

Digital Marketing and Promotion

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- 2 Conduct a market analysis
- 3 Create Your Customer Profiles
- 4 Choose Your Essential Social Media Channels and content you want to post
- 5 Make a Social Media Content Calendar
- 6 Create Engaging Social Content
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- 9 Consider Working with Influencers and Paid Advertising to Reach a Wider Audience

1 Define your goals

Before you develop your social media campaign, identifying your goals will help establish the steps to create and run the said campaign.

Some of the possible social media campaign goals include:

Boosting brand awareness (The theatre company)

Increasing views (People should be able to buy online tickets?)

Inspire customer engagement

Build or strengthen your brand's community

Get customer feedback

2 Conduct a market analysis

What channels are other theatre companies using?

How are they communicating on these channels?

What is the frequency of their posts, the aesthetic of their visual communication

What types of content are they sharing?

How successful are they? (number of views or likes of their posts...)

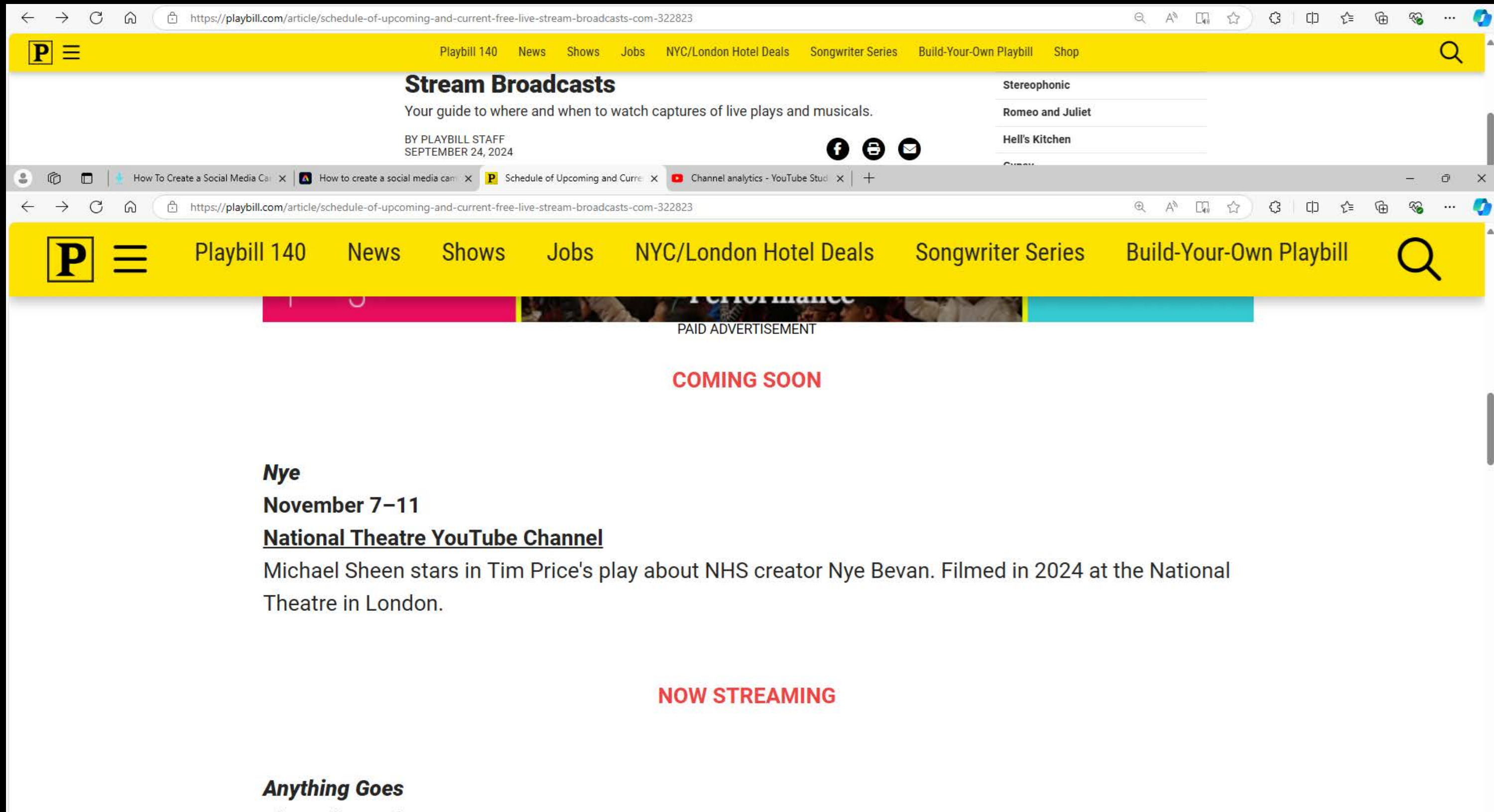
Pay attention to what they're doing right and the mistakes they're making.

You can take advantage of both to get an effective communication.

2 Conduct a market analysis

The screenshot shows a web browser displaying the Playbill website. The URL in the address bar is <https://playbill.com/article/schedule-of-upcoming-and-current-free-live-stream-broadcasts-com-322823>. The page features a yellow navigation bar with the Playbill logo and menu items: Playbill 140, News, Shows, Jobs, NYC/London Hotel Deals, Songwriter Series, Build-Your-Own Playbill, and Shop. The main content area is titled "Stream Broadcasts" with a subtitle "Your guide to where and when to watch captures of live plays and musicals." The article is by Playbill Staff, dated September 24, 2024, and includes social media sharing icons for Facebook, Twitter, and Email. A large graphic reads "LIVE BROADCASTS" over a background of a stage performance. Below this, a text block states: "The following is a list of current and upcoming free live streams of stage productions." This is followed by a sponsored advertisement for the "situation project" with the text "Help Give NYC Students the Thrill of Their First Live Performance" and a "SUPPORT" button. Below the ad, a section for "Nye" is shown, dated "November 7-11", with a link to the "National Theatre YouTube Channel" and a description: "Michael Sheen stars in Tim Price's play about NHS creator Nye Bevan. Filmed in 2024 at the National Theatre in London." A "NOW STREAMING" tag is visible below this section. On the right side of the page, there is a list of featured broadcasts: "Stereophonic", "Romeo and Juliet", "Hell's Kitchen", and "Gypsy". Below this list is a promotional poster for "Thornton Wilder's OUR TOWN" starring Jim Parsons and directed by Kenny Leon, with a "GET TICKETS" button. At the bottom right, there is a "RESOURCES" section with links to "Schedule of Upcoming Movie Musical Adaptations", "Upcoming Cast Recordings", and "Schedule of Upcoming and Announced Broadway Shows".

2 Conduct a market analysis



2 Conduct a market analysis

The image shows a YouTube video player interface. At the top, the browser address bar displays the URL <https://www.youtube.com/watch?v=hpN--d5bXSY>. The YouTube logo and navigation icons (home, search, microphone, camera, notifications, profile) are visible. The video content features a man in a red and white striped pajama top and dark pants, holding a red suitcase. The text on the video includes: 'National Theatre home' (with 'Theatre' in green), 'Supported by Bloomberg Philanthropies', 'Take your seats', 'Nye' (in large white font), 'Watch free YouTube', 'Premieres in 19 days November 7 at 10:00 PM', and 'Notify me 7 November | 7pm GMT'. A muted speaker icon is in the bottom left corner.

2 Conduct a market analysis

The screenshot shows the Instagram profile for the National Theatre (@nationaltheatre). The profile includes a bio, a grid of four category icons (On Stage, Online, In Cinemas, Together), and a grid of six video posts. The first post in the grid shows a man in a suit with the caption "then people will use banks like they breathe air." and 1,007 likes. The second post shows a man with a beard with the caption "to have to inhabit the". The third post shows a woman with the caption "- Sound wise, I wanted it to be a mixture of old and new." The grid also includes a pink post with a woman's face, a post with a person in a turban, and a close-up of an eye.

nationaltheatre [Follow](#) [Message](#) [+](#) [...](#)

4,386 posts 817K followers 941 following

National Theatre
nationaltheatre
Performance Art Theatre
here for the drama, for everyone
streaming worldwide on national theatre at home
open for live theatre and in... more
sprout.link/nationaltheatre

On Stage Online In Cinemas Together

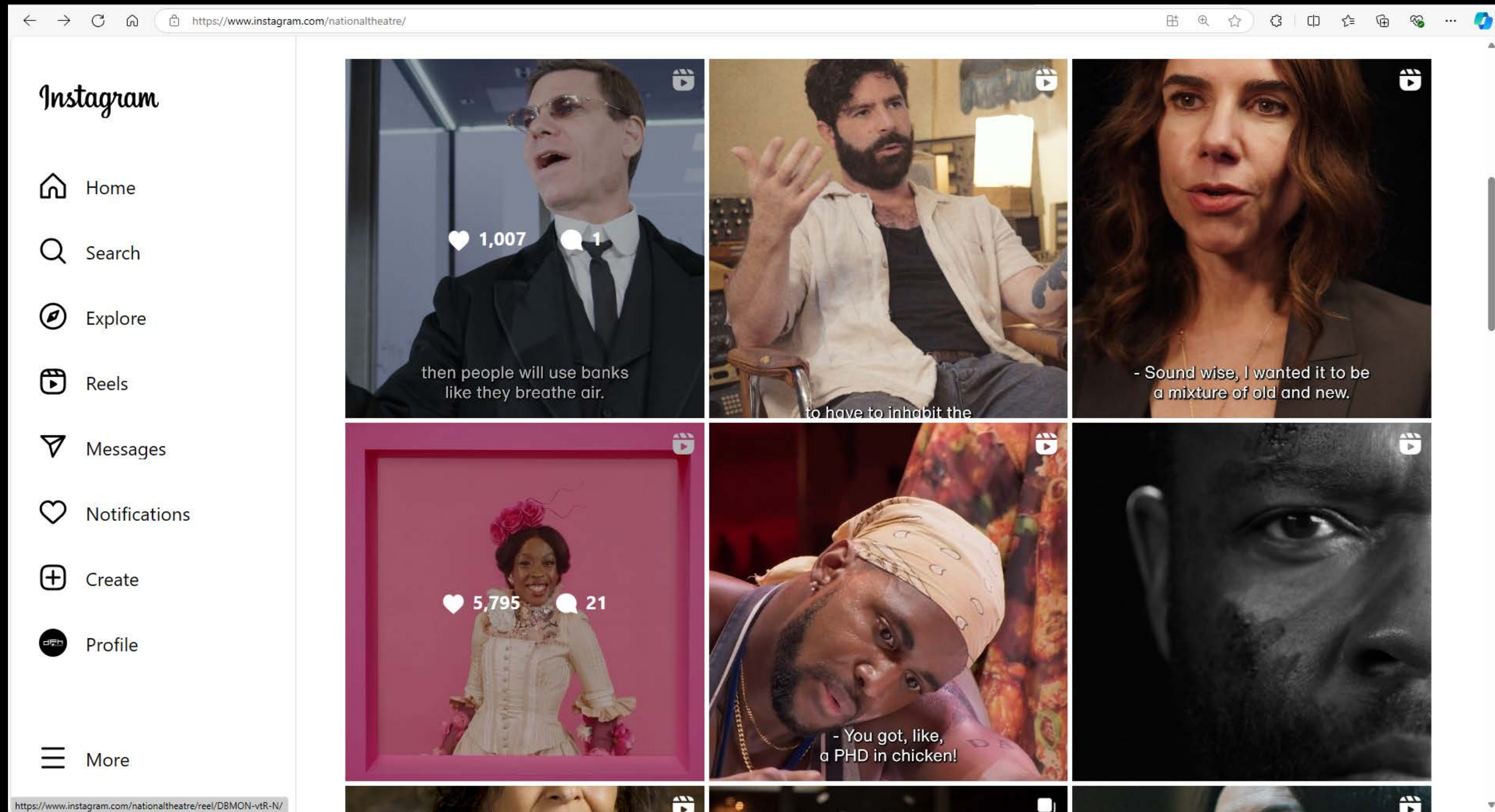
POSTS REELS TAGGED

then people will use banks like they breathe air. 1,007

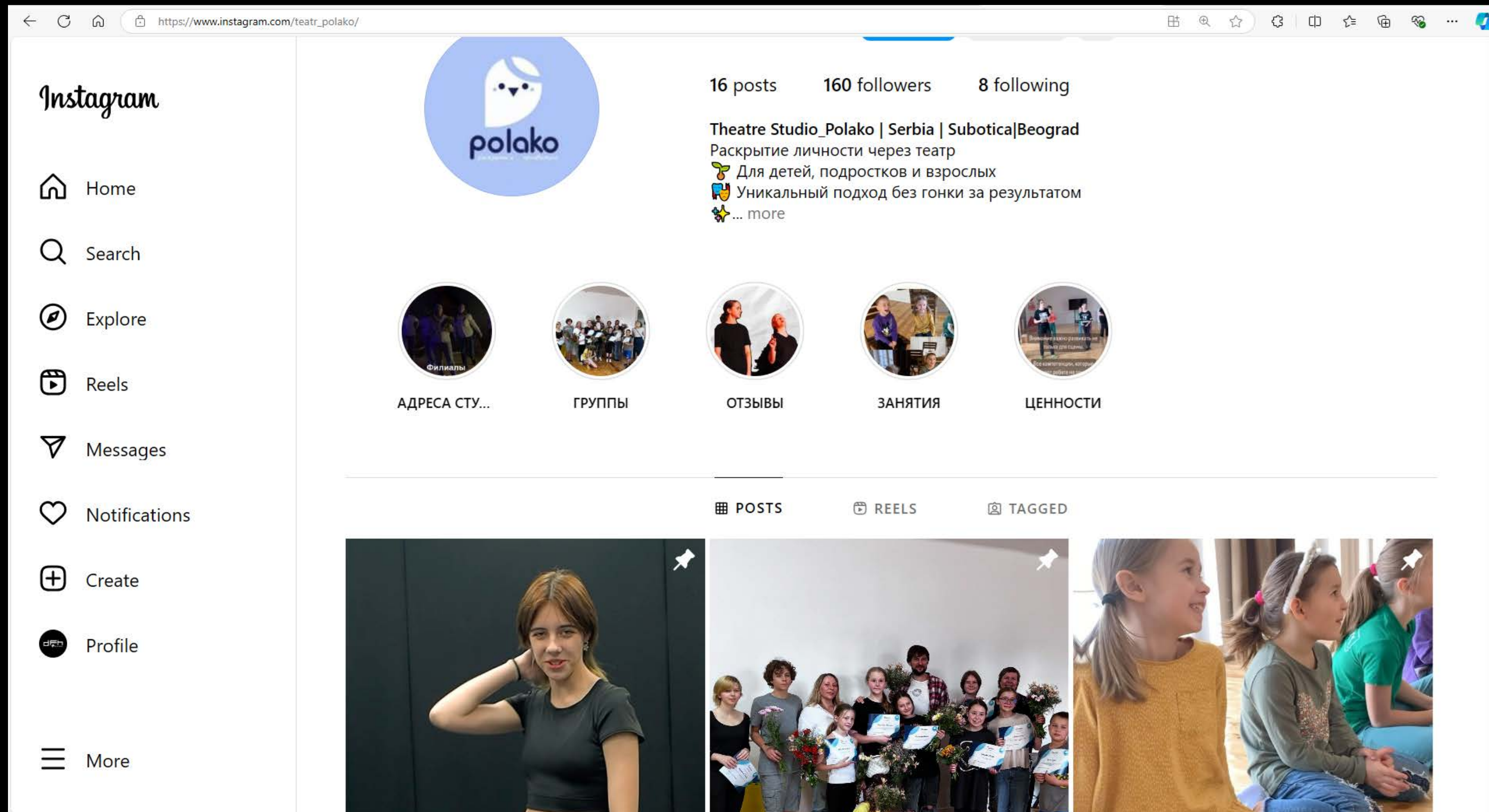
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- Sound wise, I wanted it to be a mixture of old and new.

2 Conduct a market analysis



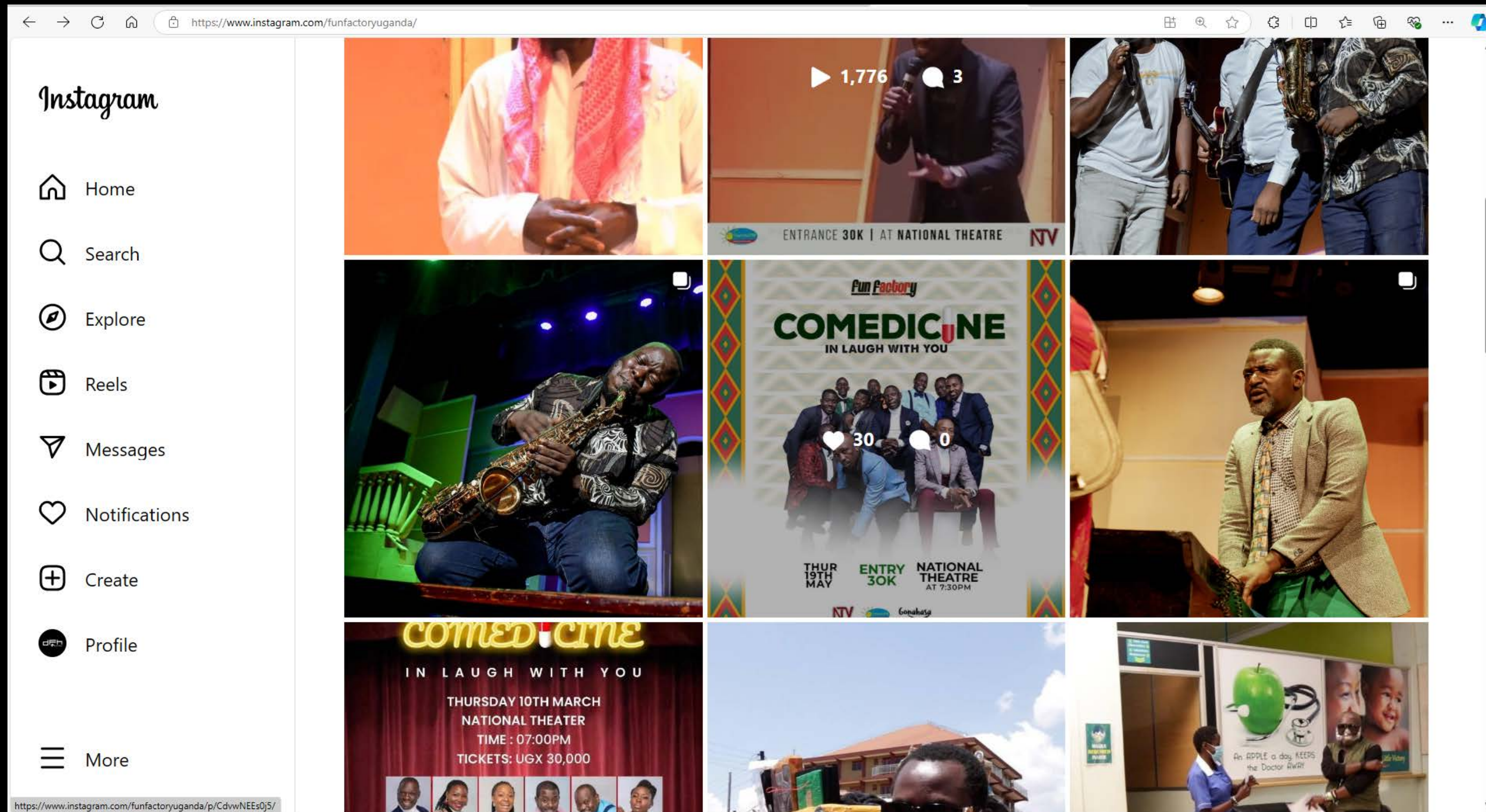
2 Conduct a market analysis



2 Conduct a market analysis

The screenshot shows the Instagram profile for 'funfactoryuganda'. The profile picture is a circular logo with the text 'Fun Factory' in a stylized font. The bio reads: 'Fun Factory Uganda Any Time is Laughter time...If you have fallen in Laugh already, SUBSCRIBE to this Channel NOW and it will be the end of... more' followed by a link to 'youtube.com/c/funfactoryug'. The profile has 34 posts, 2,326 followers, and 19 following. Below the bio, there is a post from 'Crew Vibes' with a circular image of a road. At the bottom, there are three preview images: a man in a pink headscarf, a man speaking at a podium with a 'COMEDICINE IN LAUGH WITH YOU' sign, and three men on stage, one playing a saxophone.

2 Conduct a market analysis



3 Create Your Customer Profiles

Who are you targeting? What is the audience of your performance?

Gender

Age

Income

Location

Online behavior

Preferences and interests

Favorite social media channels

Other Interests, etc.

4 Choose Your Essential Social Media Channels and content you want to post

The ideal social media marketing campaign focuses on just a few social media channels, as this is more likely to yield better campaign results. The buyer persona analysis you conducted shows you where your most valuable customers like to spend their time Online, which tells you what social media channels to focus on.

Facebook / Instagram / X ?

Each social media channel has a type of messaging, tone of voice, and content that works best on it.

So, your brand presence on each platform should be tailored to the habits and expectations of each channel's users.

For instance, the kind of posts that work well on Instagram may not work on Twitter and vice versa.

5 Make a Social Media Content Calendar

This is where you define the days of the week and times of the day when you will post content to your social media accounts.

Think about the creative copy and messaging you'll use to engage with your audience.

Consider having different types of posts and try to mix a little bit of everything: video posts, image posts, links, textual content, etc.

However, the trick here is to find a recipe that works best for you and your audience, even if it means utilizing only one type of post.

Set up a basic outline of what each day of the week should look like on your social media channels and remember to be consistent with your posts across all the channels.

5 Make a Social Media Content Calendar

SIMPLE CONTENT CALENDAR TEMPLATE

PLATFORM	MON	TUES	WED	THUR	FRI	SAT	SUN

6 Create Engaging Social Content

Arguably the most important part of social media campaign management and development is coming up with the content, the texts, images, and other creative media you will post on your channels for your existing and prospective customers.

Having defined your objectives, target audience, and preferred channels, you should have a better understanding of the type of content you need to publish.

Ever since Instagram launched Stories, other social networks have followed suit. Stories are posts that expire and disappear after 24 hours, tapping into the followers' Fear Of Missing Out (FOMO) and evoking a feeling of urgency — two essential elements of every successful marketing.

6 Create Engaging Social Content

This kind of content pops up first in your followers' feeds and is interactive and unmissable.

It helps your business stay fresh and relevant with each new story daily.

It can also help keep your followers updated by simply pointing them to the main posts on your page that they might have missed.

Short-Form Videos

Video content is one of the most effective content types on social media.

With the advent of Instagram Reels and TikTok, social media videos have been at an all-time high — especially the engaging short-form, bite-sized videos that tease, entertain, or inspire.

7 Respond to your audience immediately

Responding quickly to your followers is a critical element of community building, ensuring you don't miss any engagement and conversation opportunities.

Social customer care is also important to increase audience awareness and gain respect and trust as a brand.

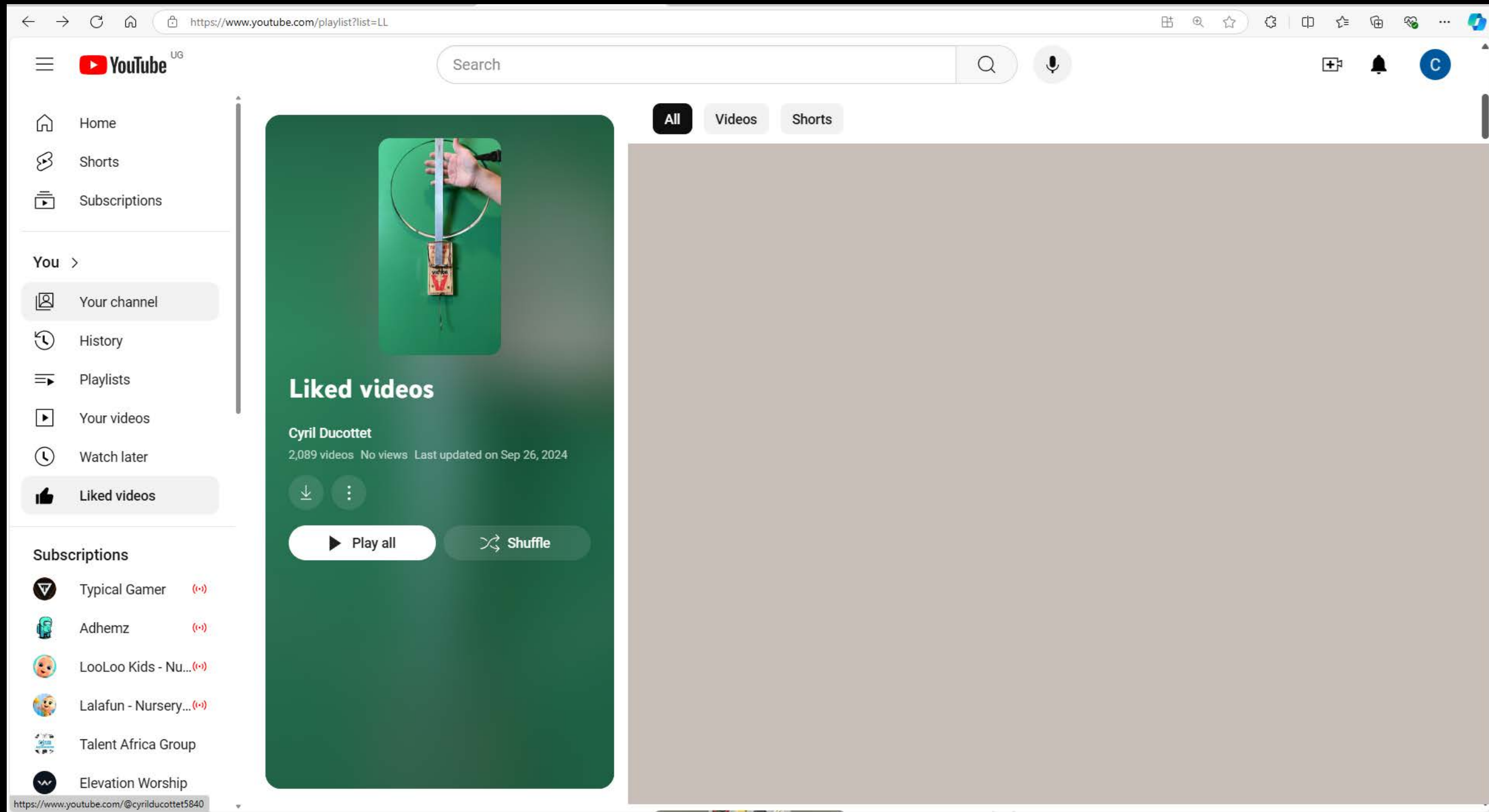
8 Analyze Your Performance

The final step in conducting a successful social media campaign is going over your analytics to evaluate the overall performance: see what worked and what didn't.

This will give you a detailed insight into not only the general metrics such as the number of clicks, impressions, and comments but also into what type of posts perform the best, what time of day is the best for your posts, and so on.

You can use these pieces of information to adjust your social media campaign strategy accordingly.

8 Youtube Analytics



8 Youtube Analytics

The screenshot shows the YouTube channel page for Cyril Ducottet (@cyrilducottet5840). The channel has 97 subscribers and 4 videos. The page is divided into several sections:

- Header:** YouTube logo, search bar, and navigation icons (Home, Shorts, Subscriptions).
- Channel Profile:** Profile picture (a blue circle with a white 'C'), name 'Cyril Ducottet', and bio '@cyrilducottet5840 · 97 subscribers · 4 videos'. Buttons for 'Customize channel' and 'Manage videos' are visible.
- Navigation:** 'Home', 'Videos', and 'Community' tabs.
- Videos Section:** A 'Videos' tab with a 'Play all' button. Four video thumbnails are displayed:
 - DFH Uganda Animations:** 36 views · 3 years ago. Thumbnail shows a person on a bicycle with the text 'VU EN COURT web-m... de lycéen Clermont-Ferrand 7 février 2014'.
 - The Cranes Band live in Kampala:** 5K views · 5 years ago. Thumbnail shows a band performing on stage.
 - Bwana Jogoo (Trailer_2_):** 1K views · 5 years ago. Thumbnail shows a group of people in a dark setting.
 - What's Love by The Cranes (Music video):** 4.9K views · 5 years ago. Thumbnail shows a woman singing into a microphone.
- Subscriptions:** A list of channels the user is subscribed to, including 'Talent Africa Group' and 'Elevation Worship'.

8 Youtube Analytics

The screenshot shows the YouTube Studio interface for channel customization. The left sidebar contains navigation options: Dashboard, Content, Analytics, Comments, Subtitles, Copyright, Settings, and Send feedback. The main content area is titled "Channel customization" and has two tabs: "Profile" (selected) and "Home tab". At the top right of the main area are buttons for "View channel", "Cancel", and "Publish".

Channel customization

Profile Home tab

Banner image
This image will appear across the top of your channel

For the best results on all devices, use an image that's at least 2048 x 1152 pixels and 6MB or less. (?)

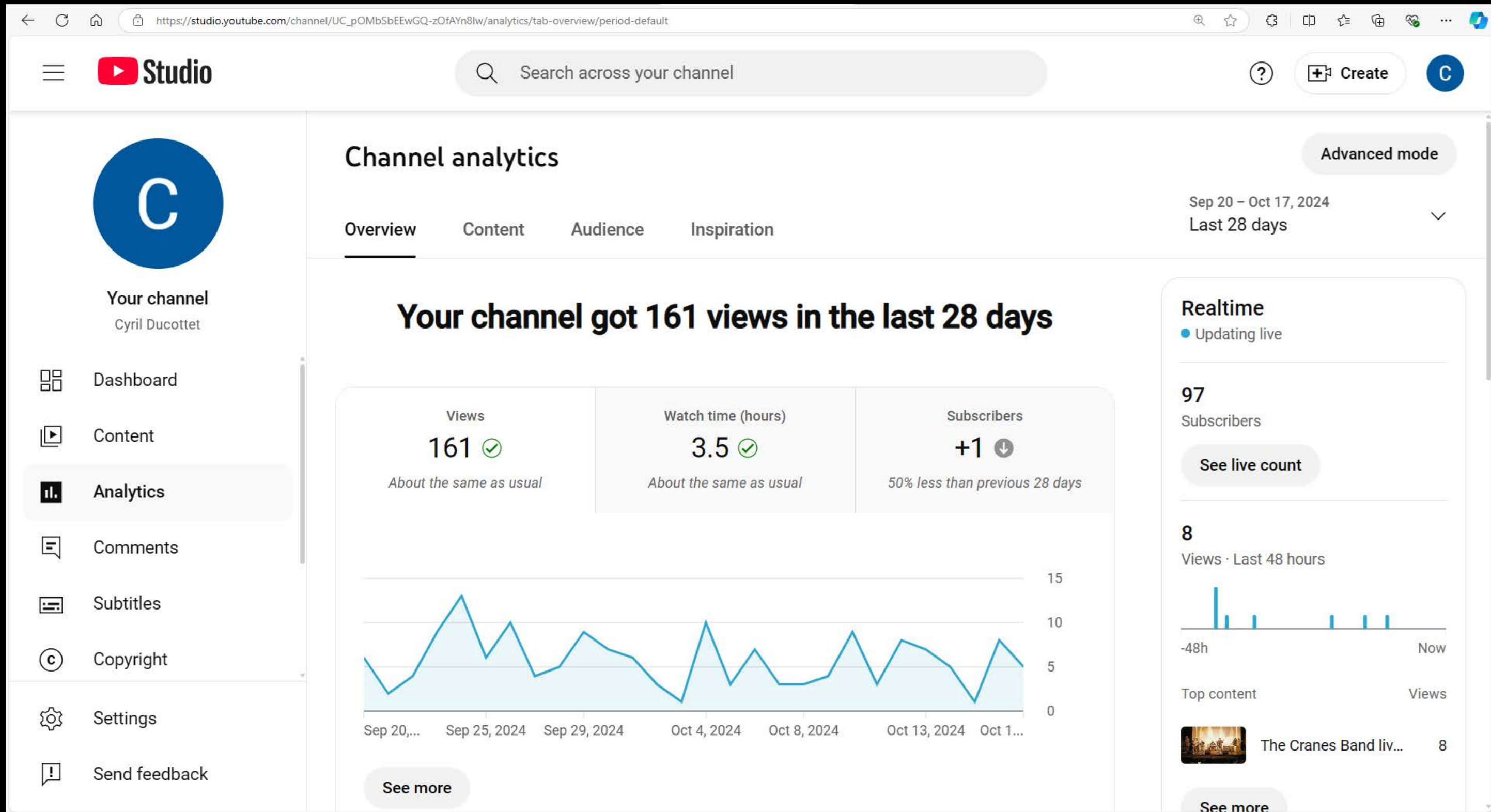
Upload

Picture
Your profile picture will appear where your channel is presented on YouTube, like next to your videos and comments

It's recommended to use a picture that's at least 98 x 98 pixels and 4MB or less. Use a PNG or GIF (no animations) file. Make sure your picture follows the YouTube Community Guidelines. (?)

Change Remove

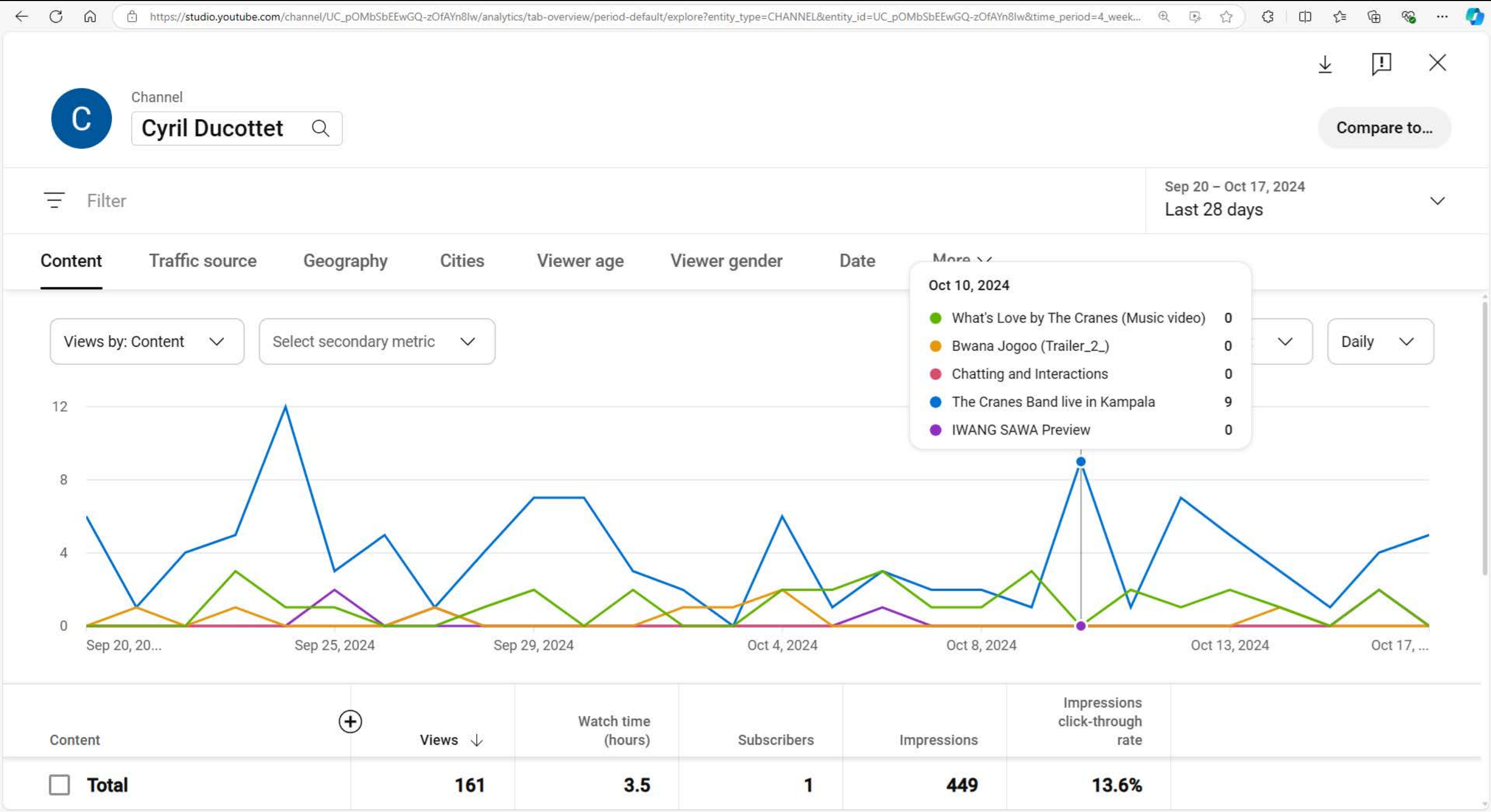
8 Youtube Analytics



8 Youtube Analytics

The screenshot displays the YouTube Studio interface for a channel named 'Cyril Ducottet'. The 'Channel analytics' section is active, with the 'Inspiration' tab selected. The main content area features a search bar for video ideas, a 'Feedback' button, and a 'Saved (0)' indicator. Below the search bar is a disclaimer: 'AI-generated content varies in quality, may be inaccurate or inappropriate. Use discretion before you create or use anything provided. Not professional advice. Don't include personal info about yourself or others.' The 'What people are looking for' section lists three trending topics: 'african drumming', 'local music performances', and 'acoustic music sessions', each with a heart icon. The 'New videos to inspire you' section shows three video thumbnails, including one titled 'UMHLONYANE KA SLINDILE'.

8 Youtube Analytics



8 Youtube Analytics

Channel: Cyril Ducottet

Filter: Sep 20 - Oct 17, 2024 (Last 28 days)

Traffic source	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate
<input type="checkbox"/> Total	161	3.5	1:17	449	13.6%
<input type="checkbox"/> YouTube search	63 39.1%	0.9 26.0%	0:51	215	21.9%
<input type="checkbox"/> External	55 34.2%	0.8 22.9%	0:52	—	—
<input type="checkbox"/> Direct or unknown	20 12.4%	0.9 25.1%	2:36	—	—
<input type="checkbox"/> Suggested videos	15 9.3%	0.5 15.4%	2:07	158	7.0%
<input type="checkbox"/> Browse features	3 1.9%	0.1 3.0%	2:04	16	0%
<input type="checkbox"/> Channel pages	2 1.2%	0.0 0.2%	0:13	2	100%
<input type="checkbox"/> Playlists	2 1.2%	0.2 4.9%	5:07	58	1.7%
<input type="checkbox"/> Other YouTube features	1 0.6%	0.1 2.5%	5:05	—	—

8 Youtube Analytics

Channel: Cyril Ducottet

Filter: Sep 20 - Oct 17, 2024 (Last 28 days)

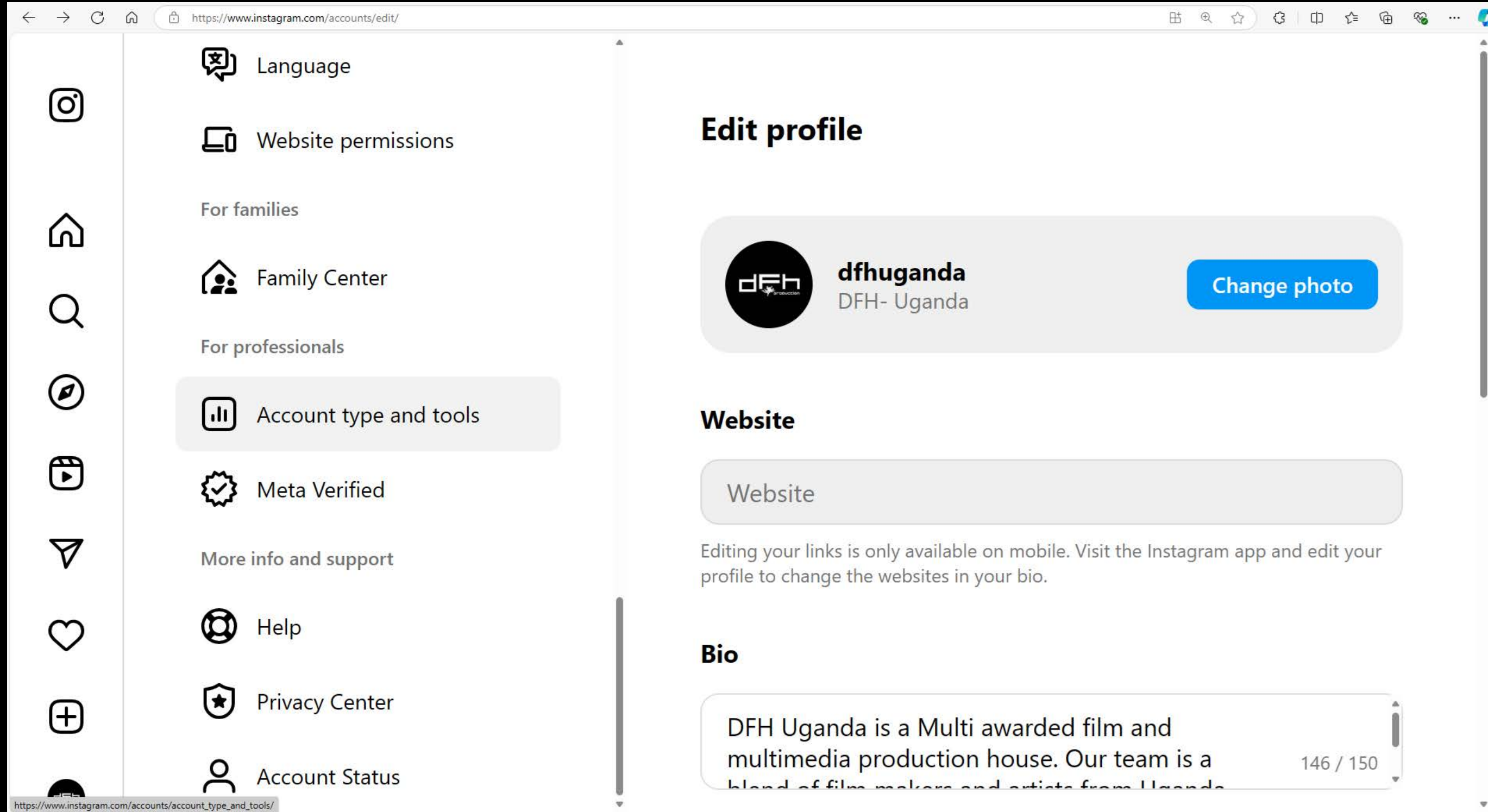
Content	Traffic source	Geography	Cities	Viewer age	Viewer gender	Date	More
Sep 20, 2024	Sep 25, 2024	Sep 29, 2024	Oct 4, 2024	Oct 8, 2024	Oct 13, 2024	Oct 17, 2024	
Date	Views	Watch time (hours)	Average view duration				
Total	161	3.5	1:17				
Oct 17, 2024	5 3.1%	0.0 1.1%	0:27				
Oct 16, 2024	8 5.0%	0.1 4.1%	1:04				
Oct 15, 2024	1 0.6%	0.0 0.3%	0:42				
Oct 14, 2024	5 3.1%	0.1 2.9%	1:14				
Oct 13, 2024	7 4.4%	0.1 1.6%	0:28				
Oct 12, 2024	8 5.0%	0.2 5.2%	1:21				
Oct 11, 2024	3 1.9%	0.0 0.8%	0:31				
Oct 10, 2024	9 5.6%	0.0 0.8%	0:10				
Oct 9, 2024	4 2.5%	0.2 5.0%	2:36				
Oct 8, 2024	3 1.9%	0.0 0.6%	0:23				

9 Consider Working with Influencers and Paid Advertising to Reach a Wider Audience

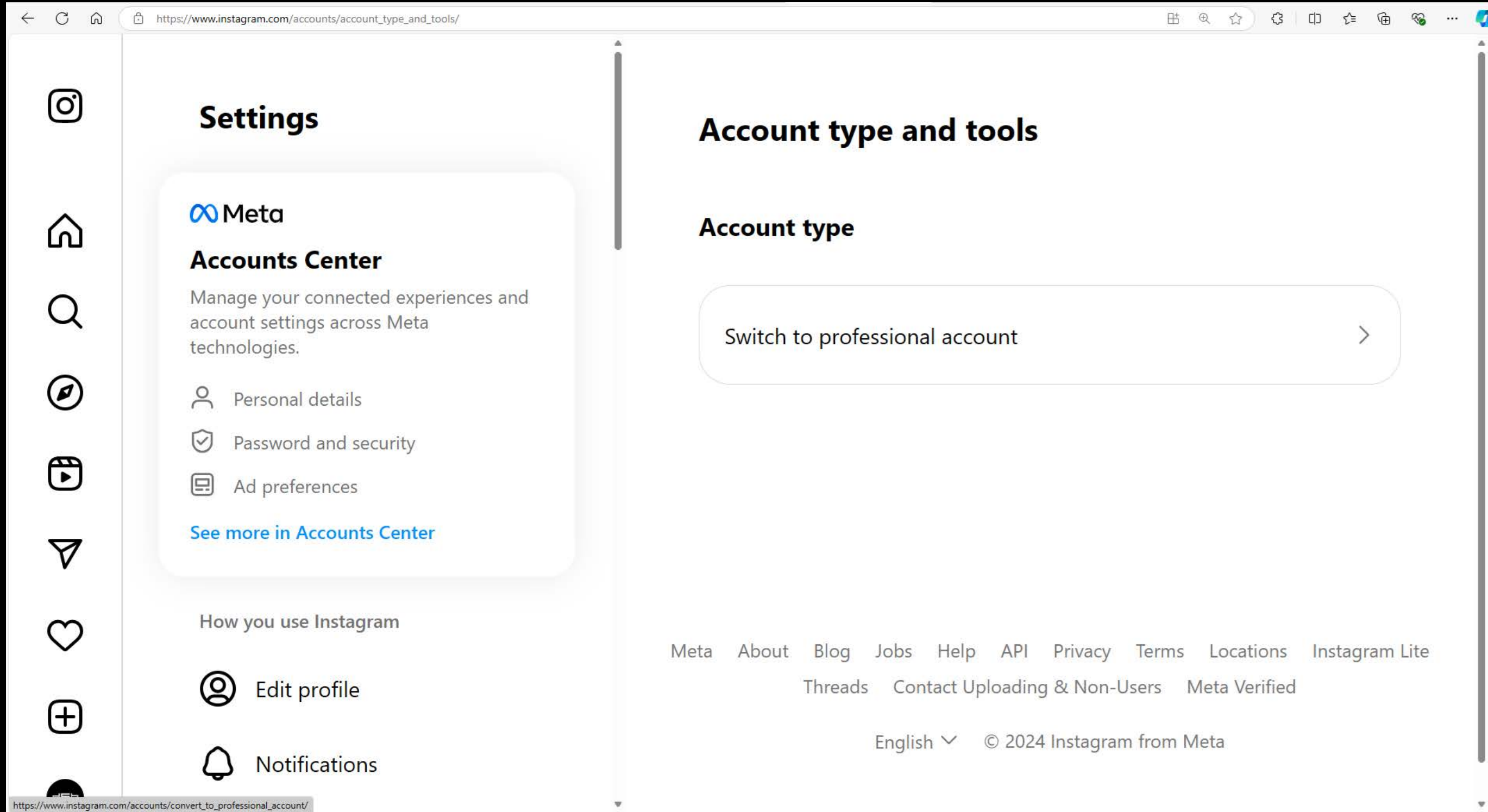
While influencers can have a strong impact on attracting a new audiences, setting aside a budget for paid social media advertising can also be beneficial.

Platforms such as Facebook, Instagram and LinkedIn allow for targeting specific demographics or interests, which can be extremely effective in driving viewers to your livestream.

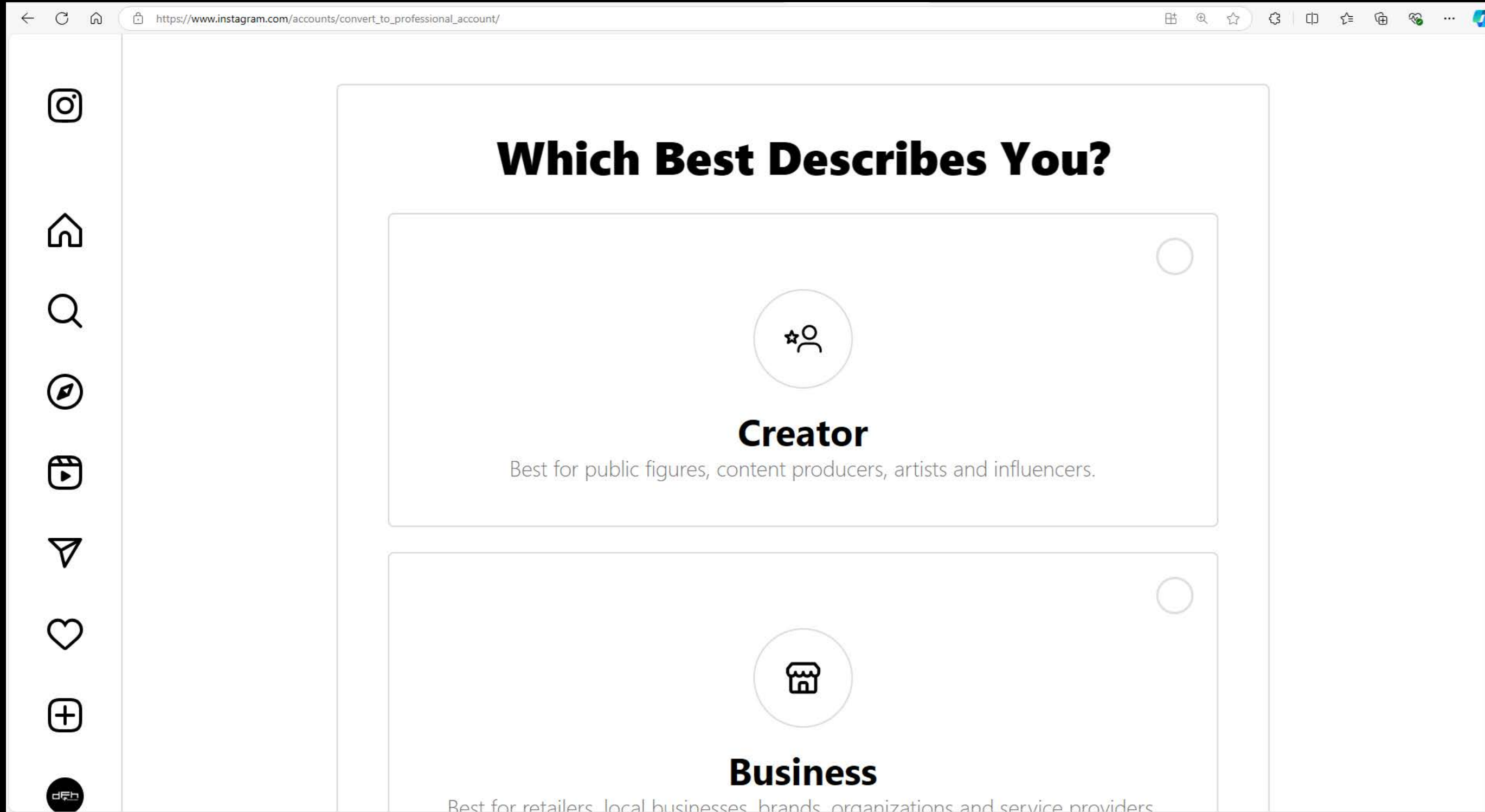
How to set up an insta account to boost your posts



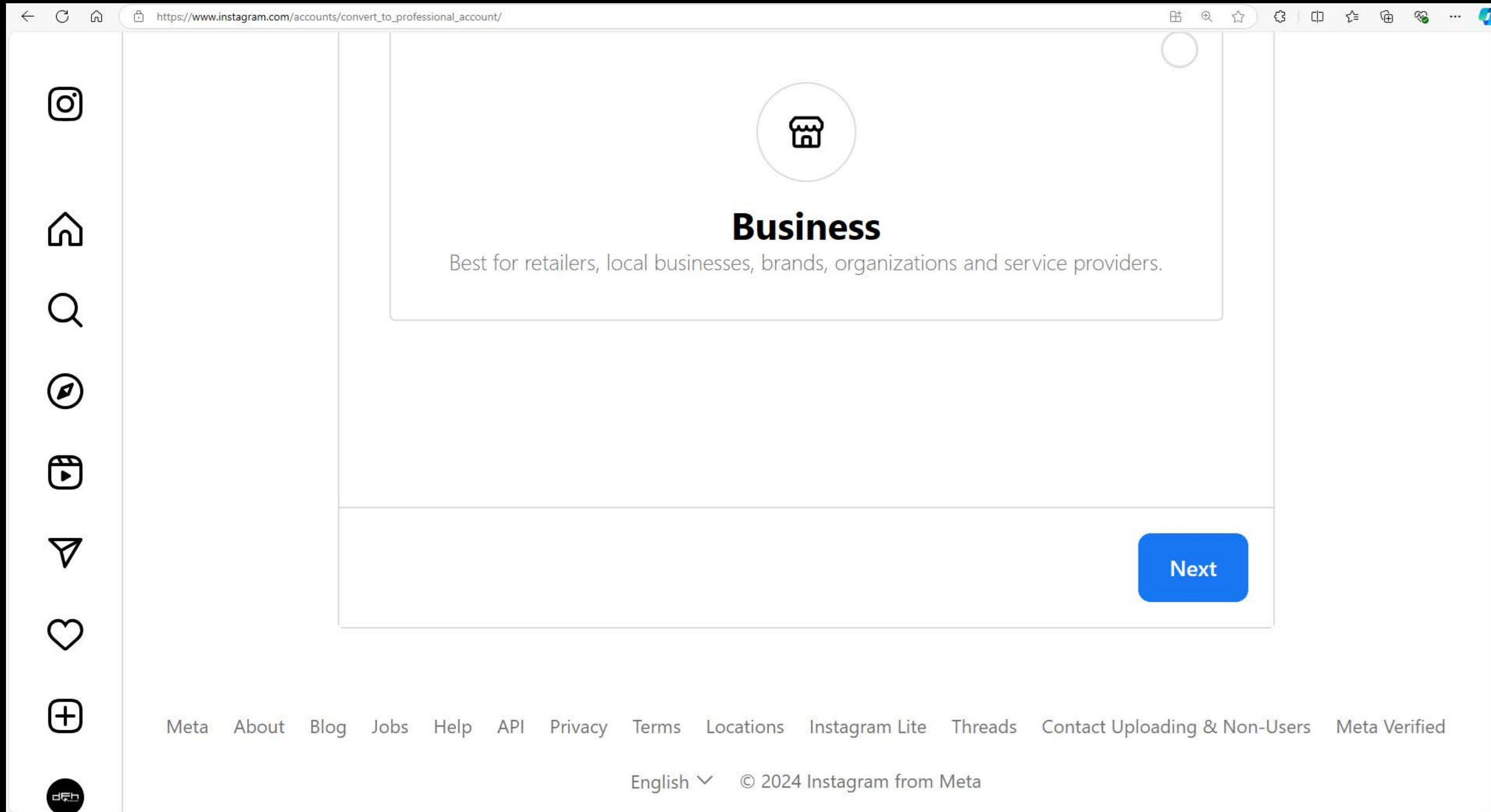
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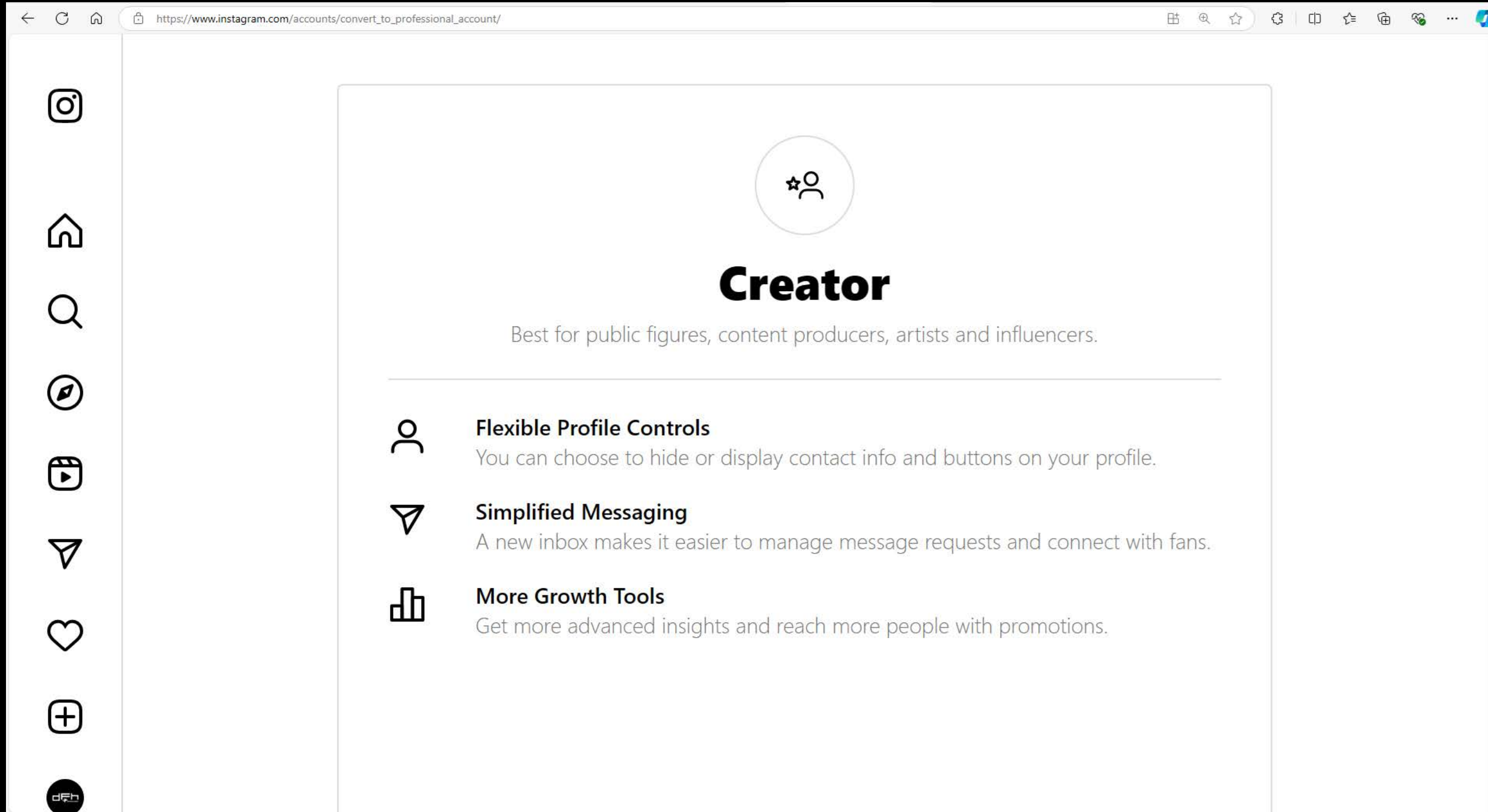
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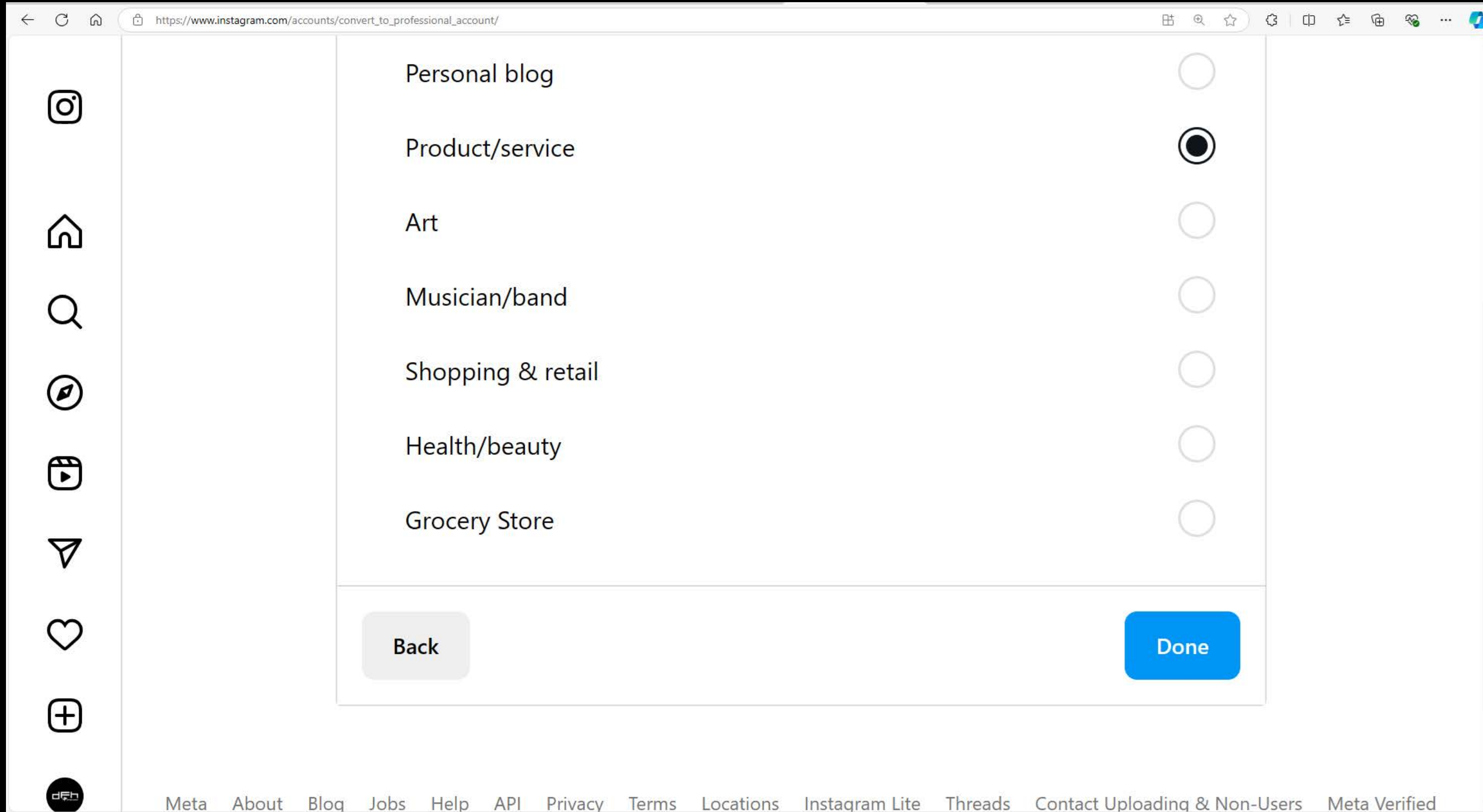
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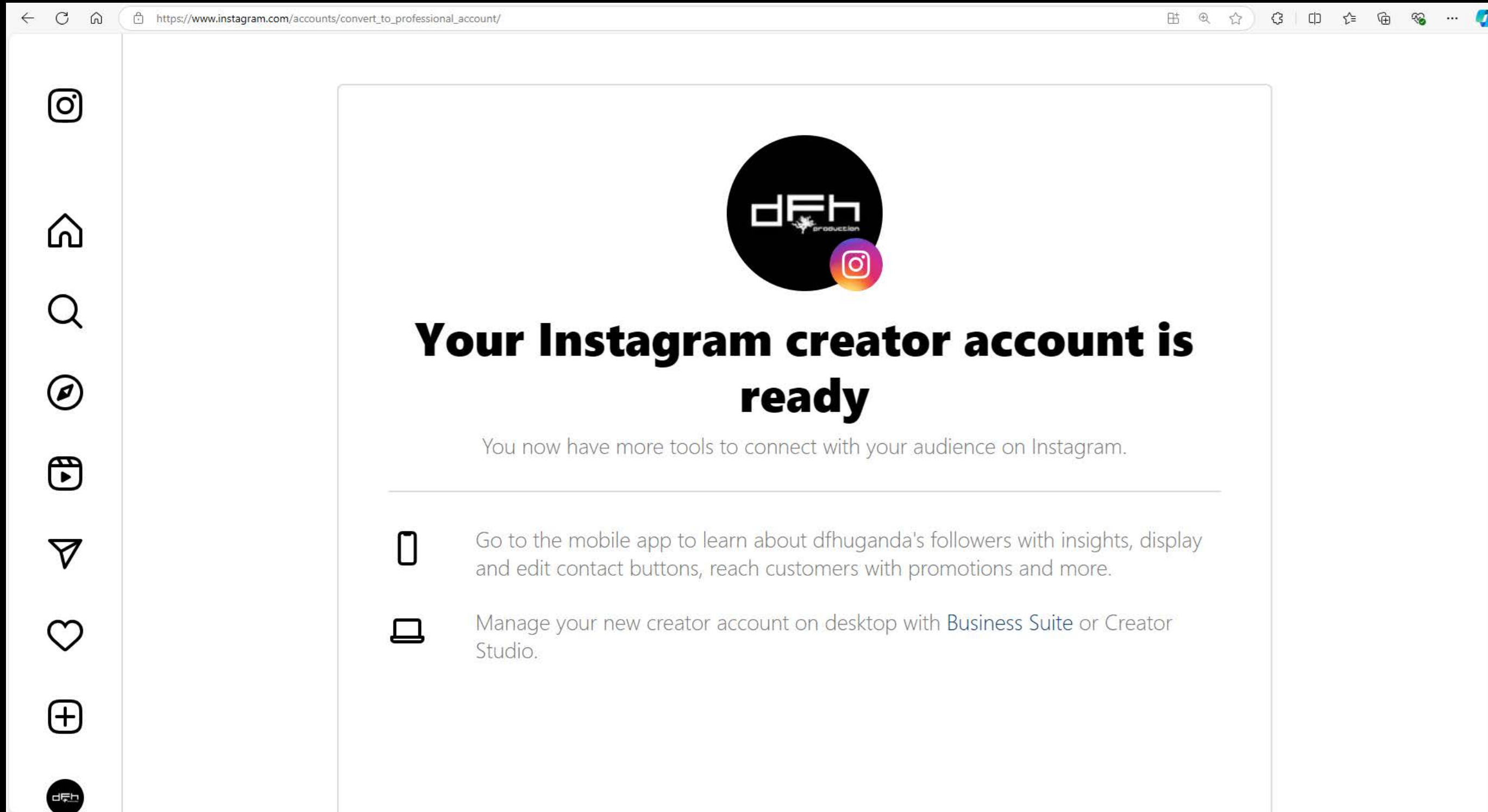
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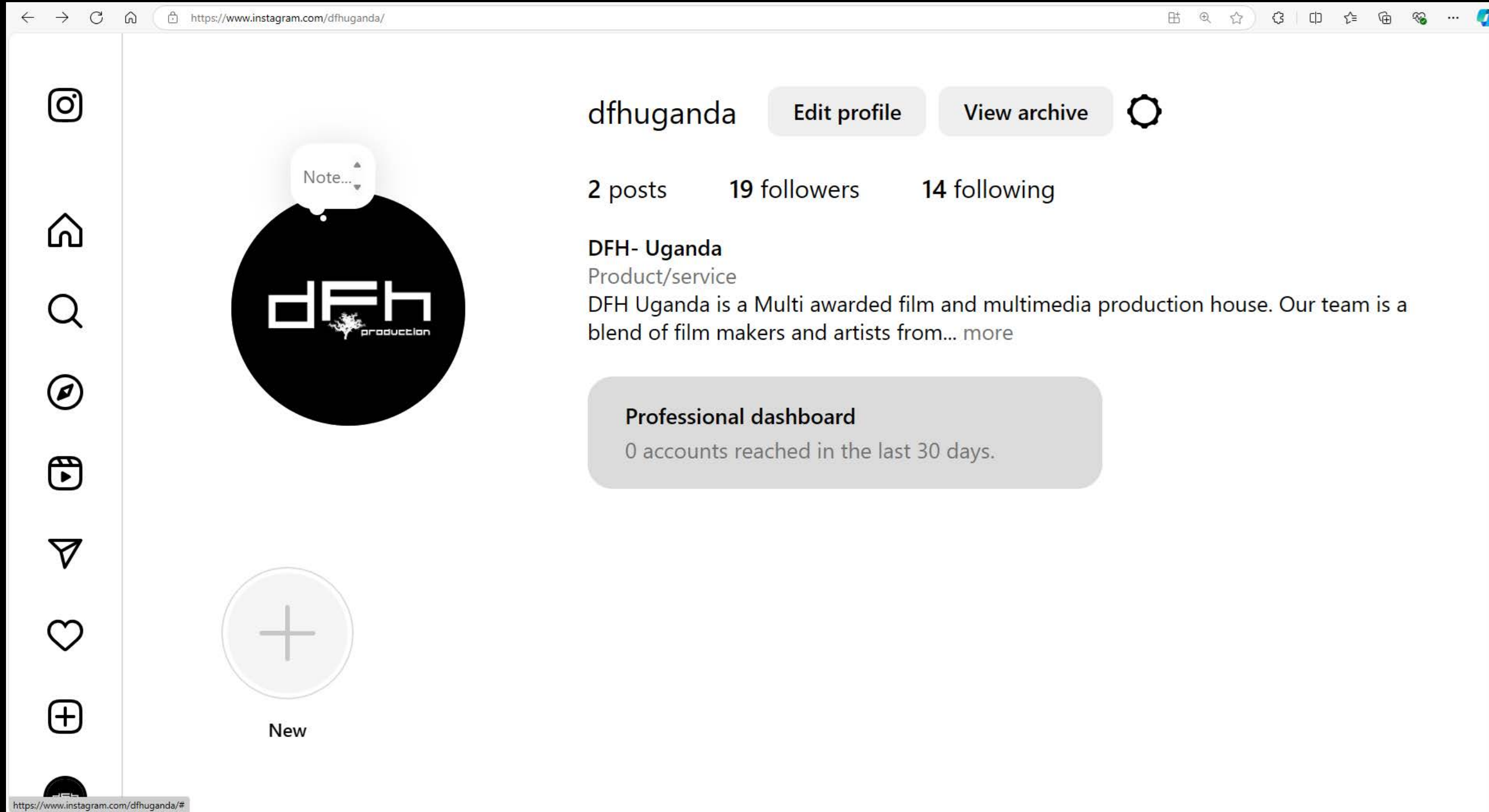
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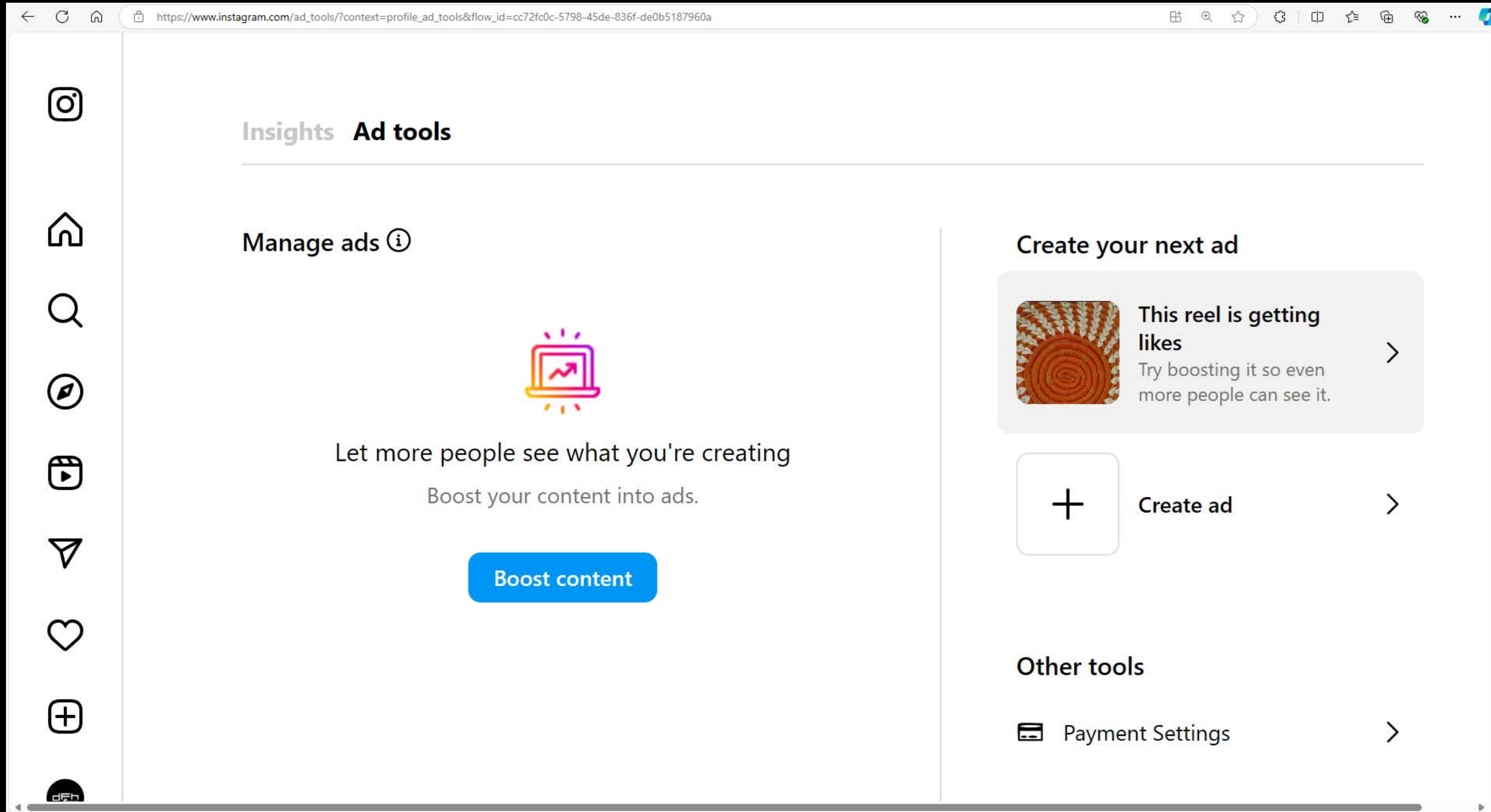
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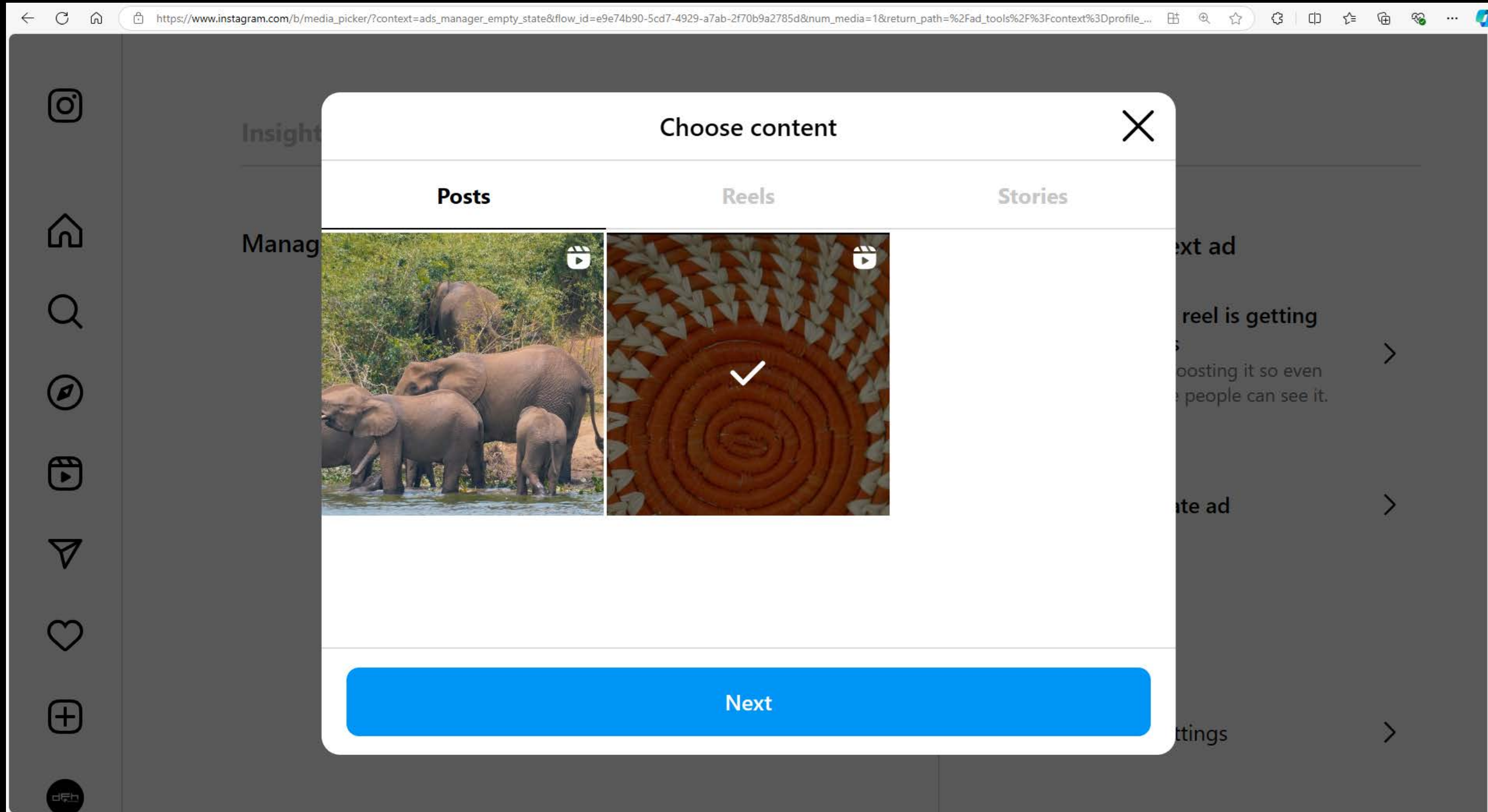
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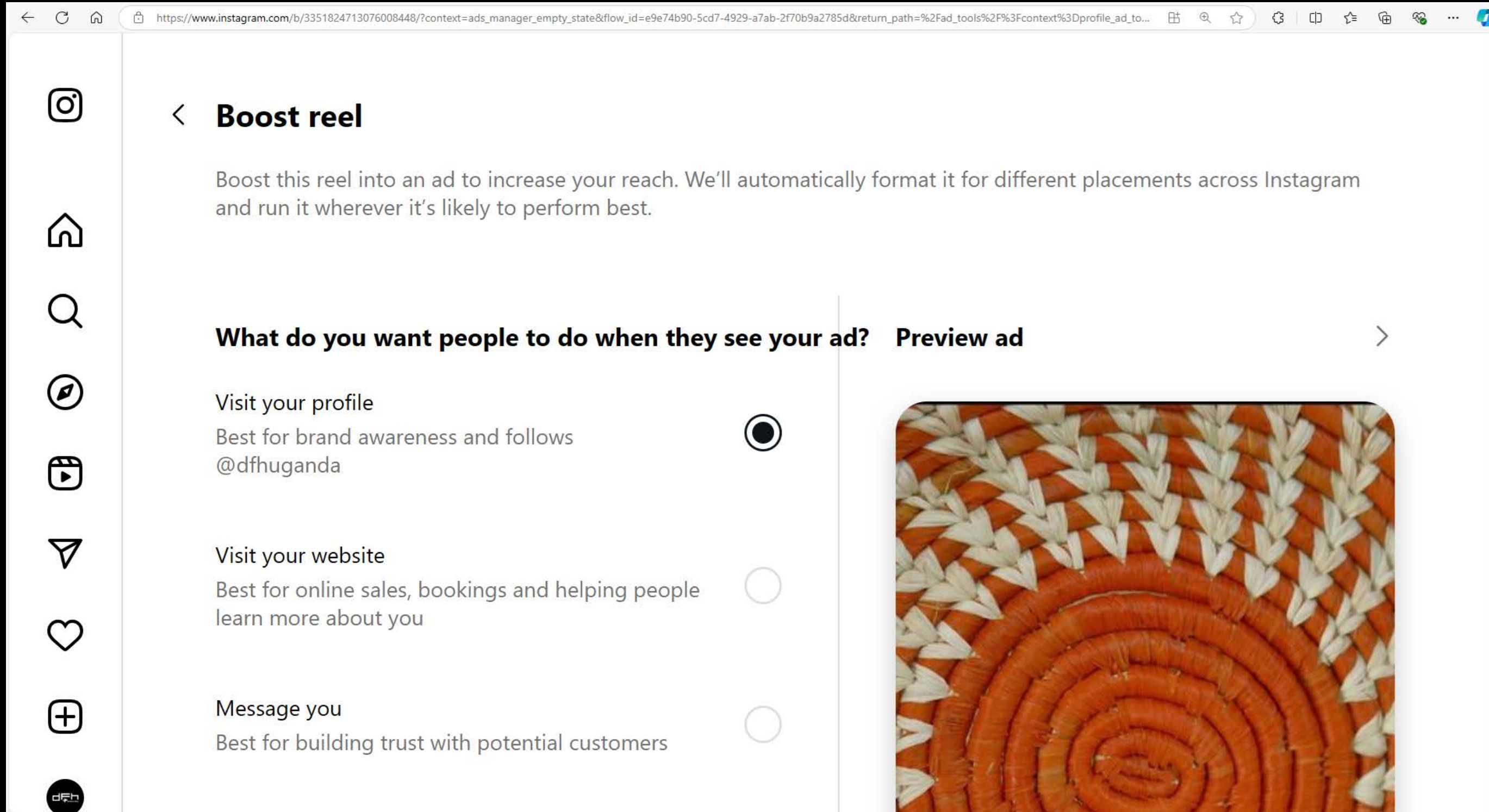
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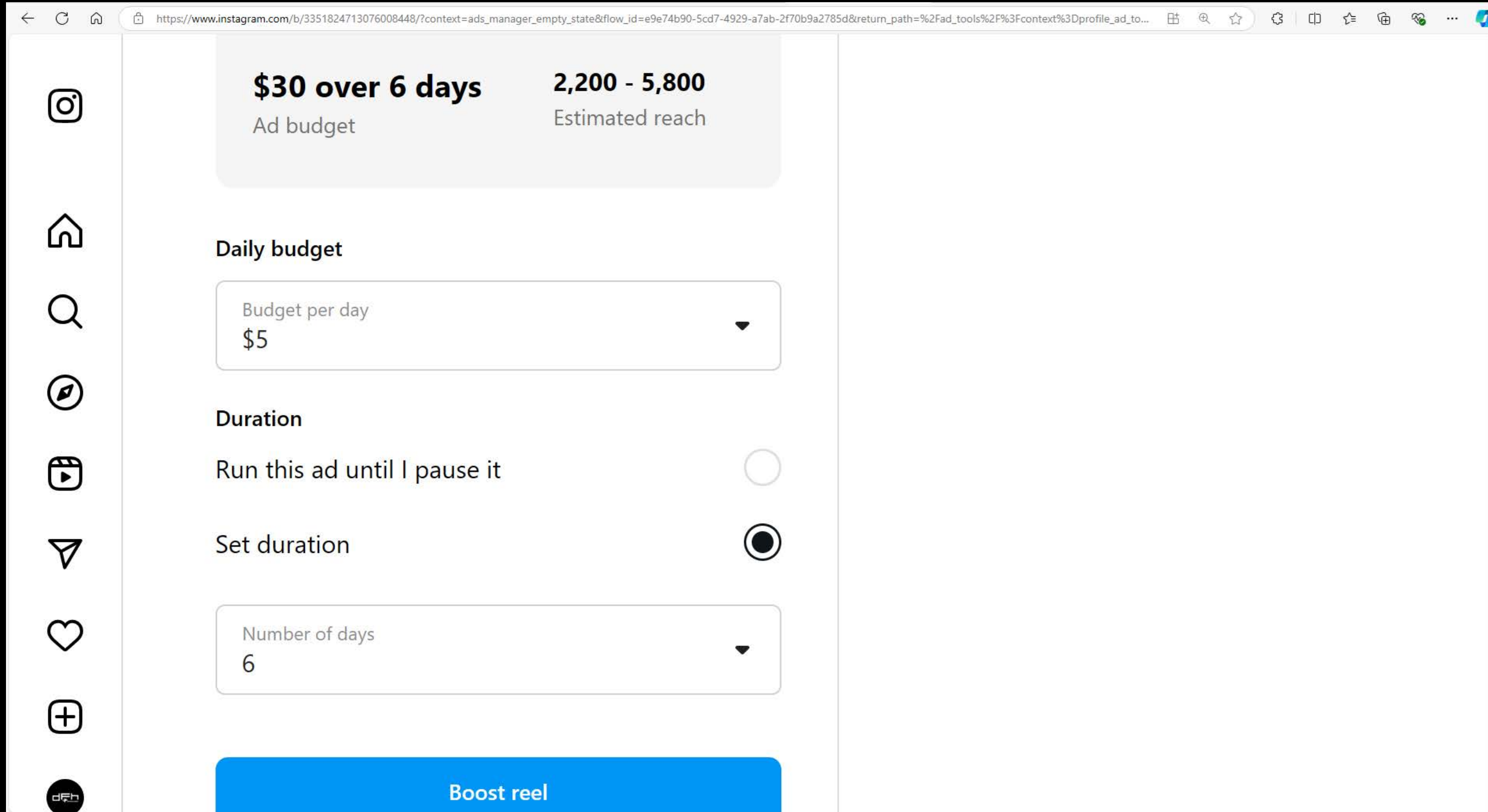
How to set up an insta account to boost your posts



How to set up an insta account to boost your posts

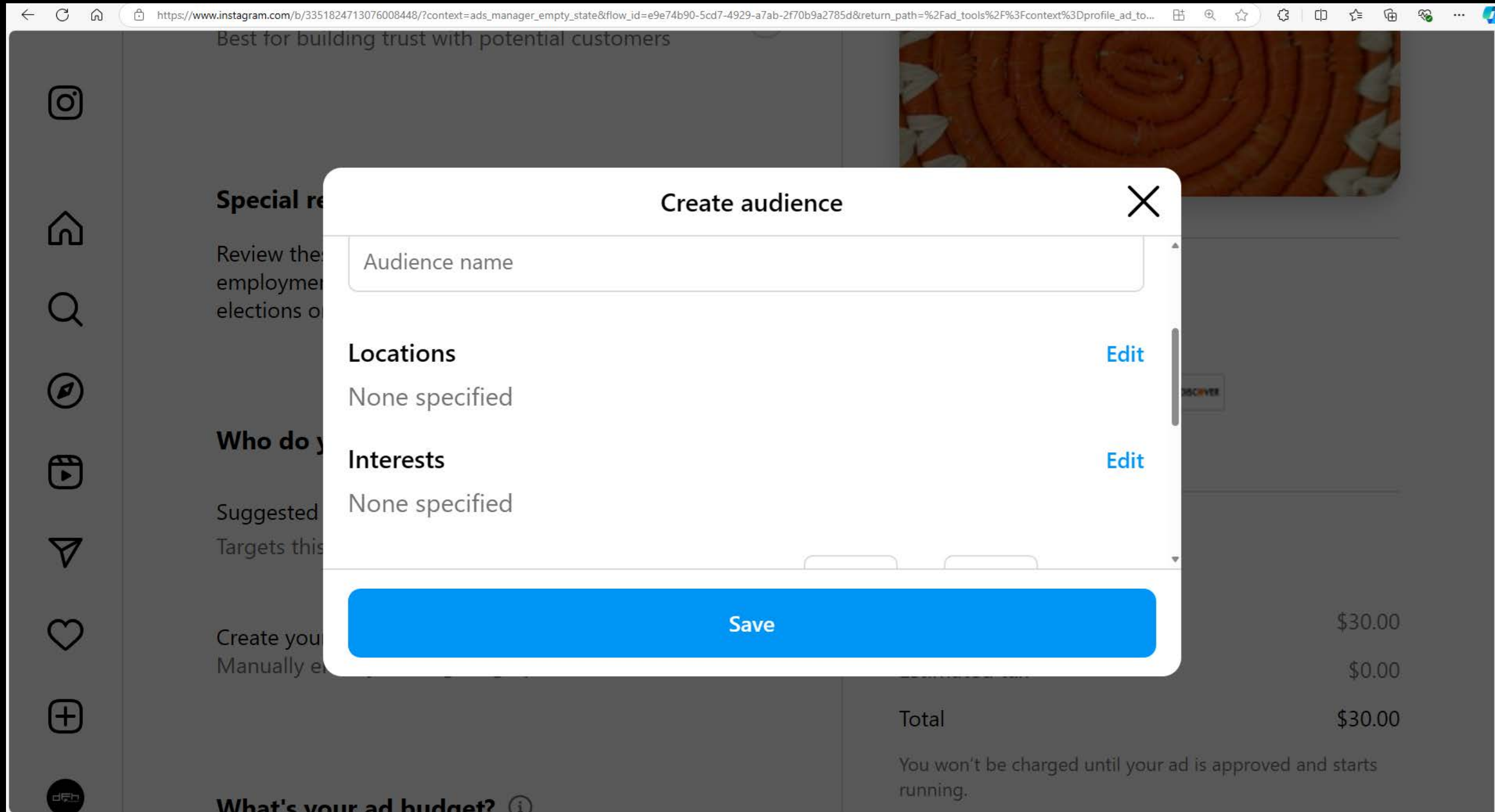
The screenshot shows the Instagram ad setup interface. On the left is a navigation sidebar with icons for home, search, explore, reels, share, activity, and profile. The main content area is divided into three sections: 'Special requirements' with a toggle switch, 'Who do you want to see your ad?' with radio button options for 'Suggested audience' (selected) and 'Create your own', and 'What's your ad budget?' with a selected option of '\$30 over 6 days' and a reach of '2,200 - 5,800'. On the right, the 'Payment method' section shows logos for VISA, Mastercard, American Express, and Discover, with an 'Add' link below. The 'Payment summary' section lists: Ad budget \$30.00, Estimated tax \$0.00, and Total \$30.00. A note at the bottom states: 'You won't be charged until your ad is approved and starts running.'

How to set up an insta account to boost your posts

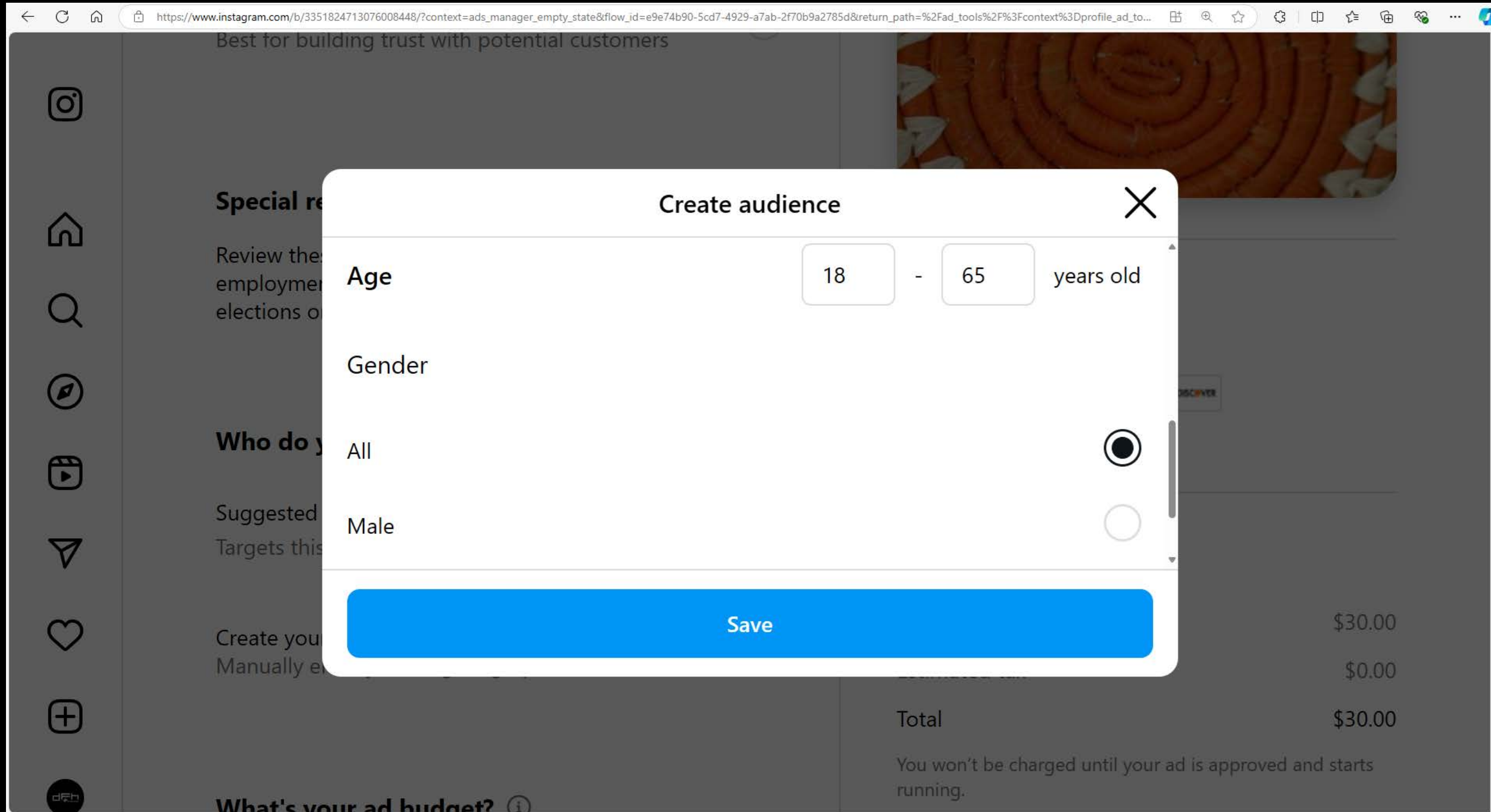


The screenshot shows the Instagram ad settings interface. At the top, a summary box displays the total budget and estimated reach: **\$30 over 6 days** (Ad budget) and **2,200 - 5,800** (Estimated reach). Below this, the 'Daily budget' section features a dropdown menu for 'Budget per day' set to '\$5'. The 'Duration' section has two radio button options: 'Run this ad until I pause it' (unselected) and 'Set duration' (selected). Under 'Set duration', there is a dropdown menu for 'Number of days' set to '6'. At the bottom of the settings, a blue button labeled 'Boost reel' is visible. The left sidebar contains the standard Instagram navigation icons: home, search, post, reels, share, activity, and profile.

How to set up an insta account to boost your posts



How to set up an insta account to boost your posts



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