

Page One Power Brand Awareness Campaign

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Author Note

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Abstract

This Action capstone project was to show the range of benefits a Brand Awareness Campaign for social media could have on the growth and business development at Page One Power, an SEO marketing company, which is my current employer located here in Boise, Idaho. Unfortunately, Page One Power's growth took a hit the last half of the 2022 year, leading to layoffs and furlough days. Upon these hardships, I realized that the company doesn't really have much social media presence on either Facebook or Instagram so I created a Social Media Brand Awareness Campaign presentation for the marketing department to consider as part of their marketing operations. The presentation addresses the value of Social Media Brand Awareness, provides research and data on social media content marketing strategies, where to locate important information regarding social media tools and metrics, as well as my own content ideas, strategies and tactics.

Keywords: Growth, Brand Awareness, Social Media, Content, Strategy, Campaign

Introduction

I was instantly inspired to do this project after reading the “Action” approach for a Capstone Project because of the relevancy it had in my own professional life as well as my college education. It was the perfect opportunity to not only apply the knowledge I’ve acquired through the IPS program at BSU, but it also would showcase my new skills I’ve learned in a way that benefits my current employer and my own professional opportunities. Working at Page One Power has been an amazing experience for me, and quite truthfully are the reason why I chose the educational path I did for my degree. To do a project that was so relevant professionally and personally and would impact the company as well as myself, seemed like a great Capstone Project.

My presentation begins by showing the importance brand awareness can have on a company and the benefits that this particular Brand Awareness Campaign can bring to Page One Power if implemented as part of the company’s marketing efforts. I’ve created examples to showcase the different content strategies and ideas I came up with such as content calendars, content repositories and even content itself. The presentation also includes data, resources, content types, content marketing strategy funnels, the steps to building an effective campaign and even social media metrics and their value. The presentation concludes with my explanation of the performance metrics and how they make my Social Media Brand Awareness Campaign valuable.

Elements

My project has a wide range of perspectives including my own as an employee of Page One Power, marketing perspectives, business development perspectives, Page One Power business owners, Page One Power clients and potential clients, and even the general social media audiences and SEO community. Because my project encompasses business growth, it really binds together a variety of stakeholders that could be impacted. At the most recently held company town hall meeting, the business owner mentioned that the company's main focus for 2023 is on “Growth, Retention and Business Development.” Making a Brand Awareness Campaign focusing on Social Media Content Strategies, is a crucial foundation for any company in all three of those areas. By casting a wide net with a brand awareness campaign through social media businesses can tell their brands story, collect valuable data about their audiences and even reach further audiences . Collecting these kinds of insights are nothing but beneficial and can lead to devising & retargeting strategies and optimize future campaigns. Ultimately, my innovative approach for my project was to show how easily and effectively it can benefit Page One Power’s growth, retention and business development, all in one strategy.

There were many moments throughout the project where self awareness and awareness of others played a role. To be able to begin on my project, I really had to evaluate my own skills and knowledge, and then consider how I was going to present that information so that others could find it useful. I wanted to be careful that I wasn’t going too far out of my skill-set but also wanted to expand on my experiences and capabilities. At the same time, I was constantly putting myself in the business owner’s perspective as well as the marketing supervisor’s perspective, and implementing those thoughts, feelings, and concerns into my project.

Along the way, I was also able to gain insight from people in both the marketing and sales departments that helped me understand different strategies pertaining to their efforts for business development and growth. The variety of audiences that I had to consider while putting together my Brand Awareness Campaign are really what ties the whole thing together.

Considering how and what I was building awareness to, the potential reach of the campaign, the branding of Page One Power itself and what the company represents, and the audiences who would see and interact with the campaign are all key factors in how my Brand Awareness Campaign was built. Not only did I need to show how my project can bring value to Page One Power, I also needed my strategies, content and knowledge within the project to bring value to Page One Power's social media audiences so that brand awareness can in fact grow. For instance, to bring awareness to a brand through social media requires engagement and interest in the content a business shares on the different platforms. It needs to be interesting enough for people to interact with or at least care about. This means evaluating important data about Page One Power as a company from a potential customer's point of view as well as from a business-development point of view and putting together a relevant, creative and cohesive strategy.

This approach led me to create a Brand Awareness Campaign with a unique Social Media Content Strategy for Page One Power that includes the company's goals for growth and development that could possibly be implemented in their marketing operations for 2023 and beyond. I developed a strategy that will boost brand awareness through social media platforms, specifically Instagram and Facebook. The strategy includes the different types of content that I think would be the most effective, a monthly content schedule and repository, and then a content marketing funnel that breaks down different content strategy goals to be used. With any content strategy, it's also important to understand and then track the performance, so I provided two

tools to do this-Meta Business Suite and Meta Ads Manager. I included a breakdown of both tools including how/what they measure, cost to use, why they are useful and even resources to set them up or learn more about them.

Results

My plan to measure the success of my campaign was mainly going to come from the feedback of the marketing director and others within the marketing department. For me personally, the campaign would be a success if it was something they found valuable enough to implement as part of their marketing strategies in the future and that it made sense, had useful information and provided value to them. Although it would have been nice to actually see visual data representation of whether or not it's successful, an approval from the marketing department on my campaign strategies is just as good as anything. It would mean that my skills, knowledge and practice has paid off.

The benefits that my project will have on Page One Power entail a variety of aspects that lead to business growth. Brand Awareness Campaigns can take time to show results, so it may be over time to see the true benefits but the benefits should have a continual impact. Implementing the campaign or even parts of my campaign should bring awareness to the company and then eventually growth. Even if my campaign brings leads, website traffic, targeted audience data and other performance insights, Page One Power can optimize many different marketing operations, which alone is a benefit. My campaign could directly impact the marketing department because it takes time to implement, strategize and optimize content strategies but it can bring so many benefits to the company that directly impact its development

by bringing awareness, consideration, retention and advocacy to current and potential customers.

Conclusion

Because a brand awareness campaign can be so multifaceted and have a range of techniques, it was hard to anticipate any certain result. As I mentioned before, it would have been interesting to see actual data for my strategies but since I didn't have access to the company's social media handles and it was outside of my job duties, I instead decided to get results in the form of feedback. The feedback I was looking for were the overall thoughts, feelings and suggestions on my campaign. Things like whether there was anything missing or that could have been left out, ways it could be improved, and then whether or not my campaign is something they could implement or use in the future marketing operations at Page One Power.

To my surprise, the feedback I got was incredibly positive. The marketing supervisor said that the campaign itself could be used as a "template" for any and all business awareness campaigns. That was a wonderful compliment to get because it means that my campaign hit the mark when it comes to awareness campaign goals, insights, information and resources. When I asked whether or not my campaign could be implemented into the marketing strategies at Page One Power, Jan (the Marketing Director) responded "It's always interesting to have an 'outside' perspective. The short answer would be yes. You've given us a few points to review and see the response." This answer was ultimately how I determined the success of my project, and I can now confidently say the project was a success!

Overall, I'm proud of how my project went and how it turned out. If I could do anything differently, it would have been to use my own business instagram account that I have for antiquing so I could show real examples and benefits of the metrics and strategies I provided in the Page One Power campaign. It would have also been more hands-on practice for me to be able to execute my ideas through that account but could also have given me real data to compare. Another thing I would have done differently or rather additionally, would have been to focus on a specific content type and create an entire campaign out of that idea. Specifically, Page One Power has a lot of huge clients such as Adobe and Verizon and I thought it would be a great idea to use client testimonials and success stories. If I had more time, it would have been nice to create some of that content to use in their future content strategies because it really sets Page One Power apart and could really improve their awareness and recognition.

References

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Section 6: Appendix

[Page One Power Brand Awareness Campaign Presentation](#)

[Heidi Elmore Brand Awareness Campaign Slides](#)

[Campaign Feedback](#)