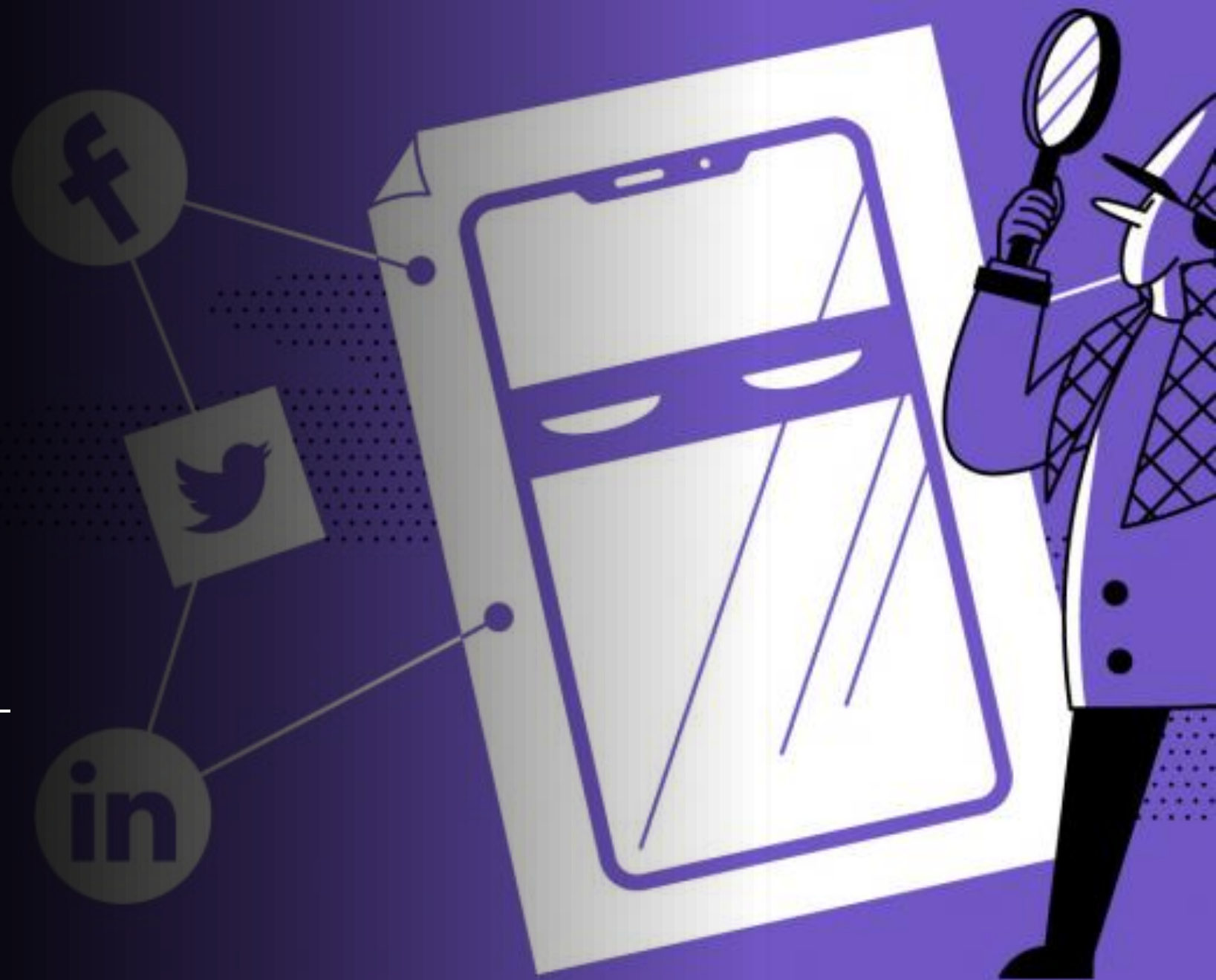




Social Media Plan

Mario Alberto Gómez Ortegón



Business Name: **Vivlío**

- The business is a physical book rental with door-to-door service to deliver and then pick up the books the customers select from an extensive virtual catalogue/library.
- The cost will depend on the length of time, which will be chosen by the customer (from one week to two months) in which the customer has the book and will pay the cost of shipping.
- The business is called *Vivlío* which means book in Greek.
- The business proposal is ambitious, creative, and innovative, because it brings together the strengths of the best known, new, and functional business models of recent times, such as Netflix and Rappi, as well as past times like Blockbuster.

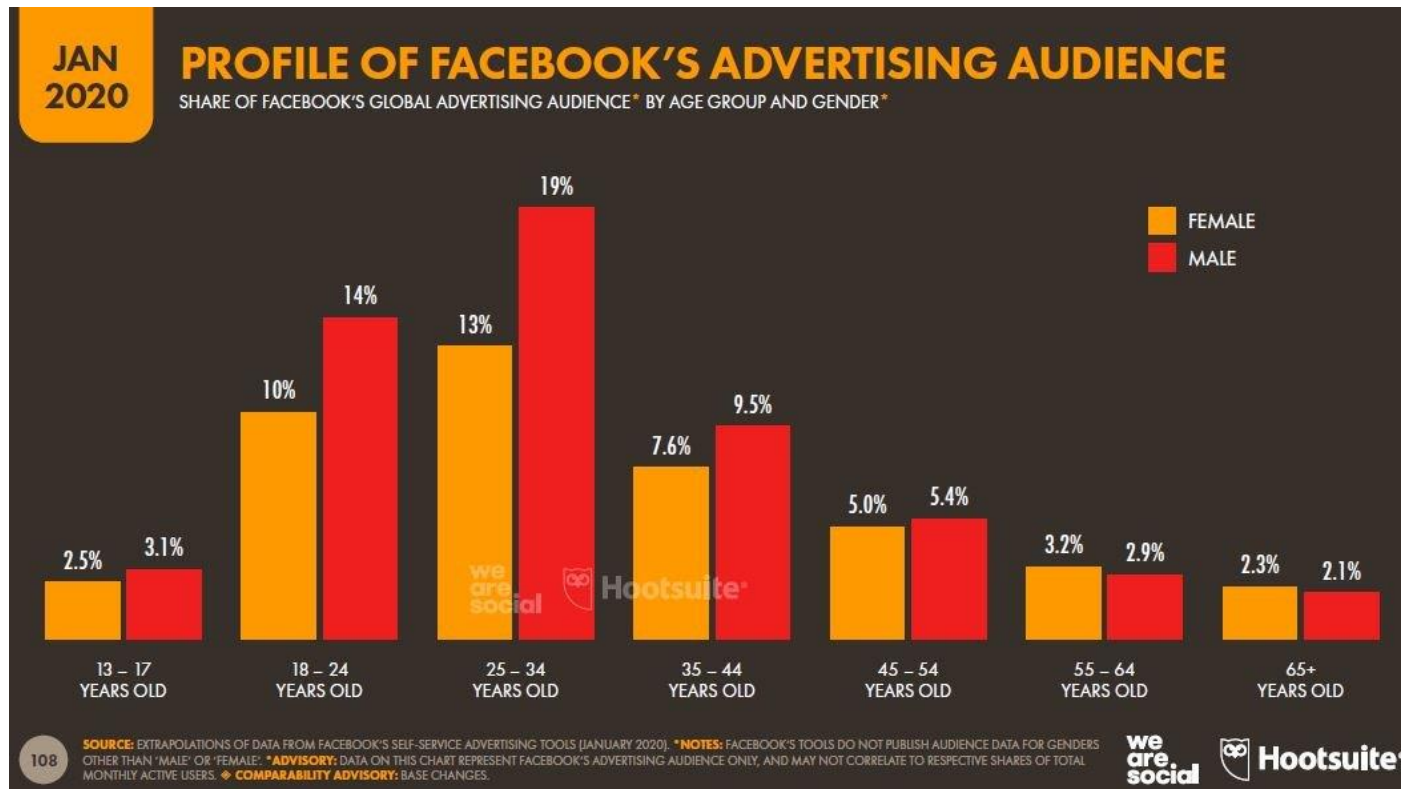
Audience: Adults (30 to 50 years old)

- Our audience is the Blockbuster generation, who rented movies through physical stores:
 - Adults between the ages of 30 and 50 of all genders.
 - Both men and women.
 - From all socioeconomic level with accessible prices.
 - Therefore, citizens in Colombia of the big capital cities, in Bogota, Medellin, Cali and Barranquilla.
- It is a generation that has not lost its love for literature, for books and, above all, for the physical over the technological. It is not satisfied with the applications offered by virtual books, it wants physical books, but it also does not want to go out to physical stores, nor does it want to fill a library with many books.

SM Platforms: Facebook

- When Facebook is used properly in the Social Media Marketing strategy, it is possible to generate significant audience traffic of value for the brand to the website, which is where we sell.
- According to the study by WeAreSocial and Hootsuite, 32% of people worldwide over the age of 13 access Facebook.
- Most users access through mobile devices (smartphones), which makes it important that all links from this social network to the website or e-shop should have a good browsing experience on these types of devices.

Facebook



- The potential reach of ads by age range is adequate with our proposed audience, representing 59.5% of Facebook users (25-54 years old).
- In other words, Facebook is the platform most used by our audience's age group. In percentages the distribution would be like this:

Facebook

- Similarly, Colombia is the fourteen country with the most users on Facebook, reaching 32 million people in Colombia.

JAN 2020 **FACEBOOK REACH RANKINGS**
COUNTRIES AND TERRITORIES * WITH THE GREATEST POTENTIAL FACEBOOK ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ	#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	INDIA	260,000,000	-3.7%	-10,000,000	13	PAKISTAN	33,000,000	+3.1%	+1,000,000
02	U.S.A.	180,000,000	0%	[UNCHANGED]	14	COLOMBIA	32,000,000	0%	[UNCHANGED]
03	INDONESIA	130,000,000	+8.3%	+10,000,000	15	FRANCE	31,000,000	0%	[UNCHANGED]
04	BRAZIL	120,000,000	0%	[UNCHANGED]	16=	ARGENTINA	29,000,000	0%	[UNCHANGED]
05	MEXICO	84,000,000	+2.4%	+2,000,000	16=	ITALY	29,000,000	0%	[UNCHANGED]
06	PHILIPPINES	70,000,000	+2.9%	+2,000,000	18	GERMANY	28,000,000	0%	[UNCHANGED]
07	VIETNAM	61,000,000	+1.7%	+1,000,000	19	NIGERIA	24,000,000	+4.3%	+1,000,000
08	THAILAND	47,000,000	0%	[UNCHANGED]	20=	MALAYSIA	22,000,000	0%	[UNCHANGED]
09	EGYPT	38,000,000	+2.7%	+1,000,000	20=	PERU	22,000,000	0%	[UNCHANGED]
10=	TURKEY	37,000,000	0%	[UNCHANGED]	22=	CANADA	21,000,000	0%	[UNCHANGED]
10=	U.K.	37,000,000	0%	[UNCHANGED]	22=	MYANMAR	21,000,000	+5.0%	[UNCHANGED]
12	BANGLADESH	34,000,000	+6.3%	+2,000,000	22=	SPAIN	21,000,000	-4.5%	[UNCHANGED]

102 SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). *NOTE: ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ♦ COMPARABILITY ADVISORY: BASE CHANGES.

we are social **Hootsuite**

Objectives Of Plan

- For Facebook we will publish photos that communicate the most outstanding books that can be found in our virtual catalogue.
- We will do this by publishing every single day. The objective of each one is at least 40 likes and five comments.
- We will increase our followers on Facebook by 50 followers each week.

Kind of Content

- For Facebook we will publish photographs of the most outstanding books in our virtual catalogue, the most rented and the most popular among our customers.
- In this type of content we assume that the posts published on Facebook seek reflection, communication or direct interaction with users by asking open or direct questions, the user is expected to be complicit in the process and at the same time to obtain feedback for the brand or company that manages it. Therefore, one of the contents will be to **conduct surveys on Facebook** in order to ask questions or surveys to their community to encourage participation and then publish the results through graphic formats or even through computer graphics.

Kind of Content

- On the other hand, we will **ask for opinions** on products, services, news or even trends in video to help generate more interaction and participation and then publish these videos as advertising or should be accompanied by a good image, reflecting what is asked for opinion.
- In that order of ideas, we will **ask questions** to customers, participation in the posts. Making direct questions helps to generate in many occasions more participation, many brands use it directly to make contests in a very simple way directly on the Facebook wall.

Frequency Of Posts

- Since we are a small business, we will publish about 5 times a day every two hours so that you can get to know our business better.
- Each day, 3 of the 5 daily publications will be what we call '**The Book of the Day**' in which we will recommend the three most popular books with computer graphics that our customers gave us in the survey.
- One of the 5 publications will be a video or a sentence from a client in which they affirm their experience renting from us.
- The last publication is a survey for our customers to recommend other books for the next day.

Video Plan

Scene	General Idea	Types Of Shots	Dialog
1	Woman lying on a bed. Alarm clock goes off. She reaches out and turns it off. You see a lot of books on the nightstand.	Take a medium shot (MS) of the waist to the head of the woman lying down.	Sound: the cell phone alarm.
2	The woman gets up quickly. She picks up one of the books on the nightstand. She gets out of bed and quickly leaves the frame.	Take MS of the waist to the head of the woman sitting on the bed.	Background music starts
3	Woman walking around reading the book.	Wide shot of the woman walking.	Background music starts.
4	Woman cooking while reading the book.	Wide shot of the woman cooking.	Background music starts.

Video Plan

Scene	General Idea	Types Of Shots	Dialog
5	Woman taking a bath while reading the book.	MS of the woman "taking a bath".	Background music starts.
6	Woman finish the book. She turns on the TV, but a strong beam of light blinds her. She turns off the TV. She realizes she prefers books.	Take MS from the woman turning on the TV. Close-up shot of the woman blinding. Take MS of woman turning off TV.	Background music starts
7	Take his cell phone. Go to our page and ask for a book.	MS of the woman taking his cell phone.	Background music starts.
8	A woman appears running with a book. She arrives at the goal of her house. She receives the book	Wide shot of the of the woman running. Take on the shoulders of the woman receiving the book. Take an American shot when walking out reading it.	Background music starts.