



- 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





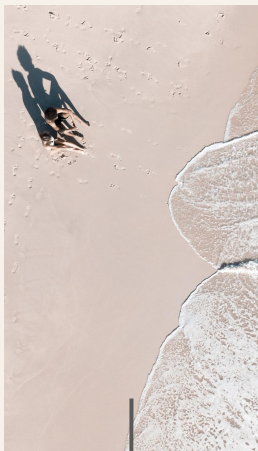
Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon



OUR STORY

WHAT SETS US APART?

Mercury



Here you could state one
of your qualities

Mars



Here you could state one
of your qualities

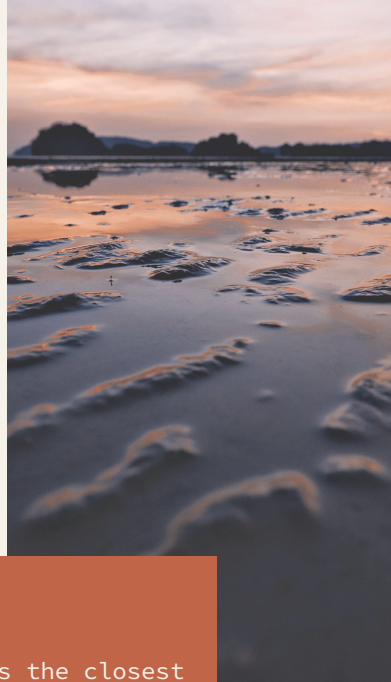
Jupiter



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

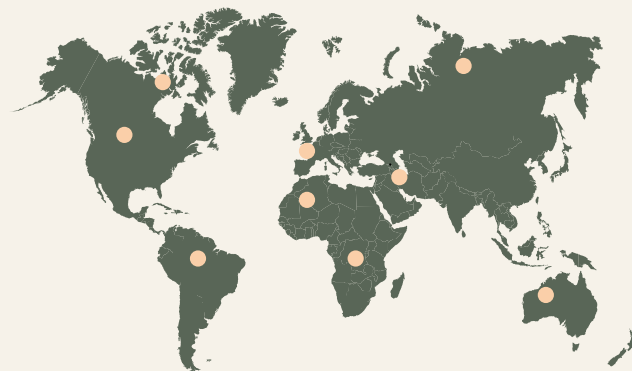


40%
Women



60%
Men

NATIONALITIES



AGE



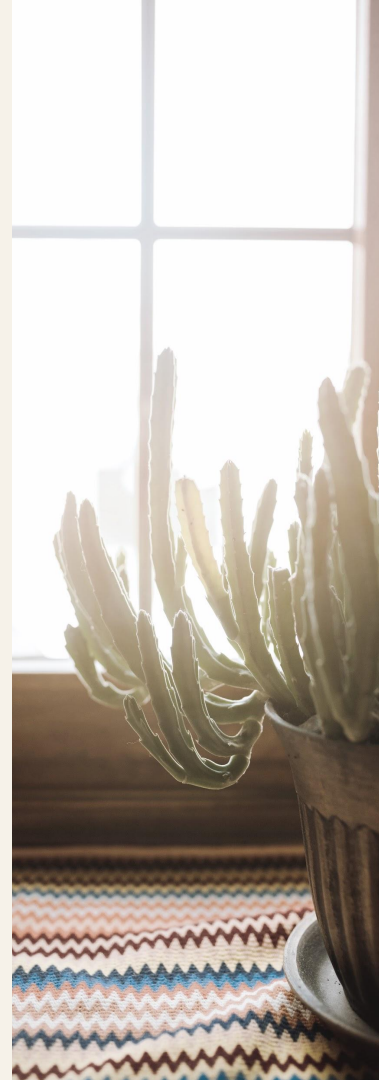
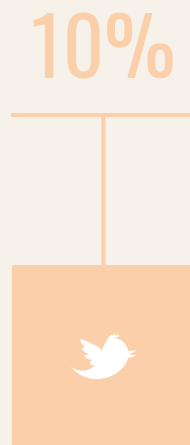
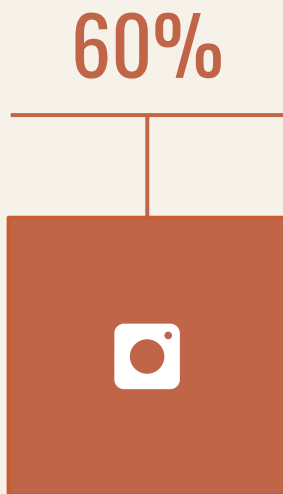
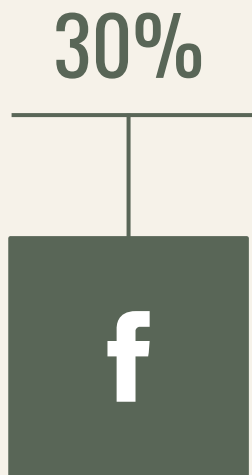
40%
25-35

60%
35-45

INTERESTS



TOP SOCIAL NETWORKING SITES



Age: 25

Gender: Female

Studies: Degree in Advertising

Location: Madrid, Spain



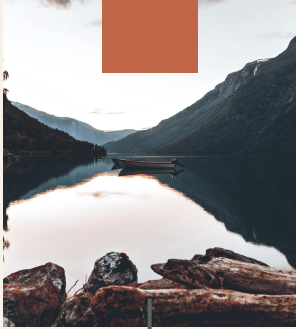
Job: Publicist

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



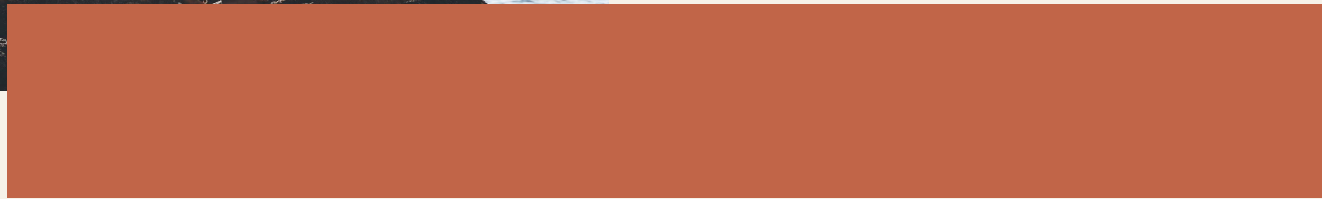
Mercury

Mercury is the closest planet to the Sun

03



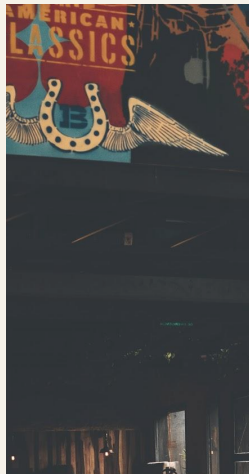
GOALS & STRATEGY





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



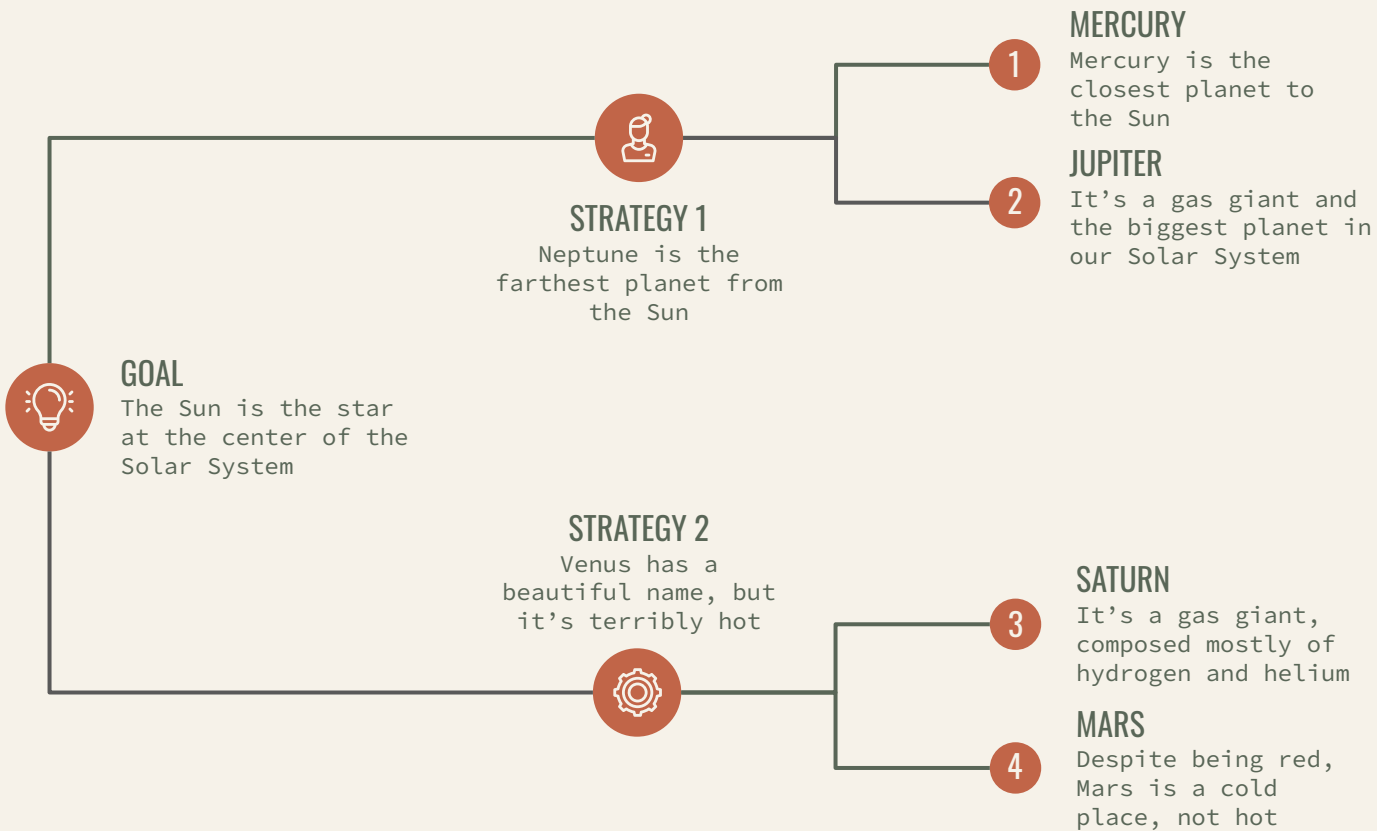
Mars

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

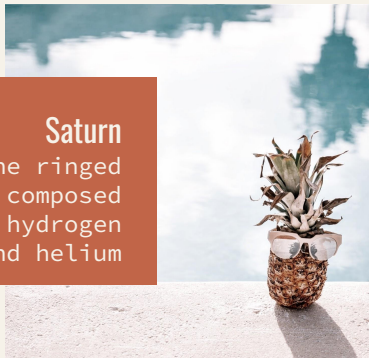


Mars

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

Saturn

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



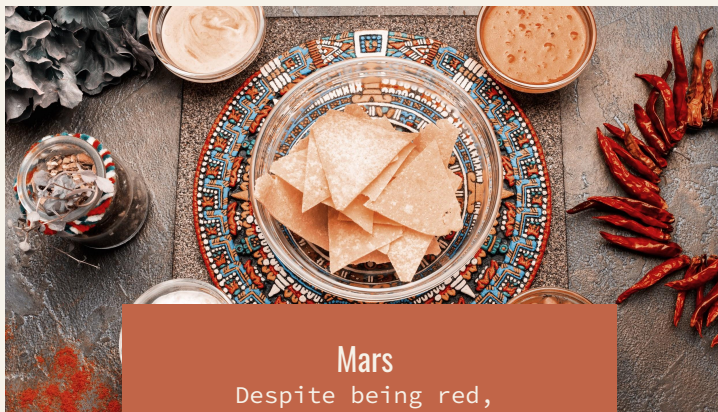
Venus

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?



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



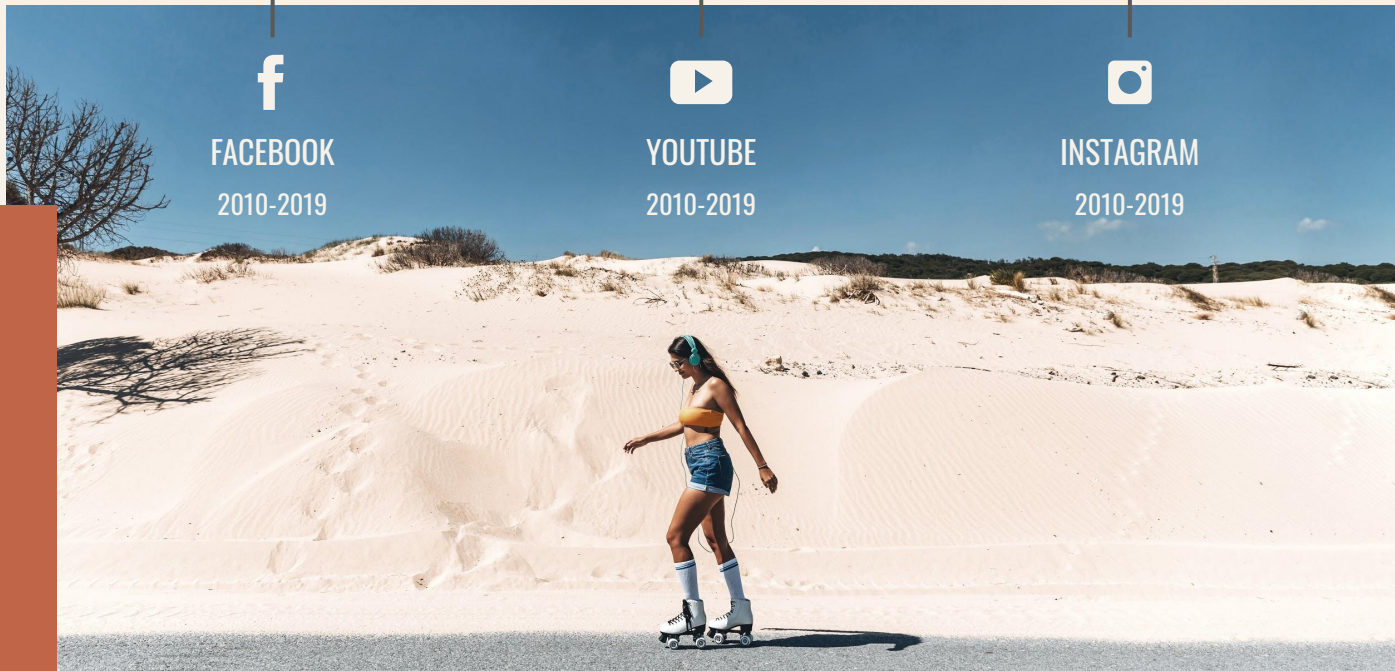
FACEBOOK
2010-2019



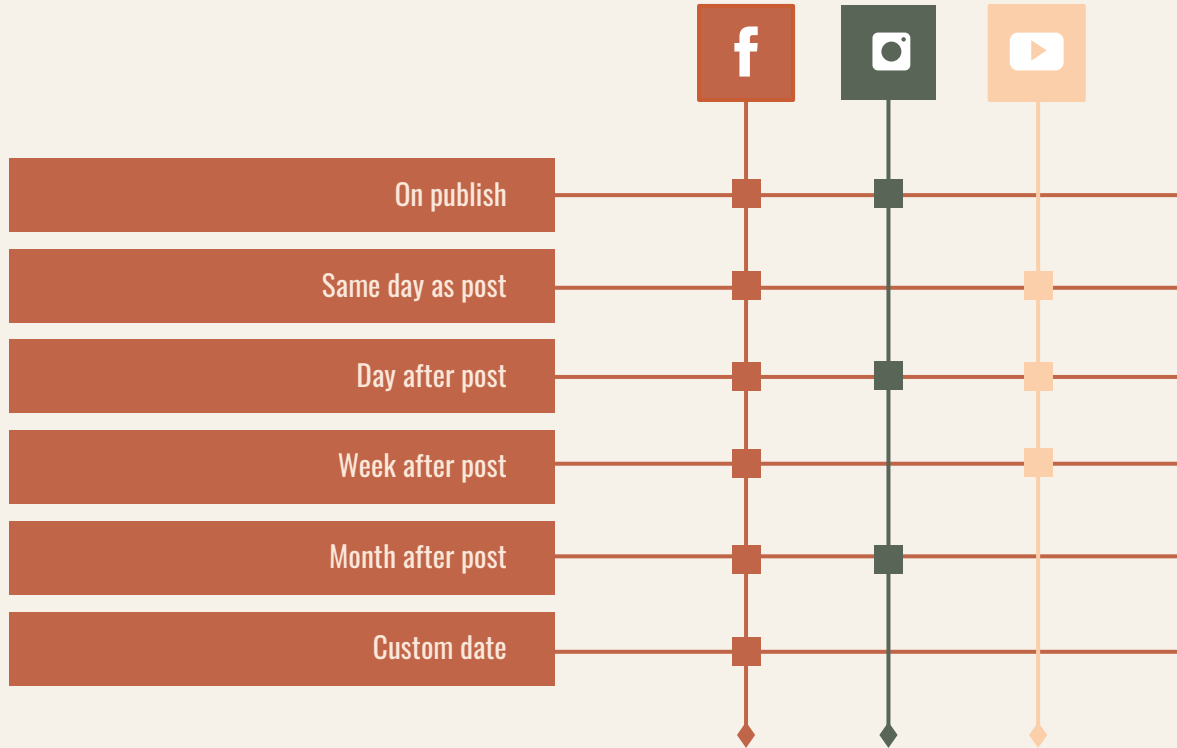
YOUTUBE
2010-2019



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

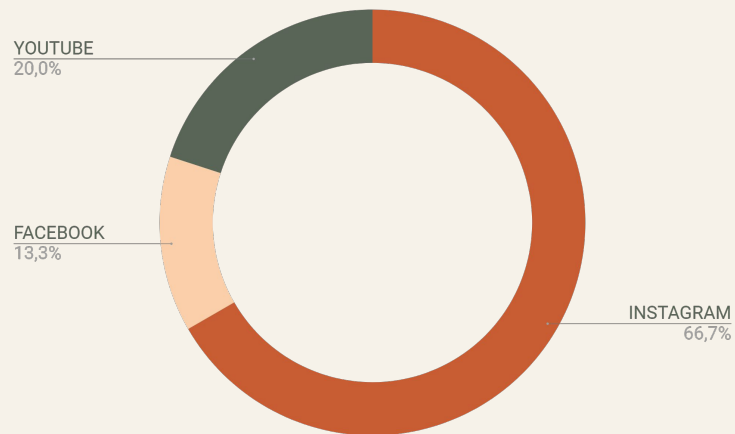


05

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

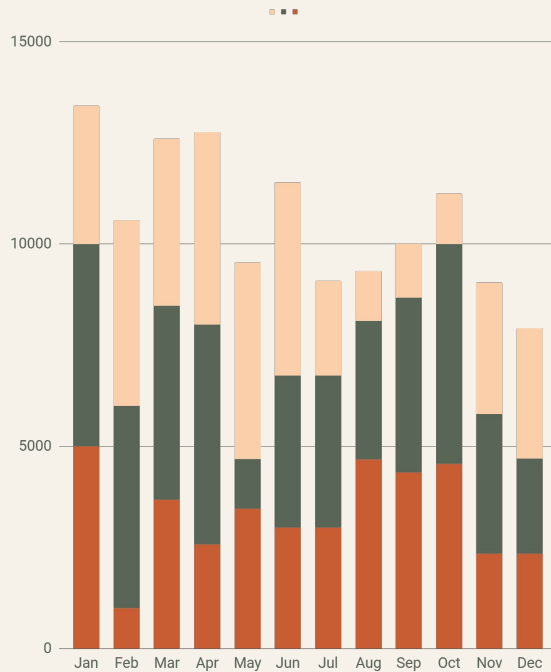
MARS

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 bottom half of the image, containing text and social media icons.

THANKS

Does anyone have any questions?

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yourcompany.com



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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

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Source Code Pro

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

A rounded square color swatch in a burnt orange or terracotta shade.

#c16548

A rounded square color swatch in a muted, olive-green shade.

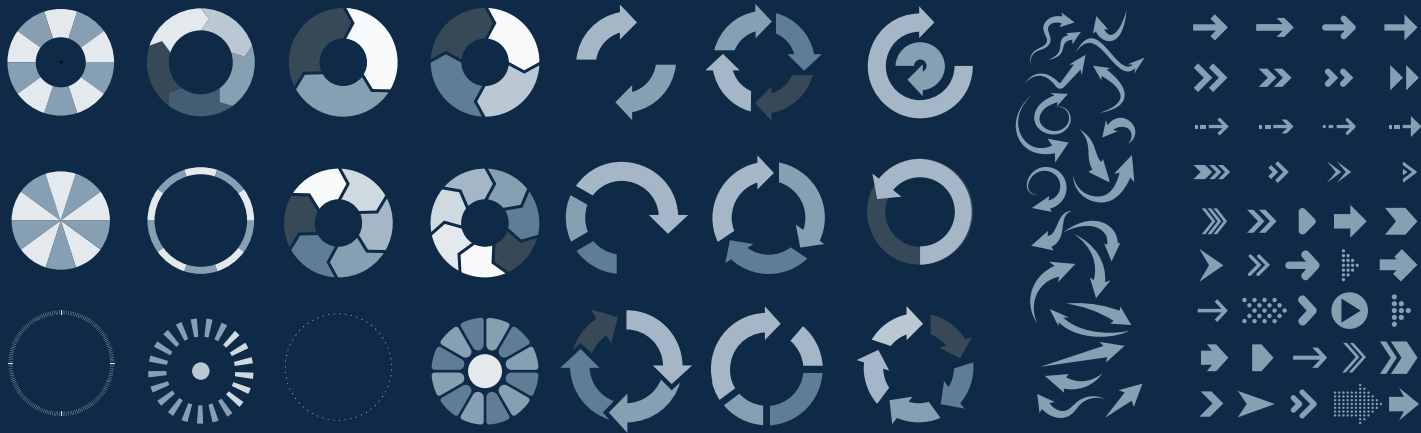
#596657

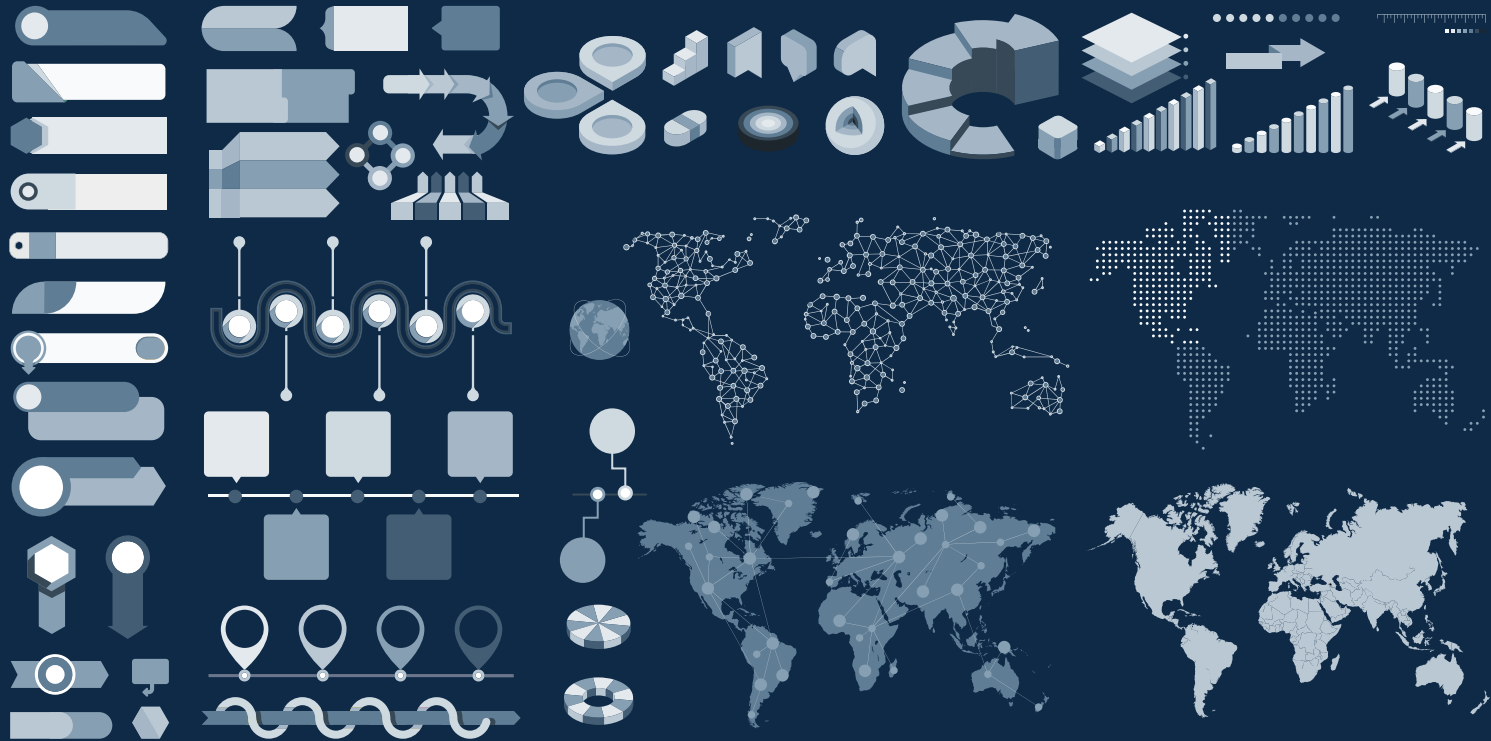
A rounded square color swatch in a light, warm peach or cream shade.

#facfa9

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Help & Support Icons



Medical Icons



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Performing Arts Icons



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Teamwork Icons



