

# Dubai Festival City



دبي فستيفال سيتي  
*Dubai Festival City*



Mira Mallah 28.Aug.2022

# Content Audit



# Social Media Utilization

## Facebook



- Facebook is a more of an educational platforms, we can utilize the different features to create more reach and engagement.

We have to use Facebook in the best way possible to deliver our messages and reach our audience with creating more engaging stories, promotional and educational posts, and most importantly using their new feature in a smart way where we create reels that give the consumer an experience at home.

# Social Media Utilization

## Instagram

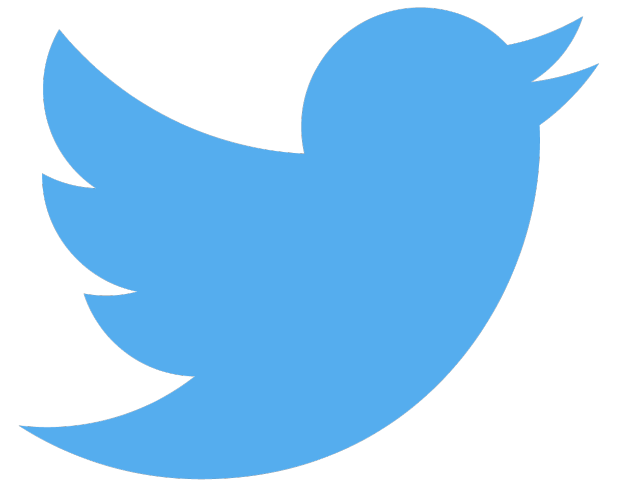


- Instagram is known for its fun and friendly feel, they have features that can be used in a really fun but smart way just like: Reels, Stories, IGTV, Boomerangs, Hashtag tab, QR Codes, and so on.

We have to use these features to give the consumers an easy access and experience going through our feed, with an algorithm that gets them to never get bored and give them the urge to know more.

# Social Media Utilization

## Twitter



- Twitter is more of an informative platform and since DFC is fashion driven brand, we can utilize the platforms as a blog for different fashion updates. It will not be promoting offers and sales but it will be more focused on informing our consumers about the top fashion trends and different fashion news

# Social Media Platforms

## Social Media Utilization

- There's other platforms that we should have existence on just like:





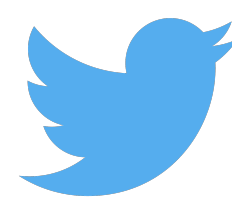
*I'll be talking more about their use in the second task*

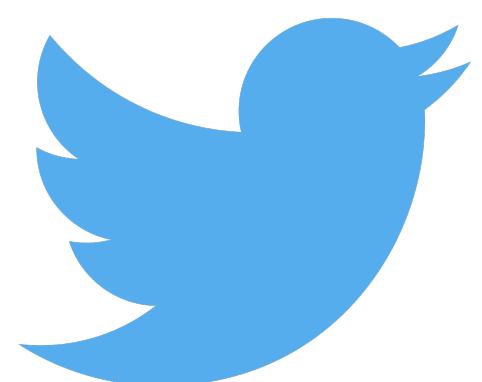
# Social Media Platforms

## Accounts Performance

- Social Media Platforms are prominent for brands to connect with clients and to give them the best experience.

DFC Facebook is the platform that plays the most important role for having the highest number of followers.

	 Facebook	 Instagram	 Twitter
Followers	1,075,225	210K	7,525



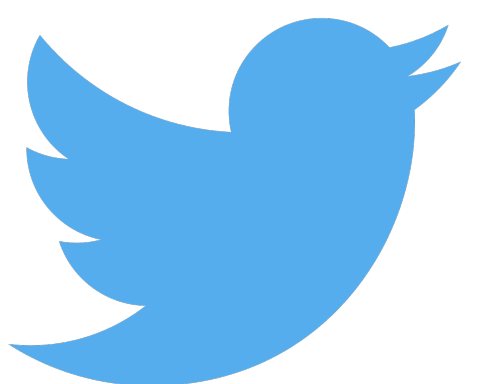


# Social Media Platforms

## Accounts Reach

- Platforms reach plays a huge role in analyzing the social media platforms performances.

Regardless of the numbers of followers the accounts have, it is the engagements that are most important; therefore, our priority should be directed towards developing the most significant way for customers to interact with our pages and to increase our accumulative reach.





# Social Media Platforms

## Target Audience

- Identifying a target audience provides a clear focus of whom your business will serve and why those consumers need your goods or services.

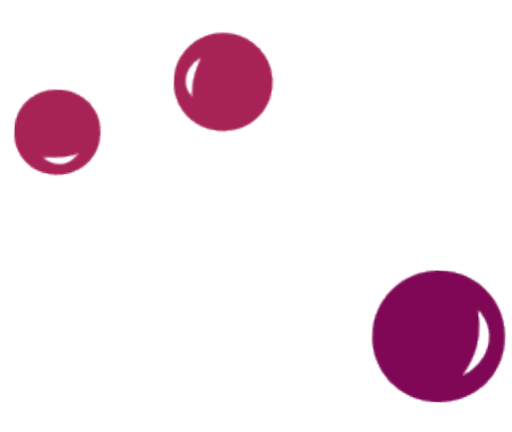
For DFC we should focus on Teens and Parents, specifically 70% of which are women.

### **Teens**

Young people make such valuable consumers because they influence the purchasing decisions of their friends and family. They also have a remarkable global impact on what is trending on a regular basis and this can shift the direction on what is popular and what will influence their purchases. In addition to being direct consumers themselves, the power teenagers now have to affect decisions is unprecedented.

### **Parents**

It is no wonder that parents are seen as such a prime target demographic for marketing campaigns. Companies are always looking for new customers – and loyal customers. Targeting parents opens the doors to their children too – and a potential lifetime of brand loyalty.



***“Fully 95% of teens have access to a smartphone, and 45% say they are online 'almost constantly'”***



**-By Pew Research Center**

# Social Media Platforms

## Content plan

- The platforms should include 4 types of posts: Educational, Promotional, Engagement, and Community. The accounts are currently lacking Engagement and Promotional posts.




Strong engagement posts is one of the best ways to maximize your reach. When your posts are engaging, people will share them with all of their followers and tag their friends in the comments. When people engage with your posts, you will reach a wider audience and attract new potential customers.

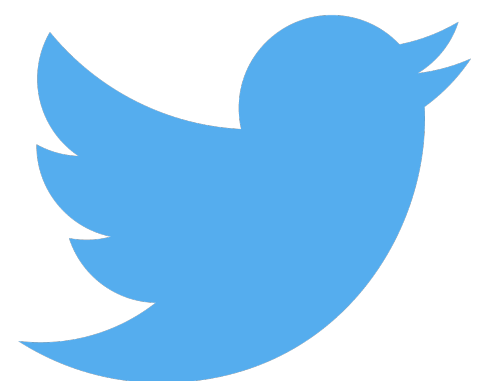
The main aim of promotion is to ensure that customers are aware of the existence and positioning of products. Promotion is also used to persuade customers that the product is better than competing products and to remind customers about why they may want to buy.

*See next slide to know more on how I plan to distribute the types of posts on each platform in percentage.*

# Social Media Platforms

## Content plan

	Educational	Promotional	Engagement	Community
 Facebook	40%	10%	20%	30%
 Instagram	40%	10%	20%	30%
 Twitter	40%	10%	10%	40%



*The content plan might change best on seasonal events.  
exp: in Christmas we will be focusing more on Promotional and Engaging posts on all platforms.*

# Social Media Platforms

## Community Management

- As for community management, there should be a Q&A sheet that includes the most relevant questions asked by followers, along with the tone of voice and the identity that the brand has. This way the community manager will know how to reach the client and reply to them accordingly in close and friendly manner.

Additionally, an instant message should be sent to every customer once they contact us through our platforms, this will include an affectionate way to inform them that we will reply to them as soon as we can and when they should be expecting a response from our representatives.

**Thank you**