

## Mill + Co. Paid Social Strategy

Metrics for posts published between August 2, 2018 and August 2, 2019  
(For post data, see Excel file named "Paid Social Strategy Post Data")

### FACEBOOK

- Current Audience
  - Demographics
    - Locations: Strongest in Rochester, strong in New York, have some presence in Philadelphia, Baltimore and Los Angeles
    - Age ranges (listed strongest to weakest): 25-34, 18-24, 35-44
      - These age ranges comprise 78% of your audience
    - Gender: 73% Women, 26% Men
- Average of \_\_ per post
  - 14 Engagements
  - 7 Likes
  - 0 Posted Comments
  - 0 Shares
  - 105 Accounts Reached

\*Bolded Bullets are Posts that fall within the theme of Woman-Owned/Female-Empowerment

	MOST	LEAST
Engagements	<ul style="list-style-type: none"> <li>- M+C 1 Year Anniversary</li> <li>- <b>Rachel@JohnsHopkins</b></li> <li>- <b>Rachel Holding Champagne</b></li> <li>- Rachel Giving Presentation</li> <li>- Rottweiler Puppy</li> <li>- Punch Today in the Face</li> <li>- BTS Client Shoot</li> <li>- <b>Women Walking Graphic</b></li> <li>- <b>B&amp;W Photo of Rachel</b></li> <li>- <b>Sara Blakely</b></li> </ul>	<ul style="list-style-type: none"> <li>- #tuesdayshoesday graphic</li> <li>- <b>Women Article</b></li> <li>- Bowl of Fruit</li> <li>- Girl in Pose #yogaday</li> <li>- Girl sitting (quote overlay)</li> <li>- Memorial Day Gif</li> <li>- Girl Wearing Red Sundress</li> <li>- Three Girls Laughing</li> <li>- "Celebrate Life" #NCSD</li> <li>- <b>Quote on colored paper</b></li> </ul>
Likes	<ul style="list-style-type: none"> <li>- <b>Rachel Holding Champagne</b></li> <li>- Rachel Giving Presentation</li> <li>- <b>Rachel@JohnsHopkins</b></li> <li>- M+C 1 Year Anniversary</li> <li>- <b>Sara Blakely</b></li> <li>- <b>B&amp;W Photo of Rachel</b></li> <li>- Rottweiler Puppy</li> <li>- Vote.</li> <li>- Video BTS filming for client</li> <li>- <b>Hello Hustler, coffee shop</b></li> </ul>	<ul style="list-style-type: none"> <li>- #tuesdayshoesday graphic</li> <li>- <b>Women Article</b></li> <li>- Girl in Pose #yogaday</li> <li>- Chair w/stack of clothes</li> <li>- Bowl of Fruit</li> <li>- Girl sitting (quote overlay)</li> <li>- Memorial Day Gif</li> <li>- Girl Wearing Red Sundress</li> <li>- Three Girls Laughing</li> <li>- "Celebrate Life" #NCSD</li> </ul>

Public Comments	<ul style="list-style-type: none"> <li>- M+C 1 Year Anniversary</li> <li>- <b>Rachel@JohnsHopkins</b></li> <li>- <b>Rachel Holding Champagne</b></li> <li>- Rachel Giving Presentation</li> <li>- Rottweiler Puppy</li> <li>- Shared Halo Top Ad</li> <li>- AV two people w/laptops</li> <li>- <b>Badass Ring</b></li> <li>- <b>Tracy Sun</b></li> <li>- Vote.</li> </ul>	<ul style="list-style-type: none"> <li>- #tuesdayshoesday graphic</li> <li>- <b>Women Article</b></li> <li>- Girl in Pose #yogaday</li> <li>- Chair w/stack of clothes</li> <li>- Bowl of Fruit</li> <li>- Girl sitting (quote overlay)</li> <li>- Memorial Day Gif</li> <li>- Girl Wearing Red Sundress</li> <li>- Three Girls Laughing</li> <li>- "Celebrate Life" #NCSD</li> </ul>
Shares	<ul style="list-style-type: none"> <li>- <b>Rachel@JohnsHopkins</b></li> <li>- M+C 1 Year Anniversary</li> <li>- Rottweiler Puppy</li> <li>- <b>Women Walking Graphic</b></li> <li>- Shared Spec. Olymppics Ad</li> <li>- Shared the Daily Goalcast</li> <li>- Punch today in the Face</li> <li>- Chair w/stack of clothes</li> <li>- Only 9 posts have shares</li> </ul>	<ul style="list-style-type: none"> <li>- Only 9 posts have shares</li> </ul>
Reach	<ul style="list-style-type: none"> <li>- <b>Badass Ring</b></li> <li>- M+C 1 Year Anniversary</li> <li>- <b>Rachel@JohnsHopkins</b></li> <li>- Rottweiler Puppy</li> <li>- The Magic is in You</li> <li>- Punch today in the face</li> <li>- AV girl on phone</li> <li>- <b>Laptop/white desk</b></li> <li>- <b>Women walking graphic</b></li> <li>- Egg on toast</li> </ul>	<ul style="list-style-type: none"> <li>- Shared BF Animal society</li> <li>- Skyscraper</li> <li>- Bowl of Fruit</li> <li>- Girl Wearing red sunglasses</li> <li>- Green smoothie</li> <li>- #tuesdayshoesday graphic</li> <li>- Street "Us" Mural</li> <li>- Red sneakers</li> <li>- Two girls on bench w/beer</li> <li>- Hand holding coffee cup</li> </ul>

- Theme of Woman-Owned/Female Empowerment (WO/FE)
  - Average of \_\_\_ per post
    - 26 Engagements
    - 10 Likes
    - 1 Posted Comment
    - 0 Shares
    - 151 Accounts Reach
  - Compared to the total post averages, WO/E posts have a significantly higher average number of engagements and accounts reached

## INSTAGRAM

- Current Audience
  - Demographics
    - Locations (listed strongest to weakest): Rochester, New York, Philadelphia, Los Angeles, Baltimore
    - Age ranges (listed strongest to weakest): 25-34, 35-44, 18-24, 45-54, 55-64
    - Gender: 67% Women, 33% Men
- Average of \_\_\_ per post
  - 53 Likes

- 4 Comments
- 7 Actions Taken
- 276 Accounts Reached
- 21 % of reach that is new
- 372 Impressions
- 18 Impressions from Hashtags

	MOST	LEAST
Likes	<ul style="list-style-type: none"> <li>- <b>Rachel holding champagne</b></li> <li>- “we’re hiring” (text overlay)</li> <li>- <b>B&amp;W photo of Rachel</b></li> <li>- <b>Hello hustler, coffee shop</b></li> <li>- Old radios</li> <li>- Person making cookies</li> <li>- Rachel giving presentation</li> <li>- Punch today in the face</li> <li>- Video BTS filming for client</li> <li>- Rachel’s dog on couch</li> </ul>	<ul style="list-style-type: none"> <li>- #tuesdayshoesday graphic</li> <li>- Girl w/polaroid camera</li> <li>- Record player</li> <li>- “Celebrate Life” #NCSD</li> <li>- Girl sitting (quote overlay)</li> <li>- Graphic w/notepad list</li> <li>- Bowl of fruit</li> <li>- Graphic “BOSS”</li> <li>- AV girl looking at map</li> <li>- Make-up/glasses/laptop</li> </ul>
Comments	<ul style="list-style-type: none"> <li>- Rachel giving presentation</li> <li>- <b>Rachel holding champagne</b></li> <li>- <b>B&amp;W photo of Rachel</b></li> <li>- Cheese and nut spread</li> <li>- “we’re hiring” (text overlay)</li> <li>- Person making cookies</li> <li>- Video BTS filming for client</li> <li>- Badass Ring</li> <li>- <b>Hello hustler, coffee shop</b></li> <li>- Old radios</li> </ul>	<ul style="list-style-type: none"> <li>- NYC Skyline</li> <li>- Women walking graphic</li> <li>- M+C (quote over book pic)</li> <li>- Circle of wine glasses</li> <li>- July 4th dog w/flag</li> <li>- Scentered</li> <li>- Pride month graphic</li> <li>- Red sneakers</li> <li>- AV (above view) nycpride</li> <li>- Girls sitting in car truck</li> </ul>
Actions Taken	<ul style="list-style-type: none"> <li>- <b>Hello hustler, coffee shop</b></li> <li>- “we’re hiring” (text overlay)</li> <li>- Rachel giving presentation</li> <li>- <b>Tyler Haney</b></li> <li>- <b>B&amp;W photo of Rachel</b></li> <li>- <b>Rachel holding champagne</b></li> <li>- Chair w/stack of clothes</li> <li>- M+C 1 year anniversary</li> <li>- Love your melon</li> <li>- Record player</li> </ul>	<ul style="list-style-type: none"> <li>- Pride month graphic</li> <li>- Cat/dog #bestfriendsday</li> <li>- Person making cookies</li> <li>- Macarons</li> <li>- <b>Three words (white on red)</b></li> <li>- Three words (white on red)</li> <li>- Rachel’s dog on couch</li> <li>- White double doors</li> <li>- Thanksgiving</li> <li>- CC cookie</li> </ul>

Accounts Reached	<ul style="list-style-type: none"> <li>- <b>Tyler Haney</b></li> <li>- Girl holding sweaters</li> <li>- <b>Hello hustler, coffee shop</b></li> <li>- Girl in sunglasses smiling</li> <li>- Girl wearing red sundress</li> <li>- Rachel giving presentation</li> <li>- <b>Rachel holding champagne</b></li> <li>- #tuesdayshoesday graphic</li> <li>- Make up/glasses/laptop</li> <li>- Skyscraper</li> </ul>	<ul style="list-style-type: none"> <li>- Three words (white on red)</li> <li>- Bed + nightstands</li> <li>- <b>Three words (white on red)</b></li> <li>- Candle on desk</li> <li>- Father+daughter/window</li> <li>- Girl reading on bench</li> <li>- M+C (text over nyc pic)</li> <li>- M+C (quote over book pic)</li> <li>- Three words (white on red)</li> <li>- Pride month graphic</li> </ul>
% of Reach that's new	<ul style="list-style-type: none"> <li>- <b>Tyler Haney</b></li> <li>- Girl holding sweaters</li> <li>- Girl in sunglasses smiling</li> <li>- Girl wearing red sundress</li> <li>- #tuesdayshoesday graphic</li> <li>- <b>Hello hustler, coffee shop</b></li> <li>- Make up/glasses/laptop</li> <li>- Chair w/stack of clothes</li> <li>- Skyscraper</li> <li>- Love your melon</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Three words (white on red)</b></li> <li>- Bed + nightstands</li> <li>- Father+daughter/window</li> <li>- Monday post w/cake</li> <li>- Candle on desk</li> <li>- "Begin" coffee mug</li> <li>- Vote.</li> <li>- Red wine glass</li> <li>- M+C (text overlay)</li> <li>- White double doors</li> </ul>
Impressions	<ul style="list-style-type: none"> <li>- <b>Tyler Haney</b></li> <li>- Rachel giving presentation</li> <li>- <b>Hello hustler, coffee shop</b></li> <li>- <b>Rachel holding champagne</b></li> <li>- BTS client shoot</li> <li>- Girl holding sweaters</li> <li>- Girl in sunglasses smiling</li> <li>- <b>B&amp;W photo of Rachel</b></li> <li>- Girl wearing red sundress</li> <li>- "we're hiring" (text overlay)</li> </ul>	<ul style="list-style-type: none"> <li>- Thanksgiving</li> <li>- Pouring coffee/white</li> <li>- <b>Three words (white on red)</b></li> <li>- Macarons</li> <li>- Three words (white on red)</li> <li>- M+C (quote over book pic)</li> <li>- Father+daughter/window</li> <li>- "Celebrate Life" #NCSD</li> <li>- M+C (text overlay)</li> <li>- Pride month graphic</li> </ul>
Impressions from hashtags	<ul style="list-style-type: none"> <li>- Love your melon</li> <li>- Old radios</li> <li>- White pumpkin and drinks</li> <li>- <b>Hello hustler, coffee shop</b></li> <li>- <b>Rachel holding champagne</b></li> <li>- M+C 1 year anniversary</li> <li>- <b>Johns Hopkins WLC</b></li> <li>- Rachel's dog on couch</li> <li>- Flowers, coffee, laptop</li> <li>- Skyscraper</li> </ul>	<ul style="list-style-type: none"> <li>- M+C (text overlay)</li> <li>- Pink essentials</li> <li>- #FathersDay</li> <li>- Graphic w/notepad list</li> <li>- Vote.</li> <li>- Bowl of fruit</li> <li>- Rachel's dog by lake</li> <li>- Candle on desk</li> <li>- Girl in pose #yogaday</li> <li>- Girls sitting in car trunk</li> </ul>

Theme of Woman-Owned/Female Empowerment (WO/FE)

- Average of \_\_ per post
  - 64 Likes
  - 5 Comments
  - 11 Actions Taken

- 318 Accounts Reached
- 22% of Reached Accounts are New
- 439 Impressions
- 25 Impressions from Hashtags
- Compared to the total post averages, WO/E posts have a significantly higher average number of likes, accounts reached, impressions, and impressions from hashtags

### RECOMMENDATIONS (Woman-Owned/Female Empowerment Content)

- Mill + Co. needs two different strategies because although the program is the same for each platform, the content that will engage each audience might be different
- Facebook Content
  - Inspirational/motivational posts, WO/FE posts, and Mill + Co. events/news reach the largest audience
  - Random posts (posts that are not related to days of the week, holidays, issue, Mill + Co or women, do not reach enough audience members)
- Instagram Content
  - Female-centered posts that relate to fashion, WO/FE posts and pet posts lead to the most impressions and largest reach
  - Posts with text (solid or overlaid) and posts that aren't centered on a theme/mission do not lead to most impressions or largest reach
- For BOTH platforms:
  - WO/FE posts that reach the largest audience and stimulate engagement are personal
    - ex. Spotlights on female entrepreneurs, posts about Rachel as CEO, Girl Power posts)

### FACEBOOK AD STRATEGY

1. Choose your objective
  - The options for objectives are Awareness, Consideration, and Conversion
  - Given the reach of Mill + Co's Facebook posts and the company's purpose of advertising, **Awareness** is the best objective option to choose
2. Select your audience (The audience below is specific to the goal of promoting Mill + Co as a woman-owned business)
  - Choose an audience title: Woman-Owned
  - Choose locations: Philadelphia, PA; New York, NY (make sure not to select "Everyone in this location")
  - Choose age: 25 - 55 (Facebook users are, on average, older than Instagram users so the age range for this platform should be higher even though your current audience is younger. We want to bring in more of the 35+ age as they are more likely than 18-24 year olds to be business executives/female entrepreneurs)
  - Choose gender: Women
3. Decide where to run your ad
  - Recommended to use "Automatic Placements"
4. Set your budget
  - Because your objective is Awareness, you are essentially paying for impressions
  - Budget
    - Your daily budget should start off small and you should do a trial run with that budget to gauge the effectiveness of that amount on your impressions
  - Schedule
    - It is important to set your ads to begin in at least 24 hours from the time you set up the ad. This way, you can track the success of your ads from a specific start-date to a specific end-date.
5. Pick a format
  - The format you choose depends on the content being promoted

- Mill + Co's reaches audience members the most with "Single Image" ads
- 6. Place your order
- 7. Measure and manage your ad
  - Facebook will track the metrics relevant to your advertising objective
  - Be sure to keep tracking settings consistent! This way, you can get the best out of analyzing the ad's performance as you make changes to the budget, audience, etc.

## INSTAGRAM PROMOTION STRATEGY

- Continue targeting ages 25-55
- Set duration and total budget
  - Even if you're advertising slightly different content between platforms, set the duration and budget for Instagram as equal to the duration and budget of your Facebook ad. If you do this for at least your first trial run, you can compare the metric results of the ads (impressions and reach) based on content rather than budget. This will help you narrow down the best content.
- Content: Instagram offers a larger variety of ad types, which you should explore more after conducting trials of differing budgets. Once you have found a budget that is resulting in your desired awareness, experiment with different ad types to boost engagement as well.
  - The content you choose for your Facebook and Instagram ads should be specific to the audience you set up. Don't decide to make a post that is doing well into an ad as that will cause the metrics of your ad campaign to be higher (the data will include the posts data before it became an Ad).
  - If you notice that an ad has done very well on Instagram, boost it on Facebook! Even though Facebook will tell you which posts (Facebook or Instagram) you should boost, keep track of which posts you do boost on Facebook so as not to conflate the data you are getting from your Facebook Ads