Kobeer Athletic Shoes

*Social Media Proposal*

This document attempts to shed light on the best social media practices to implement for our company to establish a significant social media presence.

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# Our Team

Four members were assigned to this project, and each was responsible for the examination of one of our competitor’s social media platforms. Jacob C. researched Reebok and wrote the introduction, title, conclusion, and implementation strategy. Hussam H. researched Puma and created graphics and visuals while synthesizing each member’s parts into a singularly cohesive document. Kai L. researched Adidas and summarized each member’s primary research, including all associated visual representations of data and findings. Finally, Xingnan L. researched Nike and synthesized additional secondary research.

# Introduction and Document Roadmap

This document’s purpose is to provide a recommended strategy for a new social media platform. Through our team’s research of best social media practice, we’ve attempted to identify the practices Kobeer Athletic shoes should implement to attract the largest potential userbase. Thus, the document covers the following:

* **Primary research**
* **Secondary research**
* **Implementation strategy**

Our team’s primary research reveals four strategies to enable our company to establish a strong social media platform. These include celebrity influence, post type, follower interaction, and post frequency. Likewise, our secondary research provides further support to our proposed implementation strategy, which focuses on a two-pronged method of using Facebook with regular updates on a sister Instagram site.

# Implementation Strategy

As previously supported by the sections on primary research and secondary research, our team recommends the usage of Facebook supplemented by regular updates on a sister Instagram site. While our research did show that videos on average generate much more user feedback, it is also important to note the cost differential. A photographer will charge between $418-$1,500 per day for a product shoot, while estimates for corporate web video production range from $2,500-$10,000. Prices vary even within this range, as industry professional photographers can charge $250-$1,500 for a single photograph.

Given the cost of video advertisements, it is understandable why most companies use pictures more frequently. However, Kobeer will need to generate a large initial user reaction to create a core following that it can continue to supplement and build throughout the rest of the quarter using pictures. Thus, our team recommends opening the new Facebook page with a video to create this initial reaction. Our primary research indicated daily postings as a good rule to keep when building a new following. For the purposes of our budgeting, we’ll assume each picture costs $100, and we’ll assume the midpoint of $6,500 for each video. Thus, our estimated first month production costs for Facebook are as follows:

* 30 pictures: $3,000
* 1 video: $6,500
* Total: $9,500

This will enable Kobeer to introduce the brand with a strong initial video, establishing the company’s presence and will further allow daily postings throughout a full 31-day month, assuming the page is started in January.

Regarding Instagram, one strategy many corporations use to give themselves an initial boost of followers is hiring an influencer to “takeover” an Instagram page and post on and about that account. The benefits of this are manifold, as it would provide our page with access to a group of followers that have similar interests to the products we are marketing. According to curalate, 35-100 branded Instagram posts by a user with 200,000 followers would cost roughly $5,000. This would help provide an initial following for our company to build on. Our estimated total social media costs for the first month are as follows:

* Facebook: $9,500
* Instagram: $5,000
* Total: $14,500

Other implementation strategies discussed include celebrity endorsements and customer interaction. Celebrity endorsements would provide a boost to our following, while regular customer interaction would help develop a core following.

# Conclusion

Our team would like to emphasize the importance of a strong social media presence. Facebook’s dominating market share makes it the ideal marketing platform, while Instagram’s reciprocity with Facebook means adequate usage of the two will be the best course of action. To summarize our main points:

* Our primary research indicated videos provide a much larger user interaction rate, while pictures featuring celebrities also generated a bigger response. Our primary research also helped demonstrate the ideal weekly post activity of 3-4 times per week, potentially daily.
* Our secondary research demonstrated the use of social media platforms for increasing sales and reduced marketing costs while also helping provide further basis for our proposed implementation strategy.
* Our implementation strategy focused on potential costs of establishing the new social media pages, while also proposing ways to start each social media site. These included a video on the Facebook page and the use of Instagram influencers to help grow the brand.

Our team thanks the board in considering this social media proposal. We encourage Kobeer Athletic Shoes to implement the strategies we discussed in this proposal, as our research supports the strength of these techniques.