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**Keep Growing Detroit - Snapshot Transcript**

**Slide 1:**

African American’s are suffering from high cholesterol, diabetes, and obesity at alarming rates in the city of Detroit. There are fast food places and liquor stores on nearly every corner, while there is a lack of neighborhood grocery stores. 2020 brought the concept of food sovereignty to the forefront. This campaign looks to create brand awareness, gain social media followers, and create brand consistency for Keep Growing Detroit, located in Detroit MI

Hi! My name is Audrina Ross, and I will be your moderator during this Snapshot Presentation.

**Slide 2:**

The goals for this campaign are to help Keep Growing Detroit create brand awareness by joining the TikTok platform and through social media hashtags and mentions. The campaign's focus is to increase online presence by posting exciting videos and images and hosting live Facebook and Instagram sessions to engage with the target audience and increase social followers, which will strengthen the company's relationship with existing members and potential new customers. These steps will help increase brand awareness with the local community.

**Slide 3:**

The campaign's objectives are to increase online presence by sponsoring an influencer partnered giveaway on Facebook and Instagram that aims to increase 10% of followers by June 21, 2021. Secondly, the campaign aims to increase awareness of urban farming as a need for the community by increasing email subscriptions by 5% over the next three months. Lastly, to increase registration by 20% for the next online course offerings.

**Slide 4:**

This campaign will implement strategies to meet the goals and objectives identified. Those strategies are to expand Keep Growing Detroit’s online presence on Facebook, Instagram, and TikTok through promoting the “Farm in your Yard" giveaway. Develop a media outreach campaign that includes building relationships with local bloggers and journalists. Develop a calendar for website updates, emails, and automated social media post.

**Slide 5:**

Daily promotion of giveaway on social media, calendar creation for weekly live video series, and scheduling two daily posts on Facebook and Instagram that promote both the virtual course program and urban farming. It will also be important to post engaging images.

**Slide 6:**

Followers on Facebook, Instagram and Tiktok will be measured to know about the campaign's success, the growth or decline in course registration will be observed, and social media analytics on Instagram and Facebook will be used. This method can be tracked and measured weekly to reflect if the campaign strategy is effective. The strategies and goals will be adjusted at any time if expectations are not being met.

**Slide 7:**

Thank you for watching this presentation.