

Social Media Campaign

OBJECTIVES

Demonstrate awareness of our Kickstarter campaign over 30 days

- Boost in social media posts linked to the Kickstarter
 - Tracking where the campaign is circulating on the web using web analytics software to see where people received the information
- Increased number of people contributing to the campaign
 - Increased number of funds
 - Increased number of shares directly from Kickstarter page
 - Increased mentions on social media- can be analyzed by tracking social mentions via social media managing software

Identify quality and value of the system via retention of vocabulary and positive customer feedback

- Highlight positives that people have to say via customer reviews and tie them into campaign
 - How much growth over x amount of days
 - Why Word by Word was chosen as the system to study from
 - Shared content relating to people's success stories
- Display via infographic how people have done on studying over x amount of time

Define users' understanding of the system and broaden overall perspective

- Answer all questions customers have via social media in a prompt manner (within 24 hours)
- Display heightened learning achievements users have made through infographics
- Articulate results from the usability experience on a weekly basis
- Showcase all aspects of the system at least on a weekly basis

GOALS

- Using more advanced vocabulary allows you to sound more like a native speaker when traveling
- Fear of not knowing enough vocabulary to get by when traveling
- Become more motivated to learn
- Repetition and immersion of vocabulary helps to ensure that learning efforts are at an optimal level
- Short learning sessions allow users to learn with busy schedules

TASKS

- We must keep the content on word pages, within the quizzing functions, and more engaging throughout the “levels” of the system. Whether a user is a beginner or near fluency, they should not feel as though the system is juvenile or speaking down to them. In order to want to learn, users will want to feel respected and that their goals are tangible.
- Within the word pages or perhaps in the quizzes themselves, there should be content related to cultural activities or traditions within the cultures of the language one is studying. This will allow for users to feel more immersed with the language and with the words they are learning, which will also allow for more knowledge of the culture if the user was ever to visit.
- We must continue to emphasize shorter lessons to keep users motivated to use Word by Word as a platform. If lessons are too long, users could easily become bored or will find themselves distracted by outside factors. They need to be able to choose the amount of time in which they want to study no matter which version of Word by Word they are using, free or premium.

REPORTING, MEASURING, AND ANALYTICS

Number of shares per post

- Expand on potential audience
- Evaluate which types of posts gain the most traction
- Will adjust social media posting based on which types do well in comparison to others (video, image, embedded links, interactive with users, etc.)

Money raised in accordance with each post

- View analytics behind each post promoting premium service or Kickstarter (depending on when post is run)
- Progress measured by how much profit is made after each post
- Determine whether social media posting is gaining traction or if marketing needs to increase

Increase sales revenue on premium model subscriptions by 20% over next fiscal year

- Allow business to become more profitable
- Progress measured as increase in revenue from what is spent by customers
- Promotion of this service to existing customers

COMMUNITIES OF INTEREST

- Language learners
- Higher-ups in education who would invest in the program

LIST OF CONTACTS

I Want to Learn: <https://old.reddit.com/r/IWantToLearn/>

Subreddit dedicated to people seeking out channels or information regarding learning various skills or gaining knowledge on various topics.

Language Learning: <https://old.reddit.com/r/languagelearning/>

Subreddit dedicated to individuals interested in learning languages.

Blogs:

- Olly Richards (I Will Teach You a Language)
- Shannon Kennedy (Eurolinguiste)
- Lindsay Williams (Lindsay Does Languages)

These blogs and more which help with foreign language learning have worked to promote other apps and webpages in the past, so Word by Word could potentially be promoted on these well-known services which have wide viewership.

Local newspapers:

- LNP + Lancaster Online
- Lebanon Daily News

These newspapers would be used to publish a feature story on Word by Word as a system and how its founders are from the area. This would give the system a large platform and possibly allow thousands of locals to learn about the Kickstarter and support the community.

LNP is a local daily newspaper founded in Lancaster, PA which publishes as a morning paper seven days a week. It also regularly publishes content online at www.lancasteronline.com.

Lebanon Daily News is a local daily newspaper founded in Lebanon, PA which publishes as an afternoon paper Monday through Friday and as a morning paper Saturday and Sunday. It also regularly publishes content online at www.ldnnews.com.

SOCIAL MEDIA CHANNELS AND POTENTIAL NAMES

Twitter

Wordbyword.app (comes with SSL)

@WordByWord on twitter is taken, but account is inactive since 2018

- Twitter will be used for promotional and public relations purposes.
- Word By Word's direct and indirect competitors (Quizlet and Duolingo) use the platform to share news related to their sites/programs, connect with users/fans, and post promotional materials.

Other possible handles:

- @Word-By-Word is open
- @ByWord: also taken but completely inactive since 2007
- @WordByWordVocab is open
- @WordByWordSite is open
- @WordByWordSystem is open

Instagram

@WordByWord on Instagram is taken and private

Instagram will be used to share visual-based promotional material such as infographics and photos related to the system that would be of interest to users of our system

Word by Word's direct and indirect competitors (Quizlet and Duolingo) use the platform to post visual-based promotional materials and infographics, share news related to their respective systems (such as updates), and share stories about users. Most posts aim to push viewers towards using the systems themselves.

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EDITORIAL CALENDAR

This editorial calendar utilizes a schedule that starts our Kickstarter campaign at the beginning of May and ends at the conclusion of that month. This editorial calendar will also include stories/infographics written during campaign time, and these will be placed in here rather than dedicating a separate section to it in the press kit area.

Beginning to middle of March: Create the Kickstarter page and set up a rewards system for those who donate. While this page will not be launched until early May, it will be important to get the page set up, a payment system to be verified, and the page itself approved by Kickstarter before it can be launched. This will also allow us to have a URL saved for marketing purposes.

Beginning of April: Utilize email marketing strategies. We will begin contacting people we already know, receive further contact information if we do not already have it, and start to educate them about our system and encourage them to spread the word.

- Our website will already be set up with information on the home page about the system- the system itself will just not be launched yet. With more people being driven to the website, they can sign up to receive email alerts about **once a week**.
- These emails, which will continue up until and during the campaign, will educate these potential users about Word by Word, tell them why and how they could use it, and explain how the Kickstarter campaign will work and when it will be launched.

Beginning of April: During this time, we would also need to begin to utilize our social media channels and spread the word that way. We will start to target foreign language learning communities and encourage them to sign up for these emails detailed above.

- The social media channels used will be Twitter, Instagram, Facebook, and Reddit amongst others the marketing team may later deem necessary to promote Word by Word as a system.
- A feature story about the founders could be written and published in a local newspaper to promote Word by Word and how it was created in a local school. This could be spread via social media.

Middle of April: We will start promoting our project video to make waves about our Kickstarter campaign being launched early next month. This will be a great way to be proactive on social media as well. The video, which uses motion graphics techniques to promote Word by Word's value proposition and ways in which it can benefit language learners, will be a way to generate buzz due to its uniqueness and professionalism.

- Use consistent graphics in video in accordance with our branding across all social networks and our website.
- Around this time, we could begin publishing content such as general infographics about foreign language vocabulary acquisition, results from our usability testing on participants, and more that would promote the benefits of the system.

Beginning of May: Launch the Kickstarter page.

- Throughout the month, we will continue to use efforts previously mentioned with email marketing, social media, and local contacts to spread the word about the system. We will include a link to the Kickstarter page to be pinned to the top of our Twitter page, as a link to a highlighted story on Instagram, and as a link in the sidebar on Facebook.

Middle to end of May: We will begin to use Facebook and Instagram advertising to promote Word by Word as a system as well as promoting the Kickstarter. Using these analytics will be a way to identify specific populations who may be most interested in using the system and to promote the most engagement on these posts.

- We could also consider hosting live events on these platforms to engage with the audience and answer potential questions in real time.

SAMPLE POST CONTENT

Email Marketing:

Support Our Kickstarter!



It's been a few months in the making, but it's finally here- Word by Word's Kickstarter campaign. We hope you're just as excited for it as we are!

We want to thank you for supporting us so far and hope you'll want to donate to our campaign. We are offering rewards as an extra incentive, including a premium membership at a discounted price as well as being featured as a contributor on our website.

Click the link provided below to view our Kickstarter and donate if you are interested. If you can't donate, that's okay. If anything, we would appreciate if you shared our campaign on social media, with your friends, and anyone else you can think of.

(link to Kickstarter)

Thanks again!

The Word by Word Team

Twitter:



Interested in learning how to expand your vocabulary in your target foreign language? We've got you covered! Word by Word will take your current level of understanding and slowly increase your vocabulary through multimedia and quizzing functions. Sound fun? Back our Kickstarter using this link. #wordbyword #languagelearning (link to Kickstarter)

Facebook & Instagram:



Promotional Video

Guess what? We have a video showcasing who we are and why we created Word by Word. This is meant to promote our Kickstarter (linked in our stories), but this also highlights just how much of a difference this webpage will make to language learners who want to grow their vocabulary, word by word. Learn more about who we are and why we are passionate about this topic by watching the video and donating to our Kickstarter! #wordbyword #languagestudy #languagelearning #polyglot #studygram

SOCIAL MEDIA POLICIES FOR CAMPAIGN

These policies will let our marketing department (which at this point is likely only one or two people) know what is appropriate to post on social media and ways in which to present the company. This list is not exhaustive and could be expanded at any time.

- Only our team is permitted to post on our behalf on social media. This will include those we employ within our marketing department and will not extend far beyond this scope. Customer service representatives will also be given access to address customer complaints and concerns.
 - Our customer service representatives will be trained on brand guidelines, etiquette, confidentiality, and the potential consequences of not following Word by Word's social media policies.
- Responses which handle conflict and common issues will be dealt with appropriately via a provided list of approved responses. Employees must be aware of how to respond to issues including with customer service, PR engagement, and social management.
- While employees may have personal profiles on social media, they must be aware that anything they say reflects the company and can tarnish the company's brand if they are not careful.
- Be sure to credit any images that are not owned by Word by Word.
- Be aware of any privacy and confidentiality agreements such as customers' private information; do not disclose this information publicly.