

**GARNICA ENTERPRISES, LLC**

# **SOCIAL MEDIA CONTENT STRATEGY PLAN**

Kenia Garnica-Avila

# ABOUT THE COMPANY

## BACKGROUND

Garnica Enterprises is a family-owned, wood-flooring business that specializes in installing vinyl planks, laminate, solid and engineered wood floors as well as refinishing solid wood floors and decks.

- Founded in 2006
- Small business of six employees

# CONTENT AUDIT



- Active social media: Facebook
- Post frequency: Once every few months
- Content:
  - Product-oriented posts
  - Promotional posts



# SOCIAL MEDIA



## FACEBOOK

- Will better reach audience
- Mangeable

# AUDIENCE



**LINDA**

50, Married with children

Middle-class

Lives in Vancouver, WA

Age Range:  
30-60 years

Location:  
Vancouver, WA  
(within 30-mile radius)



**MIKE**

38, Married w/o children

Middle-class

Lives in Camas, WA



# OBJECTIVES

Raise brand awareness by 55%.

Increase overall engagement on Facebook by 100%.

Increase inquiries by 30%.



# EDITORIAL: FEATURED TOPICS



Promotional &  
Product/Service



Company



Informational



Client  
Testimonials

# EDITORIAL

## IDEAL VELOCITY

Three to four times a week

## TONE

Friendly, helpful and informative

## RULES OF ENGAGEMENT

Keep FAQ responses readily available to respond quickly





# FORMATS & TEAM RESOURCES

## IMAGES AND VIDEOS

Before and after visuals of work

Responsible: Kenia Garnica and capable employee

## TEXT

Client testimonials

Company background and information

Responsible: Kenia Garnica and employees

## GRAPHICS

Infographics/ informational posts

Responsible: Kenia Garnica and founder, collaboration



# CONTENT CALENDAR

## APRIL 2021

Title	Author	Topic	Deadline	Published	Notes
		WEEK 1			
Happy April, check out our flooring options!	Social media manager	Wood floor options/ Service	3/26/2021	4/1/2021	Promotional, Website link (call to action)
Meet the founder	Social media manager	Founder/Employee Spotlight	3/26/2021	4/5/2021	Company background, Picture
Spring Cleaning	Social media manager	Wood floor maintenance	3/26/2021	4/7/2021	Informational, Graphic
Client Testimonial	Social media manager	Client testimonial	3/26/2021	4/9/2021	Pictures-before/ after
		WEEK 2			
Get \$50 to \$100 off when you refer a friend	Social media manager	Referral	4/9/2021	4/12/2021	Promotional- learn more, website link (call to action)
Cherry wood floor	Social media manager	Before and after/ types	4/9/2021	4/14/2021	Wood type feature/ Informational, Pictures, Graphic
Meet [employee name]	Social media manager	Employee spotlight	4/9/2021	4/16/2021	Pictures
		WEEK 3			
Client Testimonial	Social media manager	Client testimonial	4/16/2021	4/19/2021	Encourage clients to write a review
Oak wood floor	Social media manager	Before and after/ types	4/16/2021	4/21/2021	Wood type feature/ Informational, Pictures, Graphic
Request a free estimate	Social media manager	Free Estimates	4/16/2021	4/22/2021	Promotional- contact us (call to action)
What wood floor is best for you?	Social media manager	Flooring options	4/16/2021	4/23/2021	Informational, graphic
		WEEK 4			
Looking to renovate your home?	Social media manager	Product and service	4/23/2021	4/26/2021	Contact us or learn more on website
The benefits of having wood floors	Social media manager	Wood floor benefits	4/23/2021	4/28/2021	Informational
Hickory wood floor	Social media manager	Before and after/ Info	4/23/2021	4/30/2021	Wood type feature/ Informational, Pictures, Graphic



# CALLS TO ACTION



**CONTACT US**

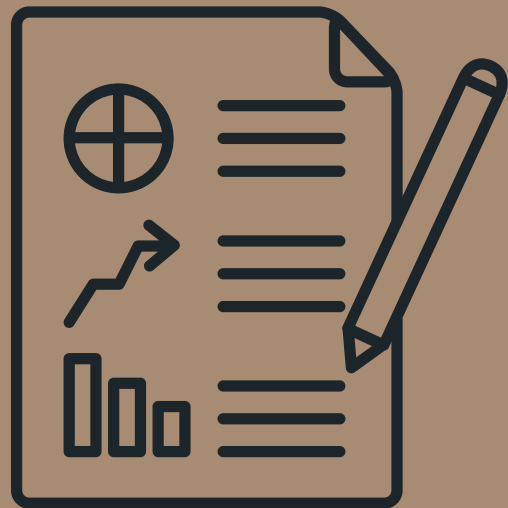
Inquiries

**LEARN MORE**

Click website link to learn more



# KEY PERFORMANCE INDICATORS



## ENGAGEMENT

Organic vs Paid posts

Page Likes

Response to content format/ type

## CONTACT VOLUME & INTERACTIONS

Inquiries and Website traffic

Estimate requests

Participation in referrals

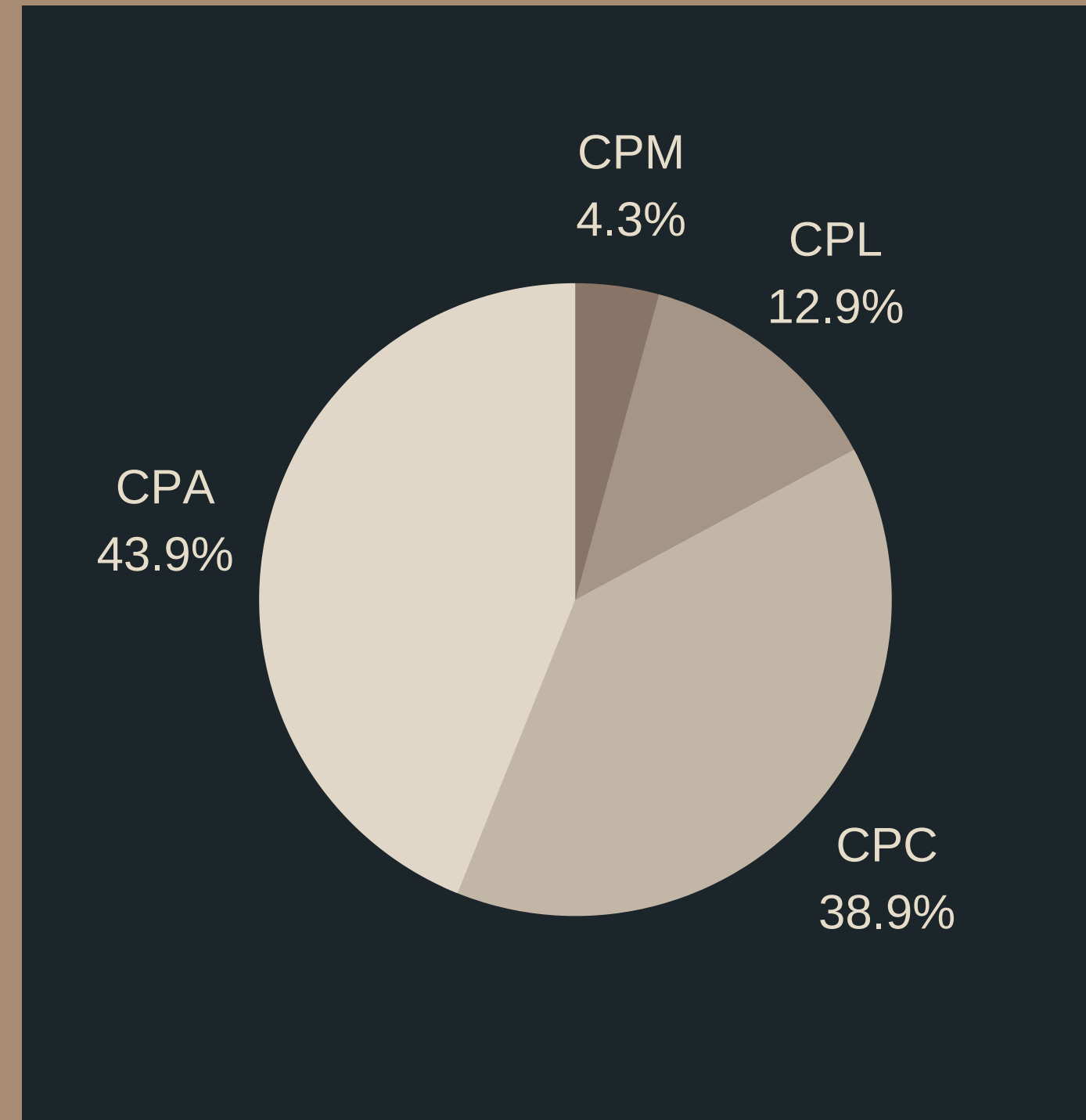
## IMPRESSIONS AND REACH

Page views/ Unique visitors

Brand Awareness

# BUDGET BREAKDOWN

CPM: COST-PER-IMPRESSION  
CPC: COST-PER-CLICK  
CPL: COST-PER-LIKE  
CPA: COST-PER-ACTION





**GARNICA ENTERPRISES, LLC**

**THANK YOU!**



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