



Susan Jane

PHOTOGRAPHY

CHILDREN | FAMILIES | WEDDINGS

989 . 875 . 4348

Communication & Social Media Plan  
2016 MINI SESSIONS

# TTC

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# ES

## EXECUTIVE SUMMARY

I have spent the last five years and nine months working for Dick's Studio of Ithaca, Susan Jane Photography and DSEvents as a photographer and graphic designer. In my time there, I have explored facets of a small business of its type, working closely with clients on photography and design projects and collaboratively with experienced professionals, such as my employers. Strict deadlines and client scrutiny have given me ample opportunities to address the needs of a social media program for the business over the years.

Social media use for Susan Jane Photography, et al, is limited strictly to Facebook due to lack of technological experience and resources of such. As a short staffed business, work loads are typically heavy and some business processes must be compromised in order to run smoothly. The job of social media manager is, more often than not, shared between people who have had more hands on experience with the clients being presented, in this case, Susan.

This limited capacity restricts her social media work to overt promotions of mini sessions and specialized photography services. Postings

were limited to presenting the results of clients individual sessions without a schedule, sometimes being posted late in the evening when her work may have gone unnoticed by her audience. Any copy to go along with the images was her opinion on the session she posted.

There was little branding, aside from a watermark that has changed form over my years working for the business. This business is known for its long years in Gratiot County, with generations of clients coming in and out of the years looking for varied photography services. Susan's mini sessions are a staple of her own services, from its theme conceptions to set building to sales and pricing.

My idea for the social media program was to establish her social media presence as caring, motherly and informative. This business has two generations worth of knowledge and experience, and I felt like her talents should clearly come to the forefront, especially her work with the mini sessions and children, and use the knowledge as relevant copy. Posts should be made for enjoyment, but also to ease any curiosities current and potential clients may have about their own involvement in mini sessions.

The goal of this communication plan is to set Susan Jane Photography and any future employees, the framework for a social media program that can be repurposed and improved upon.



# B BACKGROUND

Susan Jane Photography is a subsidiary of parent company, RBG INC. The business is fronted by Susan Greear, vice president of RBG, after dividing into three separate entities under the umbrella company. Formerly, Dick's Studio of Ithaca, it is now the exclusive studio and natural light portrait division.

Dick's Studio was founded in 1946 by Dick and Marge Goostrey. When Dick returned home to Ithaca after serving as an Air Force combat photographer in World War II, he turned his dream of becoming a full-time photographer into a reality. Dick and Marge guided this family business through 59 successful years. In 2002, Dick and Marge retired and sold the business to their daughter, Susan, and sons Jeff and Don. As a team they continue to operate the family business under the principles of honesty and fairness, as they were taught by their parents.

Susan is a graduate of the prestigious Kendall School of Art and Design, serving as the studio portrait photographer. While she creates all types of portraits and coordinates wedding photography, she specializes in children's and senior portraits.



Despite a storied history with Greater Gratiot County, the owners made a conscious decision to establish Susan with her own branded photography to serve the business while the brothers worked more with the school and action photography side of the business. The goal of this move came when social media became a crucial part of how small businesses, photography businesses, in particular, function.

There were too many hands working on the same project, mixing messages.

With the three entities working under the same umbrella, the goal moving forward is to carve out brands associated with the original business that are fluid enough to stand strong as time and technology is constantly changing. Finding and establishing Susan's brand is important, especially with the flood of natural light photographers in the area because of the easily accessibility of photography equipment, to continue her presence as a stand out photographer.



# CR CLIENT RESEARCH

Preliminary client research focused on evaluating a one month cycle of marketing the "Candy Crush" Valentines Mini through January 2016. This research focused more on the client's media habits through Facebook posts, to possibly refine posting activities to maximize reach per post while still giving adequate attention to individual clients.



## Total Likes:

# 3,426

(as of February 1, 2016)

# 100

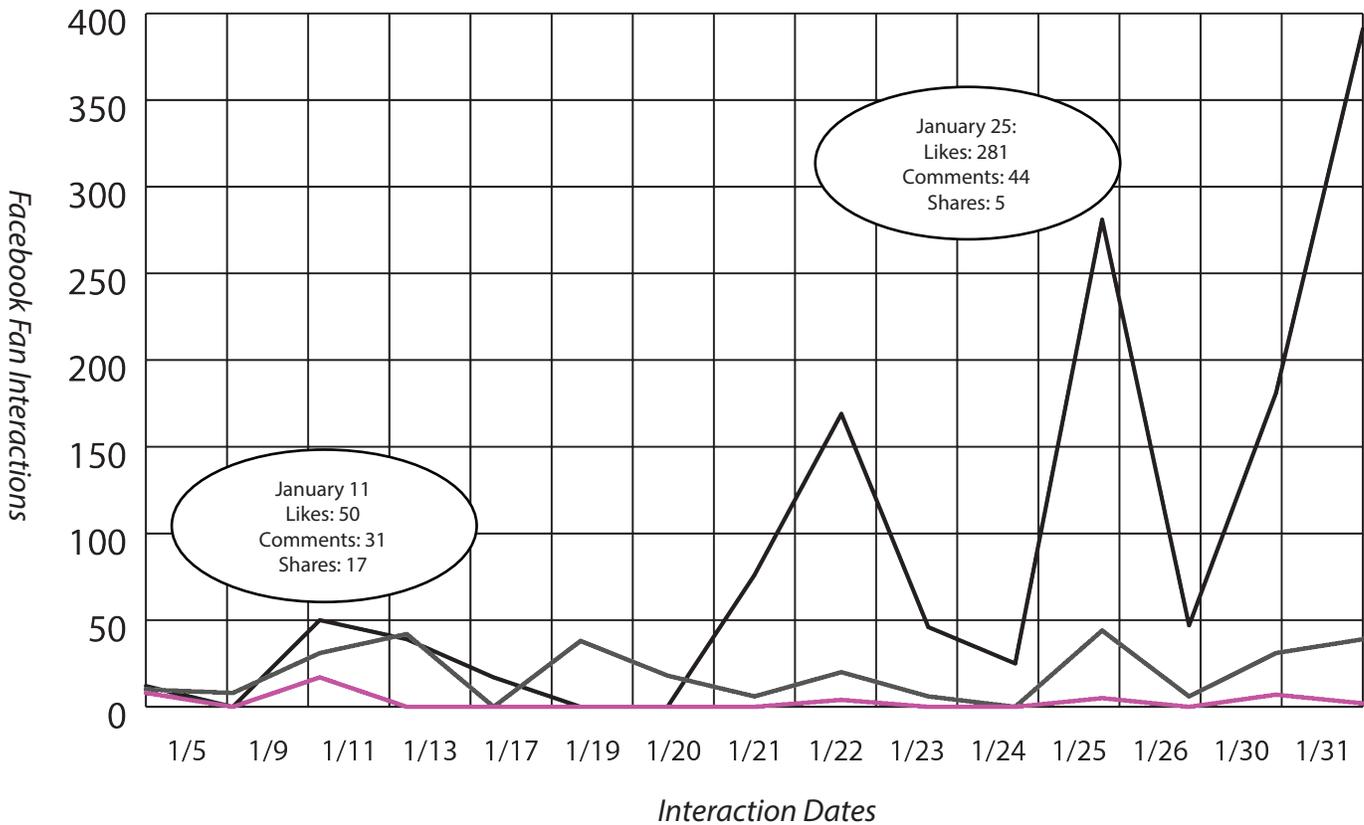
## percent organic reach

Reach is the number of people seeing posts. The number is quantified for 28 days worth of users through desktop and mobile consumption.



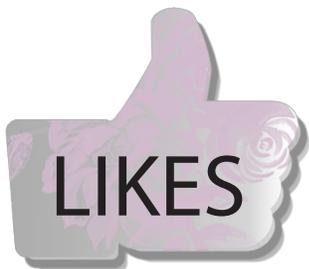
# Interactions: January 2016

— Likes — Comments — Shares



## Peak Interactions for January 2016

Statistics were taken from the Dick's Studio of Ithaca insights. All information is taken from cumulative likes and activity from January 1, 2016 to January 31, 2016. Deconstructed insights allow analysis of how posts are received and interacted with and find the best point and method of communication

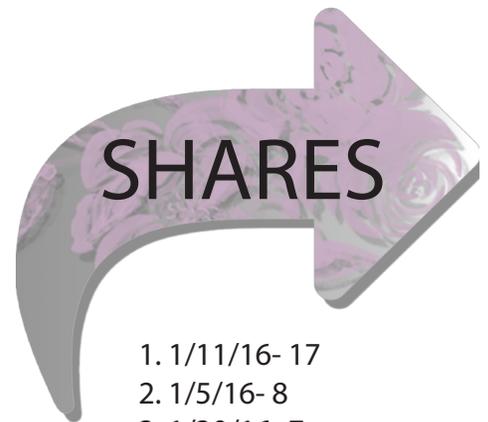


1. 1/31/16- 391
2. 1/25/16- 281
3. 1/30/16- 181
4. 1/22/16- 169
5. 1/21/16- 76
6. 1/11/16- 50



7. 1/26/16- 47
8. 1/23/16- 46
9. 1/13/16- 39
10. 1/24/16- 25
11. 1/17/16- 17
12. 1/5/16- 12

1. 1/25/16- 44
2. 1/13/16- 42
3. 1/31/16- 39
4. 1/19/16- 38
5. 1/11/16- 31
6. 1/30/16- 21
7. 1/22/16- 20
8. 1/20/16- 18
9. 1/5/16- 10
10. 1/9/16- 8
11. 1/21/16- 6
12. 1/23/16- 6
13. 1/26/16- 6



1. 1/11/16- 17
2. 1/5/16- 8
3. 1/30/16- 7
4. 1/25/16- 5
5. 1/22/16- 4
6. 1/13/16- 3
7. 1/31/16- 2

# ORGANIC REACH

1/25/16

# 3,538

1/31/16- 2,591

1/22/16- 1,840

1/21/16- 1,606

1/30/16- 1,102



1/13/16- 1,016

1/23/16- 975

1/11/16- 910

1/26/16- 876

1/5/16- 861

1/12/16- 785

1/24/16- 710

## AVERAGE REACH OF POSTS

Photos typically have an average reach of 1,288 people, of which attract 443 clicks and 75 engagements.

Text posts reach an average reach of 251 people that result in 25 click and engagements

## LARGEST SINGLE POST REACH IN U.S.

# 7,203



# AR

## AUDIENCE RESEARCH

The client research leads into audience research into knowing the make up of Facebook fans. These numbers allow the client to know how to better direct posts. Insights between client and audience may overlap and work together to learn opportunities and set objectives.

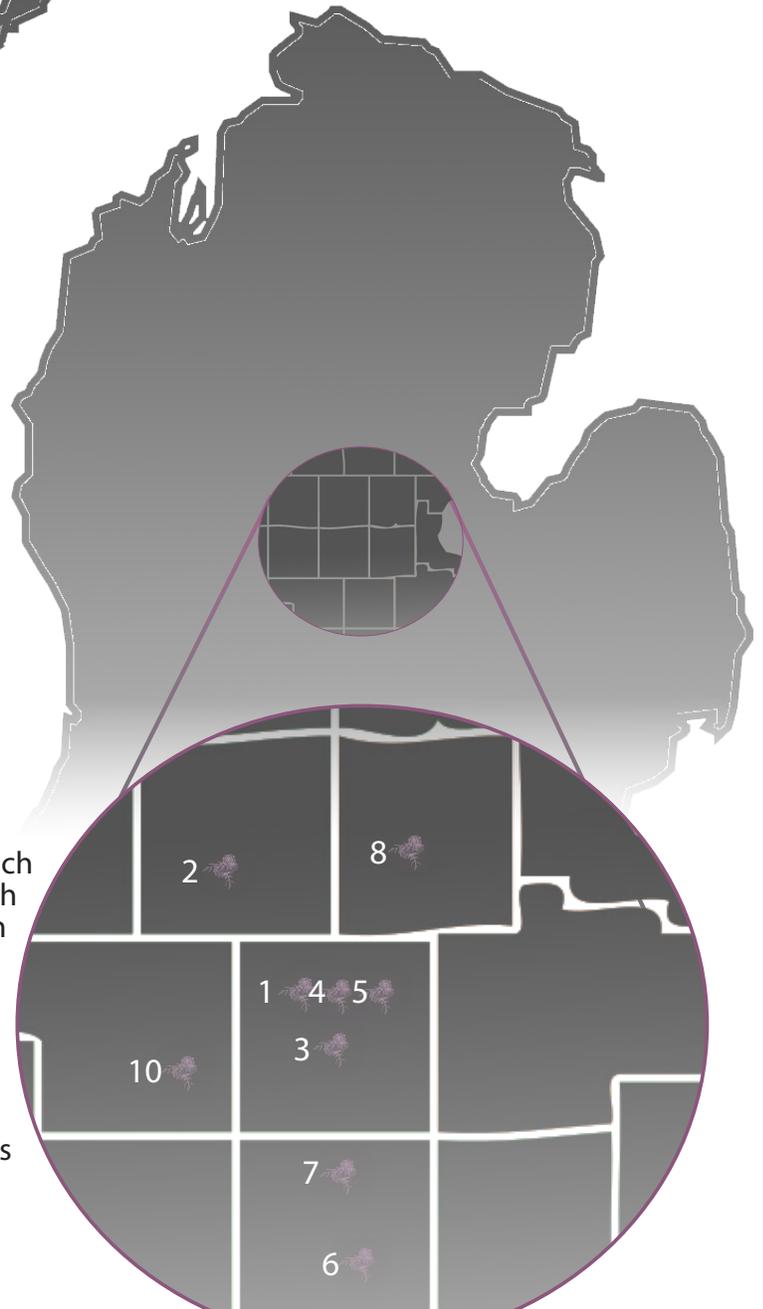


## FAN LOCATION & REACH

Numbers regarding location of fans was taken from January 1, 2016 to January 31, 2016 from the reach section of Facebook Insights. Top cities may change based on events and other client activity.

A majority of fans are located in the Central Mich. region, most within a 50 mile radius from Ithaca. The largest number of fans come from Alma, but the highest single reach potential comes from the Mt. Pleasant area. St. Johns and Carson City did not read with any reach statistics, which may result in posts not being well received in those areas. The fan readings from Istanbul may be spam likes or bots, not actively engaged with the page and posts.

1. Alma, Mich.: 365 fans, 614 reach
2. Mt. Pleasant, Mich.: 314 fans, 759 reach
3. Ithaca, Mich.: 310 fans, 501 reach
4. St. Louis, Mich.: 125 fans, 183 reach
5. Breckenridge, Mich.: 94 fans, 151 reach
6. Lansing, Mich.: 83 fans, 216 reach
7. St. Johns, Mich.: 55 fans
8. Istanbul: 50 fans
9. Midland, Mich.: 47 fans, 125 reach
10. Carson City, Mich.: 43 fans

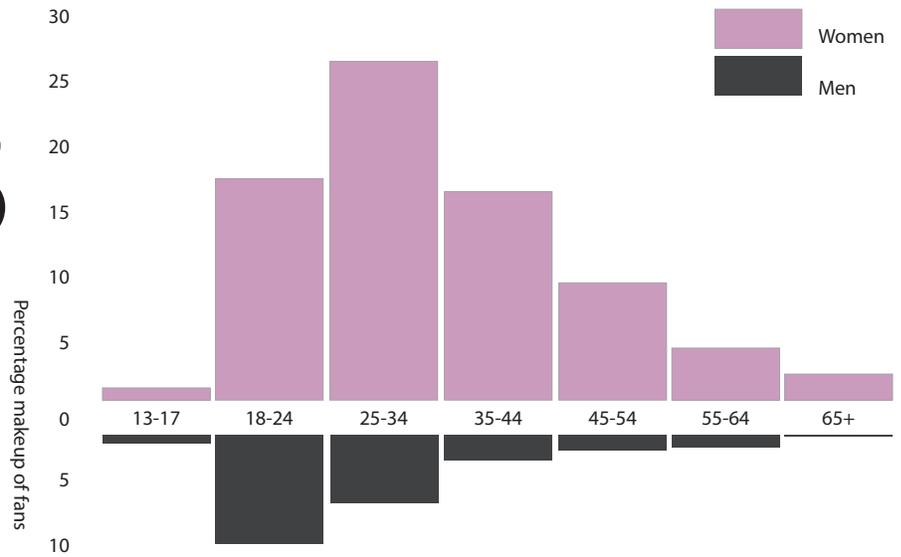


# MALE-TO-FEMALE DEMOGRAPHICS

Statistics were taken from the Dick's Studio of Ithaca insights. All information is taken from cumulative likes and activity from January 1, 2016 to January 31, 2016.



Learning gender and age demographics allows to better target specific groups of fans. Portrait photography is largely a female oriented business, and the draw, especially for minisessions is young mothers, aged 25-34. It is also necessary to factor in the 18-24 age group, for future business.



# NUMBER OF FANS ONLINE PER DAY

Statistics were taken from the Dick's Studio of Ithaca insights. All information is taken from the POSTS section of insights in "When your fans are online" during the period of January 1, 2016 to January 31, 2016.



# PEAK FAN ACTIVITY TIMES



- 7:00 p.m.: 1,912 active fans
- 8:00 p.m.: 1,852 active fans
- 6:00 p.m.: 1,838 active fans
- 4:00 p.m.: 1,787 active fans
- 5:00 p.m.: 1,781 active fans
- 3:00 p.m.: 1,736 active fans
- (tie): 11:00 a.m. & 2:00 p.m.: 1,709 active fans
- 1:00 p.m.: 1,669 active fans
- 12:00 p.m.: 1,652 active fans
- 10:00 a.m.: 1,608 active fans

Knowing when fans are logging into their accounts is important to learn when the best time and day for posts is. This provides the opportunity to maximize engagement during prime times in the day for fans in key demographics, in this case, women 18-44. Fan activity times also is good for setting up a social media calendar, replicating posts for later mini sessions.

# POSTS WITH THE LARGEST ENGAGEMENT

Preliminary client and research focused on evaluating a one month cycle of marketing the "Candy Crush" Valentines Mini through January 2016.

By taking the collected statistics and identifying rates of change between postings and cross referencing them with post dates, the client should be about to find an ideal date to target posts and set objectives.

The single day impressions drew more than 2,600 impressions from through facebook fans. This single photo, as opposed to the collection below, drew in more impressions, likes, comments and shares on its own. It was used as a sample of the the set used for the first time.

POST LIKES, DAY TO DAY PEAK

1/21-1/22 **145.0 percent**

POST LIKES, DAY TO DAY DROP

1/22-1/23 **72 percent**

The photo was posted at 12:37 p.m. which would be views during key times that would attract attention on the day of posting, as seen on page nine.



Dick's Studio of Ithaca with T Kathryn Sherlock.  
Published by Susan Jane [?] · January 21 at 1:37pm · 🌐

These wonderful little boys were at the Studio today...made my heart melt.

DICK'S STUDIO of ITHACA

2,681 people reached [Boost Post](#)

87 Likes 7 Comments 1 Share

Like Comment Share



**Dick's Studio of Ithaca** added 14 new photos — with Angie Bailey and 10 others.  
Published by Susan Jane [?] · January 24 at 11:32pm · 🌐

Just a few images from our first day of Valentine Minis! We had a blast & I want to say THANK YOU to the "W" family for the use of the telephone booth, the kiddos loved it!

1,316 people reached [Boost Post](#)

37 Likes 7 Comments

👍 Like    💬 Comment    ➦ Share

The second post is the result of the first day of the Valentine's "Candy Crush" Mini Sessions. It was a collection of the children photographed from the day. As shown, it was posted at 11:32 p.m. with reach and engagements coming in until January 26.

POST LIKES, DAY TO DAY PEAK

1/24- 1/25 **108.9 percent**

POST LIKES, DAY TO DAY DROP

1/25- 1/26 **83 percent**

Due to the timing of the post, the nature of the likes from fan engagement form a curve, as shown on page five. Likes from each photo and the post, itself, had a day-to-day increase of 108.9 percent. From January 25 to January 26, the likes dropped off by 83 percent.

**Dick's Studio of Ithaca**  
Published by Susan Jane [?] · January 11 at 6:06pm · 🌐

This is ONE of the backgrounds. The SECOND one will be up soon and will be done in BLACK, RED, WHITE & GOLD!

1,251 people reached [Boost Post](#)

20 Likes 12 Comments

👍 Like    💬 Comment    ➦ Share

The post with the third largest engagement was the image revealing the finished background for the "Candy Crush" sessions. This was used as the last teaser to fill any stray slots on the schedule for the Saturday sessions and to stir up excitement with those already signed up.

POST LIKES, DAY TO DAY PEAK

1/10- 1/11 **500 percent**

POST LIKES, DAY TO DAY DROP

1/11- 1/12 **22 percent**

It was posted during prime time for user engagement, based on research. Announcements and posts at this time are great at getting engagements from fans, but also good for potentially getting that particular client's attention. Client attention at the right time may also promote organic reach through shares and client interactions.

Opportunity research takes a look at special opportunities to enhance the event. Such opportunities may include approaching holidays or events where parents may buy their children new clothing or major events in popular culture such as blockbuster film releases. Another way to maximize results is to look for business and brand partnerships to support event functions, such as food or props.

# OR

## OPPORTUNITY RESEARCH



One key business partnership making these spring mini sessions possible is Tractor Supply Company of Ithaca, Mich. The store donated a small group of baby chickens in 2014, so showing extra support for this business is especially important to receive a handful of ducklings for this year's April minis. One major opportunity for cross promotion, as a show of support in return is to offer one of the best images from the sessions as a form of advertising for the store and for future Susan Jane Photography clients.

## *Carolyn's Cakes and Confectionery Shop*



Carolyn's Cakes and Confectionery Shop is another great business partnership to help make the mini sessions much more hospitable for clients and their children. A healthy supply of sweets is necessary to provide enough spring themed cookies for children, parents, and any additional people who may tag along. This would also make for a good social media post. Little touches, slowly drip feeding aspects of the event, while shouting out other businesses and individuals assisting with the event will establish good relationships and may bring in loyalists from the other businesses through the partnerships.



# POST EASTER & SPRING WARDROBE SPOILS

According to the National Retail Federation, Easter is listed as the fifth highest retail holiday after the Winter Holidays, Back to School, Mother's Day, and Valentine's Day in its 2013-2014 holiday spending survey.<sup>1</sup> Easter spending in 2015 totaled approximately \$16.4 billion with the average person spending \$140.62.<sup>2</sup>

Breaking spending statistics down, clients would be more likely to want recent clothing and gift purchases to have some sort of involvement in their session. The NRF research broke down spending habits, finding adult consumers 18+ spent an average of \$55.03 in retail stores and \$62.37 on their spring wardrobe in 2015.<sup>3</sup> Retail store gift sales averaged \$35.57 and \$47.48 online.

Social media postings throughout the month of March could be used to tap into elements of the Easter holiday and spring equinox. Initial session announcements could begin with a quick photo post of getting the ducklings from the Ithaca Tractor Supply Co. prior to capturing the images of models.

An interactive Facebook contest requiring fans and prospective clients to "find the golden duck egg," could be

announced the week of Easter, with winners being selected at 5 p.m. Easter Sunday for the option to win a free mini session for the next theme.

Another interactive contest to drum up fan interest by taking advantage of the season would involve a scavenger hunt for the most purchased Easter items. This will require fans to get involved by liking the Susan Jane Photography page and also sharing a pre-planned announcement post to keep track of all of the people involved. The first to collect all of the items and post them to the contest start post will receive a free mini session within stipulations.

Informational posts, with two selected models would help provide ideas for prospective clients. Photographs of each child in ideal outfits will establish the identity of the theme and allow multiple Facebook posts dedicated to style for both boys and girls.



Formal research is focused on client and Facebook fan social media habits, specifically relating to mini sessions. A SurveyMonkey poll was used to gauge responses based on types of social media posts and also test the waters of incorporating more contests and learning how to make content more interactive. Formal interviews were conducted on March 5, 2016 to get more concrete answers from actual clients after their mini sessions.

# FR FORMAL RESEARCH

My own research into Susan Jane Photography was devoted to getting into her client base and Facebook fans' social media habits through survey results focused solely on mini session participation and fan interactions.

The survey was distributed through her official Facebook page and shared 15 times through Susan's personal page, my page, and others loyal to the business looking to help. The post, itself had an organic reach of 1,108 people as of March 22, 2016.

Thirty-three people (appendix 1), or one percent of her audience responded to give a slight, statistical impression into their habits, but the survey showed the importance of anecdotal evidence.

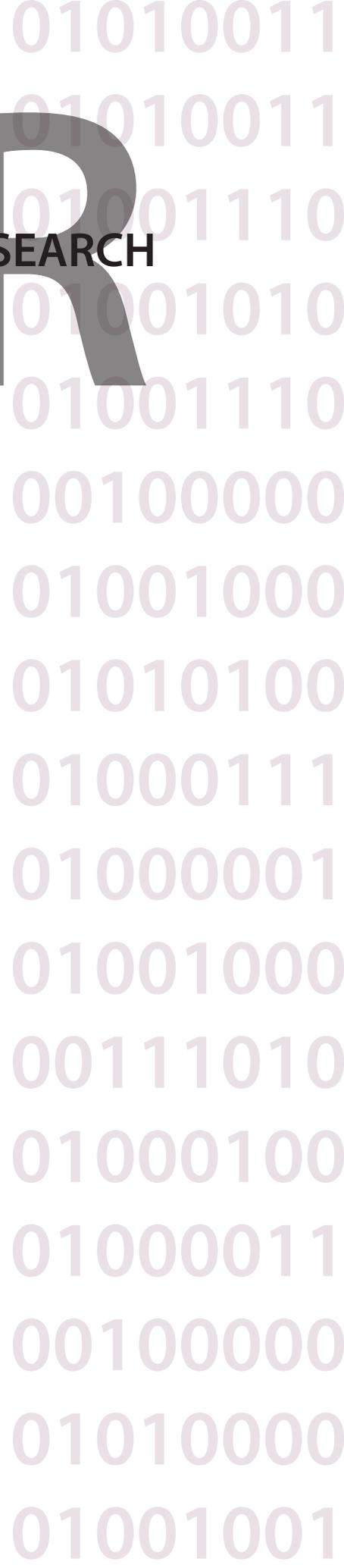
The high reach, along with her

number of fans is also indicative to the investment of her audience to her product and past social media activities. It could be implied that since photography businesses and social media outlets tend to have passive audiences if the content is not largely photography based.

In order to understand how to best serve clients through social media, it is important to learn directly what they may want out of content and how to energize passive audience members to be more active, based on secondary research from Facebook Insights.

The best way to get anecdotal information to accompany the numbers was to sit down for brief interviews with Susan's mini session clients right after their session and before they make a purchase

Interviews took place on day one of Susan's Children's Easter Minis on March 5, 2016. I chose to do this in a more relaxed environment to fill the time between clients, but also not to rush their answers if done on a more rapid-fire day of sessions. Questions were meant to take a more personal approach to understand how clients were introduced to Susan's work, but also to get the "Why" component to match survey numbers (appendix 2).



**Karmen R. 9 a.m.** "I heard about her work from my mom. Her sister's kids got pictures taken here, so I thought I would book an appointment." Karmen had no previous experience with Susan's work on Facebook. She said she gets on Facebook every day around noon and 8-9 p.m. She booked her session after a week of looking at other photographers' mini sessions, but said she had a good experience. She said that after booking she started to recognize Susan's work and will start following her after having a good mini session experience.

**Katie S. 9:30 a.m** Katie said she was first introduced to Susan's work after her cousin's child got their one year pictures done. She had previously come in two times for mini sessions and her son was previously a model for DSEvents spring portraits. "I found out about Susan through Facebook. I scroll through everyday just to fill up the empty moments." Her interactions with Susan Jane Photography are limited to liking or commenting on posts featuring people she knows. She thought that contests for free services or products would get people interested, since other local photographers don't do much with that.

**Brianna C. 10 a.m.** Brianna's perspective comes from being a former client and helping provide animals for the 2015 & 2016 Easter minis. "I interact with [Susan's] stuff quite a bit because it's interesting. She has good ideas and I usually know people who might be interested in her work." She said she gets on Facebook every morning and evening. Another reason she chooses to work with Susan is her willingness to work with animals, "it lets people who do get to see or do things they regularly would. Sue works to make that happen."

**Kristy B. 11 a.m.** "I found out about Sue through a friend, and then looked her up on Facebook. I also participated in the Valentine's sessions last month and saw she works with live animals and I was in." Kristy said when it came to Easter minis, Sue's draw was that she worked with animals when no other photographer in the area would and her unique style, "I just took a chance and messaged her after seeing it was all booked up. I got really lucky." She said her Facebook usage was limited to early morning and end of the day, and she check's on Susan's work at least once a month for mini sessions or for cute content. Kristy complemented the content on Facebook, but said the business and clients would benefit from helpful posts on style and the sets as a constant reminder

**Jennifer B. 12 p.m.** Jennifer is a 15-year-long client, typically coming three times a year. She found out about the Easter minis through Facebook, of which she uses several times a day, more frequently in the morning. She said she interacts with Susan's content a couple of times a month, and she typically emails or personal messages Susan for appointments if the theme really sparks her interest. She said more regular posting is a must, "I'm gonna look at something if its there. I would be interested in knowing what goes into the production side. Sue would be a great information source with all of her experience."



Output objectives serve as a checklist for what needs to be done and to stay on task for what content is being produced strictly for the campaign. They are good for establishing a social media calendar and set up what may be desired through impact objectives. The impact objectives are the goals for the campaign and guide how the campaign may be a success or failure from a public relations or social media standpoint, as opposed to actual sales and photography produced on the day of mini sessions.



## OUTPUT

- Put out FOUR different contest related posts, all calling back to the approaching Duck Spring Mini Sessions.
- Put out at least TWO style related posts, each for boys and girls.
- Produce a branded profile picture and timeline cover, announcing the Duck Spring Mini Sessions.
- Produce FIVE behind the scenes style posts of background and event set up.
- Produce an organic announcement post--getting the ducks for sample images.

## IMPACT

### INFORMATIONAL

- To have an average weekly reach of at least 1,500 people on posts focused on the Duck Spring Mini Sessions in March and April.

### ATTITUDINAL

- To increase overall page likes by ONE percent leading up to the Duck Spring Mini Sessions.

### BEHAVIORAL

- To book 75 percent of time slots for the Duck Spring Mini Sessions in March and April.



# P PROGRAMMING

Programming for the Duck Spring Mini Sessions is a fairly quick process. Theme planning typically begins at the top of the year with adjustments being made as new ideas are found until the sets are fully built and ready for models. The event, itself, follows a format put into practice over Susan's years in photography and adjusted for new technological capabilities. Social media work is typically spare, prior to this communication plan, resulting in a timeline cover and profile picture for promotions and maybe one model and/or presentation of the theme's backgrounds.

## STRATEGIES

- Partner with Tractor Supply Co. of Ithaca and Carolyn's Cakes and Confectionary of Alma.
- Mix message emphasis between informative and interactive through posts and photography content all relating to Duck Spring Mini Sessions, not hammering on the date or advertising perspective.
- Differentiate Duck Spring Mini Sessions from school spring portraits provided by sister business, DSEvents.

## TACTICS

- Social media calendar of posts related to making preparing for mini sessions easier for clients (style choices, backgrounds, cross promotion with partner businesses).
- Two contests related to Spring season and Easter to energize fan interaction and prospective clients to follow the business and participate in future mini sessions.

## PERSONNEL



- Susan Greear, left: photographer and owner
- Shannon Towslee: sales representative
- Social media manager to implement campaign

## MEDIA

Campaign is solely social media based, emphasizing on Facebook.

# TALKING POINTS

## THEME

SPRING IS HERE!

## KEY MESSAGES

Susan Jane Photography is a time honored business specializing in affordable and memorable photographic services.

- Susan is the second generation of a nearly 60 year old brand of local photography services.
- Susan provides monthly deals that are creatively tailored to fun, individualized themes at low, accessible prices.
- Susan Jane Photography works to occupy client requests for mini sessions.
- Susan Jane Photography works to bring elements such as animals and classic or modern props to set her work apart from other local photographers.



## AUDIENCES

**PRIMARY AUDIENCES:** Young women and mothers, 25-34 living within a 30-40 mile radius from Ithaca, Mich. Based on formal research, women in this demographic may actively search for related local photography services before finding Susan's services.

**SECONDARY AUDIENCES:** These people are those adjacent of the target market, including friends, family and coworkers. Women aged 18-45 are more likely to refer Susan Jane Photography either through social media or by word of mouth.

## BUDGET

Two Dozen Sugar Cookies: \$40 or approximately .50 per cookie

Employee wage: \$10 per hour

Three to six ducklings: \$18-36 or approximately \$6 per duckling

Pink and Blue Rubber ducks, four each: \$4 or approximately \$2 per pack

Yellow Rubber Ducks, 12 each: \$7.02

Cotton Stuffing: \$2.58



# TIMELINE MARCH-APRIL 2016

## SOCIAL MEDIA CALENDAR TEMPLATE (Appendix 3)

6	Monday, March 21: Purchase Ducklings- Organic Announcement post	8	9	10	11	12
	Tuesday, March 22: Duck Spring Mini Sessions Profile Picture & Timeline Cover					
13	Tuesday, March 22 & Wednesday, March 23: Post announcement for Easter Scavenger Hunt & BTS 1.	15	16	17	18	19
	Thursday, March 24 & Friday, March 25: Girl Style Post & Easter Scavenger Hunt start post.					
20	Sunday, March 27: Announce Pick a Duck Contest happening on session day.	23	24	25	26	
	Tuesday, March 29 & Wednesday, March 30: Reminder: Pick a Duck Contest Boy Style Post					
27	Thursday, March 31 & Friday, April 1: BTS 2, BTS 3.	29	30	31	1	2
	Tuesday, April 5 & Wednesday, April 6: Reminder: Pick a Duck Contest Post images of boy model					
3	Thursday, April 7 & Friday, April 9: Post images of girl model & informational post TBD	6	7	8	9	
	Tuesday, April 12 & Wednesday, April 13: Posts on how to make the mini sessions smoother for the kids. BTS 4.					
10	Friday, April 15 & Saturday, April 16: BTS 5 & Duck Spring Mini Sessions.	13	14	15	16	

Formal research is focused on client and Facebook fan social media habits, specifically relating to mini sessions.

A SurveyMonkey poll was used to gauge responses based on types of social media posts and also test the waters of incorporating more contests and learning how to make content more interactive. Formal interviews were conducted on March 5, 2016 to get more concrete answers from actual clients after their mini sessions.

# E EVALUATION OF OBJECTIVES

## OUTPUT

- Put out FOUR different contest related posts, all calling back to the approaching Duck Spring Mini Sessions. *Done, see page 29.*
- Put out at least TWO style related posts, each for boys and girls. *Done, see page 30.*
- Produce a branded profile picture and timeline cover, announcing the Duck Spring Mini Sessions. *Done, see page 26.*
- Produce FIVE behind the scenes style posts of background and event set up. *Done, see pages 28 and 30.*
- Produce an organic announcement post--getting the ducks for sample images. *Done, see page 26.*

## IMPACT

### INFORMATIONAL

- To have an average weekly reach of at least 1,500 people on posts focused on the Duck Spring Mini Sessions in March and April.

AVERAGE: 1796.5

March 21-28: 2,202  
March 29-April 1: 1,260  
April 2-8: 1,768  
April 9-15: 1,956

### ATTITUDINAL

- To increase overall page likes by ONE percent leading up to the Duck Spring Mini Sessions.

Total likes March 21: 3,433  
Total likes April 16: 3,441

Difference: +8 Likes  
Percentage difference:  
0.23 percent

### BEHAVIORAL

- To book 75 percent of time slots for the Duck Spring Mini Sessions in March and April.

Susan had set aside six, one hour, blocks of time for sessions and sales. Five of the six were booked with ten children, total or 83.3 percent of appointments



# C CONCLUSION

Primary and secondary research revealed two questions between Susan's audience and audiences for photographers, in general.

1. Does Susan have a passive audience only receptive to content based on the individual featured?

2. Are portrait photographer audiences more subject oriented in proportion to their location?

I chose to set reasonable goals in order to put out content that went beyond simply posting five to ten images for a single client or group of clients. It was important for each post to have copy with meaning to promote the Duck Spring Mini Sessions that was renamed the Rainy Duck Minis for the campaign. My goal with the campaign was to do more than post a cute picture with a caption in someone else's voice.

Behind the scenes images and photography related to the style postings were done all in a single day. The actual creation was much quicker than anticipated, but also gave me the ability

to work on and plan posts much further in advance.

The use of content for contests and free giveaways should be spare, still bringing the focus on the minis. Arbitrary giveaways run the risk of devaluing the services and content provided, so applying the Easter scavenger hunt for the Rainy Duck Minis gives it relevance.

Content creation and subsequent reception was much quicker than anticipated. I found myself forgetting about adding variety in the types of content, wanting to post more informational

copy on a daily basis, but not providing basic promotional materials in between writing about style and ways to make the sessions easier for clients.

I was disheartened to learn that only two children were on the books after three weeks into my campaign.

Susan began doing her own

promotions, more on the advertising side, laying out content that outright stated the financial commitment for clients with these minis.

On April 15, I contacted her to check on the progress on her part and was shocked to learn that more children were booked for appointments, all at the last minute. We were both relieved to know that she would be consistently photographing children for her block of time and were able to provide the best possible service for the families participating.

With services such as photography, it is essential to establish a relatable brand providing beneficial content, but more advertising heavy content will also easily communicate the basic information for potential clients to make an informed decision.

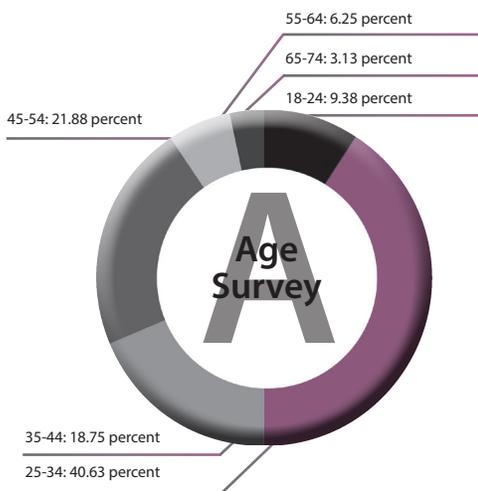
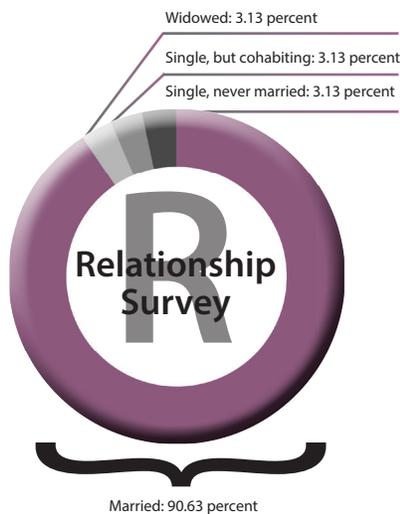


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1. Allen, Kathy Grannis. *The long and short of America's consumer holidays*. Washington D.C. Nation Retail Foundation. <https://nrf.com/news/the-long-and-short-of-americas-consumer-holidays>
2. Allen, Kathy Grannis. *Consumers on the hunt for candy, new spring apparel his Easter*. Washington D.C. Nation Retail Foundation. <https://nrf.com/media/press-releases/consumers-the-hunt-candy-new-spring-apparel-this-easter>
3. Prosper Insights and Analytics. National Retail Federation's Digital Retail Division. Washington D.C. <https://nrf.com/sites/default/files/Documents/2015-Easter-Online-Shopping-Outlook.pdf>

# APPENDIX

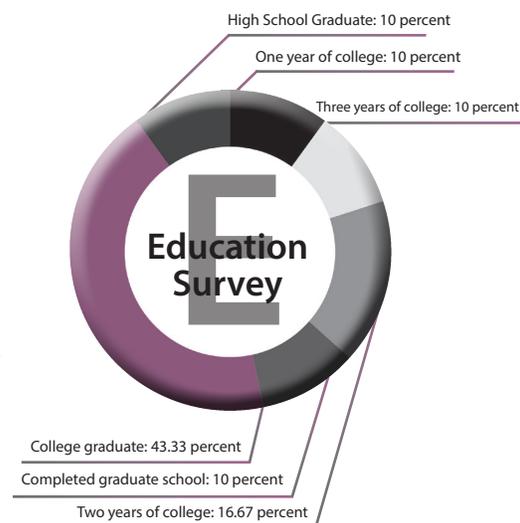
## SURVEY QUESTIONS



1. Have you participated in a mini session?
2. How Likely are you to participate in a Susan Jane Photography/Dick's Studio of Ithaca mini session?
3. How often do you participate in mini sessions?
4. How often do you interact (like, comment, share) with Susan Jane Photography/Dick's Studio of Ithaca Facebook posts?
5. How often do you interact with informational posts?
6. How often do you interact with photography posts?
7. How likely are you to interact with posts from mini sessions?
8. How likely are you to interact with a post dedicated to the best of the mini session theme, with all clients?
9. How likely are you to interact with a post dedicated to showing the best of ONE client's mini session?
10. How long after a mini session oriented post (announcements, results) are you to book an appointment, if interested?
11. How likely are you to recommend the Susan Jane Photography/Dick's Studio of Ithaca Facebook, specifically for mini sessions?
12. How likely are you to participate in a Facebook contest directly related to mini sessions?
13. How interested in mini sessions are you after seeing the results of the previous minis?
14. How likely are you to book an appointment after we reveal the mini session theme?
15. How likely are you to book an appointment after we reveal mini session themed backgrounds?
16. What is your gender?
17. Which of the following best describes your current relationship status?
18. What is your age?
19. What is the highest level of education you have completed?
20. What is your ethnicity?
21. Do you have any children under 18?
22. Employment status: Are you currently...?

# INTERVIEW QUESTIONS

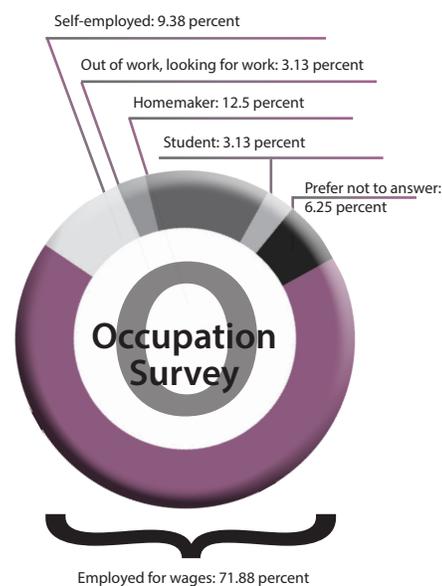
- How did you learn about Susan’s work?
- How many times have you come to Susan for photography work?
- How were you notified about the Easter minis?
- How often do you get on Facebook?
- How often do you interact with Susan Jane content?
- How long did you take after learning about the minis to make your appointment?
- What do you think would help get fans, like yourself, get energized for our content?



# SURVEY RESPONSES

1. Yes: 64.71 percent; No: 35.29 percent
2. Never: 6.06 percent; Not often: 12.12 percent; Occasionally: 24.24 percent; Often: 57.58 percent
3. Not yet: 32.35 percent; At least once per year: 26.47 percent; At least twice per year: 17.65 percent; Seasonal: 23.53 percent
4. Never: 8.82 percent; Not often: 20.59 percent; Occasionally: 38.24 percent; Often: 29.41 percent; Every post: 2.94 percent
5. Never: 0.00 percent; Not often: 18.18 percent; Occasionally: 54.55 percent; Often: 27.27 percent; Every post: 0.00 percent
6. Never: 0.00 percent; Not often: 15.15 percent; Occasionally: 39.39 percent; Often: 45.45 percent; Every post: 0.00 percent
7. Not likely: 0.00 percent; Less than likely: 9.09 percent; Neutral: 15.15 percent; Likely: 63.64 percent; Very likely: 9.09 percent
8. Not likely: 3.03 percent; Less than likely: 0.00 percent; Neutral: 24.24 percent; Likely: 54.55 percent; Very likely: 18.18 percent
9. Not likely: 3.03 percent; Less than likely: 3.03 percent; Neutral: 21.21 percent; Likely: 63.64 percent; Very likely: 9.09 percent
10. Immediately: 12.5 percent; Half day: 6.25 percent; One day: 9.38 percent; Two days: 37.5 percent; Three or more days: 34.38 percent
11. Not likely: 0.00 percent; Less than likely: 6.06 percent; Neutral: 6.06 percent; Likely: 27.27 percent; Very likely: 60.61 percent
12. Not likely: 3.03 percent; Less than likely: 0.00 percent; Neutral: 12.12 percent; Likely: 27.27 percent; Very likely: 57.58 percent
13. Not interested: 3.03 percent; Curious: 9.09 percent; Interested: 30.3 percent; Very interested: 57.58 percent
14. Not likely: 3.03 percent; Less than likely: 6.06 percent; Neutral: 12.12 percent; Likely: 48.48 percent; Very likely: 30.3 percent
15. Not likely: 3.03 percent; Less than likely: 3.03 percent; Neutral: 12.12 percent; Likely: 36.36 percent; Very likely: 45.45 percent

Basic demographic information taken from the survey, such as age and gender followed along the same trend as Facebook Insights. Women taking the survey outnumbered men, 90.63 percent to 9.38 percent. All participants identified as Caucasian. The key demo for a children’s photographer, like Susan is young mothers, aged 24-35, but could be expanded to 45. Out of all participants, 67.74 percent reported having children under 18.



6	7	8	9
13	14	15	16
20	21 Monday, March 21: Purchase Ducklings/ Organic Announcement Post	22 Tuesday, March 22: Post Official timeline cover, profile picture, and announcement for Easter Scavenger Hunt  Wednesday, March 23: BTS 1.	23
27 Sunday, March 27: Announce Pick a Duck Contest happening on session day.	28	29 Tuesday, March 29: Reminder: Pick a Duck Contest  Wednesday, March 30: Boy Style Post	30
3	4	5 Tuesday, April 5: Reminder: Pick a Duck Contest  Wednesday, April 6: Post images of boy model	6
10	11	12 Tuesday, April 12:: Posts on how to make the mini sessions smoother for the kids.  Wednesday, April 13: BTS 4.	13

	<b>10</b>	<b>11</b>	<b>12</b>
	<b>17</b>	<b>18</b>	<b>19</b>
	<b>24</b> Thursday, March 24: Girl Style Post Friday, March 25: Easter Scavenger Hunt start post.	<b>25</b>	<b>26</b>
	<b>31</b> Thursday, March 31: BTS 2.  Friday, April 1: BTS 3.	<b>1</b>	<b>2</b>
	<b>7</b> Thursday, April 7: Post images of girl model  Friday, April 8: informational post TBD	<b>8</b>	<b>9</b>
	<b>14</b>	<b>15</b> Friday, April 15: BTS 5  Saturday, April 16: Duck Spring Mini Sessions.	<b>16</b>

# Rainy Ducks Mini

Saturday, April 16

Perfect for Mother's Day!

**TWO IMAGES**  
FOR \$25  
ADDITIONAL IMAGES \$10



**Dick's Studio of Ithaca** added 4 new photos.  
Published by Jacob Bush [?] · March 21 at 4:00pm · 🌐

These little squeakers are running around and that can only mean one thing...it's time for our Duck Spring Minis! Let's celebrate the start of spring together with some feathered friends! Special thanks go out to the good people of Tractor Supply Co. in Ithaca for providing these little guys! #ChickDays

Watch this space tomorrow for more details and maybe for a special Easter themed contest...hint hint.

305 people reached

Boost Post

Like Comment Share

**Dick's Studio of Ithaca**  
Published by Jacob Bush [?] · March 27 at 3:22pm · 🌐

Hope everyone is having a happy and healthy Easter on this beautiful day! As we get out of bunny season, we get to show some springtime love for some happy little ducks. Sign up for the April 16 minis and you might get to pick a special surprise...

56 people reached

Boost Post

Like Comment Share

Ollivia Strong Macha and 2 others

Write a comment...

**Dick's Studio of Ithaca** shared their photo.  
Published by Jacob Bush [?] · March 30 at 3:17pm · 🌐

We want to see your Easter duds, and the Rainy Ducks Mini is the perfect opportunity to show them off. Bring on the pastels, patterns, and smiles because you are more than worth it!

**Dick's Studio of Ithaca** updated their profile picture.  
Published by Jacob Bush [?] · March 22 at 10:00am · 🌐

Keep watching this space later on today, we're going to announce something that you might like to get in on...

32 people reached

Boost Post

Like Comment Share

**DEDICATED  
PROMOTIONAL POSTS  
& MEDIA**



**Dick's Studio of Ithaca**

Published by Jacob Bush [?]

[Like This Page](#) · April 12 · Edited ·

The best way to make sure any session, mini or not is to make sure your kiddo's mood is up in the clouds. We want them happy and carefree walking in so they can have fun in front of the camera! Here are some good tips to make sure that happens:

1. The younger the child, the earlier the appointment. The day wears on everyone, this helps to make sure that they are well rested, so there's no tired grumpiness.
2. Make sure that the child is rested if the session is later in the day.
3. Try to get a good snack in before the shoot, this might be good for both parent and child in some cases. Sometimes hunger grumps are the worst kind, no matter what the age.
4. A great way to help if your child is nervous about what they're going in to is to bring toys or items they are comfortable with to keep them grounded. And who knows, maybe that item might make for a great addition to the final images.
5. If your kiddo has any older siblings that make them comfortable and bring out their more joyful side, bring them along. The more the merrier!

What are some ways that you like to get your kiddos photo ready?

There's still time to take advantage of getting some cute, accessible images to last a lifetime. Spring is in the air this week, let's feel it together!



Write a comment...



**Dick's Studio of Ithaca**

Published by Jacob Bush [?] · April 8 at 7:06pm ·

It's been cold and dreary for far too long, so here's a ray of sunshine to start off your weekend! Here's hoping that next week's minis are just as bright, shiny and happy as "R" is here!



1,234 people reached

**Boost Post**

Like Comment Share

Mandy Symonds, Jessica Mitchell Wilkinson and 19 others

Chronological



**Nancy J. Allen** Love you Ryah

Like · Reply · Message · April 8 at 7:09pm



Write a comment...





# MICRO MINI KIDDOS & DUCKS!

SATURDAY APRIL 16th, 2016

SESSION FEE...\$25.00 INCLUDES A CD WITH TWO IMAGES & PRINT RIGHTS RELEASE!  
ADDITIONAL IMAGES ARE \$10.00 EACH

**Dick's Studio of Ithaca**  
Published by Susan Jane [?] · Like This Page · April 9 ·

WE STILL HAVE THREE OPENINGS LEFT FOR THIS SUPER CUTE MICRO MINI!! MESSAGE ME HERE TODAY! YOUR KIDDOS WILL LOVE THE DUCKS!

Tag Photo Add Location Edit

Like Comment Share

Shannon Madden and 2 others

1 share

Write a comment...

Sponsored Create Ad



**Save on Samsung tablets.**  
www.verizonwireless.com  
Get up to 50% off our Samsung Galaxy Tab E8" or Galaxy Tab S2. Only on the better network.

**Dick's Studio of Ithaca**  
Published by Susan Jane [?] · 13 hrs ·

Kiddos & Ducks Mini is fully booked! Backdrop is freshly painted, Clouds go up tomorrow, Cookies are ordered & the ducks arrive at 8am Saturday! Can't wait, LOVE these sessions!

17 people reached Boost Post

Like Comment Share

Brittany Stratton and Erin Smith

Write a comment...

**Dick's Studio of Ithaca**  
Published by Susan Jane [?] · Yesterday at 1:24pm ·

Love all the color for this weekends mini!

283 people reached Boost Post

Like Comment Share

Karlynn Madison and 2 others

Write a comment...

## PROMOTIONAL & BEHIND THE SCENES POSTS BY SUSAN



# POSTS TO ENGAGE & ENERGIZE FANBASE

**Dick's Studio of Ithaca**  
Published by Jacob Bush [?] · March 22 at 4:30pm · 🌐

We may be moving on from our Children's Easter Minis to our Rainy Duck Minis, but we can still celebrate that Easter is THIS SUNDAY! So let's have a little scavenger hunt. Friday morning, a list of five items bought for Easter will be posted and the first person to comment with a picture of their five items will win a special prize! Anyone can participate, so make sure to like this page for this and future fun photo goodness!



1,010 people reached Boost Post

Like Comment Share

11 Chronological

Angie Bailey Such s cutie!!!  
Like Reply Message · March 22 at 5:39pm

Write a comment...

**Dick's Studio of Ithaca**  
Published by Jacob Bush [?] · March 25 at 8:35am · 🌐

It's almost time for the scavenger hunt! At 9:30, your list of items will be posted, but first things first, you have to LIKE OUR PAGE and SHARE THIS POST, that way we know our winner gave their friends a fair shot at a FANTASTIC prize!

In order to win, you must post a picture of your group of items in the comments of the 9:30 post LISTING THE ITEMS, and not this one. Good luck, folks, because you might be pretty happy with the prize!

1,189 people reached Boost Post

Like Comment Share

Ollivia Strong Macha, Brandi Derby and 18 others Chronological

22 shares

**Dick's Studio of Ithaca** PLEASE REMEMBER TO SHARE THIS POST IF YOU ARE PARTICIPATING!  
Like Reply · Commented on by Jacob Bush [?] · March 25 at 8:47am

**Dick's Studio of Ithaca** Not much time left! I hope you're ready!  
Like Reply · Commented on by Jacob Bush [?] · March 25 at 9:22am

Write a comment...

**Dick's Studio of Ithaca**  
Published by Jacob Bush [?] · March 25 at 9:53am · 🌐

We have our winner of the scavenger hunt! But if you have a stellar Easter basket you want to share with the rest of the Dick's Studio of Ithaca/Susan Jane Photography community, please do so! Special thanks to everyone who participated and continue to support the work! We hope your Good Friday is GREAT!

95 people reached Boost Post

Like Comment Share

Brittany Stratton, Brandi Derby and 2 others

Write a comment...

**Dick's Studio of Ithaca**  
Published by Jacob Bush [?] · March 25 at 9:30am · 🌐

Scavenger Hunt Time!

Hopefully you have to like our page and shared the previous post, that way we know our winner gave their friends a fair shot at a FANTASTIC prize!

Now, collect the following items, whether you already bought them or are doing some last minute shopping (we've all been there):

1. An Easter Basket (It doesn't have to be complete, but if you have a fun one, show it off!)
2. Easter Grass
3. A chocolate bunny (we won't judge on the flavor because chocolate!)
4. Any egg shaped candy or jelly beans
5. Plastic easter eggs

When you have your bounty, snap a picture and post in the comments so we can see what you got. The first person to post their picture wins! Even if you don't win, but have a fun Easter haul, share it with us and the fans so we can all enjoy your ideas!



138 people reached Boost Post

Like Comment Share

Brandi Derby Chronological

View 2 more comments

**Bonnie Davis**



Like Reply Message · March 25 at 9:34am

**Dick's Studio of Ithaca** You were so close, Bonnie Davis! But thank you for participating and I hope you and your family have a GREAT Easter!  
Like Reply · Commented on by Jacob Bush [?] · March 25 at 9:44am

# STYLE & INFORMATIONAL POSTS

**Dick's Studio of Ithaca with Matt Derby and 3 others**  
Published by Jacob Bush [?] · March 24 at 6:16pm · 🌐

We can't have a Rainy Duck Mini without a bright rain coat for the girls, especially if they have a matching pair of boots! Bright colors and spring pastels are certain to pop off of the background. Shades of green, pink, purple, and yellow will go great with our fun raindrops falling on the set and the kiddos will have a blast playing with flowers, umbrellas and of course the ducklings!



823 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👤 Olga Hodgson, Janice Parling Tallmadge and 17 others    Chronological ·

1 share

**Angie Bailey** Perfect photo!  
Unlike · Reply · Message · 🗨️ 1 · March 24 at 6:23pm

**Dick's Studio of Ithaca** This was too cute! She was a little nervous with these little guys, but this is priceless!  
Like · Reply · Commented on by Jacob Bush [?] · March 24 at 6:26pm

**A.B. de la Rosa - Goostrey** My sister-in-law is the most creative photographer ever & our nieces just rocked it! You better come to Cali & I will line up you photo shoot!



Like · Reply · Message · 🗨️ 1 · March 24 at 11:16pm

Write a comment...

**Dick's Studio of Ithaca with Lisa Goostrey and Lindsay Godley Skinner**  
Published by Jacob Bush [?] · March 29 at 3:30pm · 🌐

When thinking about styling your little guys for the Rainy Duck Minis, think about pulling out a neat raincoat and rainboot pairing. The dinosaurs, here, bring out a little piece of "B". It's fun and different than the classic yellow (which is still great for this mini!) and injects your own slice of life into the pictures. Jeans are a must! If you want to go even further, think about how your children act when there's rainshowers outside. Sometimes barefeet and a tank top or even just a pair of jeans would inject some more real life whimsy into the shot. Just make sure Mr. is okay with that last part, if you decide to go that route, we want everyone to have a great time with these minis!



998 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👤 Kelly Floriano, Raquel Mojica and 11 others    Chronological ·

**Lisa Goostrey** Love this lil Boy with all my heart beautiful pic sista sue  
Like · Reply · Message · March 29 at 8:27pm

Write a comment...

**Dick's Studio of Ithaca**  
Published by Jacob Bush [?] · April 5 at 4:30pm · 🌐

Don't forget, the Rainy Ducks Mini is the perfect opportunity to show off your cutest Easter threads! The simple background really allows for bold colors and patterns to pop out of the pictures. There's no need to be afraid of putting your pride and joy in something that stands out. They are even more cute when playing with some raindrops with fun patterns falling from our fluffy cloud!



1,320 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👤 Karen Moses, Tamey Skinner and 19 others    Chronological ·

View 2 more comments

**Lynn Fortney** Lookit little Jillian...  
Like · Reply · Message · April 5 at 11:02pm · Edited

**Nancy J. Allen** Loving Tara ☺  
Like · Reply · Message · April 6 at 7:06am

Write a comment...

**Dick's Studio of Ithaca**  
Published by Jacob Bush [?] · April 7 at 4:30pm · 🌐

What's the best part of bringing animals into the shoot? Probably the genuine interaction! This little ducky was just as in the moment of our Miss here. Her outfit with the pops of yellow between her sash and the umbrella and the kick of its little flipper feet just scream Spring-y youthful joy. It's the kind of picture for you to look at fondly over the years and bring back the memories!



1,249 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👤 Jennifer Rozena Harrison, Mandy Symonds and 9 others    Chronological ·

**Michelle Derby-Fairchild** Love this!!!  
Like · Reply · Message · April 8 at 12:44pm

Write a comment...



