

# ELEVATE YOUR FUTURE

Campaign Proposal



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# EXECUTIVE SUMMARY



Miss Florida Volunteer is a non-profit organization that was founded in 2021 as a preliminary pageant to the Miss Volunteer America Pageant system. The Miss Volunteer America organization was founded in 2018 in response to the changes in the Miss America pageant system. Miss Volunteer America's mission was to the focus away from visual beauty of its contestants and focus more on empowering the competitors with self-confidence and empower young women through educational scholarships and unique opportunities. The five points on each winner's crown symbolize what the organization represents; scholarship, education, responsibility, volunteerism, and empowerment.



# EXECUTIVE SUMMARY



The campaign theme "Elevate Your Future" is about raising awareness on how participating in the Miss Florida Volunteer pageant can open the door to new possibilities. Educational video content along with giveaways from sponsors will be the tactics used to achieve the campaign objectives of increasing pageant registration, link clicks, and building a relationship with the audience.

The proposed campaign will take place on both Instagram and TikTok because both platforms are where the target audience of girls ages 13-26 are most active on social media. A TikTok account will need to be established before the campaign begins, with the first video post occurring on the first day of the campaign. The campaign timeline is from October 20th until the pageant application deadline of December 20th.



# INTERNAL Analysis

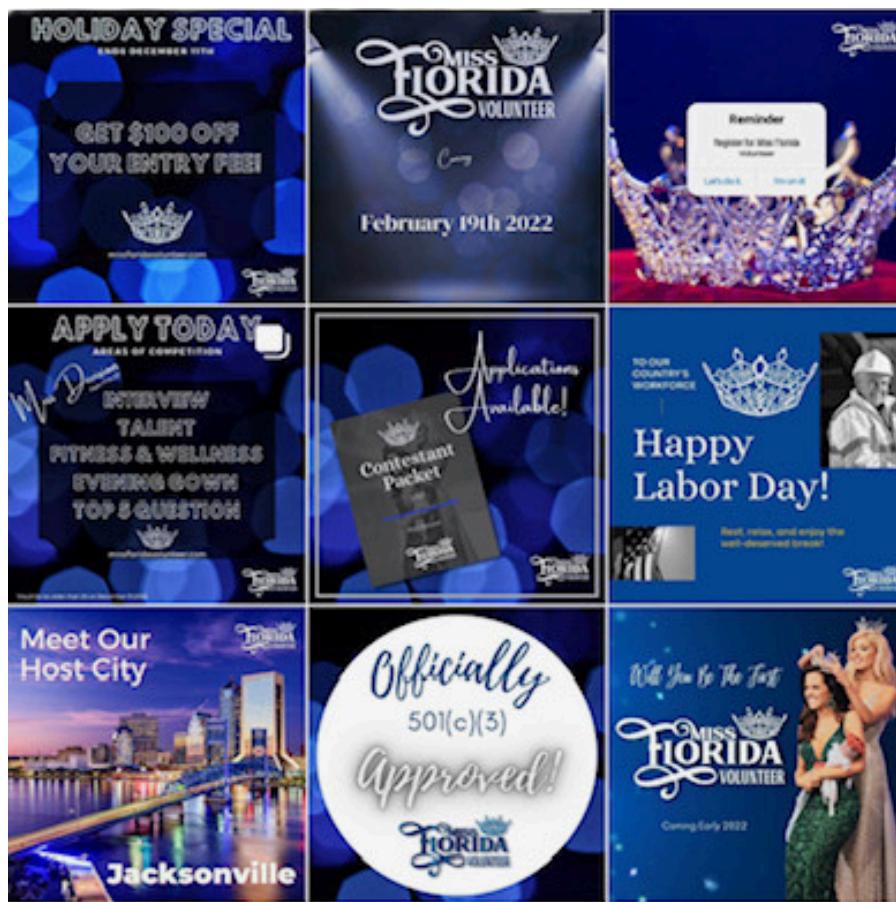
## Miss Florida Volunteer

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• Account on Facebook &amp; Instagram.</li><li>• Easy to navigate website.</li><li>• Brand identity is clearly defined.</li><li>• The current Teen and Miss title holders actively post on their personal Miss Volunteer Instagram pages creating UGC for the Miss Florida Volunteer page.</li><li>• Better chances for winning because there are not as many girls competing versus the competitors.</li><li>• Professional appearance of website and social media pages.</li><li>• Lower entry fee, and no hidden fees to compete.</li></ul>	<ul style="list-style-type: none"><li>• Not active on social media.</li><li>• No one monitoring social media.</li><li>• Director and board are all volunteers. No paid staff.</li><li>• Relies on donations and volunteers 100%, including the social media management.</li><li>• No advertising on social media or in print ads.</li><li>• Does not appear to have a social media strategy in place.</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Establish TikTok and YouTube.</li><li>• Find potential contestants by going through competitors' social media accounts followers.</li><li>• Start a blog and add the link to bio on social accounts.</li><li>• Start a newsletter and add a sign up for newsletter strip and pop up on website landing page.</li><li>• Improve website SEO.</li><li>• Follow titleholders from competitors pageant pages.</li><li>• Current titleholders can assist with social media UGC.</li></ul>	<ul style="list-style-type: none"><li>• Competitors are established and well known.</li><li>• Competitors can offer more incentives to lure contestants to its pageant.</li><li>• Competitors promote posts through paid ads on social media.</li><li>• If the economy is down financially it is a strain on contestants without sponsorship.</li><li>• Donations are not guaranteed, and can affect prizes and the ability to pay for the facility and other necessary items needed to host a pageant.</li></ul>

# INTERNAL Analysis

## Past Social Media Campaign

Miss Florida Volunteer has had one identifiable campaign on Instagram since the launch of the organization in 2021. There were posts from July 12, 2021, until December 11, 2021. Most of the Instagram posts contain some or all the hashtags: #MissFloridaVolunteer, #MissVolunteerAmerica, #Pageant, #WinnerWinner, and #Scholarship. There was very little engagement or vanity metrics seen on each post, possibly due to social media best practices like tagging, location, and paid promotions not being used.



# COMPETITOR Analysis

Analyzing Miss Florida Volunteer's direct competitor's social media accounts and website will assist with uncovering what each organization is doing well and where there are weaknesses and gaps. Comparing the competitors to the Miss Florida Volunteer's social pages will also provide valuable insights as to where opportunities exist and where improvements can be made.



There are two direct competitors to the Miss Florida Volunteer organization, and they are Miss Florida USA (a part of Miss USA) and Miss Florida (a part of Miss America). Both competitors are under a national pageant system like Miss Florida Volunteer (Miss Volunteer America). All three pageant systems have a teen division both nationally and on the state level in addition to the Miss division.

# COMPETITOR Analysis

## Miss Florida USA

The Miss Florida USA social media channels and website have the best overall ranking in comparison to Miss Florida and Miss Florida Volunteer. The organization does not have a presence on TikTok and very little activity on its YouTube channel. The social media accounts have a professional look, and the brand identity is consistent throughout all posts. The overall sentiment is positive regarding the brand's mentions on all platforms. The Miss Florida USA website analysis proved to also be the most successful in comparison to Miss Florida and Miss Florida Volunteer. It has the highest ranking in SEO and is well-designed for user navigation.



# COMPETITOR Analysis

## Miss Florida USA

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>Established in 1952, long history and trusted within the industry.</li><li>Sponsorships by large corporations allow for the scholarship awards to be enough to cover college tuition for four years.</li><li>Organization active on its website blog.</li><li>Active on FB, IG, Twitter, &amp; YouTube.</li><li>Titleholders are active on their own social media pages promoting the organization.</li><li>Professional photos on all social media accounts.</li><li>Actively posts on all social media accounts.</li></ul>	<ul style="list-style-type: none"><li>Relies on volunteers to run the pageant.</li><li>Florida has never won in the Miss USA national pageant system.</li><li>Mandatory \$95 application fee, which does not guarantee acceptance into the pageant.</li><li>Additional fees that occur after an applicant is accepted are not made known until in advance.</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>Brand recognition in the Florida.</li><li>Consistent donors and sponsorships for prize money.</li><li>Financially able to pay for promoted social media posts.</li><li>Positive sentiment on social media.</li><li>Established TikTok page.</li><li>National pageant system Miss USA actively promotes state competitions on social media.</li></ul>	<ul style="list-style-type: none"><li>The cost to participate in pageant are highest of all organizations.</li><li>Negative popular opinion and stereotype of pageants on social media.</li><li>Inflation affects costs for pageants and can impact social media spending.</li><li>Negative publicity about past titleholders can be found on social media with hashtag searches.</li></ul>

# COMPETITOR Analysis

## Miss Florida

The Miss Florida social media analysis revealed that the organization has a social media presence on Facebook, YouTube, and Instagram only. There are no existing TikTok or Twitter accounts. Each title holder including the current Miss Florida under the Miss Florida pageant system maintains an Instagram page which does give the organization an extended brand reach on this Instagram. When comparing the Miss Florida organization on all social media channels, the brand has an overall positive sentiment when mentioned in user-generated posts. The Miss Florida website does not contain any links to its social media channels and does not have a blog or newsletter sign-up. The website does contain a contact for more information form.



# COMPETITOR Analysis

## Miss Florida

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>Established in 1935, long history and trusted within the industry.</li><li>Sponsorships by large companies make the scholarship awards enough to cover college tuition.</li><li>Organization active on its website blog, FB, IG, Twitter, &amp; YouTube.</li><li>Titleholders are active on their own social media pages promoting the organization.</li><li>Focused on education and conservative values compared to the years prior when the pageant system was focused on vanity only.</li></ul>	<ul style="list-style-type: none"><li>The total fees required to enter the pageant are not transparent or upfront.</li><li>Contestants must apply with a non-refundable \$380 mandatory fee to qualify.</li><li>Once qualified, the additional fees add up quickly because each category has an individual fee. Ex: "Best Of" categories add up to an additional \$295 on top of the other mandatory fees.</li><li>Organization relies on volunteers at the state level.</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>Brand recognition.</li><li>Consistent donors and sponsorships for prizes.</li><li>The organization is a nonprofit which means no taxes are paid on earnings.</li><li>There are a lot of videos on YouTube and TikTok mentioning the Miss Florida pageant system positively.</li><li>Established and active TikTok social media account.</li><li>Funding available to advertise on social media.</li></ul>	<ul style="list-style-type: none"><li>The cost to participate can be a burden if the contestant cannot find a sponsor.</li><li>Negative popular opinion and stereotypes of pageants.</li><li>Pageant location requires traveling to an out-of-the-way location.</li><li>Negative publicity about past titleholders can be found on social media with hashtag searches.</li><li>Former Executive Director over Florida indicted for fraud, and damaged the pageants reputation.</li></ul>

# COMPETITOR Analysis



Miss Florida

<b>Founded</b> 2021	<b>Founded</b> 1952	<b>Founded</b> 1935
<b>Facebook Followers</b> 949	<b>Facebook Followers</b> 15,183	<b>Facebook Followers</b> 9209
<b>Instagram Followers</b> 627	<b>Instagram Followers</b> 22,100	<b>Instagram Followers</b> 21,300
<b>Scholarship Amount</b> \$1800	<b>Scholarship Amount</b> Up to \$20,000	<b>Scholarship Amount</b> Up to \$18000
<b>Strength</b> Website	<b>Strength</b> Social Media & Website	<b>Strength</b> Social Media
<b>Weakness</b> All Social Media	<b>Weakness</b> No TikTok	<b>Weakness</b> No TikTok

# AUDIENCE Analysis

## Target Audience Profile

The Miss Florida Volunteer recruitment campaign will focus on girls who have little to no experience competing in a pageant. The reason for targeting inexperienced contestants is that the Miss Florida Volunteer system is new to Florida and local titleholders are appointed in place of a local pageant. Another focus within this category is targeting girls who live within the geographic area of Florida and within driving distance of where the pageant venue will be held in Jacksonville. Geographical targeting will increase the chances of girls signing up to be in the pageant because the barrier of costs associated with travel and lodging will be eliminated.



Combining the direct competitor's audience along with the internal research for the Miss Florida Volunteer organization, three personas were identified that all have psychographic and demographic characteristics that align with the organization's mission of volunteerism, education, and talent. Focusing on what each one has in common will allow for specific messaging that will affect each persona in the same way. All three personas also use the same three social media channels TikTok, Instagram, and Snapchat, which is why two of the three will be included in the campaign strategy as the medium for delivering the message.

# AUDIENCE Analysis

## DEMOGRAPHICS

Age	13-25-year-olds
Gender	Female
Education	Student or College Graduate
Job	Doesn't Work or Flexible Job
Income	Over \$100,000 (Parents)
Marital Status	Single

## PSYCHOGRAPHICS

Values	Volunteerism & Education
Beliefs	Conservative Christian
Interests	Dance, Cheer, Music & Social
Personality	Confident, Outgoing & Well Spoken
Lifestyle	Shares Story daily on Snapchat

# PERSONA 1



*"Volunteering is the path to happiness"*

## Teen Queen Ellien

**Age:** 16

**Location:** Florida

**Occupation:** HS Student

**Miss Palm Beach Teen Volunteer**

### DESCRIPTION

"Ellie" as she is known by her friends and family has been competing in pageants since she was 12 years old. She is active after school with clubs and sports. She has been an academic scholar recipient for two years in a row with the President's Education Award.

### PERSONAL CHARACTERISTICS

- Confident
- Leader
- Independent

### HOBBIES AND INTERESTS

- Dancer
- Cheerleader
- Young Life Leader
- Community Volunteer

### DECISION MAKER

Ellie has been pursuing pageantry with the help of her mother and pageant coach. She chooses which pageant she will compete in, but her mother has the final say.

### GOALS

- To win a national pageant title
- To attend The University of Florida on full scholarship

### CHALLENGES

- Weekdays are busy with school activities and commitments
- Competitor pageant systems

### COMMUNICATION PREFERENCES

Text messaging and email

### SOCIAL MEDIA

- Snapchat
- TikTok
- Instagram
- BeReal

### BELIEFS

- Identifies as Christian but not active in a church
- Conservative

# PERSONA 2



"I am so grateful for all of the opportunities I have had in my life"

## Miss Adorable Adrian

**Age:** 21

**Location:** Florida

**Occupation:** FSU Student

**Miss Lake City**

### DESCRIPTION

Adrian will graduate next year from FSU with her Bachelor of Communications. She is a member of Delta Gamma Sorority and has been on the Dean's List all four years of college. She has been competing in pageants since she was 5 years old, and loves being in the spotlight.

### PERSONAL CHARACTERISTICS

- Genuinely Happy
- Likable
- Energetic
- Confident

### HOBBIES AND INTERESTS

- Piano
- Singing
- Children's Hospital Volunteer
- Mental Health Awareness Advocate

### DECISION MAKER

Adrian makes of the decisions regarding which pageant she will compete in. She has several sponsors who pay for all her pageant expenses.

### GOALS

- Obtain a Masters Degree in Journalism
- Win a national title

### CHALLENGES

- Limited free time until she graduates college.
- She is being pursued by other pageant systems

### COMMUNICATION PREFERENCES

Text messaging and email

### SOCIAL MEDIA

- Snapchat
- TikTok
- Instagram

### BELIEFS

- Christian
- Conservative
- Women should be feminine

# PERSONA 3



*"I follow the path God leads me to"*

## Optimistic Olivia

**Age:** 16

**Location:** Florida

**Occupation:** HS Student  
Miss Palm Coast

### DESCRIPTION

Olivia is well-liked in her community and extremely involved in her church. It has been her mother's dream for Olivia to compete in pageants. Olivia hopes to make her mother proud and win a title.

### PERSONAL CHARACTERISTICS

- Friendly
- Amiable
- Cheerful
- Innocent

### HOBBIES AND INTERESTS

- Baton
- Church Youth Group
- Church Choir Member
- Community Volunteer

### DECISION MAKER

Olivia's mother makes all the major decisions in her life. Olivia has a good moral compass because of her upbringing and always chooses to do the right thing in her life.

### GOALS

- To compete and win at a local pageant
- Be a national title holder

### CHALLENGES

- Limited pageant experience
- Student
- May move out of Florida for college
- No sponsorship

### COMMUNICATION PREFERENCES

Text messaging and email

### SOCIAL MEDIA

- Snapchat
- TikTok
- Instagram
- BeReal

### BELIEFS

- Conservative
- Christian

# GOALS

The goals for the social media campaign will be short-term in nature but they will also be the broad end purpose of the campaign. The Miss Florida Volunteer campaign goals align with the organization's vision and have been identified through the listening phase and from the SWOT analysis.



## #1 Increase Brand Awareness

- Increase knowledge of the pageant system in Florida and on a local level.



## #2 Increase Follower Count

- Increase followers across all social media accounts.



## #3 Generate Leads

- Will help with increasing participants for 2024 pageant



## #4 Drive Website Traffic

- Link from social accounts to sign up form on website



## #5 Increase Community Engagement

- Across all platforms

# OBJECTIVES

Five specific SMART objectives that will support the goals for the campaign have been identified.



## **#1 Increase Instagram follower count by 5%**

- TikTok will be established as a new account and will have the goal of obtaining 1,000 followers by the end of the campaign.



## **#2 Increase pageant registration by 10 new participants from the leads acquired**

- Incentivize audience to click on link to sign up for pageant.



## **#3 Increase website traffic from both social media pages by 20%**

- Instagram will need a directive in the caption to click on the link in the about section. Instagram will also have a daily Story post with the link to learn more and sign up.



## **#4 Increase post shares to 20 per week for the duration of the campaign**

- Build a relationship with the audience through conversations and compelling content will increase the number of user interactions.



## **#5 Increase positive mentions by 20% to enhance brand reputation**

- To better understand customer sentiment an analysis can be conducted of hashtags used in conjunction with the mention.

# STRATEGIES

There will be five strategies developed for the campaign that will support the five objectives identified.

## #1 Increase usage of video content

Weekly video posts and Reels to Instagram for increased brand awareness and reach. Three video posts to TikTok weekly within the first month of the campaign for establishing brand awareness and reach.



## #2 Create educational and informative content

Providing educational videos for the target audience will increase brand awareness. The target audience has little to no experience with being in a pageant and will be able to learn more and what to expect when they become a titleholder.



## #3 Contests and giveaways

Contests on social media will increase engagement within the community when the contest is being shared and contest links are being clicked on. The contests will direct the audience to the organization website which will increase website traffic and brand awareness.



## #4 Partnerships with reputable brands (sponsors)

Cross promotion of the sponsor's donation will increase reach and brand awareness for both Miss Florida Volunteer and the sponsor's social media pages. Entry for the contest will be on the organization's website which will increase website traffic.



## #5 Partnership with micro-influencers

Leveraging well known influencers in the pageant industry will increase reach and brand awareness on social media. The influencers will be past titleholders who will share video content on Instagram and TikTok.



# TACTICS

There are four tactics for the campaign that will support the five strategies identified. TikTok and Instagram are the platforms chosen for each tactic. Instagram will host Reels, Videos, and images for specific tactics. TikTok will host video content only.



## Day in The Life Video Series

Instagram Reels and TikTok will be hosting the video series to showcase the day in the life of a title holder regarding appearances. Showing how much fun it can be to make an appearance at an event or a store of one of the sponsors will give the viewer a glimpse of what being a titleholder is all about. Featuring the stores of sponsors showcasing the giveaway for the future contest will create brand awareness and reach for the pageant and the sponsor.



# TACTICS

## "How To" Video Series

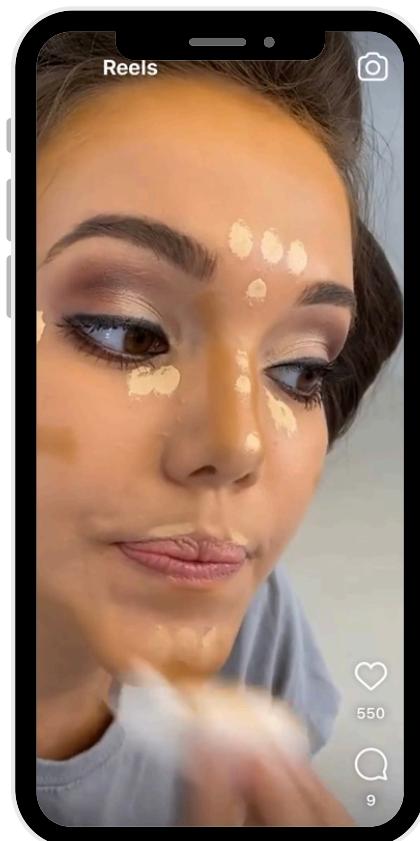
Instagram Reels and TikTok will host the "How To" series. by former title holders that will feature what a prospective participant needs to know in preparation for being in a pageant. Most pageants, including Miss Florida Volunteer, do not allow hair and makeup stylists backstage once the pageant has begun. Because of this rule, the contestants must know how to do their hair and makeup, which can come as a big surprise to new contestants. In the caption section on both platforms and at the end of the video, the viewer will be asked to share any tips they have regarding whatever topic is being presented and to tag/mention the Miss Florida Volunteer account. If their tip is chosen, they will win a prize from one of the boutiques that sponsor the pageant. The user action will support the goal of community engagement.

**Video 1** will show how to correctly apply pageant makeup including eyelashes.

**Video 2** will show how to style your hair for a pageant.

**Video 3** will show how to pick out the right gown for your age category.

**Video 4** will show how to speak during an interview with the judges.



# TACTICS

## Testimonial Video Series

Testimonial videos on TikTok and Instagram featuring past title holders from both Miss Florida Volunteer and the national level, Miss Volunteer America organizations. The former titleholders will talk about what they learned and how their lives have changed since winning. They will discuss the scholarship money and how it paid for college tuition and how being a titleholder opened doors for jobs and other opportunities. The weekly video series will be informative and will support the objective of enhancing the brand's reputation.



Meet Former  
Miss Florida Volunteer  
Megan Price



Miss Florida Volunteer  
Elevated  
Megan's Future

# TACTICS

## Click to Win Contest

The last week of the campaign will have a contest with video content made exclusively on TikTok with giveaways from five different sponsors. The contest will ask the viewers on TikTok to go to the organization's website by clicking on the link in the caption to enter the drawing. TikTok videos will be re-posted to Instagram and shared to the Instagram Story with a link to click for entering the contest. The TikTok video with the logo will be turned into an Instagram Reel too. Every day during the last week leading up to the pageant registration deadline, a new prize will be given away. This tactic will be partnering with an established brand (sponsor) to support the goals of increasing brand awareness and driving website traffic.



Instagram Story



TikTok

# THEME

## **"Elevate Your Future"**

The core theme for the Miss Florida Volunteer's social media campaign is raising awareness on how participating in the organization's pageant is life-changing. The organization's mission is about the importance of volunteering in the community and going to college. The scholarship award money, the sponsorship prizes, and the ability to bring awareness to a volunteer platform are all showcased throughout the campaign supporting the theme of opening the door to new possibilities.



Aligning the target audience's needs and interests with the campaign's strategy is how the core theme of the campaign was developed. Focusing on the target audiences' personas allowed for the development of a theme that is specific and effective. The target audience age range is when girls start to think about college or are already in college and what their future holds. Finding ways to pay for college can be challenging, and the pageant bridges that gap by providing the opportunity for each girl to compete for the scholarship money award.

# MESSAGES

The three-supporting messages for the campaign theme are concise and each one leads into the learn more theme. The messages contain the tone and language that resonates with the targeted audience.

## **Beauty and the basics.**

**Learn everything you need to know that will make you stand out from the rest.**

The first caption supports the theme of targeting girls who have never participated or have little experience being in a pageant. Educational content such as the How-To video series will be appropriate for this message.

**Have you ever wondered what it would be like to win?  
Join the Miss Florida Volunteer pageant and experience something life changing.**

The third message is about what it would be like to win the crown and how being the Miss Florida Volunteer titleholder will bring positive change. The "Day in the Life" video series features former title holders speaking about the positive changes.

## **Why Winning Will Change Your Life.**

**Always keep the big picture in mind.**

The second message speaks to the future and how being a titleholder will create new opportunities. The testimonial video series where past and present title holders speak about how their lives changed for the better after winning the crown is the perfect pairing for this message.

# TIMELINE

The timeline for the Miss Florida Volunteer social media campaign will begin three months before the pageant application due date of December 21st. The first day of the campaign will be September 20, 2023, and ending on December 20th. The three-month-long campaign will allow the targeted audience to have enough time to gather all the required information needed to apply and find sponsorship to cover the costs associated with being in a pageant if needed.

## **Posting Schedule:**

### **INSTAGRAM:**

There will be five stories per week relating to the campaign's goals and objectives. The stories will be posted Monday-Friday around 9:00 am. All stories to drive website traffic will include a customized URL link to the organization's website. There will be two posts on the grid, with one being a reel each week. The posting schedule for all images, videos, and reels will be on Tuesdays and Thursdays at 1:00 pm.

### **TIKTOK:**

Three videos will be posted every week on Monday, Wednesday, and Friday at 7:00 am. The themes will be rotated each day.

- All posts will include the campaign hashtag #MissFIVolunteer24.
- A customized URL link to the organization's website will be included in the captions and included in each Instagram Story that has the objective of driving website traffic.
- The weekdays of Dec. 13-20 will have a post on both platforms daily promoting the giveaway contest.

# TIMELINE

## Campaign Content Calendar Example

MONDAY 18	TUESDAY 19	WEDNESDAY 20	THURSDAY 21	FRIDAY 22
		THEME/Launch	Message 3	Message 1
		THEME/Launch	Message 3	Message 1
		THEME/Launch	Message 3	
MONDAY 25	TUESDAY 26	WEDNESDAY 27	THURSDAY 28	FRIDAY 29
Message 2	THEME PROMO	Message 1	THEME PROMO	Message 3
Message 2	Message 2	Message 1	Message 3	Message 3

SEPTEMBER 2023							KEY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY 1	SATURDAY	Campaign Month 1 Stories 9:00 AM IG Posts 1:00 PM TIKTOK 7:00 AM TIKTOK VIDEO INSTAGRAM REEL INSTAGRAM VIDEO INSTAGRAM STORY INSTAGRAM IMAGE
SUNDAY	MONDAY 4	TUESDAY 5	WEDNESDAY 6	THURSDAY 7	FRIDAY 8	SATURDAY	
SUNDAY	MONDAY 11	TUESDAY 12	WEDNESDAY 13	THURSDAY 14	FRIDAY 15	SATURDAY	
SUNDAY	MONDAY 18	TUESDAY 19	WEDNESDAY 20	THURSDAY 21	FRIDAY 22	SATURDAY	
			THEME/Launch	Message 3	Message 1		
			THEME/Launch	Message 3	Message 1		
			THEME/Launch	Message 3			
SUNDAY	MONDAY 25	TUESDAY 26	WEDNESDAY 27	THURSDAY 28	FRIDAY 29	SATURDAY	
	Message 2	THEME PROMO	Message 1	THEME PROMO	Message 3		
	Message 2	Message 2	Message 1	Message 3	Message 3		

# EVALUATION

Measuring the return on investment (ROI) is a critical component that should be evaluated throughout the campaign to refine what is not working and to be able to adjust the strategy to ensure success (Greenhut, 2023). Changes should not be made based on short-term findings, but used to understand what works in a specific timeframe and to discover what to tweak once the long-term impact is analyzed. The ROI will also show if the initial investment made produced a profit or revenue once the campaign is completed.



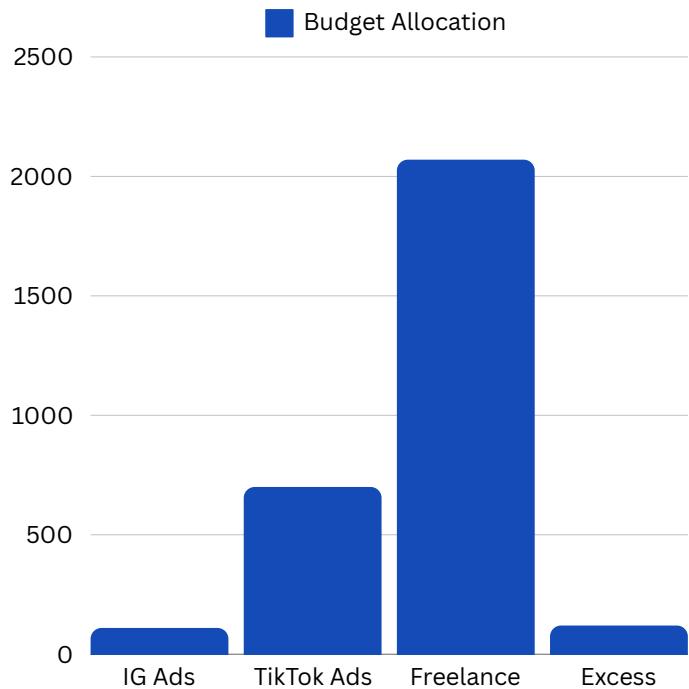
The method to quantify the ROI is through multi-touch attribution. First, an attribution touch point needs to be set at the start of the campaign and another one at the end of the campaign timeframe. Next, two multi-touch points need to be set in between the first and last touch points, with all touch points being given equal weight. This method will show a better image of the brand conversion for the buyer's journey because it can take more than one or two visits to the website before a commitment is made.



The most important social media metric that needs to be monitored for this campaign is post-link clicks to the Miss Florida Volunteer website. The goal after the link click is a submitted digital application for the 2024 pageant. The other metrics identified that will contribute to link clicks are engagement rate, traffic to the brand's website, and impressions. The goal of brand awareness can also lead to link clicks, and it is measured through the audience growth rate metric.

# BUDGET

A total budget of \$3,000 will be allocated toward the campaign. Most of the budget will go towards the freelance content creator. The content creator fee is on average \$30.00 per hour. The total amount of hours budgeted for the freelance designer is \$2000.00 which will allow for 66 hours of billable work.



## Budget Breakdown

### **Social Media Advertising Costs:**

**\$810.00**

### **Breakdown of Advertising Spend:**

**\$700.00 TikTok (35 ads at \$20 per ad)**

**\$110.00 Instagram (22 ads at \$5.00 per ad)**

### **Freelance Content Creator:**

**\$2,070**

### **Excess Funds to Cover Unexpected Expenses**

**\$120.00**



# MISS FLORIDA VOLUNTEER