



- BOUTIQUE HOTEL -

# SOCIAL MEDIA STRATEGY

01

## ABOUT US

Here you could describe the topic of the section

03

## GOALS & STRATEGY

Here you could describe the topic of the section

05

## BUDGET

Here you could describe the topic of the section

02

## MARKET ANALYSIS

Here you could describe the topic of the section

04

## CONTENT PLAN

Here you could describe the topic of the section

06

## KPI OVERVIEW

Here you could describe the topic of the section

01

# ABOUT US







Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon

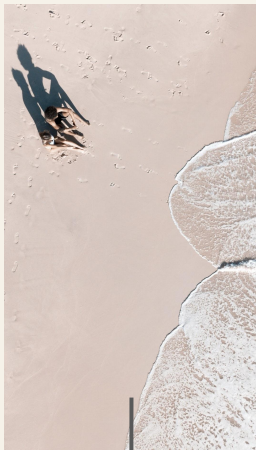


# OUR STORY



WHAT SETS US APART?

## Mercury



Here you could state one  
of your qualities

## Mars



Here you could state one  
of your qualities

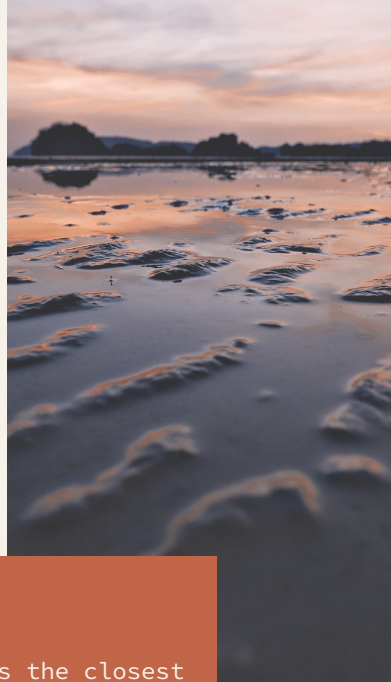
## Jupiter



Here you could state one  
of your qualities

## VISION

Mercury is the closest planet to the Sun and the smallest one in the Solar System. The planet's name has nothing to do with the liquid metal



Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous

## MISSION





QUOTE

“This is a quote. Words full of wisdom that someone important said and can make the reader get inspired.”

—SOMEONE FAMOUS



02

# MARKET ANALYSIS





## GENDER



40%  
Women



60%  
Men

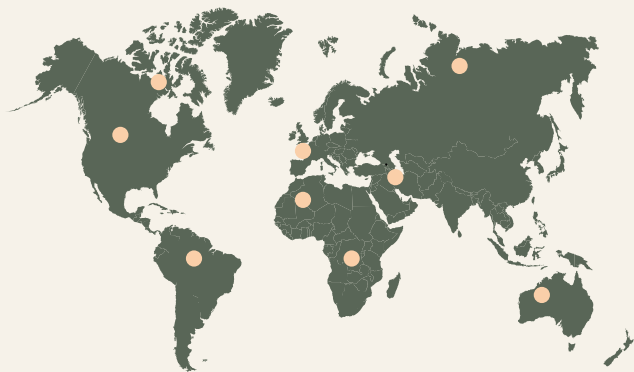
## AGE



40%  
25-35

60%  
35-45

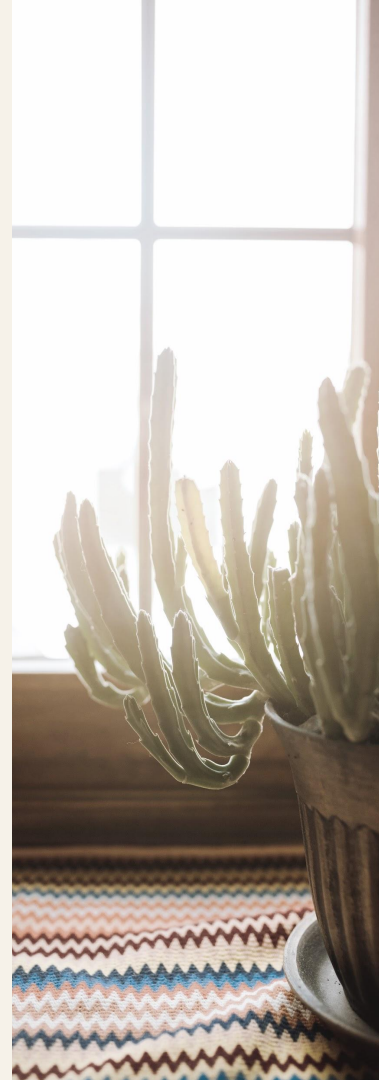
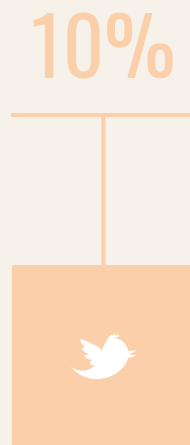
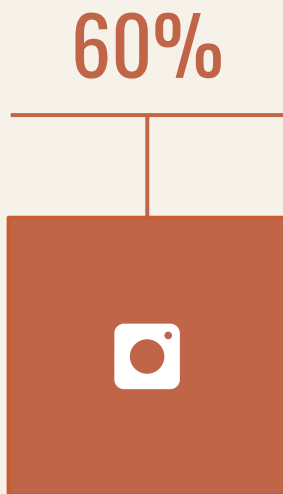
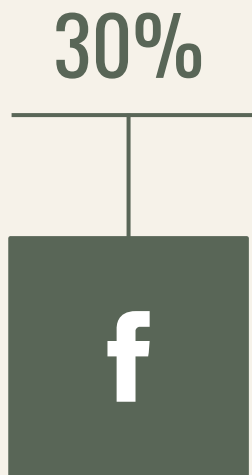
## NATIONALITIES



## INTERESTS



TOP SOCIAL NETWORKING SITES





Age: 25

Gender: Female

Studies: Degree in Advertising

Location: Madrid, Spain



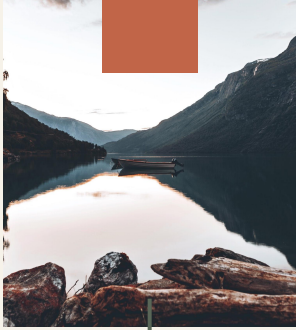
Job: Publicist

Income range: \$1500-\$2000 per month

Marital status: Single

Hobbies: Sports and social media

- Motivations
- Behavior
- Personality
- Interests



### Neptune

Neptune is the farthest planet from the Sun



### Mars

Despite being red, Mars is a cold place, not hot



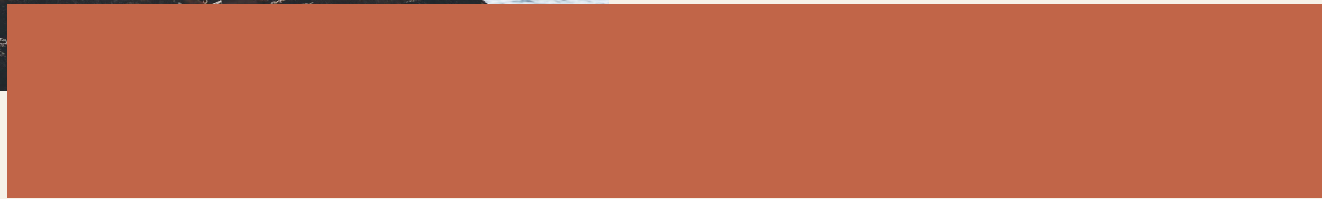
### Mercury

Mercury is the closest planet to the Sun

03



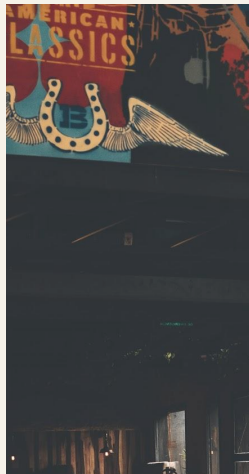
# GOALS & STRATEGY





### Saturn

It's a gas giant, composed mostly of hydrogen and helium



### Venus

Venus has a beautiful name and is the second planet from the Sun



### Mars

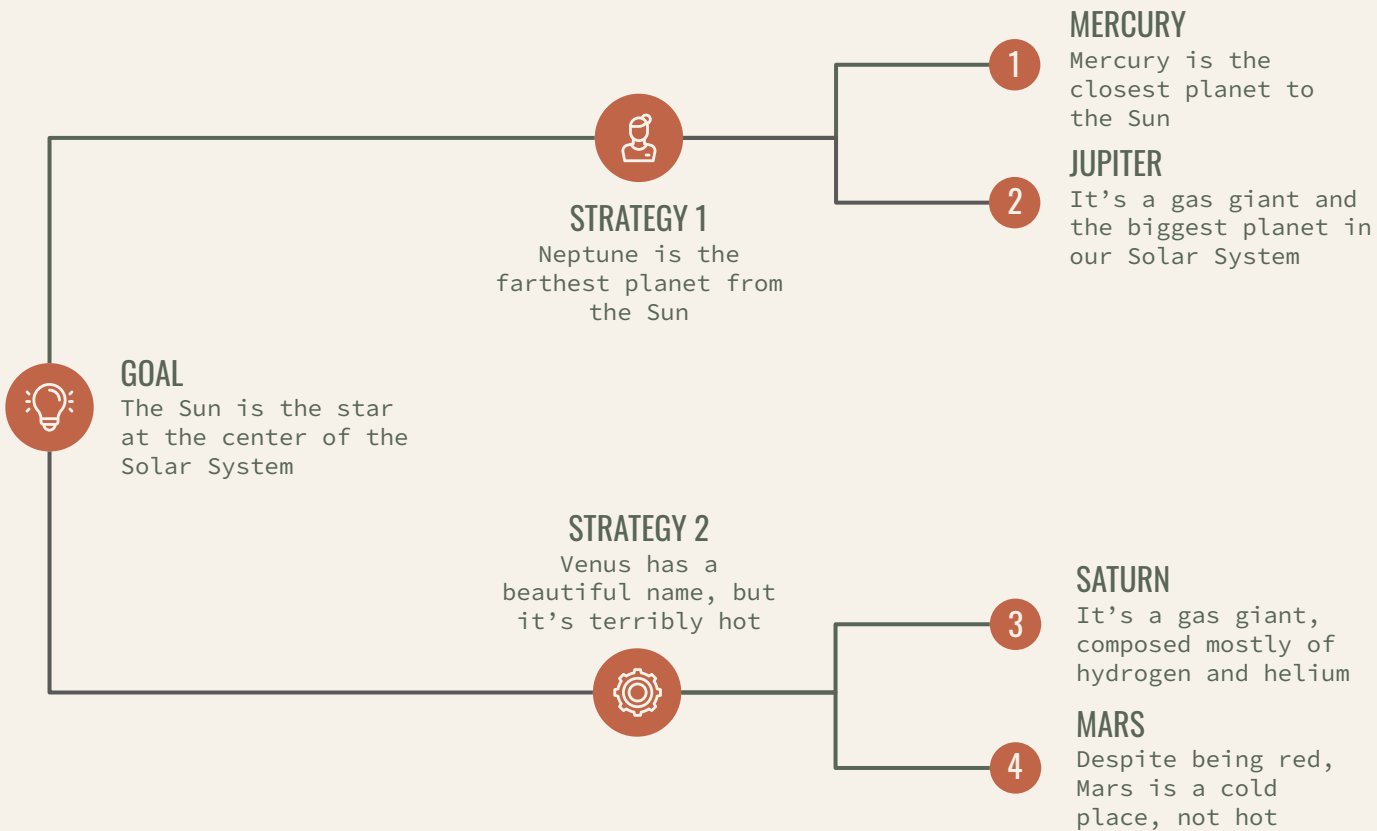
Despite being red, Mars is a cold place, full of iron oxide dust



### Mercury

It's the closest planet to the Sun and the smallest one







# CONTENT PLAN

# 04

## Neptune

Neptune is the farthest planet from the Sun



## Venus

Venus has a beautiful name, but it's terribly hot



## Mars

Despite being red, Mars is a cold place, not hot

## Saturn

This is the ringed one. It's composed mostly of hydrogen and helium



## Venus

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury



## Mars


Despite being red, Mars is a cold place, not hot. It's full of iron oxide dust





---

WHAT TONE ARE WE GOING TO USE?

A woman with dark curly hair, wearing a tan jumpsuit, is shown from the waist up, looking upwards and to the right. She is holding a large, flowing piece of orange fabric that extends across the top right of the frame. The background is a clear, bright blue sky. The overall composition is clean and minimalist, with a focus on color and form.

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal since it was named after the Roman messenger god, Mercury

WHAT PLATFORMS ARE WE GOING TO USE?

Mercury is the closest planet to the Sun

Venus has a beautiful name, but it's hot

Despite being red, Mars is a cold place, not hot



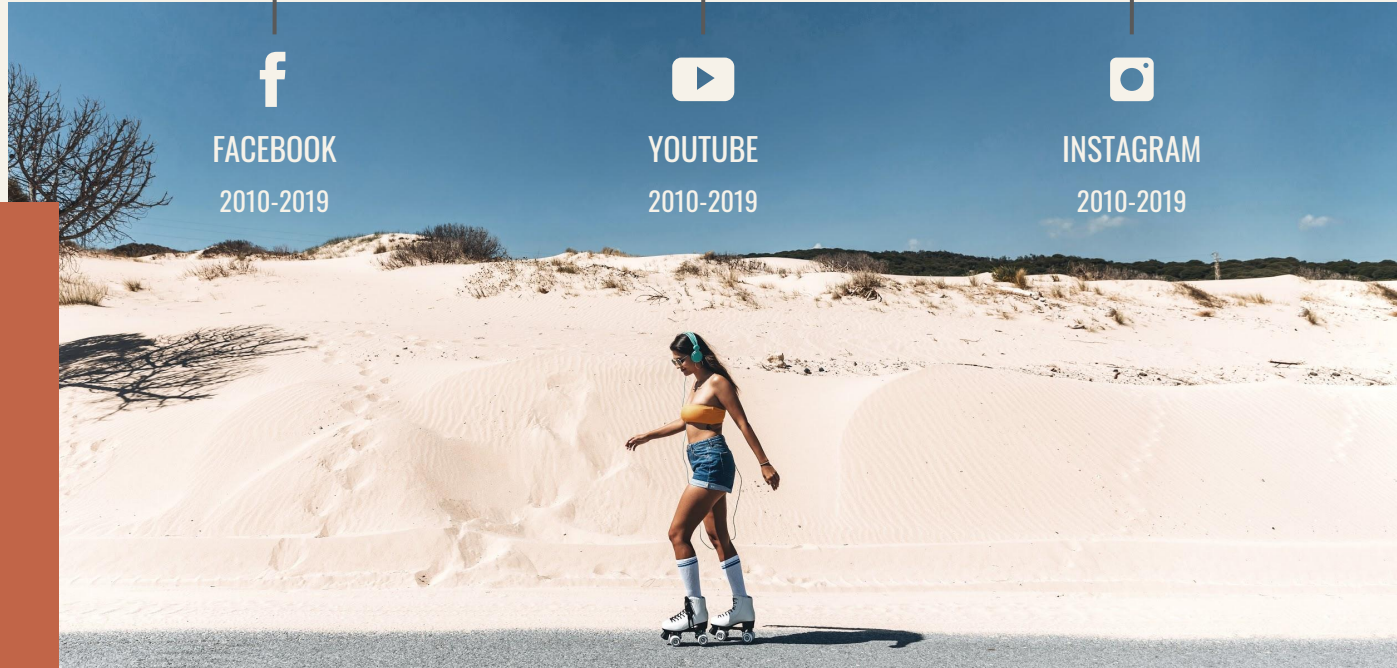
FACEBOOK  
2010-2019



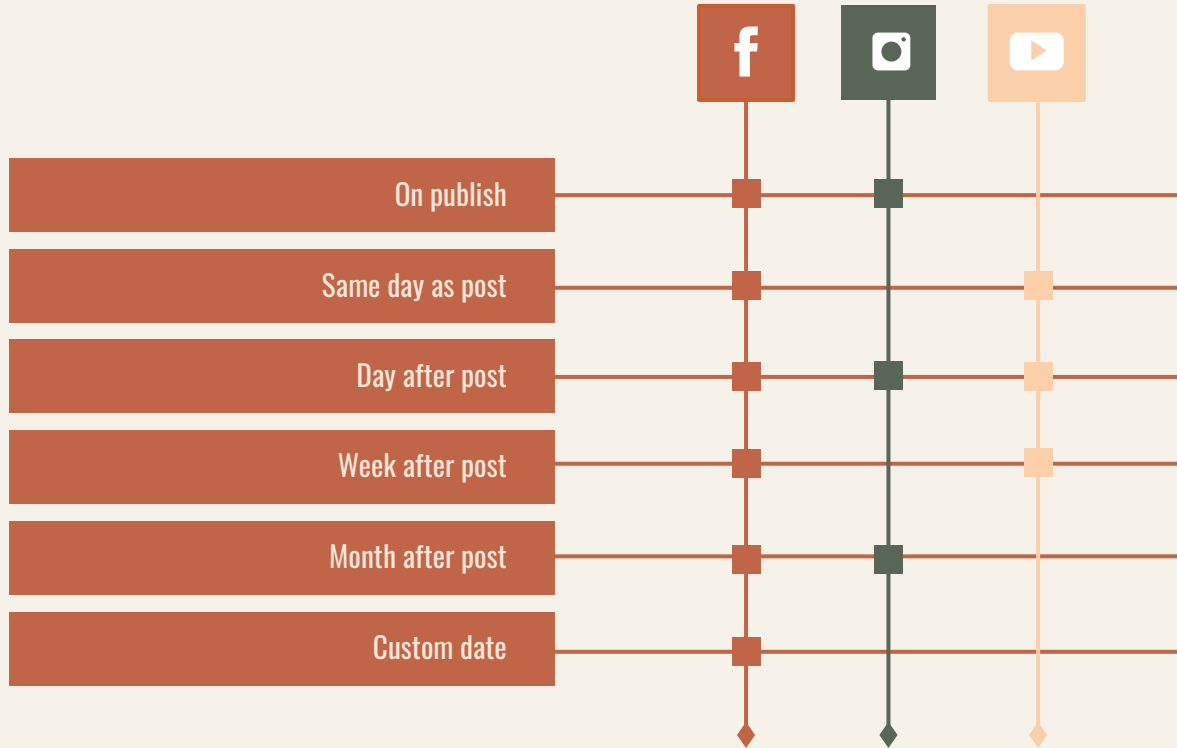
YOUTUBE  
2010-2019



INSTAGRAM  
2010-2019



CONTENT SHARING PLAN



Venus has a beautiful name, but it's too hot

MONDAY

FRIDAY

Neptune is the farthest planet from the Sun

Mercury is the smallest planet in our Solar System

TUESDAY

SATURDAY

Saturn is the ringed one. It's a gas giant

Despite being red, Mars is a cold place, not hot

WEDNESDAY

SUNDAY

The Earth is the third planet from the Sun

Jupiter is the biggest planet in our Solar System

THURSDAY



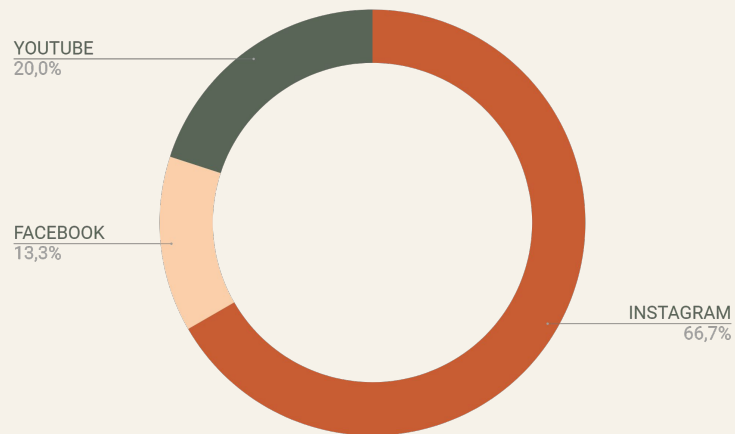


05

BUDGET



BUDGET



If you want to modify this graph, click on it, follow the link, change the data and replace it



06

# KPI OVERVIEW



5,408  
Followers



5,608  
Likes



5,608  
Views

KPI OVERVIEW

CHANNEL PERFORMANCE METRICS

VENUS

Organic Search: 800  
Social: 200

MARS

Organic Search: 85%  
Social: 40%

JUPITER

Organic Search: 750  
Social: 125

ENGAGEMENT RATE

JUPITER

Organic Search: 01:00  
Social: 00:55

MARS

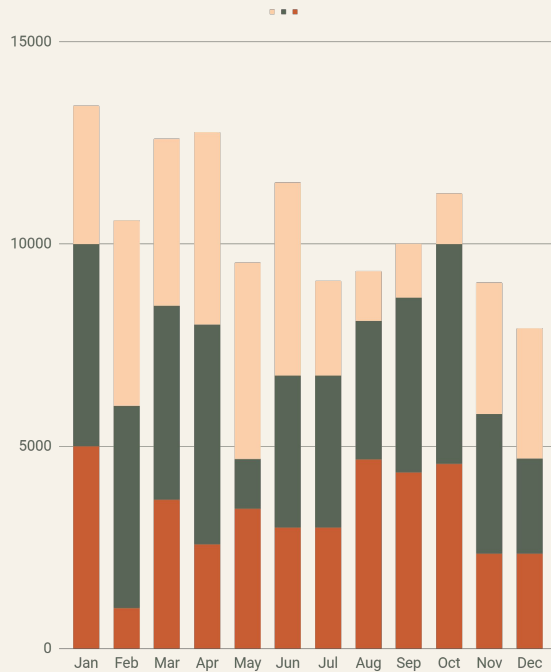
Organic Search: 1.35  
Social: 1.55

VENUS

Organic Search: 90%  
Social: 75%



## KPI OVERVIEW



If you want to modify this graph, click on it, follow the link, change the data and replace it

If you want to modify this graph, click on it, follow the link, change the data and replace it



## JOHN DOE

You can replace the image on the screen with your own



## HELENA PATTERSON

You can replace the image on the screen with your own



An aerial photograph of a beach and ocean. The left side shows a sandy beach with a person's shadow cast on it. The right side shows the ocean with white, foamy waves crashing. A large, solid orange rectangle is overlaid on the right side of the image, containing text.

# THANKS

Does anyone have any questions?

[addyouremail@freepik.com](mailto:addyouremail@freepik.com)

+91 620 421 838

[yourcompany.com](http://yourcompany.com)



# CREDITS

This is where you give credit to the ones who are part of this project.

- Presentation template by [Slidesgo](#)
- Icons by [FlatIcon](#)
- Infographics by [Freepik](#)
- Images created by [Freepik](#) - Freepik
- Author introduction slide photo created by Freepik
- Text & Image slide photo created by Freepik.com

# RESOURCES

Did you like the resources on this template? Get them for free at our other websites.

## PHOTOS

- Bicycle decoration wooden surface
- Couple sitting on seashore close foam waves
- Black male sunglasses sitting sand
- View of people on seashore foam waves
- Taco among vegetables dish near chili sauce with napkin
- Woman lying on hammock terrace summer
- Group of friends having fun beach party
- Vintage lamps cafe
- Restaurant
- Young woman sitting rocky seashore with surfboard shaking hair
- Woman sitting surfboard water
- Smiling woman beach holding hand
- Rear view girl playing ukelele with her friend holding scarf at the beach
- Woman in hat sitting on edge pool
- Cocktail wooden table restaurant
- Close up belgian waffles fig fruit served white plate
- Mug drink near teapot mat sweets board
- Reflection mountain boat calm lake
- Cactus pot windowsill
- Friends drinking beer roof
- Couple sitting sandy beach
- African american young woman sitting restaurant using laptop



# RESOURCES

## PHOTOS

- Close up man walking with his bicycle
- Crop waitress setting restaurant table
- Oatmeal with different berries bowl
- Slim woman rollerblading sandy road
- Slim woman rollerblading sandy road II
- Freedom concept with woman holding cloth nature
- Summer pool concept with pineapple
- Bartender preparing refreshing cocktail
- Patc goes to beautiful idyllic beach

# Instructions for use

In order to use this template, you must credit [Slidesgo](#) by keeping the Credits slide.

## You are allowed to:

- Modify this template.
- Use it for both personal and commercial projects.

## You are not allowed to:

- Sublicense, sell or rent any of Slidesgo Content (or a modified version of Slidesgo Content).
- Distribute Slidesgo Content unless it has been expressly authorized by Slidesgo.
- Include Slidesgo Content in an online or offline database or file.
- Offer Slidesgo templates (or modified versions of Slidesgo templates) for download.
- Acquire the copyright of Slidesgo Content.

For more information about editing slides, please read our FAQs:

<https://slidesgo.com/faqs>

# Fonts & colors used

This presentation has been made using the following fonts:

## Oswald

(<https://fonts.google.com/specimen/Oswald>)

## Source Code Pro

(<https://fonts.google.com/specimen/Source+Code+Pro>)



#c16548



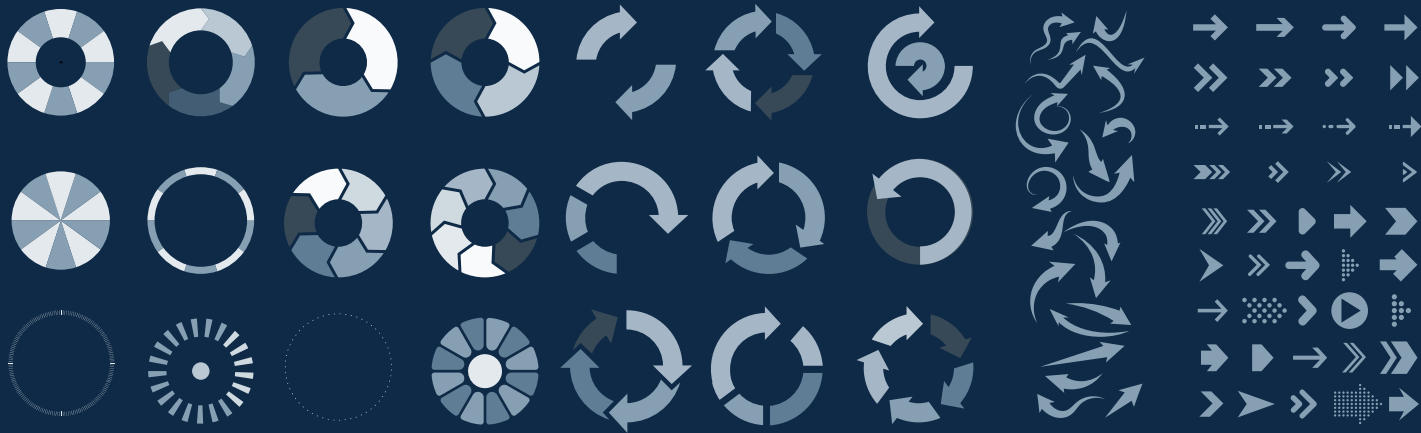
#596657

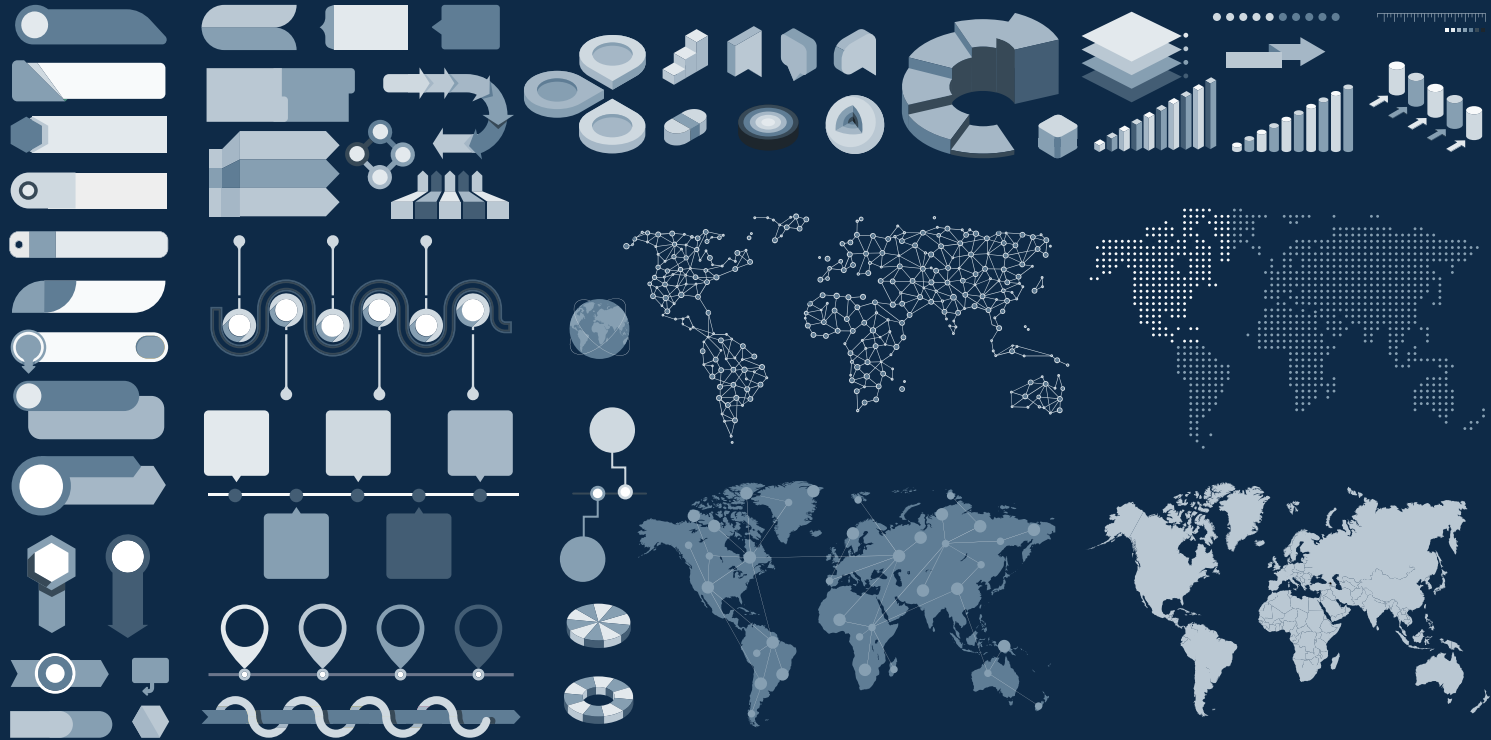


#facfa9

# Use our editable graphic resources...

You can easily resize these resources keeping the quality. To change the color, just ungroup the resource and click on the object you want to change. Then click on the paint bucket and select the color you want. Don't forget to group the resource again when you're done.







## ...and our set of editable icons

You can resize these icons keeping the quality.

You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.



# Business Icons



# Avatar Icons



# Creative Process Icons



# Educational Process Icons





# Help & Support Icons







# Performing Arts Icons



# SEO & Marketing Icons





# Teamwork Icons



