

Heidi Elmore
Capstone Project
P1P Brand Awareness Campaign

Feedback Questions:

Thursday, April 20, 2023

Hello Heidi,

I've included Kaitie Frank in this conversation as she primarily runs our social media for Page One Power.

What were your overall thoughts, feelings or impressions on the brand awareness campaign?

Kaitie - Overall, this campaign is a good representation of the P1P brand. The post examples showcase P1P as professional and confident, something we strive for across all marketing channels.

Jan - I agree with Kaitie's comment above. Your presentation, as a whole, represents the brand direction of a B2B business like Page One Power.

Was there anything missing or that could have been left out?

Kaitie - I would have loved to see some competitor research and social post examples.

There's not much I would leave out or find missing. I would also like to see additional data on the posting strategy (i.e., days and timing of postings— why did you select those particular slots? Also, we've decided to remain neutral on religious holiday postings. So, that would be something to leave out.

What did you think about the campaign goals?

Kaitie - The campaign goals are in line with P1P goals. I would like to see more engagement metrics tracked (likes, shares, clicks).

Jan - Increased awareness, engagement, traffic, and leads are always top of mind. It was nicely done to capture all of those. I would also add 'thought leadership' into the mix as well as we always strive to showcase the knowledge base that exists at Page One Power. Kaitie was/is more familiar with the Content Marketing Funnel you used as your graphic (I'm more old school with a traditional funnel graphic) but did appreciate the category breakdown of what 'pieces' fall into each one. PLUS, I love the color coordination too!

Is the campaign something you could see Page One Power implementing in marketing strategies?

Kaitie - I could see P1P implementing parts of this campaign, especially sharing blog posts, case studies, and testimonials. Contests and giveaways require a lot of background work, and the marketing team is small.

Jan - 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. When I look at the types of suggested postings, I can confidently say we have historically posted each recommended type. Even the 'sharing a cause' postings as Page One Power would once link build for local nonprofits—sort of a passion project campaign. With the increased case studies and Clutch reviews, we can certainly share on social media this year.

What areas could have been improved?

Kaitie - I would have liked to see strategies that small teams can implement. How can a team of one person create content and use their time efficiently?

Jan - An additional tool that I would add to the 'social media quiver' would be a Facebook format specs and recommendations. They're very particular about what will be approved or denied. The example given on the last slide might not align with their format specs.

Would you say my campaign ideas would be beneficial to the business goals of Page One Power?

Kaitie - I say yes, specifically of the goals to get more traffic and brand awareness.

Jan - Overall, your ideas are solid, but would also include 'thought leadership.' Page One Power has always utilized social media as a platform for brand awareness, thought leadership, and impressions/traffic. However, the 'impressions/traffic' piece does not necessarily translate to web traffic.

What did you like or dislike about the content ideas & strategies?

Kaitie - I loved the idea of sharing case studies and testimonials. That is a great way to break up content. As you stated, we are somewhat limited in that area due to client contracts. I also liked the different post ideas in the funnel. I would have liked to have seen examples of these from our competitors. I feel the contests and giveaways are a bit off-brand for P1P.

Jan - Adding to what Kaitie has mentioned above, I did appreciate the creation of the Content Repository document. This document would be beneficial for scheduling social postings. I also appreciated the sharing of the Asana social media template. I'm a huge advocate for utilizing the tools we use company-wide. Nice work! And, although I'm sure 84% of people discover new products on Instagram (hello!) I do feel the quote speaks more to B2C products versus B2B.

Are there other ways not mentioned in my project that you think Page One Power could build awareness through social media?

Kaitie - I think your post ideas are great. Most of them align with the brand. Staying consistent is a big thing, especially for social media algorithms.

Jan - Kaitie has nailed this response. Consistency is the number one component in staying fresh on social media.

(Feel free to use these questions as a guide or give an evaluation however you'd like, I'd just appreciate as much feedback as you can give 😊)

Kaitie - You did a great job! You definitely got my wheels turning on new post ideas. The only other thing I need to mention is that we focus primarily on LinkedIn (for the B2B audience) and Twitter (for engagement). However, if we were on Facebook still, this campaign would make sense. I would also love to pick your brain about the content calendar and why you chose those dates and times.

Jan - Excellent work, Heidi, and we both hope you've enjoyed this project and the feedback is helpful. If the brand Page One Power were removed, this project would fit nicely into a template for those looking to launch a business brand awareness campaign.

Here's a little look behind the curtain. Kaitie is correct in saying that our social media focus is only on the platforms of LinkedIn and Twitter, and we're no longer utilizing Facebook and just lightly on Instagram. We constantly reevaluate our efforts and try new ideas to obtain engagement, impressions, and traffic. Anytime a new blog post, trade show, P1P event attendance, webinar, web page, available download, or video is created, it's announced on social media. Again, there's not one thing on your list that we haven't tried over the years. SEO and link building are very niche, as you know, and we have discovered LinkedIn and Twitter to be more where our culture and potential clients could be hanging out. But consistency does remain the struggle as we are such a petite department.

As I mentioned, I'm 100% behind utilizing company tools, and I like the idea of an Asana social media template (we'll look more into that concept). Our posting strategy is managed, monitored, and analyzed in Hubspot (another company tool) to manage our consistency somewhat.

As an organization, we will continue to contribute content to the best-suited platforms to continue our efforts for brand awareness. I appreciate your efforts for Page One Power, and there are components we can utilize going forward. Thank you, Heidi, and congratulations on your academic milestone!