Marketing Strategy: Social Media ex. YouTube, Facebook, Instagram, twitter. Attach is Cotton Incorporated Case Marketing Strategy I have selected is Social Media ex. youtube, facebook, instagram, twitter Please follow only the instructions below (Disregard any assignments or questions to be answered on the document itself ex pages 4-7): 1. Marketing strategies (focus only on promotional strategies, price/product/place strategies not needed, at least 2 pages, bullet points allowed) - Develop an integrated marketing communications proposal that supports the execution of your strategy. When developing your strategy: a. Develop one strategy (e.g., Once a week, posting a picture showing a product for which Cotton Inc. is collaborating with a well-known apparel brand (teenage brands) such as American Eagles, posting a video of an interview with a young consumer who often wears cotton apparel). b. Recommend types of messaging, content and marketing tactics that will drive awareness (of cotton as the preferred fiber) and purchase intent of cotton among the target market. c. Describe your promotional strategies in detail (e.g., through which channel? Instagram, Facebook, YouTube, or something else? how often you will post those images or videos, what the image or video’s title is, what explanation or comments you will add to the image, which brand you will use in the image or video? , which product you will use in the image or video) d. Describe objectives of your promotional strategy (at least three objectives per each strategy) and what you expect from each strategy (e.g., it will increase teenagers’ awareness of cotton products). e. Utilize an annual budget of $500,000 to cover all creative development, media placements, and promotional activities. f. No television media (but online/digital video would be considered) g. Consider digital media including video, display, social\* and search marketing; experiential; audio; OOH; influencer; brand partnerships with apparel brands/retailers h. Consider development of a web presence (ex: microsite or specific social channels to reach this target) i. Include measurement tool/research to track program results j. Be creative! Further Clarification Regarding marketing strategies, try to be as specific as possible. In this section, the most important part is developing one marketing strategy. For example, you can develop three promotional plans using Instagram, YouTube, and Twitter respectively (e.g., Once a week, posting a picture showing a product for which Cotton Inc. is collaborating with a well-known apparel brand (teenage brands) such as American Eagles, posting a video of an interview with a young consumer who often wears cotton apparel). Then, you need to describe each promotional strategy in detail (e.g., how often you will post those images or videos, what the image or video’s title is, what explanation or comments you will write on the image, which brand you will use in the image or video? , which product you will use in the image or video). For example, you can describe a post you are planning to share on Instagram or YouTube: this week’s interviewee is Josh (17) from Ohio studying in --- high school. …… (share his daily life, what he likes and wants)… He likes snowboarding and often wears cotton snowboard jackets…… Lastly, when you develop measures of success, don't forget our objectives in this case. 1) To drive awareness of cotton against a primary target market of 15- to 18-year-old generation Z consumers and a secondary target market, 13 and 14-year-olds. 2) To educate those consumers to encourage their label checking 3) To persuade those consumers to buy cotton and sustain these behaviors as they journey through their lives.