

Signature Project-Small Business Development-Social Media Marketing

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November 20, 2013

Project Charter

The Client: Milla Jane Studios is a photography company located in the Springfield area and owned by Gina Beamish and Lori Smith. Beamish and Smith claim that Milla Jane Studios is set apart by its efforts to achieve a glamorous and extraordinary photography experience. *These photos aren’t your mother’s glamour shots.*

Project Purpose: To solve a potential problem for a small photography business. Beamish and Smith’s recent partnership has sparked a quick growth spurt in Milla Jane’s client base, but now demands the need for a consistent, online identity to build brand awareness and sustain future client growth. Word -of-mouth has built the brand thus far, but the problem resides in not having an outlet for potential clients who may hear something small about Milla Jane’s photos to further research the services provided by Milla Jane.

Project Objective: To further the business development of the Milla Jane Studios. When thinking about the advertising purchase funnel, *awareness* is the first step in creating loyal, long-lasting clients to a company. Through building and maintaining a consistent online presence, it is my goal for Milla Jane’s brand name to first, become well known in the area and then, be easily accessible for those who receive word-of-mouth from previous clients or the owners. These online efforts will be aimed to exceed that of local competition within the Southwest Missouri area.

Target Audience: Milla Jane offers senior, family, maternity, newborn, wedding and boudoir photography services. This list makes for a broad audience category. In speaking with Beamish and Smith about the audience they wish to reach out to most, any materials or online content created will cater to women going through the stages of life represented in the aforementioned types of photo shoots.

Deliverables:

A.3:00 minute introduction video for website homepage use. www.millajane.com

1) Filming is mostly complete/Interview sessions are to be determined

2) Content will give viewers an introduction to *Milla Jane*,the women. The video is designed to give website visitors a multidimensional understanding of the experience that Milla Jane Studios offers with each photo session.

\*owner interviews

\*session experience

\*photo examples

B. Blog Creation

1) 16-20 posts before Nov. 20, 2012.

2) Content will feature:

\*photo session details, client stories and reviews

\*personal posts about MJS photographers

\*fashion and modeling tips

Gina and Lori reported their expectations for the blog in saying:

*90% business...showcasing portrait sessions, style boards, beauty tips, promotional items*

*10% personal...home decor, personal encouragement, spiritual inspiration, family vacations/holidays, intimate insights into our lives...*

3) Paying close attention to search engine optimization (SEO) tips to take brand awareness outside of the clients already looking for MJS photo production.

C. Management of social media accounts

1) *Facebook* and *Twitter* content management

2) *Pinterest* and *Etsy* research; appropriate use of these networks based on research conducted

In a blog by Wedding Photo USA, the first two places mentioned in a list of top 10 places to find bridal clients were Facebook and blogs. In *Blogs vs. Twitter vs. Facebook*, a blog written from another photographer, it was also stated that the online presence of a photographer gives clients an immediate mental image to refer to when thinking of the brand, and ultimately associating it with photography in general. It is for reasons like these that the deliverables are so important in this project and must be executed in a fashion that would reflect Milla Jane’s style and attract clients who have that same style.

Resource Needs:

A. Video

1) Camera/Tripod Access

2) Editing Assistance/Final Cut Pro software

3) Interview dates and scripts

B. Blog

4) Wordpress-blog provider

5) Prophotosblog.com-template provider

C. Social Networking

6) Account administration/Passwords

Preliminary Budget: Project suggestions and groundwork brainstorming took place in a meeting on Wednesday Sept. 12. It was decided that Milla Jane was committed to paying for two services: video editing assistance and blog hosting. A preliminary estimate of $400 was given to cover the costs of both.

Completion Date: November 20, 2012

Potential Obstacles: All content will be initiated and edited by Beamish or Smith before made visible to the public or live on the internet. This is a beneficial way of insuring that all content is presented to the advantage of the company, but it is also concerning because of time constraints. If the objective is to be met within eight weeks, it is imperative that I stay on top of upcoming stories to post on the blog, pictures to be posted through networking sites, and video editing timelines. It may be a struggle to juggle all three at once, but the pay off will be worth it in the end. If it means keeping a weekly meeting or conference call scheduled, then that will be the case to finish the project.

Project Metrics: The main focus for Milla Jane Studios is to completely book the spring and summer seasons of 2013. This measure isn’t applicable to report in November, so an idea discussed in our brainstorming meeting was to focus on increasing Facebook friends and blog interaction.

A. Facebook friends from 983 🡪 1,100

B. 30 visits per blog post. 500 views in 8 week’s time.

C. Use *bit.ly* to link followers on Twitter to blog posts. *Bit.ly* is a URL shortener that tracks link traffic. The goal is 8 visits per link.



Project Summary

**Challenges**

Since the beginning of this project I have seen the ideal situation, the worst case scenario, and the true reality play over and over in my head. Of course, I wanted everything to work out ideally and nothing to go outside of my perfect plan, but indeed, I was taught the in’s and out’s of project management, and how everything doesn’t always work out perfectly. In the 8 weeks of this project, I encountered one major challenge that ultimately taught me how to adapt to reality.

The setback came about in the first weeks of the project. www.millajane.com was a domain name registered under bluedomain.com. This web provider had been fine for the time leading up to this project because there was no real growth or change to the website. Lori and Gina both knew they would need to change providers when they launched a new site with bigger and better features. This typically is a short 1-week process, but the problem arose when *bluedomain* did not offer any way of communication except through email support tickets. This began a process of constantly talking to our new provider by phone, but waiting on *bluedomain* to email me back with transfer codes and all of the needed information. What should have been 1 week, turned into 4 weeks and the live launch date of the blog was suffering because of it.

**Adaptations**

Like I mentioned before, facing the challenge of working with poor customer service turned out to be a blessing in disguise. I learned a major part of project management: adaptation. It would have been easy to panic and worry about my project’s end results, but because I was working with a real-world business with real-world profit at stake, I had to be flexible. After reviewing the main goal of my project, which was to fully book Milla Jane Studios for the spring of 2013, I sparked an idea. As we continued to wait on the transfer of the web domain, I created a social media buzz around the kick-off of the blog. My inspiration was the grand opening of a new, physical store. After creating a Twitter, Youtube, Pinterest, and Polyvore account, I began creating short posts about the exciting upcoming blog. Even when I still wasn’t sure of the official kick-off date, I knew that it would be happening soon. Instead of 16 blog posts going live before the project was due, I would have a week of kick-off posts and then 10 saved drafts in Wordpress that were timed to launch twice a week after the kick-off.

**Results**

The project metrics presented are based off of the number growth from September 23, 2012.

Facebook friends 983🡪1,025 (43 new touch points)

Twitter followers 0🡪25 (25 new touch points)

Pinterest followers 0🡪7 (7 new touch points)

Blog kick off week link clicks (180 new touch points)

Youtube Views 0🡪188 (in 22 hours) (188 new touch points)

Total 443 touch points





This graphic is an example of the little details that I did my best to pay attention too. This graphic was featured in the first post of the kick-off week.

Follow these links to see the finished products of my social media marketing campaign for Milla Jane Studios.

http://millajane.com/lovemillajane/

http://www.facebook.com/millajanephoto

http://twitter.com/millajanephoto

https://pinterest.com/millajanephoto/

http://millajanephoto.polyvore.com/

http://www.youtube.com/millajanephoto



**Video Planning- Prompts and Questions**

Lori and Gina,

Keep in mind as your form your answers that this is a short teaser video meant to capture the viewer’s attention, and make them desire to dig deeper into the website where it will be featured. These questions and prompts may spark an idea that you want to be conveyed in the video, so don’t feel like these questions are the ones that must be used in the video. Answers should be short, concise, and full of describing words. Have fun with it!

Alex

1. Why do you do what you do? Why photography?

“The amazing part about my (our) journey is…”

2. What is it about a shoot that make you enjoy your job the most?”

“I feel the most creative when…”

“When my clients \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I feel most happy about the results.”

“The moment we can present a family with their pictures is…”

3. What is a metaphor that describes your photography process well?”

“Milla Jane Studios is like…”

4. What story do you want to convey through your photography?

“The emotions that MJS photography evokes are…”

5. Closing Tagline

“I’m Lori, and I’m Gina, and we are Milla Jane.”

“This is Milla Jane.”

(These may seem like cheesy prompts, but they are just to get you thinking.)



**Preliminary Blog Planning**

Gina and Lori,

Here are a few questions that I have come up with so that we can have a clear understanding of what the Milla Jane Blog is all about. Gina, your *.blog.* Pinterest board was extremely helpful in pointing me in the direction you are looking to go as far as content. I found the IFB post, “Bigger, Better, Bolder: Why do you blog?” especially helpful, and that is where I got the idea for most of these preliminary planning questions. I would like for both of you, Lori and Gina, to type out your own answer to these questions in different font color with your initials at the end. This doesn’t have to be extremely in depth because I know we have gone over the basics in our last meeting. This is simply for documentation and the ability to keep us on the same page! Thanks so much,

Alex

P.S. If you want to check out the post that I read to inspire my questions, I found it here:

http://heartifb.com/2012/08/01/bigger-better-bolder-why-do-you-blog/

Client questions:

1. Why is it important for Milla Jane Studios to have a blog? What is your end goal for creating this blog?

-*More exposure, to relate to clientele on a more personal level and to allow potential clients to get to know our personalities*

*- We see it as an avenue to land and/or maintain clientele.*

2. Who do you see reading this blog?

*-women, mothers, wives, senior girls, brides to be*

3. What content do you expect to appear? Consider audience engagement, reader participation, and advertising.

*-90% business...showcasing portrait sessions, style boards, beauty tips, promotional item*

*-10% personal...home decor, personal encouragement, spiritual inspiration, family vacations/holidays, intimate insights into our lives…*

(Created by Lori and Gina at the same time on Friday, Sept 21.)