

Digital Marketing Assignment 3
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To: Jonathan Simon
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ADM4326

Social Media Channels - Pick at least two social media channels that you will use to share your website/content. Explain why you are choosing those channels. (If you aren't active on those channels already or you want to create new accounts to share your content, you should do this now and explain why you are doing it.)

Deciding whether to make two new social media channels was quite difficult as I thought that it would be very difficult to receive followers in such a short amount of time. But I didn't think it would make sense to be posting all my content on the Tampa Bay Lightning on my personal social media pages. In the end I decided to create a new Instagram page as well as a new Twitter page as it makes a lot more sense to have my content about the Tampa Bay Lightning on a new sports account. But I used my original accounts to gain followers on my new accounts by quickly posting stating that if anyone is interested in the Tampa Bay Lightning then to follow my new accounts. This was a start as it gained me enough followers on my new accounts.

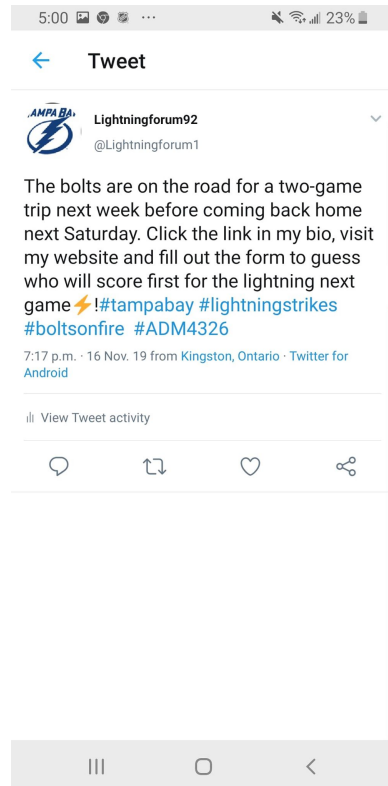
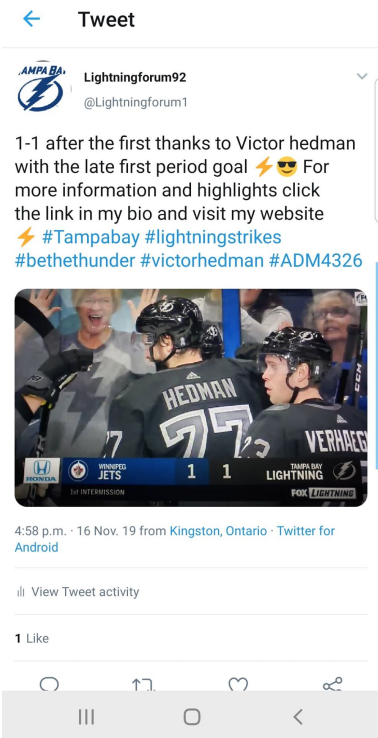
Strategy - Describe your strategy for promoting your content on social media. Examples would be to explain what type of tone you will use, what time of day, what you will write to get people to click on your content, etc. Think about this very carefully. Ultimately, I'm looking for an answer that will explain why I will click on your content in a world that is constantly throwing content in my face.

I started off by initially getting followers on my new social media accounts by asking family and friends on my personal social media accounts to follow my new accounts on the Tampa Bay Lightning. Furthermore, after meeting with the professor he also gave me a name of a sportswriter named Andrew Zadarnowski who writes content for the Montreal Canadiens and encouraged me to reach out to him in hopes of gaining more followers or even a follow from him. Once I started to catch some attention to my new Twitter (@Lightningforum1) and Instagram page (@Lightningforum92) I decided that it was time to execute my strategy which was to use the most recent game that Tampa Bay played on Saturday November 16th as the main attraction in trying to get people to reach my webpage. I started off by posting Saturday at around noon since the game was at 4pm letting everyone know that the Tampa Bay Lightning were playing the Winnipeg jets today and that if anybody was interested in more information on the Lightning then to visit my site. Then I made another post on both accounts an hour before the game letting everyone know that if they wanted any pregame information then to click the link in my bio to visit my website as I put a pregame intro on the news section of my website giving information on the game, who was playing etc. I continued to make posts during the game to keep users updated on what was going on and encouraging them to visit my site. I used an excited tone since it makes sense to act excited when its game day for the Lightning. After the game I made a post stating when the lightning would play next, and to click the link in my bio and visit my site to fill out who will score first for then lightning next game. My overall strategy was to be very excited and engaging when making my posts as well as trying to get the users/followers involved as much as possibly while keeping them interested at the same time.

Execution - You need to actually post your content on social media channels. Are you doing it just once? More than once? Explain your tactics and execution for going about this. Take screenshots of this action and explain your logic. What tactics are you using to ensure you get the most growth / engagement for your content?

Like I stated before my tactics were to use the Lightnings game against Winnipeg to draw people to my site. I started with posting on both accounts stating that the Lightning had a game and that if they needed any information on the game or the lightning themselves then to click the link in my bio. I thought that it would be best to be consistent on both sites when posting as I thought that this would ensure the most growth and engagement for my content and I believe that it did work as I received a likes and comments. Screenshots are provided below to show you how I initially posted off my personal accounts in hopes of gaining followers on my new accounts which actually worked. After I got those initial followers on my new accounts that I needed, I started to post about the Lightning and their upcoming game in hopes of attracting as many people as I could to my website. I also posted during the game to keep people updated of the score as well as letting them know to go to my bio and click the link to visit my site. After the game I made a post encouraging people to return to my site to fill a form out and guess who will score for the Lightning in their next game. I felt like that would attract people to my site since I was giving them a reason to come to my site.





Measurement - Which content performed better? Why? Which one got more clicks. Make sure you use analytics to measure your results. What metrics are most important for you to track. You can use link shorteners to measure clicks for example, (www.bitly.com, Google URL Shortener - <https://goo.gl/>).

My Instagram posts defiantly performed better as they received more likes as well as got more clicks than my twitter posts. I feel like my Instagram posts received more likes and clicks because I was able to post exciting videos of actual game footage instead of just a picture which I think attracted more people to go to my bio and click the link to come to my webpage. I also feel like Instagram is just more popular than Twitter at this point in time too. I feel like with twitter my posts were too long and should have been a lot shorter and to the point. Through social media I received a total of 14 sessions according to google analytics. 85.11 % or 11 sessions came from Instagram and 14.89% or 3 sessions through Twitter. Some metrics that I found interesting and important was the average length of a session which was 1.18. I thought that was important since it shows that people weren't just going to my home page and then leaving 2 seconds later. It shows that they actually went through the various pages I have and spent some time on my site. I also found the location tracker on google analytics important since it shows where people are when visiting my site. In terms of city I actually had one person from Dublin, Ireland visit my site which I found very cool since I have never been there nor no anybody there as well. Lastly, I found the new vs, returning metric important since it shows how many people are returning to my site whether it's because they want to check up on something about Tampa Bay or they want to read my blogs etc. I had 3 retuning visitors to my website.

Learning - Now that people have (hopefully) read your content and you have some traffic to your content. What lessons have you learned? Did one blog post perform way better than the other? What would you do differently now? Are there things you are going to change with your website?

In terms of my blog posts I think they both performed equally well as I thought they both generated around the same amount of traffic. I think in terms of my posts I would have changed my twitter posts, so they weren't so long. I think that people on twitter just want to read a quick post that is to the point which is why the 200-character limit exist. I struggled to fit my posts into that limit so I would defiantly fix how I am making my twitter posts. In terms of my website I think I have to update it a lot more than I have been (update everyday instead of once a week) since so many things can happen in the hockey world in one day. I think I have to post more news content on the Lightning as I think that type of content is what my users are looking for. Also, my CTA encouraging people to come back to my site to guess who will score for the Lightning in their next game would have worked a lot better if I offered a prize for winning. A lot more people probably would have filled the form out since I only had 4 people fill it out. Also, in terms of the layout of my site I think that it might need some work as some of my friends were having troubles navigating around, so I think I could update that to make it easier to travel around my site. Overall, I learned that videos are a lot better content for attracting people on Instagram and shorter more too the point posts with maybe a picture is more appropriate for

twitter. I also learned that making sure you incorporate something that makes sense to promote your content such as an upcoming game is a great way to get people to visit your sports site.