

Social Media Plan

Objective: The objective of this social media plan is to create business awareness. Currently Ace Self Storage is located in a remote location, social media profiles will enable potential customers to view coupons, prices and current customer reviews.

Goals:

1. To create profiles in high traffic social media networks to network Ace Self Storage.
2. To create business pages using the social media profiles to create public awareness of the business.
3. To

Current Social Media Audit:

Current Social Media Status: Currently Ace Self Storage has no social media profiles. Rehana Kennedy, owner and operator has a social media profile in LinkedIn with no LinkedIn business page.

Target Audience: The target audience is the general public.

Conclusion: The most effective social media profiles for Ace Self Storage must be created on high traffic social media networks.

High Traffic Social Media Networks to Consider

1. Facebook - Facebook is a great networking tool. I can create an entire page dedicated to Ace Self Storage where people can find out more information about the company and what it has to offer. I can also offer coupons and price matching sales pitches on the page which will entice your intended audience.
2. Twitter - Twitter is a great tool to use to see what your competitors are offering their customers by using their search tools. Tweets don't have a very long life span and therefore has to be updated frequently.

3. Google Plus - Google plus is currently trying to compete with Facebook as a networking tool. They offer their users the option to create a company page where they can offer coupons and sales pitches.
4. LinkedIn – Linked in is social media site dedicated to market yourself as a business owner. With this network you can find other business owners that can offer services that you can offer to your clients and set up a company page for business awareness.
5. Pinterest - Pinterest is linked to spontaneous e commerce shopping creating a Pinterest profile will promote your business by showing your customers that there are other uses for storage units than to just store old junk.
6. Instagram- Similar to Facebook Instagram is also owned by Facebook and is a great way to market your company name.
7. Foursquare for Business - This social media network allows you to share the best aspects of your business with others.
8. Flickr - Flickr is one of the fastest growing photo sharing networks available. Flickr profiles enable potential customers to see what your units have to offer in photos.

Chosen Networks

1. Facebook
2. Twitter
3. Google +
4. LinkedIn
5. Pinterest
6. Instagram
7. Foursquare
8. Flickr

Mission Statements:

Social Media Profile	Mission Statement
Facebook	To create a profile, add contacts from address book, and create a company page to maximize Ace Self Storage business awareness.
Twitter	To create a profile, add contacts from address book, and add potential business related contacts to maximize Ace Self Storage business awareness.
Google +	To create a profile, add contacts from address book, and create a company page to maximize Ace Self Storage business awareness.
LinkedIn	To create a profile, add contacts from address book, and create a company page to maximize Ace Self Storage business awareness.
Pinterest	To create a profile, add contacts from address book, and create a company write up to maximize Ace Self Storage business awareness.
Instagram	To create a profile, add contacts from address book, and create a company write up to maximize Ace Self Storage business awareness.
Foursquare	To create a profile, add contacts from address book, and create a company write up to maximize Ace Self Storage business awareness.
Flickr	To create a profile, add contacts from address book, and create a company write up with pictures to maximize Ace Self Storage business awareness.