

***A HIGH-
CAFFEINE
DIET SODA***

Social Media Campaign
By Ravie Bhagwandin



Time Frame



THE SODA WILL BE INTRODUCED JULY 1. THE SOCIAL MEDIA CAMPAIGN WILL KICK OFF MEMORIAL DAY WEEKEND AND RUN THROUGH LABOR DAY WEEKEND.



MAY 28TH - SEPTEMBER 6TH, 2021



Marketing Location

The product is only available in a single market, the greater Madison, WI market.



Target One -Suburban Mom

Suburban Mom

Lifestyle

- 25-40
- Lives in suburbs
- Married
- 2-3 kids
- Income of 75k

Digital life

- Loves social media
- Facebook, Instagram, and Twitter
- Podcasts about health
- Phone always on

Suburban Mom

Habits and Hobbies

- Ipad
- Checks Facebook every morning at 9:30 am before she heads to work
- Neighborhood watch
- Spends time with other moms
- YouTube-watches cook tutorials

Priorities

- Grocery shopping
- Gym
- Kids soccer practices



Target Two –Young Businesswomen

Young Businesswoman

Lifestyle

- 23-35
- Lives in the city
- single
- Health conscious
- Income of 88k

Digital life

- Facebook, Instagram, Twitter, Snapchat, TikTok, LinkedIn
- YouTube watcher
- Phone always on and laptop

Young Businesswoman

Habits and Hobbies

- Morning runs
- Dating
- Video Gaming

Priorities

- Gym
- Business meetings
- Networking

Facebook

Jazz

- This will be the main page
- For promoting
- Answer customers
- Where to buy Jazz
- How to make Jazz mixed drinks

Jazz Dance

- This page is for Dance contest
- Customer will upload videos of the dance they do after they drink a sip of Jazz
- Most like and entertaining gets a prize every month

Twitter

Jazzdrink

Tweets

- Energy for your kids
- Belly fat going away
- Jazz as much as your kids at a Birthday party
- Jazz the day away
- Are you healthy enough to drink Jazz?
- Are you ready for Jazz day? Look out Costco on the list! 🙄

Jazzdance

Tweets

- Jazzdance the day away
- Jazzdance competition 5 days left before we announced a new monthly winner
- Jazz day! Bring 10 cans to Target to recycle and get 10\$ off a purchase at Target!

YouTube

Videos

- Tutorials on how to make mixed Jazz drinks
- Jazz helping the communities
- Jazz commercials
- Montage for Jazz Dancing every month

Calendar

- May 28th
- Talk to Target about our suburban mom campaigns.
- Send samples to businesses and let them know we will be the biggest competition.
- Our mixed drinks are next big thing
- Increasing alcohol sales for alcohol serving businesses
- Campaign for mysterious drink dropping July 1st. This will be marketed towards Suburban moms and Young businesswomen.
- "Tired of the same old drink!" Mini campaign to introduce the drink on July 1st
- On Facebook, Twitter, snapchat, TikTok, and Instagram. Just to get in the water.

May 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Calendar

Jazz Mysterious drink drop

Facebook ads June 1st-6th

- "Tired of the same old drink!" Mini campaign to introduce the drink on July 1st
- Every day at 8:30 am and 10:30 pm

Campaign on Snapchat

"Jazz the night away" filters using geo locations for local bars.

- June 7th- 13th

TikTok/Twitter/Instagram

- June 14th- 20th

June 21st – June 22nd Gather Data

Do a SMART objective and do ads for the top 3 social medias with highest impressions rate.

JUNE 2021

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Flag Day	15	16	17	18	19
20 Father's Day Summer Begins	21	22	23	24	25	26
27	28	29	30			

Calendar

July 1st

Drop day

- Introduce soda

-Market towards target audience Suburban Moms/ Young Businesswomen

-Video ads " The diet energy you didn't know you needed."

-Facebook and Instagram 8:30 am – 10:30 pm

-Ads for July 4th on YouTube for videos associated with July 4th food tutorials.

-July 12 Start our B2B business plan with Target bring 10 cans and get 10 dollars off target purchases.

JULY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4 Independence Day	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Download & Print Free Calendars From Wiki-Calendar.Com

Calendar

Introduce Jazz dance competition

August 1st

- on Twitter, Tik Tok, Instagram, Snapchat, Facebook

August 16th Get a Social media influencer on board

August 23 begin our Labor day weekend campaign on Facebook and Instagram

Begin Jazz day for second to last day of every month

Tuesday 31st Award the Jazz Dance wining and go live

August 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Calendar

September 1st start the Jazz Dance competition again.

Continue ads for Labor day weekend

SEPTEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6 Labor Day	7	8	9	10	11 Patriot Day
12	13	14	15	16	17	18
19	20	21	22 Autumn Begins	23	24	25
26	27	28	29	30		

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Estimated Campaign Cost

My campaign cost would be 7000\$ or more

My business-to-business plan is different from my business-to-customer plan. Health-conscious stores may want to buy our products to stock their shelves. Jazz might do business with stores such as Target. Jazz is using stores to sell products and gain customers. Although Jazz still must spread awareness for the drinks to gain more customers, Jazz will market towards customers through platforms such as Instagram. Our local geo-location marketing through Snapchat will help local bars.

Amy

- Persona: Amy/25
- Income 88k
- location Madison, Wisconsin
- Young mom
- Busy
- Work and Kids
- Health-conscious
- Amy is a hard-working young mom. She has 2 Kids. Amy loves to spend time with her kids but is afraid that her job is taking away all her energy. She prefers diet and healthy food choices. She's always on the phone and laptop.

I picked her because Amy needs that little extra boost of energy to keep up with her kids and knowing that the drink is diet is even better for her. Amy's social media usage begins after all the morning tasks involving her kids are done, which is 8:30 am before she must go to work at 9 am. She goes on Facebook, Email, and Instagram in the mornings. At lunch, she scrolls through TikTok and Snapchat. On her 3 pm break, she is on Twitter and email. 10:30, she's on everything and then goes to sleep.

Crisis Plan

- Death by drink

- Quickly responded to the family? Less than 30 minutes!
- Offer family comfort
- Have \$5 million set aside for crisis
- Collect data of the incident
- Assign a spokesperson (CEO)
- Social media crisis team handle all negative news

- Unknown chemical reaction with Jazz when you eat something with it.

- Quickly have the spokesperson ready to talk to the media
- Tell the media we were unaware of this problem, and we are recalling all our drinks. We will fix this and bring our product back to market.
- Have \$10 million set aside for this.
- Make sure the person that has this happen to them is taking care of immediately.
- Collect data

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These ads were created
in Photoshop by Ravie
Bhagwandin



Suburban Moms

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Instagram ad



Facebook ad



JAZZ

***A HIGH-CAFFEINE
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Healthy energy to
keep up with your kids

Twitter ad



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