

Shuswaps Best 8 Week+ Campaign Program

Main Objective: To bring awareness to shops in Salmon Arm, and the goods and services in those shops.

First Video:

Objective: To show off goods and services while beginning to know the shop owner. To begin laying the groundwork to the next piece of content.

About: 95% about this business 5% about owner. Small pieces of information to get to know the owner. The rest about the goods/services and what they provide for the area.

Content Gained:

- 3-5 Minute Video
- 30 Second Google My Business Video
- 10 Pictures
- Remixed into as much micro-content as possible for all platforms.

Posting:

- 3-5 Minute video posted on Youtube (Shuswap's Best), Linked In (Personal), Facebook (Shuswap's Best with \$35 in ads per week, 2 week minimum running) Instagram IG TV (Shuswap's Best), Blog (Shuswap's Best)
- 30 Second video on Google My Business, Instagram (Shuswap's Best), Facebook (Shuswap's Best), Youtube (Shuswap's Best), Tik Tok (Shuswap's Best)
- Pictures on Facebook (Shuswap's Best), Instagram (Shuswap's Best), Blog (Shuswap's Best)
- Micro content on any platform that applies

Second Video/Podcast:

Objective: To tell the personal story of the owner. Why they do what they do. How did they start and progress to owning a store and that kind of store. Really get the WHY and progression of the journey.

People don't buy what you do, they buy why you do it. And what you do simply proves what you believe. -Simon Sinek

Content Gained:

- 45min - 1hour Interview

-3 Pictures

-Remixed into as much micro-content as possible for all platforms.

Posting:

-Video on Youtube (Shuswap's Best), Facebook (Shuswap's Best with \$35 in ads per week, 2 week minimum running), Linked In (10 Min Teaser b/c of Restrictions), Instagram IG TV (Shuswap's Best), Blog (Shuswap's Best)

-Audio on Anchor (Shuswap's Best), Spotify (Shuswap's Best), itunes (Shuswap's Best)

-Pictures on Facebook (Shuswap's Best), Instagram (Shuswap's Best), Blog (Shuswap's Best)

-Micro content on any platform that applies

Third Video Vlog (This could be more than just one)

Objective: Show and tell. Try out the service alone or with someone/cook the food and eat the food/take toys to something special or do something cool/community involvement.

Content Gained:

-3-5 Minute Video

-30 Second Google My Business Video

-More Pictures

-Remixed into as much micro-content as possible for all platforms.

Posting:

-3-5 Minute video posted on Youtube (Shuswap's Best), Linked In (Personal), Facebook (Shuswap's Best with \$35 in ads per week, 2 week minimum running) Instagram IG TV (Shuswap's Best), Blog (Shuswap's Best),

-30 Second video on Google My Business, Instagram (Shuswap's Best), Facebook (Shuswap's Best), Youtube (Shuswap's Best), Tik Tok (Shuswap's Best)

-Pictures on Facebook (Shuswap's Best), Instagram (Shuswap's Best), Blog (Shuswap's Best)

-Micro-content on any platform that applies

Give Away Post:(This could be more than just one)

Objective:To take something from the shop and host a draw over Facebook/Instagram and capture people's information.

Content Gained:

-1 Picture post/video post.

Posting:

-Facebook and or Instagram (Shuswap's Best with \$35 in ads per week, 2 week minimum running)