwhile, Russians were losing interest in Norway (21% decline year-on-year), Slovakia (18%), China and Poland (15%), Hungary (9%) and Estonia (8%).

The total number of Russians who traveled abroad in the first quarter of this year stood at 9.523 million or 15% more year-on-year. The number of official trips dipped by 22% (234,600).

**Key Insights**

**Online Users:**

- 73,8 million internet users (53,7% penetration)

**Social Media:**

- 18,8 million unique visitors on Facebook (32,3% reach)
- 8,3 million unique visitors on Twitter (14,2% reach)

**Tourist Profile:**

**The Ultra Wealthy**

- Discerning and very affluent travelers/HNWIs
- Cash and time rich – multiple trips a year
- Initially hit hard by the financial crisis, but a new class of ultra wealthy has emerged. The number of Russian billionaires increased by 50% in 2009.
- Extremely difficult to reach by marketing and promotions; rarely using tour operators.

**Young Professionals**

- Even during the crisis unwilling to sacrifice their holidays – travel is no longer a luxury, but a fundamental part of their lifestyle.
- Foreign holidays are a status symbol; destinations which have a prestige factor, with a strong preference for 5\*

- Significant disposable incomes – Russia has a 13% flat rate income tax.
- Jetting off for weekend breaks.
- Increasingly adventurous as they look further a field for new destinations.

#### Emerging Middle Class Families

- A growing middle class eager for travel – they take one or two trips a year and have a greater propensity to spend on leisure activities.
- Family holidays, predominately traveling to sun and beach destinations – often booked at the last minute.
- Very susceptible to marketing and promotions – especially for family friendly offerings, kids’ clubs and competitive pricing policies.
- Destinations which have visa–free access or visas on arrival.
- With the recovery of the financial system, banks are offering credit facilities again, including for holidays.
- After the financial crisis, a new frugality is reported: a new appetite for bargain travel offers. More people are booking services separately in a bid to economize.

**Source:** The Russia Federal Agency for Tourism <http://www.russiatourism.ru/en>

– Turkey –

In the early 1980s the Turkish economy was liberalized and major reforms were put into implementation to this end. Restrictions on travelling abroad, such as currency limitation have been abolished. Business travel, both in the country and abroad has shown a rapid growth. The diversity of new products offered by the Turkish travel agencies stimulated the tourist demand, and the number of Turkish tourists going abroad has eventually increased. The number of the Turkish citizens increased from one million 795 thousand in 1980, to 2 million 917 thousand in 1990 and reached a record in the year 2000 taking the total to 5 million 284 thousand. Because of the economic situation this number decreased by 8 percent in 2001 making a total of 4 million 856 thousand.

In 2009, tourism expenditures were realized as 4 billion 145 million dollars

3,78 percent of the Turkish citizens going abroad traveled by air, 68 percent by land 28.08 percent by rail, 0,14 by sea respectively in the year 2008.

Popular destinations for Turkish citizens taking holidays abroad are well known cities of Europe and USA. Growing number of Turkish people take interest also in the Asia Pacific and other far away destinations. Turkish people are open to new ideas and flexible in decision making. Fashionable products are also tempting for them. They are particularly interested in city culture and sightseeing as well as shopping. There are also a large number of citizens travelling every year for pilgrimage visits.

Turkey's outbound tourism and travel market is very likely to grow at a higher rate in the long term.

Turkey's total population is around 75 million and the median age is around 29. In contrast, the median age in the UK is 40 and in the US it's 37. What's more, almost 25 percent of Turkey's population is under 14 years old.

This young generation is fast in adopting the new technologies and internet usage is rapidly increasing throughout the country:

- According to [a recent report from the BTK](#) (the Prime Minister's Information Technologies Board) the number of the broadband internet subscribers in Turkey climbed to 19 million in 2012, from 14 million in 2011.
- The [Turkish Statistical Institute](#) reports that 47.2 percent of Turkish households have internet access at home.
- The number of the 3G subscribers exceeded 40 million in 2012, from 28.6 million in 2011. And mobile internet subscribers have skyrocketed to 11.5 million from 5.3 million a year ago.
- [According to ComScore](#), Turkey is the 13th largest global online population and 6th

largest in Europe. 60 percent of the Turkish online population goes online every day.

- [Nearly 22 million people](#) watch an average of 210 online videos each month in, and an average Turkish viewer watched 2.3 hours of online TV per month in 2012.

This huge digital appetite is pushing the limits of the Turkish educational system. A new project called the Movement to Increase Opportunities and Technology (FATİH) aims to bring a total of 620,000 smartboards to all of classrooms and provide 17 million tablets for all of the students in Turkish public schools. At the moment the project is in the trial stage in 52 schools around the country and is expected to be a standard in all the public schools by 2015.

With the all these fast changing dynamics, the Turkish media must adapt to the new generation’s reading habits. New media tools are not an alternative option anymore, they are becoming mainstream.

Turkey is witnessing an explosion in online social media networks, ranking the 4th largest in global usage of Facebook and 8th largest for Twitter. These rankings have made social media a powerful rival to Turkey’s mainstream media. “Facebook is the most popular social network in Turkey”, according to Social Bakers, “but recently Twitter and personal blogs have gained in popularity. Turkey’s mobile penetration is larger than Internet penetration, which means that people increasingly access their social networks from mobile phones”. Currently, there are 32,354,900 Facebook users in the Turkey, with a penetration equal to 41.59% of the population.. Twitter is a controversial but extremely popular social network in Turkey as it has been the tool for much political and social expression in recent years. The most popular Turkish company on Twitter is TurkCell, which has more than 375,000 followers and a dedicated customer service Twitter account with over 45,000 followers. As far as YouTube is concerned, there is an ongoing battle between YouTube and Turkish officials; as Turkey has reportedly unblocked and then re-blocked the Google-owned video site over unflattering videos of the country’s political leaders.

**Sources:**

- Association of Turkish Travel Agencies <http://www.tursab.org.tr>
- Passport to Trade <http://businessculture.org>

– Israel –

Tourism flows outbound virtually stagnated in terms of trip numbers, reaching 4.5 million, and recorded growth of 1% in value terms, reaching NIS17.6 billion. This can be explained by the decreasing prices of tours and the growing popularity of relatively low cost and close destinations, like Cyprus and Greece.

Price will continue to be the main factor when choosing a destination. Therefore, cheap destinations will continue to be favored and the use of last minute booking is expected to increase dramatically in addition to mobile applications.

The average Internet user in Israel is 29.3 years old, and the online population of 5,263,146 is primarily divided between Knowledge Seekers (32%) and Functionals (22%). What does this mean for the country's Internet user statistics? 32% of users enjoy searching online for the latest information, while 22% see the Internet as a tool for essential tasks like emailing and online shopping. While neither of these groups are particularly interested in social networking, Israel's Influencers, Communicators and Networkers certainly are – and they weigh in at 17%, 14% and 11% of the market respectively.

**Sources:**

- Israel Ministry of Tourism [http://www.tourism.gov.il/Tourism\\_Euk](http://www.tourism.gov.il/Tourism_Euk)

# Social Media Marketing Campaign Implementation Plan

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## Social Media Technologies and Platforms

For the purpose of this SMMP we'll be using the following Social Media Networks:

**Facebook** is an online social networking service. Users can create profiles with photos, lists of personal interests, contact information, and other personal information. Users can communicate with friends and other users through private or public messages and a chat feature. They can also create and join interest groups and "fan pages", some of which are maintained by organizations as a mean of advertising.

**Purpose:** Increase recognition, increase social engagement, establish online social network, searchability.

**Metrics:** "Likes", referrals from social networks

**Twitter** is an online social networking and micro-blogging service that enables users to send and read "tweets", which are text messages limited to 140 characters. Registered users can read and post tweets but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app.

**Purpose:** Increase recognition, increase engagement, establish network, establish brand, searchability

**Metrics:** Followers, 2<sup>nd</sup>-order followers (follower's follower count), social capital (influence of twitter followers), Klout score, referrals

**LinkedIn** is a social networking website for people in professional occupations. One purpose of the site is to allow registered users to maintain a list of contact details of people with whom they have some level of relationship, called *Connections*. Users can invite anyone (whether a site user or not) to become a connection.

**Purpose:** Increase recognition, increase engagement, establish network, establish brand, searchability, find leads

**Metrics:** Connections, discussion participation, Klout score, referrals

**Google+** (pronounced and sometimes written as Google Plus) is a social networking and

identity service owned and operated by Google Inc. It is the second-largest social networking site in the world, having surpassed Twitter in January 2013. It has approximately 359 million active users.

**Purpose:** Increase recognition, increase engagement, establish network, establish brand, searchability

**Metrics:** Circles, referrals, Klout score

**Instagram** is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 16:9 aspect ratio now typically used by mobile device cameras. Users are also able to record and share short videos lasting for up to 15 seconds.

**Purpose:** Increase recognition, increase engagement, establish network, establish brand, searchability

**Metrics:** Followers, likes, referrals, Klout score

### Action Plan

Facebook (2-3 hours / week)						
Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Audit Existing Page	1	Add brand details, ensure consistency across platforms	Ongoing	% page completion	1 hr	Facebook Platform
Increase "Like" Count	1	Produce and post interactive content, use ads and sponsored stories	Ongoing	% impressions % feedback CTR (click through rate)	30 mins	Facebook Platform
Post Content	1	Utilize existing resources to create engaging content: Articles, blog posts, reminders, discounts, etc.	2-3 posts/wk	% impressions % feedback CTR	20 mins	Facebook Platform
"Like" Fan Pages	3	Search for relevant pages to receive updates	2 new likes/wk	# Likes	10 mins	Facebook Search
Community Engagement	2	Like and comment on relevant posts Post questions to community, respond	Ongoing	% feedback	20 mins	Facebook News Feed



Twitter 2-4 hours / week						
Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Create Account	1	Add brand details, ensure consistency across platforms	Ongoing	% account completion	1 hr	Twitter Platform
Increase "Follower" Count	1	Utilize 3rd party Twitter applications to increase # of relevant followers	Ongoing	# Followers # Relevant Followers % Increase	30 mins	Twitter Platform
Follow Users Follow Backs	1	Search for and follow relevant users according to profile	Ongoing	# Following Follower:Following Ratio	20 mins	Twitter Platform
Tweet	1	Tweet content types	1 tweet /day	# Clicks # Retweets & Replies	20 mins	Twitter Platform
Community Engagement & Management	2	Retweet other Twitter user's content Reply to users who engage with PM Comment on tweets related to key words, phrases, industries	Ongoing	% feedback	45 mins	Search Twitter Twitter Stream

LinkedIn (2-3 hours / week)						
Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Create Business Page	3	Add brand details, ensure consistency across platforms	Ongoing	% profile completion	1 hr	LinkedIn Platform
Increase Brand Follower Count	3	Engage LinkedIn users to follow for updates	Ongoing	# Followers # Relevant Followers % Increase	30 mins	LinkedIn Platform
Post Content	3	Posts direct viewers to Blog and/or FB	1 update / wk	# Clicks	10 mins	LinkedIn Platform
Community Engagement & Reputation Management	3	Engage in group discussions Reply to users who engage with PM Comment on updates related to key words, phrases, industries	Ongoing	% feedback	30 mins	LinkedIn Groups LinkedIn stream

Google+ (2-3 hours / week)						
Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Create Business Page	2	Add brand details, ensure consistency across platforms	Ongoing	% page completion	1 hr	Google+ Platform
Increase Circle Count	1	Produce and post interactive content, use ads and sponsored stories	Ongoing	% impressions % feedback CTR (click through rate)	30 mins	Google+ Platform
Post Content	1	Utilize existing resources to create engaging content: Articles, blog posts, reminders, discounts, etc.	2-3 posts/wk	% impressions % feedback CTR	20 mins	Google+ Platform
Include other pages to circles	3	Search for relevant pages to receive updates	2 new likes/wk	# Likes	10 mins	Google+ Search
Community Engagement	2	Like and comment on relevant posts Post questions to community, respond	Ongoing	% feedback	30 mins	Google+ News Feed

Instagram (2-4 hours / week)						
Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Create Profile	2	Add brand details, ensure consistency across platforms	Ongoing	% profile completion	1 hr	Instagram Platform
Increase Follower Count	1	Produce and post interactive content, use ads and sponsored stories	Ongoing	% impressions % feedback CTR (click through rate)	30 mins	Instagram Platform
Post Content	1	Utilize existing resources to create engaging content: Articles, blog posts, reminders, discounts, etc.	2-3 posts/wk	% impressions % feedback CTR	20 mins	Instagram Platform
Follow relevant profiles	3	Search for relevant pages to receive updates	2 new follows/wk	# Follows	20 mins	Instagram Search

Community Engagement	2	Like and comment on relevant posts Post questions to community, respond	Ongoing	% feedback	40 mins	Instagram stream
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## Resource Planning

For the purposes of this Plan, it is necessary to use the following platforms:

**Buffer.** A software application designed to manage social networks, by providing the means for a user to schedule posts to Twitter, Facebook and LinkedIn. Buffer is all about scheduling content to post on various social media platforms. Buffer allows you to place content in a queue, and then it will automatically post your content throughout the day in a way that makes it so you don't bombard people with updates. Buffer also has analytics tools that let you learn about post engagement and reach.

**Google Alerts.** We need to constantly monitor our client's brands as well as our own. Google Alerts does this for free. Simply put in your keywords, choose a delivery method and you're good to go. Whenever something important pops up on Google's radar, you'll be notified about it. This is very important with consumer-facing brands who work hard to build their reputation.