

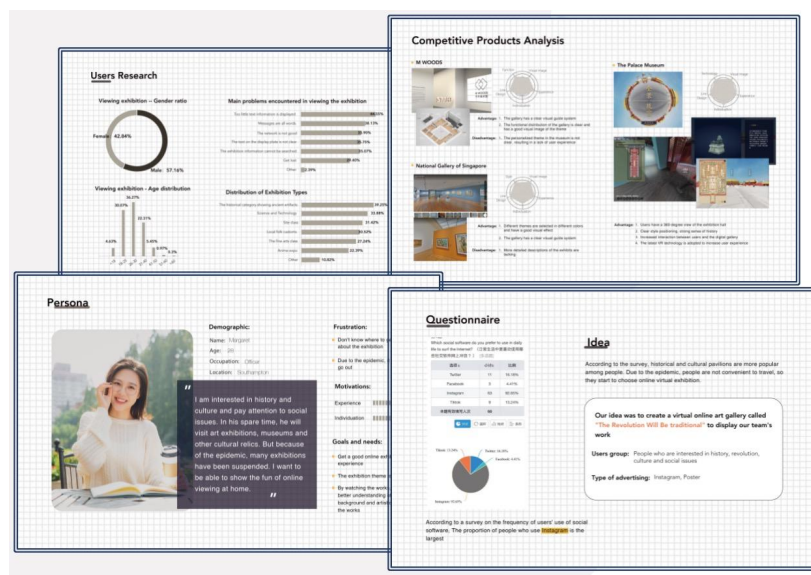
Marketing plan

Step 1: Establish marketing objectives.

Use Instagram as a promotional platform to promote "The Revolution Will be Traditional" online exhibition halls to let more audiences know more about the project's design concept and process. Attract more people to watch the team project. Communicate the design concept of the project (marketing goal) by sharing photos. Three progress photos will be shared per week (how to do it), with an expectation of 10 likes and ten valid comments per photo (effect prediction).

Step 2: Market research and evaluation

According to the research, the existing products in the market have been competitive product analysis, understand the advantages and disadvantages of its function. Summarize the pain points encountered by the audience in the exhibition and give feedback to the designers. This is also the part that designers need to pay attention to when designing. It also analyzed accounts with a large number of followers on social platforms. Through this evaluation, I had a clearer understanding of my existing social media accounts' operation, which helped me optimize and adjust my marketing plan.



Step 3: Create and maintain social media accounts

Registered and created the official account of the project, and the designer designed the project avatar. They optimized the account home page to show the project theme to the audience in one sentence. Leverage enterprise social media matrix to better present content and get more network traffic to achieve desired marketing goals.

the_revolutionwillbe_tele... ▾ ⊕ ≡










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The Revolution Will Be Televised!!!
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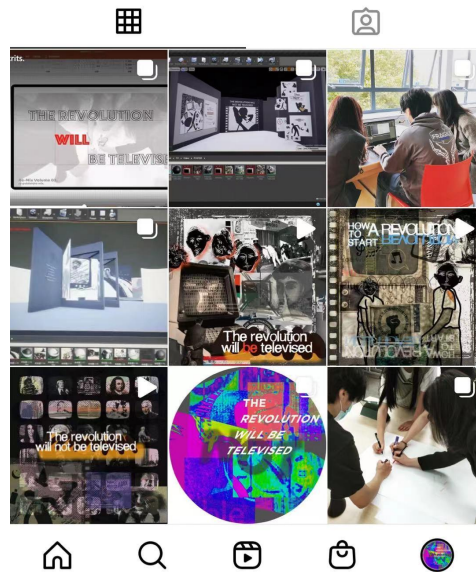
Step 4: Get social media inspiration from your competitors

Follow your competitors' accounts to learn how they blog about content and interact with their fans. Study them for some marketing inspiration. Promote the account to get more followers.

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|---|---------------------------------------|---------|
|  | ifovea Andy Lapham | 已关注 ... |
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Step 5: Develop a content plan

As the Marketing, I should design weekly updated content and text, think about typesetting pictures and adding filters to beautify them. Display the design progress in detail on the official account to attract users' attention.



Future Perspectives

According to persona and market research, our project is suitable for the audience to operate and use both in content and operation because our project is electronic and can be run on a mobile terminal or computer at any time. With the continuous development of science and technology, more and more works will introduce VR technology, bringing a better user experience. In the project's future growth, it is hoped that a VR exhibition can be adopted to let the audience have a deeper understanding of the design concept.