

Cville Escape Room | SMAD 315 Digital Social Media Advertising

SOCIAL MEDIA MARKETING STRATEGY

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About the Client

CVille Escape Room is a Charlottesville-locally-owned business that provides a fun, family-friendly, immersive escape room experience for their customers.

After reopening their doors to the public, post shutting down due to COVID-19, Jessie Stowell and her husband are excited to engage their customers in a puzzling and mysterious journey through their escape rooms.

Requires 4 players:

- Archaeologist's Adventure
- Conspiracy X
- The Dark Circus Paris

Requires 2 players:

- Le Chat et La Souris
- Sherlock: Moriarty's Revenge
- Jack the Ripper's London

Business Hours:

- Friday: 5-9PM
- Saturday 11-9PM
- Sunday 11-5PM

Branding Guide

Cville Escape Room
Social Media Brand guide



Spy Clock

Cville
ESCAPE ROOM



Chest Lock

Font

Veteran Typewriter - regular

VETERAN TYPEWRITER - all caps



Cryptex



Keys



Rune Stones

Brand Colors

Psychology of **Red**.

It attract the human eye. It represents

Energy: power, strength, & excitement.

Danger: fire, blood and urgency.

Passion: appetite, motion, and love.



Red: #C00000

RGB: 192, 0, 0

HSL: 0, 100%, 38%

Psychology of **Black**. It represents

Authority: power, elegance, & formality

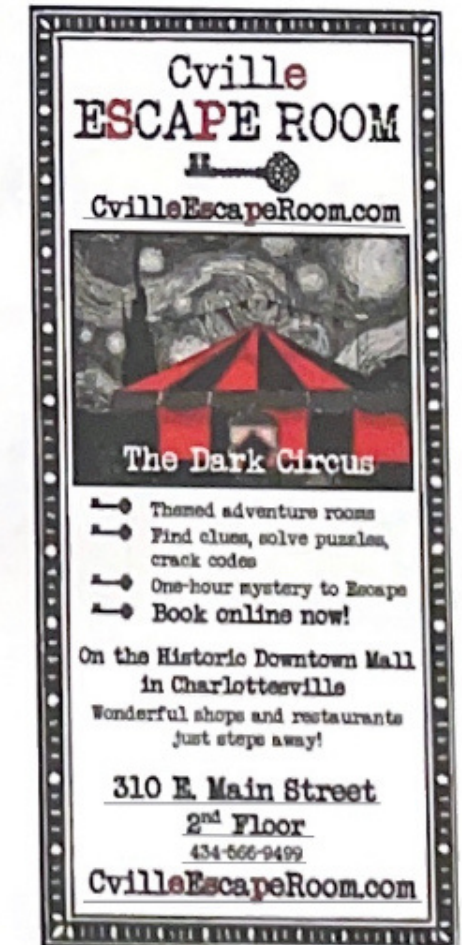
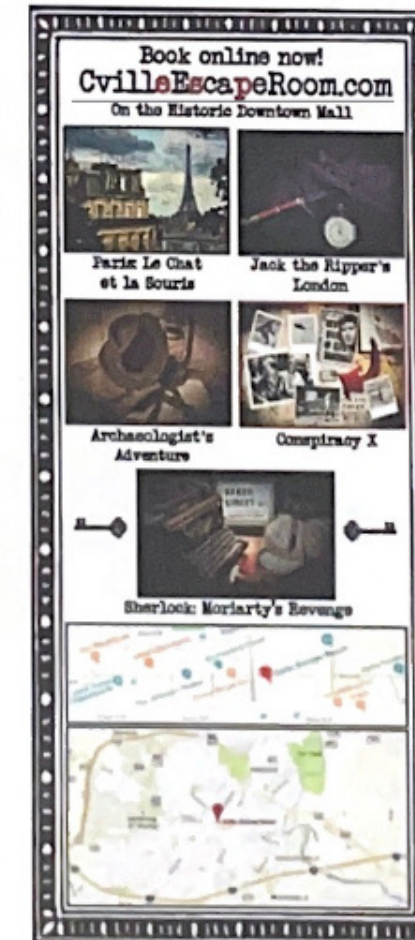
Mystery: evil, fear, and death.



Black #000000

RGB: 0, 0, 0

HSL: 0, 0%, 0%



Key Words for Charlottesville Escape Room

1. Escape Room	12. Family Fun	23. Paris	34. Covid Safe	45. Creativity
2. Entertainment	13. Family Friendly	24. Group Activity	35. Private Rooms	46. Logic
3. Charlottesville	14. Local Business	25. Quest	36. Immersive Experience	47. Teamwork
4. Cville	15. Mystery	26. Clues	37. Tourist	48. Things To-Do
5. Virginia	16. Challenge	27. Puzzle	38. Vacation	49. Thrilling
6. Downtown Mall	17. Team Building	28. Market Street Market	39. Main Street	50. Mask Required
7. UVA	18. Circus	29. Weekend	40. Gifts	51. Downtown
8. Elevator Accessible	19. Murder Mystery	30. Covid- Guidelines	41. Special Events	52. Problem Solving
9. Tourist Attraction	20. Archeology	31. Ticket	42. Credit Card	53. Local
10. Vacation	21. Sherlock	32. Reservation	43. All Ages	54. Explore
11. The Nook	22. Historic	33. Amusement	44. Affordable	55. Monticello

Top Ten Keywords

1 Escape Room

2 Family Friendly

3 Immersive Experience

4 Things To-Do

5 Local Business

6 Charlottesville

7 Team Building

8 Tourist Attraction

9 Problem Solving

10 Murder Mystery

Keyword Rationale

- 1 Escape Room** - This is the most commonly used word for the service provided.
- 2 Family Friendly** - When searched, this keyword is very popular amongst parents who are looking for age appropriate activities for a younger audience, involving any age group.
- 3 Immersive Experience** - Escape rooms are an unique experience that immerse you into a story; somebody who is looking for any kind of immersive experience would likely be interested in an escape room.
- 4 Things-To-Do** - When looking for a fun activity, place to go to, or event to attend, it's common for users to type in "Things To-Do..." typically following with "In..." and the location of wherever you might be.
- 5 Local Business** - The support of local businesses has become an increasingly talked about topic in the past few years. More and more people factor in whether or not the business is local into their decisions to purchase something.

Keyword Rationale

6 Charlottesville - “Charlottesville” is the area in which this business is located. It is important to have that included because most users will search for events by proximity to their current location or destination.

7 Team Building - Many people who are trying to grow and strengthen their relationships within a company tend to participate in activities that will make them work as a group.

8 Tourist Attraction - Escape rooms are popular activities for tourists; many people taking trips like to find short, self-contained things to do. Searching for tourist attractions brings up lists of many different experiences, so it is important that this escape room is included amongst that list.

9 Problem Solving - An important feature of the escape room concept is the process of solving problems throughout your time in the rooms. Problem solving is also a common and highly talked about phrase and topic on social platforms, making this a good choice to spread our brand and voice.

10 Murder Mystery - When looking at the Cville Escape Rooms in particular, there are a lot of eerie, and mysterious rooms that certain audience members might appreciate. Searching for something like murder mystery will hopefully connect that target audience to the escape room.

Social Media Audit

I. Facebook

II. Twitter

III. YouTube

IV. Instagram

Social Media Audit: Facebook

@cvilleescaperoom

URL: <https://www.facebook.com/cvilleescaperoom>

Created: March 2016

Name: Cville Escape Room

Followers: 3.9K

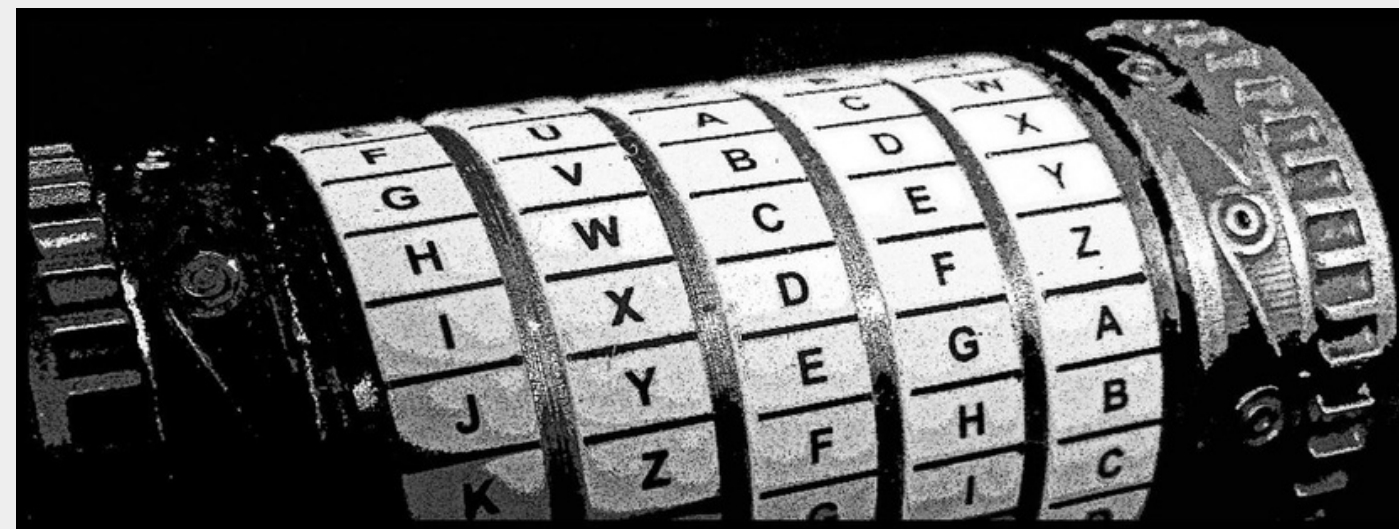
Following: 2

Bio: "You find yourself in a mysterious room. As you look around, you start to notice strange objects and"

Profile Picture:



Cover Photo:



Social Media Audit: Facebook

Post Frequency: Every Week; typically photos of Escapers from that previous weekend.

Top Posts: Posts that promote the company, and are seen more as advertisements. Also, posts which have the company's website linked seem to get higher engagements.

Lowest Posts: Random photographs of Escapers from weekends.

Reach: According to the analytics, the highest reach generated from a post had the caption "Super Sunday Escapers!!!" and hit 446. The lowest recorded reach was interestingly enough, a separate post with the exact same caption, hitting only 252.

Impressions: The company has a good impression and overall moral. The comments and reactions are typically all positive, and there are not many if any, negative reviews posted on this page.

Comments Per Post: Varies from 0-5.

Mentions: Those who have mentioned Cville Escape Room in their own posts have generally spoken highly about the company. Most mentions are from personal accounts, thanking the company for a great time and attaching photos, while other mentions are from different companies who have partnered with Cville Escape. These include The Trevor Project, Rise Together, and Orbally Orthodontics.

Social Media Audit: Facebook

Analysis

- **Strengths:**
 - Have a lot of followers
 - Timely with posts
 - Overall positive customer reviews
 - Lists contact info/ store hours
- **Weaknesses:**
 - Incomplete bio description
 - Are followers loyal?
 - Low engagement

Summary

Overall, Cville Escape Room's Facebook page is one of the better social media platforms the company has to offer. They are up to date on posts, which are frequent photos of their customers or other advertisements about the company. The platform lacks variety, as most of the posts are just those photos, and almost all include the same variation of caption.

Social Media Audit: 1st Twitter Account

@CvilleEscape

URL: <https://twitter.com/CvilleEscape>

Created: March 2016

Name: Cville Escape Room

Followers: 152

Following: 66

Total Posts: 50

Bio: "Can you and your team unravel the mystery in one hour? Can you find the clues and crack the codes? Visit our website to BOOK YOUR ROOM NOW!"

Profile Picture:



Header:



Social Media Audit: 1st Twitter Account

Post Frequency: Inconsistent – Posted several times monthly from March-July 2016. Only 1 post monthly from August-November 2016. Most recent post was May 2017.

Top Posts: Posts that are building awareness of the escape rooms, especially ones that include photos.

Lowest Posts: Vague posts that aren't promoting anything in particular.

Reach: Not enough data.

Impressions: Not enough data.

Comments per post: Only one post has 1 reply.

Mentions: Most mentions are positive and come from people who have completed a room. These are mostly from personal accounts, while a few come from companies and hobbyist pages. One mention criticized the escape room's themes as being insensitive.

Social Media Audit: 1st Twitter Account

Analysis

- **Strengths:**
 - Relevant content
 - Engaging with audience
 - Retweeting, posting photos of visitors
- **Weaknesses:**
 - Inconsistent posts
 - Low engagement
 - Posts lack substance

Summary

When the escape room first opened, this account was off to a good start tweeting regularly and promoting the rooms. However, engagement was very low; most posts received little to no likes, retweets, or comments. Posts became less frequent over time, and eventually the account was abandoned. This account has a good base built to potentially resume posting, however the posts will need to provide more opportunities for engagement.

Social Media Audit: 2nd Twitter Account

@cvilleescaperoom

URL: <https://twitter.com/CvilleEscapeRoom>

Created: March 2021

Name: CvilleEscapeRoom

Followers: 0

Following: 0

Total posts: 1

Bio: "You find yourself in a mysterious room.

As you look around, you start to notice strange objects and hidden messages. Are they clues?"

Profile Picture:



Post Frequency: Once.

Top Posts: Only one post.

Lowest Posts: Only one post.

Reach: Not enough data.

Impressions: Not enough data.

Comments Per Post: 0

Mentions: Not enough data.

Social Media Audit: 2nd Twitter Account

Analysis

- Strengths:
 - Content posted is in brand theme
- Weaknesses:
 - Lack of content
 - No engagement

Summary

This Twitter account is currently not being used as an effective platform for advertising this brand. There is only one post with no engagement. This account should be deleted and Twitter efforts should be consolidated to @CvilleEscape.

Social Media Audit: YouTube

URL: https://www.youtube.com/channel/UCYrZZ-DTHNH6v78_Nt8AF1Q/featured

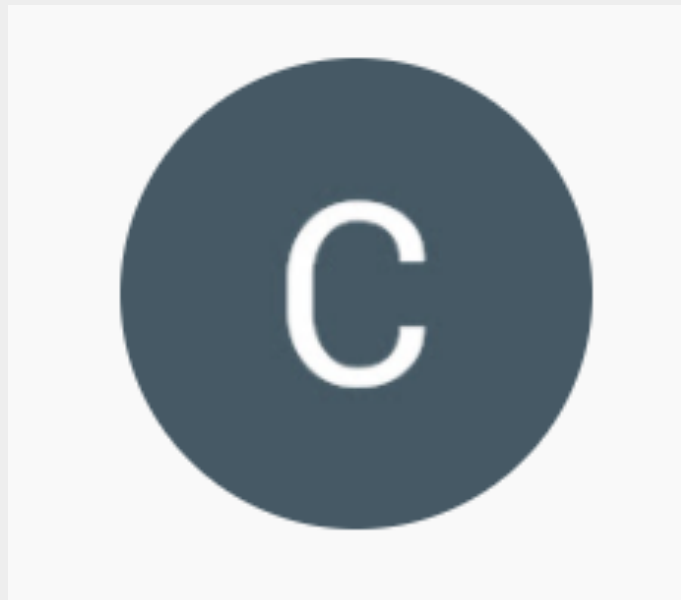
Created: April 24, 2016

Name: Cville Escape room

Subscribers: 5

Subscriptions: 11

Profile Picture:



Social Media Audit: YouTube

Videos: There are only two videos on Cville Escape Room's YouTube page, both from a newscast announcing its opening. The account should work on a business introduction video for the main page of the channel, and add new videos about the actual business and what it's like inside, the kind of escape rooms there are, etc.

Playlists: None.

About Page: No information about the company.

Comments: Within the 2 videos, there are 0 comments.

Reach/Views: 1,113 views between 2 videos.

Post Frequency: 2 videos over ~6 years.

Types of videos: Both videos are news reports announcing the opening of the escape room. They appear to be screen recordings from the actual news, that were then posted on this YouTube account.

Uploads



Cville Escape Room CBS Newplex

754 views • 5 years ago



Cville Escape Room Opens on Downtown Mall NBC29...

361 views • 5 years ago

Social Media Audit: YouTube

Analysis

- **Strengths:**
 - Builds brand awareness
- **Weaknesses:**
 - Posts are outdated- 6 years old
 - About page, bio, profile photo and cover photo are generic and not customized
 - Content is from the news, not about the current escape room/attracting customers
 - Zero comments- content doesn't have a call to action or call to comment
 - Content vs. engagement rates lack- 1,113 views total but only 4 likes

Summary

Due to the lack of activity, Cville Escape Room should evaluate whether or not they want to use YouTube as one of their socials going forward. If they do, they should start by updating their page and adding a profile picture and cover photo, as well as an about page. They will need to post new original content that's up-to-date and relevant to their current escape room, including footage of customers in the store. The page is currently inactive and if it's going to be used in the future at all, it will need a serious revamping of content and display.

Social Media Audit: Instagram

@cvilleescaperoom

URL: <https://www.instagram.com/cvilleescaperoom/>

Created: January 27, 2020

Name: Cville Escape Room

Followers: 30

Following: 1

Posts: 36

Bio: "You find yourself in a mysterious room. As you look around, you start to notice strange objects and hidden messages. Are they clues? Cvilleescaperoom.com"

Profile Picture:



Social Media Audit: Instagram

Post Frequency: Not frequent; first post was January 27, 2020, and the most recent was December 30, 2021. Posts are inconsistent throughout the year.

Top Posts: Photos of participants who completed the escape room.

Lowest Post: Random posts of their profile picture and themes.

Reach: The highest point of reach within the last 30 days was from February 7th, where they hit 8. The lowest reach was the end of January, specifically 22nd-26th where there were no reaches.

Impressions: Because there is a lack of engagement metrics within this platform, it's hard to determine the overall audience impressions. It's general lack in followers also proves that the brand is not positioned very well within this platform.

Comments Per Post: 0

Social Media Audit: Instagram

Analysis

- **Strengths:**
 - Content is on brand
- **Weaknesses:**
 - Limited variation with posts
 - Inconsistent with posting
 - No comments, shares, or mentions
 - Minimum engagement between followers and their brand

Summary

On Cville Escape Room's Instagram page, there have been zero comments posted on any of their posts, and a limited amount of likes. There has been no consumer inquiry on their Instagram page, with little to no engagement between their account and its followers. Even the posts with photos of past participants that completed the escape room, have received no mentions or comments from those people. Their page has potential to reach a larger audience, but lacks engagement from both ends. Overall, their page isn't consistent with posting or interacting with their followers, and is therefore not functioning as an active account.

Social Media Monitoring: Conversation Analysis

Keywords

"Things To-Do"
&
"Charlottesville"

Platform

Facebook

Rank

5/5

Rationale

"Things To-Do" is a commonly used phrase people search with. When this was entered into Facebook, it generated many different posts from businesses advertising their services, as well as people posting about their favorite places they went while on vacation. Some common themes include family life, small businesses like libraries and restaurants, and a lot of kid friendly activities. All of the conversations surrounding this phrase were positive, and many people shared their best experiences.

"Charlottesville" is not as popular of a term but when searched, the conversations were also positive and included many small businesses promoting what they have to offer. Cville Escape Room would benefit from joining these conversations because they appeal to all age groups and different types of activities. These two keywords are the most practical for promoting our brand accurately, and to the right audience.

Social Media Monitoring: Conversation Analysis

Keywords
"Tourist
Attraction"

Platform
Twitter

Rank
1/5

Rationale

"Tourist Attraction" is not as popular or positive a search term as expected on Twitter, but some themes commonly generated pertain to environmental sustainability. For instance, many users are discouraging people to travel to places like Hawaii due to its destruction of natural resources. The phrase "tourism" in general, has a negative connotation with Twitter users and would not be appealing to typical college-age demographics. *These conversations can be seen in the Twitter comments in Figure 2. Cville Escape Room would not have much benefit joining this conversation, and it shouldn't be used to promote the brand.

Social Media Monitoring: Conversation Analysis

Keywords
"Team Building"
&
"Problem Solving"

Platform
YouTube

Rank
4/5

Rationale

This combination of keywords does not generate too strong of a result on YouTube. There are mainly videos of "DIY" team building games, and there is limited discussion in comment sections. The comments that are posted, typically just talk about what they like or don't like about these various games. Positive conversations discuss how a game worked well for their teams, and negative conversations include confusion over rules. It would be beneficial for Cville Escape Room to join this conversation, to jump in there and promote a team building, problem solving activity with limited confusion about the rules. These keywords can be very helpful to promote the brand, as team building and problem solving strategies are always achievements that companies and groups look for.

Social Media Monitoring: Conversation Analysis

Keywords

"Immersive
Experience"
&
"Escape Room"

Platform
YouTube

Rank
4/5

Rationale

On YouTube there are a lot of videos about “the coolest” or “the newest” escape room, including the latest forms and types of technology for them. There are mixed reviews about the progression of the escape room industry, and whether or not escape rooms should be “break out” or “break in.” There are also conversations about whether or not the added stress is fun or too much for some people. *These conversations can be seen in the YouTube comments in Figure 1.

Cville Escape Room will benefit from this conversation by appealing to a large audience and promoting the brand's variety of rooms, and levels of difficulty. These keywords provide our escape rooms the opportunity to chime in to different conversations and find customers within them, while being able to appeal to both sides of those conversations and answer any questions.

Social Media Monitoring: Conversation Analysis

Figure 1- Conversation Analysis on YouTube

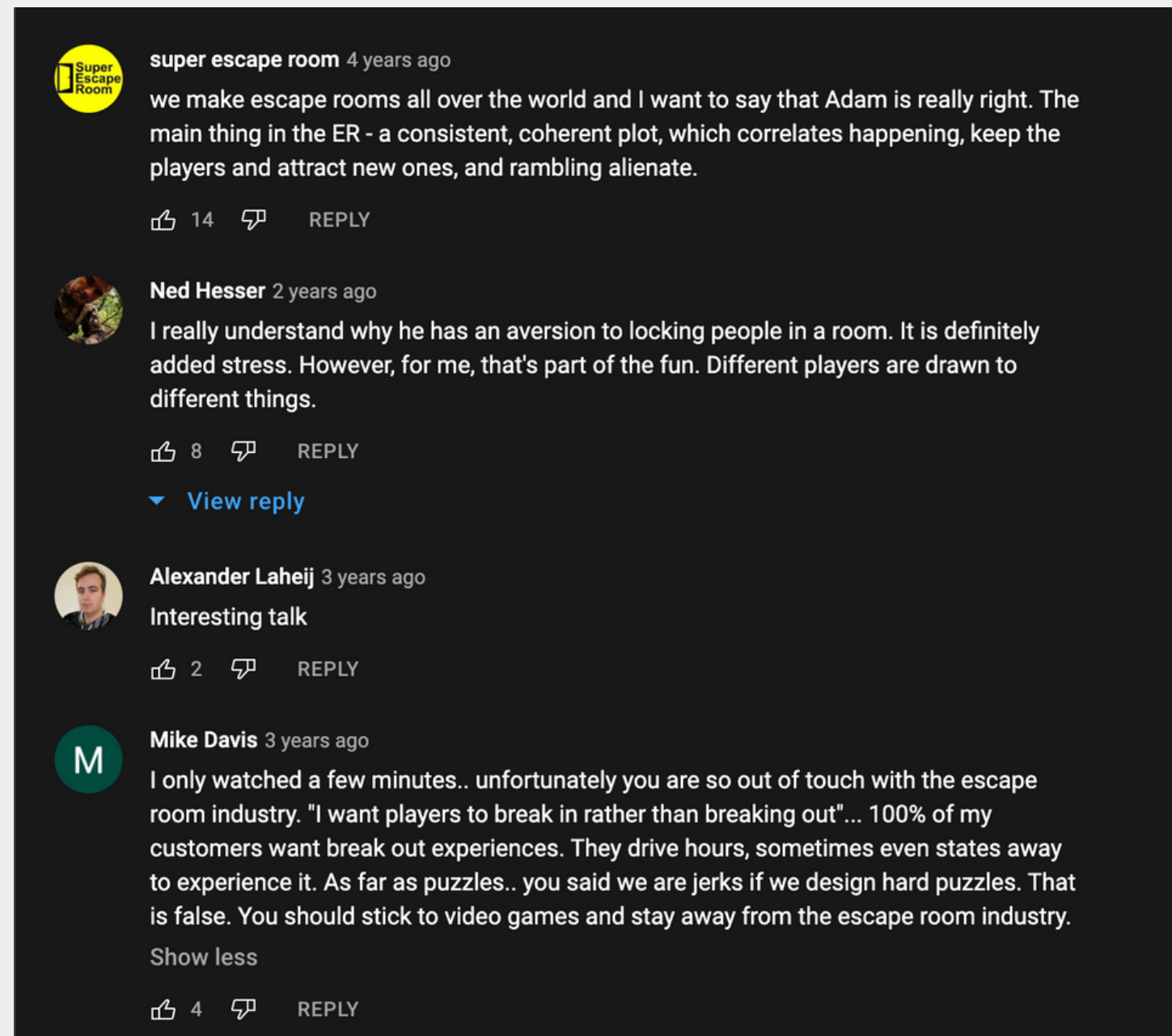
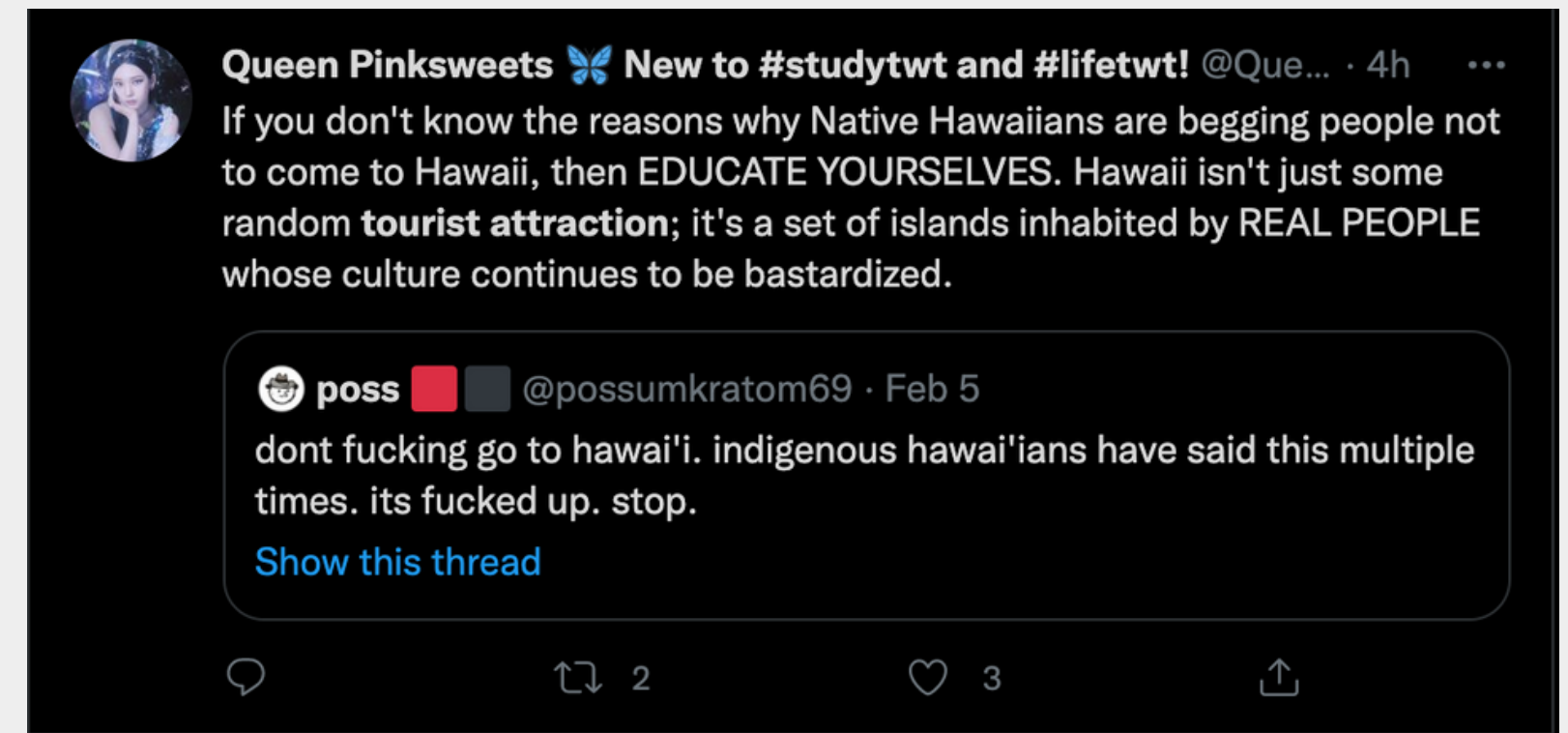


Figure 2 - Conversation Analysis on Twitter



Social Media Monitoring: Optimal Time to Post

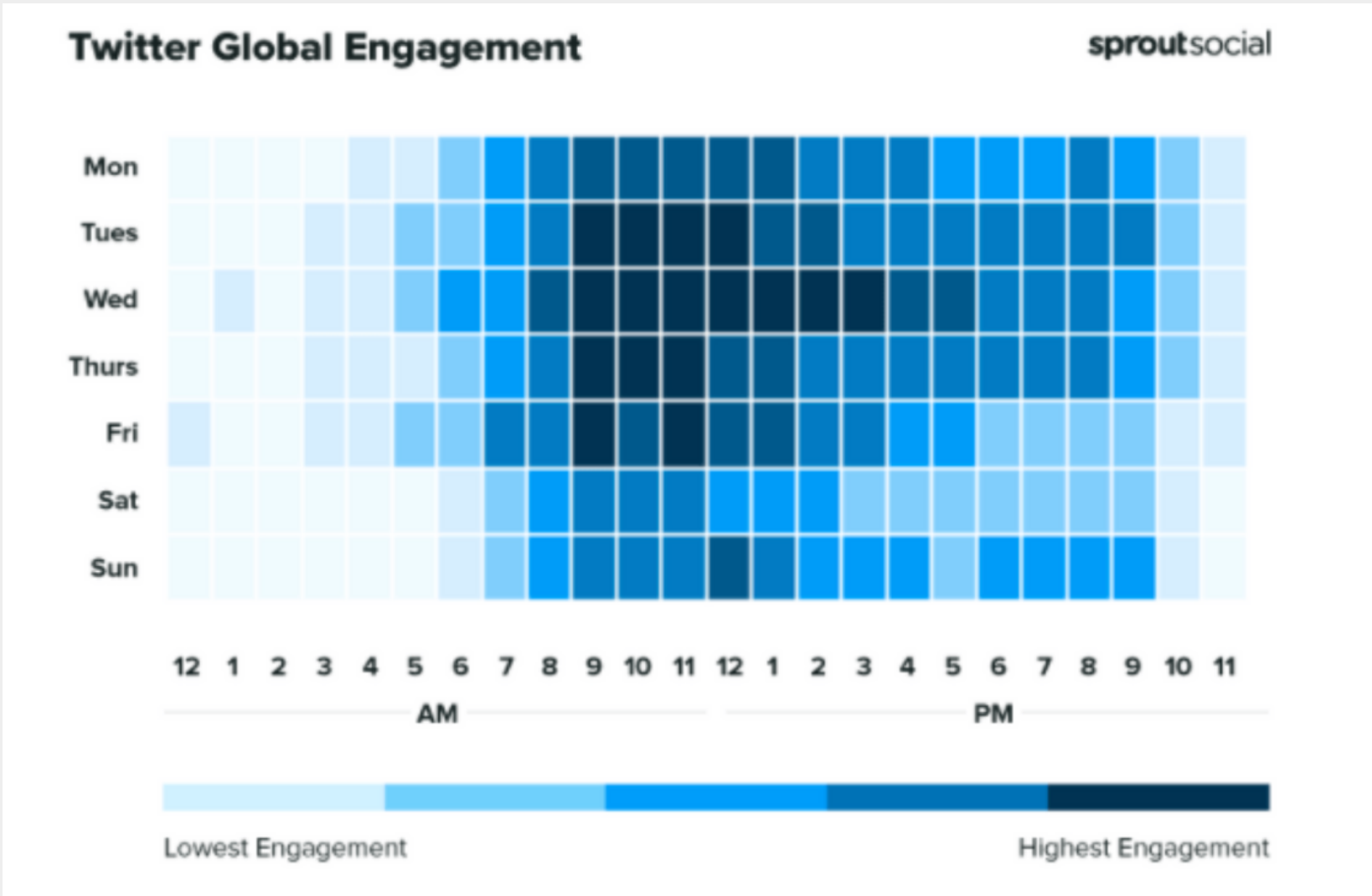
- According to VEED.IO, the optimal time to post on YouTube is **Sunday between 9am-11am**. This chart (Figure 3) gives a more detailed look at what the best point in each day of the week is to post.
- According to this chart from ContentCal (Figure 4), the highest engagement metric, or best time to post on Twitter is **Tuesdays (9-11am), Wednesdays (9am-3pm), and Thursdays (9-11am)**. The article also writes that the best day of the week to post is Wednesday, and the worst is on Saturdays.
- According to Buffer, the highest engagement rates for Facebook are during the **week and Saturdays, from 1-3pm**. However, other articles like Later say that the best time is actually from **6am-12pm**. As a general consensus amongst these reports, there is no best, specific time period to post because algorithms and personal user profiles have the most effect on an individual's engaged metrics.

Social Media Monitoring: Conversation Analysis

Figure 3 - Posting Time Chart for YouTube

Day	Best Time to Post on YouTube
Monday	2 PM to 4 PM
Tuesday	2 PM to 4 PM
Wednesday	2 PM to 4 PM
Thursday	12 PM to 3 PM
Friday	12 PM to 3 PM
Saturday	9 AM to 11 AM
Sunday	9 AM to 11 AM

Figure 4 - Posting Time Chart for Twitter



Social Media Listening

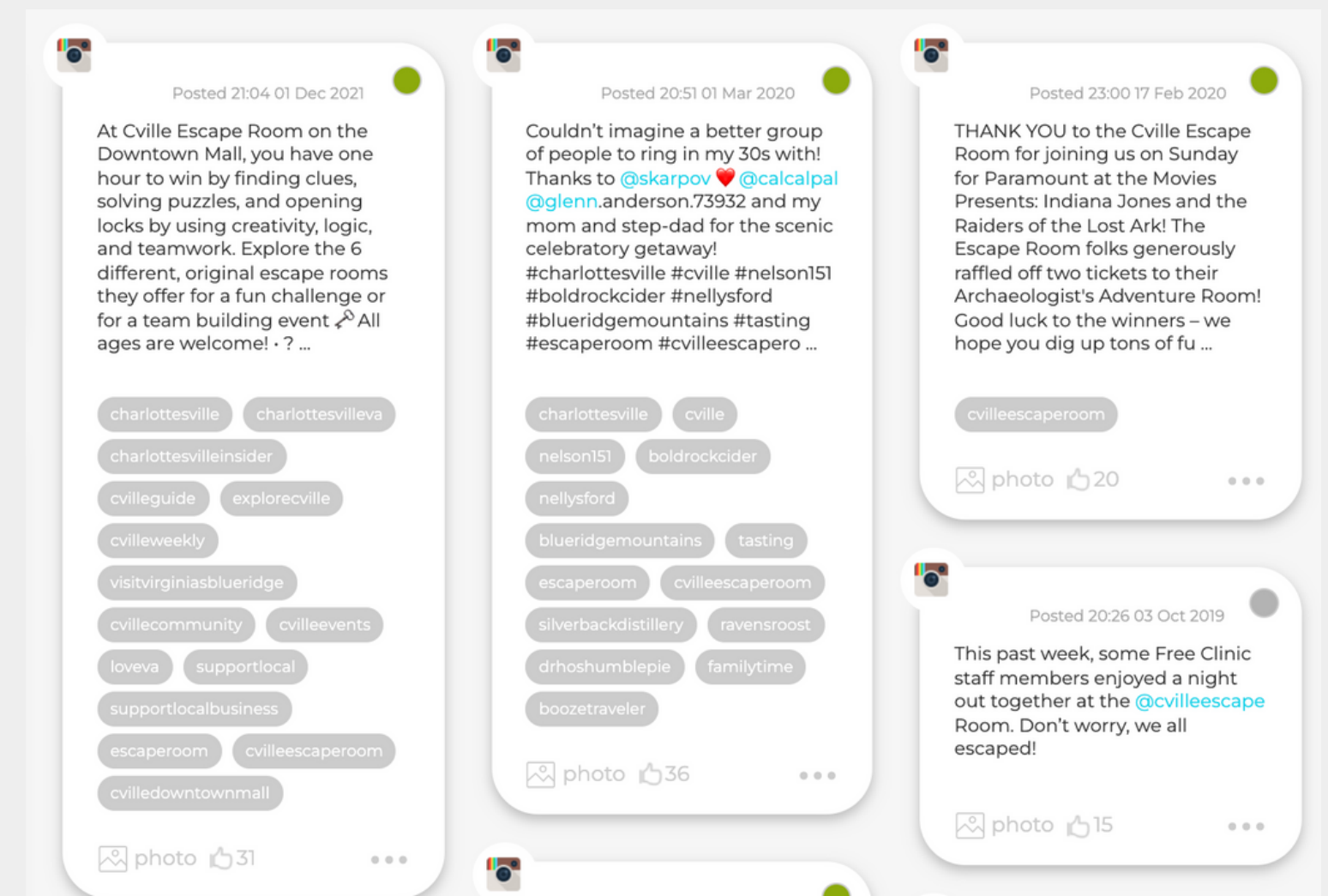
Mentions: 283

Users: 134

In the News: Cville Escape Room was featured by NBC29 and CBS when it first opened in 2016. Besides announcements of its opening, it hasn't been in the news since.

Times and Days: Most of the days and times of the mentions of Cville Escape Room are later in the day around evening time, and typically over the weekend. As almost all of the mentions are people posting after they do the escape room, the posts happen once customers get home, contributing to the evening buzz. Because they are only open Friday-Sunday, this is why we can also see the most amount of mentions between those days. Figure 5 shows an example of some review posts on Instagram, coming from customers who have just enjoyed the escape rooms.

Figure 5- Social Media Listening on Instagram



Social Media Listening

Products: Cville Escape Room only "sells" the immersive escape room experience, which is posted about mainly in the form of online reviews, written by various customers and posted on Instagram.

Social Media Platforms: Instagram is the predominant platform for Cville Escape Room. Most of the postings consist of congratulations to family/friends upon completion of the rooms.

Brand Sentiments: Overall, users speak very highly of Cville Escape Room. Most postings are positive with almost no negative feedback. The biggest negative contributing factor to their social media presence is the lack of presence. With only 72 sources to choose from, the sample size to gauge audience sentiment is very small.

Themes and Keywords: Based on the commonalities of the hashtags within the users' existing posts as well as general themes of the personas, Cville Escape Room should brand themselves under the following hashtags:

#cvilleescaperoom

#we-escaped

#supportlocal

#celebratecville

Social Media Listening

Key Takeaways

Current conversation revolving around on social media is limited. Almost all postings about the escape room are positive, coming from people who recently completed a room. Other than that, there is not much significant conversation happening, so it may be important to focus on community engagement when creating branded content.

Competitive Analysis: Unlocked History

Unlocked History

Website: <https://unlockedhistory.com/>

Instagram: @unlockedhistory

Facebook: @UnlockedHistory

Twitter: @UnlockedHistory

YouTube: Unlocked History Escape Rooms

"UnlockedHistory provides entertainment and education to their target audience of families and businesses looking for a sense of historical themed adventure. Their most active platforms are Facebook and Instagram, followed by Twitter, then Youtube."

Instagram

Followers: 176 | Following: 123 | Posts: 145

Highest engagement of the four analyzed

Top Post: 22 Likes, 0 Comments

Facebook

Followers: 578 | Following: 2

Top Post: 5 Impressions, 3 Comments, 1 Like

Twitter

Followers: 23 | Following: 20 | Posts: 19

Top Post: 1 Like

YouTube

Views: 8752 | Videos: 1

Top Post: 2 Comments, 1 Like

Competitive Analysis: Unlocked History

Client Activity

Instagram

This platform is the most consistently used. Engaging with clients works well for this business via Instagram. Most recent post: February 2021.

Facebook

Similar to Instagram, this platform seems to be favored by the owner, due to its variety of post capabilities. Most recent post: October 2021.

Twitter

This platform consistently has the lowest engagement out of the 4 platforms sampled. Most recent post: April 2019.

YouTube

This page does not appear active. It seems to only serve as a place to house the trailer that is featured on their website. Most recent post: September 2018.

Content

Professional content features congratulatory posts for patrons who complete their escape rooms, historically-based humor/memes, and personal content from the owners (photos of kids, etc.) There is also content revolving around Cville centric interests like University of Virginia.

Website

- **Strengths:** The website features lots of information from the owners supplemented with positive reviews. The layout of the website is clear. There is a strong type choice in titles. There is an accessibility feature for disabled users.
- **Weaknesses:** Copy is small in certain areas. The FAQ doesn't auto-reveal answers.
- **Overall:** Strong website. Minor improvements necessary, but nothing major.

Competitive Analysis: Crack the Code

Crack the Code

Website:

<https://crackthecodeescaperoom.com/>

Instagram: @crackthecodeescaperoom

Facebook: @crackthecodeescaperoom

Twitter: @crackthecodeer

YouTube: N/A

Crack the Code Escape Room uses Facebook, Instagram, and Twitter for their social media presence. Their Facebook and Instagram profiles are almost identical in content. Twitter is not as active.

Instagram

Followers: 802 | Following: | Posts: 2,250

Highest engagement across platforms

Top Post: Video trailer of upcoming room

Facebook

Followers: 3,748 | Likes: 3,642

Identical to Instagram page

Occasional contests and sneak peeks

Top Post: Update about the business- 12

Reactions, 3 Comments

Twitter

Followers: 223

No posts since March 2021

Links to Instagram page

No engagement

Competitive Analysis: Crack the Code

Client Activity

Instagram

Same activity from Facebook is reported on Instagram. Little to no customer interaction, and people rarely leave comments Most recent post: February, 2022.

Facebook

This platform is very active. It responds to customer reviews, thanking them for feedback. It does not appear to publicly receive or answer questions, but might be interacting with customers over DM. Most recent post: February, 2022.

Twitter

The page began by only posting links to their Instagram page a few times in 2021, and very often in 2020 and later. Most recent post: March, 2021.

Content

Content from the last 10 days consists mainly of pictures of customers who have completed rooms. There are a few promotional posts linking to the website, offering a discount, etc. For example, one post offers free chocolate from another local company.

Website

- **Strengths:**

- The website is very polished. It is easy to navigate, visually pleasing, and provides easy access to book a room, find a location, get answers, contact the company, and find their social media profiles.

- **Weaknesses:**

- The 'in the news' section from the main navigation seems irrelevant since this is not something many people would be actively looking for. Removing this would simplify the UX of the website.

- **Overall:**

- Attractive, easy-to-use website with only very minor changes needed.

Competitive Analysis: Immersion Escape

Immersion Escape

Website:

<https://www.immersionescaperooms.com/>

Instagram: @immersionescaperooms

Facebook: @ImmersionEscapeRooms

Twitter: @ImmersionEscape

YouTube: Immersion Escape Rooms

Immersion Escape Rooms is based in Charlottesville, Virginia and markets through Facebook, Twitter, Instagram, and Youtube.

Instagram

Followers: 158 | Following: 62 | Posts: 42

Infrequent Posts

Top Post: 20 Likes; "Comment to ask a question"

Lowest Post: 2 Likes, 0 Comments

Facebook

Followers: 1,161 | Likes: 1,153

Posts of customers & new at-home experience

Twitter

Followers: 46 | Following: 19

Frequent posts with low engagement

Posts about special events and partnerships

YouTube

Videos: 5 | Views: 769

No engagement

Competitive Analysis: Immersion Escape

Client Activity

Instagram

Similar to Facebook, their Instagram page last posted June 4, 2020 and has since then remained inactive.

Facebook

This account has very few interactions between their followers and the brand. Their last post was uploaded on June 4, 2020, and has since been inactive, without posting in the last 2 years.

Twitter

Their account is since inactive, after not tweeting since June 4, 2020. There is no new engagement between the brand and its customers.

YouTube

Most recent post: YouTube last posted March 14, 2018, and is the least active platform Immersion Escape has.

Content:

They share very similar content, while Twitter, Instagram and Youtube use a higher ratio of promotional material and Facebook has a higher ratio of customer photos.

Website:

- **Strengths:** The website is very organized and well-laid out, and aesthetically pleasing. The home page has tabs to find anything you need, links to social media at the bottom, and has calls to action multiple times on the home page.
- **Weaknesses:** hasn't been updated since 2019.
- **Overall:** Solid website, has lots of relevant information with easy navigation, but is out of date.

Competitive Analysis: The Glass Palette

The Glass Palette

Website: <http://theglasspalette.net/>

Instagram: @theglasspalette

Facebook: @TheGlassPalette

Twitter: @glassgals

YouTube: N/A

The Glass Palette uses their social media platforms to advertise and promote the company's interactive glass painting studio, to their target audience of children and families. Their most active platform is their website, which includes the a lot of information about the company. Aside from the website, they are slightly inactive on other platforms, but have the most posts on Instagram.

Instagram

Followers: 302 | Following: 214 | Posts: 44

Top Post: 39 Likes, 0 Comments

Lowest Posts: 4 Likes, 0 Comments

Facebook

Followers: 1 | Following: 0

Top Post: N/A

Twitter

Followers: 25 | Following: 44 | Tweets: 27

Top Posts: Out of the 27 tweets, there are only two posts which both have one like, from the individuals tagged in the photos.

Lowest Post: Numerous posts with 0 Likes and 0 Comments.

Competitive Analysis: The Glass Palette

Client Activity

Instagram

The last Instagram post was December, 2020 where The Glass Palette wished their customers a Happy Holidays. Before that, they posted pretty regularly, about twice a month, with various posts ranging from creations, to customers at the studio. There is some engagement between the customers and brand.

Facebook

The current Facebook page has 0 posts. It was created in December, 2015 but since then has only their bio, which includes uploaded contact info and store hours, and a link to their website. The page includes photos, only those which The Glass Palette has been tagged in.

Twitter

The last Twitter post from The Glass Palette was September, 2019 and before that, was three years previously dating back to June 2016. The account seemed to be pretty active a long time ago, between 2011 and 2013, and then back again in 2015. There is no engagement on this platform.

Content

Since most of The Glass Palette's social media platforms have been inactive for two years or so, we can look at the last 10 posts on their Instagram platform to observe the type of content the company posts. Photos range from Happy Holiday well wishes, to examples of glass creations made at the studio, to photos of customers actually at the studio. Their captions are normally long, and uplifting to promote customer feedback. For example, one post was of a bee and the caption asked what everyone was grateful for- the user saying bees and the beauty of spring.

Website

- **Strengths:**

- The website is very informative, having everything to know about the company. It includes the types of projects and services they offer, as well as photographs of glass creations and an about me section of the owners.
- Also very interactive, the website flows well down a page and has many sections to view.
- All links to social media platforms are accessible.
- Includes COVID guidelines on the front page.

- **Weaknesses:**

- The Google calendar is outdated, as well as some of the photographs.
- Link to Google maps is broken.

- **Overall:**

- The website is the strongest platform the company has, so we would suggest working to revamp this as the first step. Having up to date information and graphics would be beneficial to the customers.

Competitive Analysis: Virginia Axe Company

Virginia Axe Company

Website: <https://www.thevirginiaaxecompany.com/>

Instagram: @thevirginiaaxecompany

Facebook: @The Virginia Axe Company

Twitter: @AxeVirginia

YouTube: @The Virginia Axe Company

The Virginia Axe Company seem to be most active on their Instagram and Facebook, while their Twitter and YouTube channels are less active and do not post frequently.

Instagram

Followers: 1,140 | Following: 267 | Posts: 449

Posts are videos of participants and holiday promotions

Very few comments or shares on their posts

Top Post: 57 Likes, 6 Comments

Lowest Posts: Holiday photos and promotional photos

Facebook

Followers: 2,154 | Following: 0 | Likes: 2,042

Posts similar to Instagram page, with more photos of the participants

Top Posts: Team building photos of participants

Lowest Post: No engagement with holiday or promotional photos

Twitter

Followers: 6 | Following: 7 | Tweets: 7

Last tweet made in 2019

Very inactive; low engagement

YouTube

Videos: 3 | Subscribers: 3

Only 3 uploads, no comments, and only a total of 5 likes between all 3 videos

Competitive Analysis: Virginia Axe Company

Client Activity

Instagram

This account seems to post monthly; their last post being May 4th, 2022. However, it has very few comments and are not responded to, by their account.

Facebook

Their account seems to have the same posting frequency as their Instagram; posts seem to be monthly, and their last post was on May 3rd, 2022. The account has very few interactions between their followers and the brand.

Twitter

Their account is very inactive and hasn't posted in a few years as their last tweet was August 18, 2019. There are little to no interactions.

YouTube

Their last upload was on March 16, 2021. There are no comments on their videos and only 5 likes between all 3 uploads.

Content

The content their brand provided for the last 10 posts are mainly photos of participants and promotional posts.

Website

- **Strengths:**

- Their website is very easy to navigate. Their homepage provides every type of activity their company offers and an easily clickable tab to navigate users to their preferred activity. The website is efficient and effective and includes large visuals to help guide users. Their website also includes reviews from previous customers at the bottom along with all of their information displayed.

- **Weaknesses:**

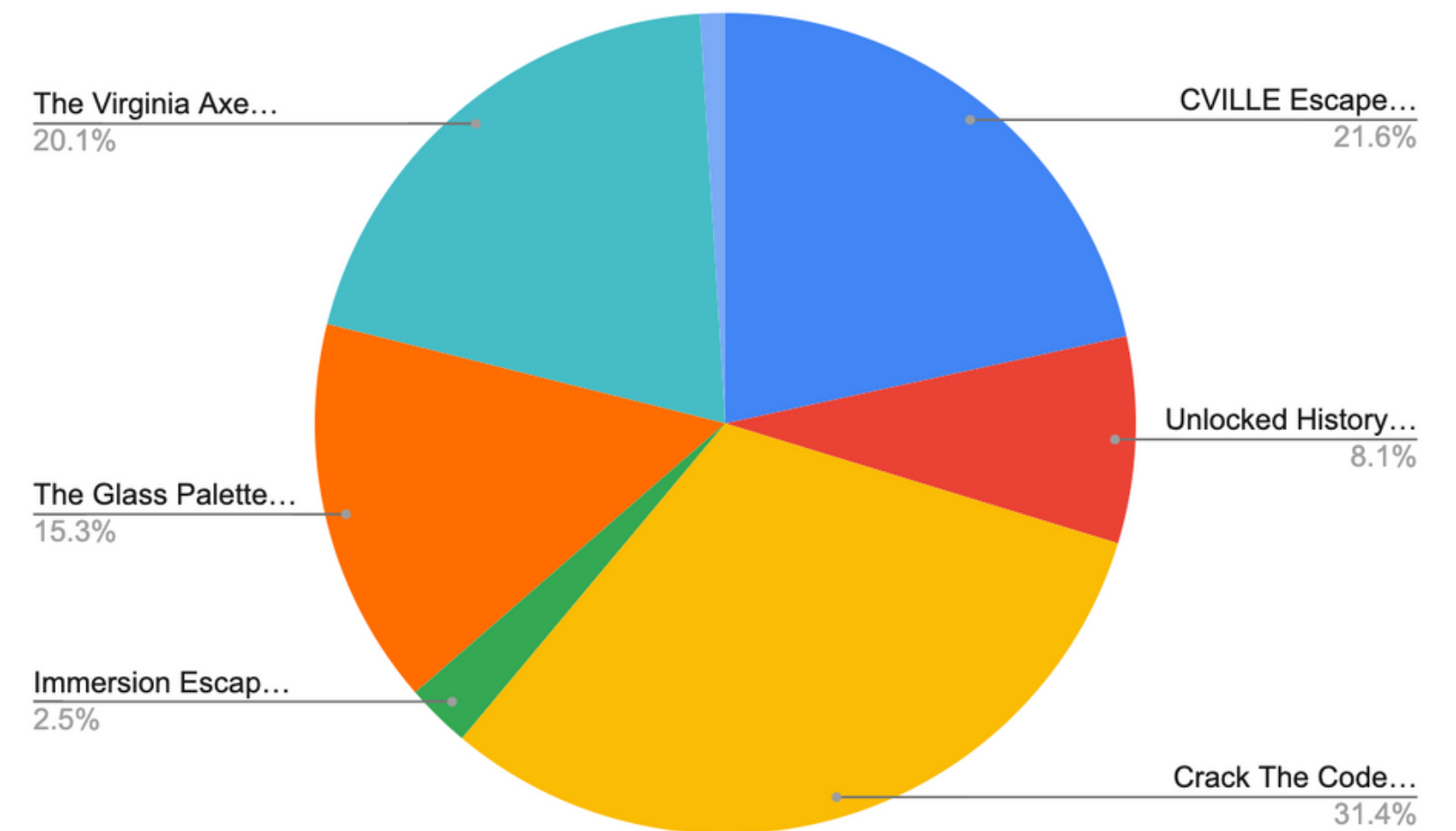
- There don't seem to be many weaknesses with their website. They update it frequently, with the last modification made on February 28, 2022.

- **Overall:**

- Their website is very clear and concise. It is easy to navigate and provides frequent updates. With all of their platforms collectively, their website is the strongest, and would be the most useful for users interested in receiving more information about their brand.

Share of Voice

Brand	Positive	Neutral	Share of Voice (SOV)	Negative	SOV %
CVILLE Escape Room	82	181	263	30	21.80762852
Unlocked History Escape Rooms	25	74	99	3	8.208955224
Crack The Code Escape Room	175	207	382	34	31.67495854
Immersion Escape Rooms	8	23	31	7	2.570480929
The Glass Palette: Interactive Glass Art Studio	69	117	186	31	15.42288557
The Virginia Axe Company	58	187	245	32	20.31509121
Total	417	789	1,206	137	100%



Brand Sentiment Score

Brand	Positive	Neutral	Negative	Sentiment Score	Brand's Total	Brand's Sentiment Score
CVILLE Escape Room	82	181	30	293	983	3.355
Unlocked History Escape Rooms	25	74	3	102	350	3.431
Crack The Code Escape Room	175	207	34	416	1530	3.678
Immersion Escape Rooms	8	23	7	38	116	3.053
The Glass Palette: Interactive Glass Art Studio	69	117	31	217	727	3.350
The Virginia Axe Company	58	187	32	277	883	3.188

SWOT Analysis

Strengths	Weaknesses
Actively posts to Facebook Responds to reviews on Google Existing Facebook base	Multiple “dummy” accounts Twitter, Instagram, etc. Limited hours Cville site specific. No virtual options
Opportunities	Threats
Some other businesses don’t have very large social media followings or consistent posting, so focusing on the quality of their core social media platforms can put this brand ahead of their competitors With emerging technology, this brand would be able to reach a larger geographic audience and expand their geographics	Lots of competition in the area(entertainment/amusement businesses) Has a middle-of-the-pack sentiment score(other places are perceived as better) Other businesses have better and more frequent social media usage(specifically on Facebook and Instagram) More negative reviews than multiple other businesses might deter business to other places

SWOT Matrix

S-O: Strengths and Opportunities	W-O: Weaknesses and Opportunities
- Strategize posting to be more relevant and engaging. The Facebook page already posts consistently, but providing more engaging content would put the brand above other escape rooms. - Encourage more people to travel to try the escape room. Cville escape room already has a decent social media following, so it may be beneficial to try to get more people who aren't already nearby. - Encourage existing base to spread the word (sharing posts etc.)	- Consolidate social media accounts increase brand cohesion and consolidate image. - Explore virtual escape room options, something that has not been explored by competition. - Make connections with other local businesses and create dual deals (CvilleEscape partnering with a local restaurant. If you win you get a discounted meal.
S-T: Strengths and Threats	W-T: Weaknesses and Threats
- Be more efficient and timely with responses to reviews, particularly questions or negative comments. This will promote good brand awareness, and will show the company cares about what their customers have to say. - To help position the brand above other competitors, they should revamp their other social media pages, and continue to post daily on Facebook. Having more of the brand's media circling throughout these platforms will better promote it, and to a wider range of audiences.	- Offer stickers or 5% off next visit coupons for a positive review or post, will help them move up the SOV and have a better sentiment score. -Develop a social media marketing plan the involves posting more and growing on social media to try to keep up with the threat of businesses that have been more consistent with their online presence and stay relevant -Increase website SEO to get noticed over other escape room competitors around - Eliminate their ghost accounts that potential customers might find because it's not leading to conversions and is encouraging customers to look elsewhere for their escape room, leading potential customers directly to the competitors.

Audience Analysis

Target Market: Our target market includes tourists, corporate companies wanting to work on team building, college students, and local or out-of-town families.

Analysis

- **Tourists:** Tourists are a primary group who visit the escape room. Many of those who fall under this category are visiting the Downtown Mall in Charlottesville and end up finding this attraction.
- **Companies:** Corporate companies are always looking for activities to practice team building, which is why the escape room is a primary attraction for these companies. Team building was a significant contributor to this escape rooms business prior to Covid-19, and recently this company has seen an increase in interest from corporate businesses.
- **College Students:** College students are another main audience that enjoys the escape rooms. While most of the students who come are from UVA, there are also groups that come from other colleges such as JMU and Longwood. It is common for groups of students from student organizations to come to the escape room as part of team-building exercises.
- **Families:** Families are a popular group to come to the escape room. These are mostly families who live in Charlottesville, but some come from nearby as well.

Personas



“I want to find a way for my family to spend more time together”

VALS:

- Innovators
- Makers

Freida Family

Online Behavior

- User: The Sharer
- Primary Personal Social Media: Facebook
- Interested in sharing photos and videos of her family and updating her friends on her life with her family.

Demographics:

- 42, Female, Married, 3 kids, Bachelor's Degree
Home Owner, Occupation – Real Estate Agent

Geographics:

- Born and raised in Charlottesville, VA

Psychographics:

- Activities – Country Club Member, Family Vacations 4x per Year, Active PTA Mom.
Interests – Pilates, Yoga, Cooking, and Real Estate
Opinions – Jennifer & her husband come from a religious/conservative background

Behavioral:

- Usually has a mutual agreement with her husband on large financial purchases dealing with their family, but makes her own decisions on smaller purchases regarding her personal wants and needs.

Personas



"I want a way to hang out with all of my new friends I've made this year!"

VALS:

- Experiencers
- Strivers

Catie College

Online Behavior

- User: The Sharer
- Primary Personal Social Media: Youtube/Instagram
- Shares her and her friends' activities together, keeps track of what other people are doing in case she might like to do something one of her friends did.

Demographics:

- 21, Female, Single, Many Friends, Attends UVA

Geographics:

- Charlottesville, VA

Psychographics:

- Enjoys going out with her friend group and enjoying Charlottesville attractions. Tries to find a balance between school and fun.

Behavioral:

- Often finds hang out ideas on social media or through her friend group. They tend to post about things they do after the fact.

Personas



"I want to see what's fun in the area while I'm here!"

VALS:

- Achievers
- Thinkers

Thomas Tourist

Online Behavior

- User: The Professional
- Primary Personal Social Media: Instagram and Pinterest
- Interested in planning trips and finding new attractions

Demographics:

- 33, Male, Married, No Kids, Occupation – Graphic Designer

Geographics:

- From Clifton, Va

Psychographics:

- Works from home and has the flexibility to explore cities up and down the east coast when desired. Loves experiencing new things and seeing new places. Heavily researches tourist attractions before planning a trip itinerary.

Behavioral:

- Isn't frugal with his money because he saves up for trip
- Desires visual and creative attractions most,
- Finds itinerary plans online with Pinterest, Instagram, & Google

Social Media Platforms

Facebook

Out of all social media platforms, Cville Escape Room has the highest pre-established audience on Facebook. Currently, the Cville Escape Room page has 3.9K followers. Compared to other platforms with audiences of less than 100 followers, it is evident that your audience gravitates towards Facebook. Facebook also has a large variety of posting options like text, photo, video, q&a, and more. This way, you are able to interact with your audience in a variety of stimulating ways. Creating a dynamic strategy of content is best to avoid the issue of generating monotonous content that will not excite your audience. Additionally, for the majority target audiences you are trying to reach, Facebook is their number one used platform. All of these factors combine into a recommendation of Facebook being placed at the forefront of your social media strategy.

Instagram

Instagram is a great platform for Cville Escape Room to continue using, and posting on regularly. Instagram appeals closely to the target audience Cville Escape Room has, and can be used to promote the brand very well to families, and young adults. However, the company needs to revamp the account and in doing so, gain more followers, post more frequently and with variance, and spread brand awareness. The page has 33 followers currently, and hasn't posted in 9 weeks. In addition, the last 16 posts have been the same photo, promoting a gift card all of which have gotten little to no likes. Updating and working on Cville's Instagram page would be in the best interest of the company's marketing plans.

Social Media Platforms

Youtube

YouTube brings an opportunity to show longer videos to an audience, and has very powerful marketing tools and metrics. The longer videos can showcase the escape room in a new and different way than the shorter videos on other platforms. There is already a base YouTube channel started that can be updated, and multiple videos of the start of the business can stay up, as long as new content is being posted.

Twitter

The fast-paced nature of Twitter provides ample opportunity to promote Cville Escape Room and create engaging content. The platform works well for community engagement and providing support, which can in turn increase brand awareness. The current Twitter account already has over 100 followers, which is a good base for the escape room to continue building their Twitter presence. It is important to keep in mind, however, how to continually push engaging content on this platform, which is motivated by rapid trends.

TtikTok + Snapchat

TikTok is a great platform for global reach, but with this company being a local business, using this platform would not reach their target audience. In addition to TikTok, Snapchat is a platform that offers short term content and messages that disappear after a certain amount of time. There is no place on this platform to post long lasting content, which is not feasible for local businesses wanting to expand their reach. The Cville Escape Room neither has a TikTok platform nor Snapchat platform at this moment in time. With other platforms providing more traffic, these two channels aren't necessary.

Goals

I. Community Engagement

II. Brand Awareness

III. Brand Engagement

Objectives-Actions-Metrics

Community Engagement

Objective: Build a community around this brand

Actions: hold contests and put out interactive polls, humanize the brand by sharing success stories from previous participants

Metrics: number of likes, comments, shares, and interactions with posts

Increase Brand Engagement

Objective: Foster a positive brand reputation that engages their audience & uses their feedback.

Actions: Create one CS-oriented, interactive post a week (ex. q&a session)

Metrics: Brand Sentiment Score (increase/decrease)

Increase Brand Awareness

Objective: Obtain 50 followers within the next 2 months

Actions: Follow all neighboring local businesses in Charlottesville, VA, have promotions and deals on different days to generate more customers, republish tags onto their own account's stories, link where you can buy tickets onto the Instagram page (not just the website), switch the page to a business account, where they can link to Facebook

Metrics: Number of new followers

Social Media Platform 1- Facebook

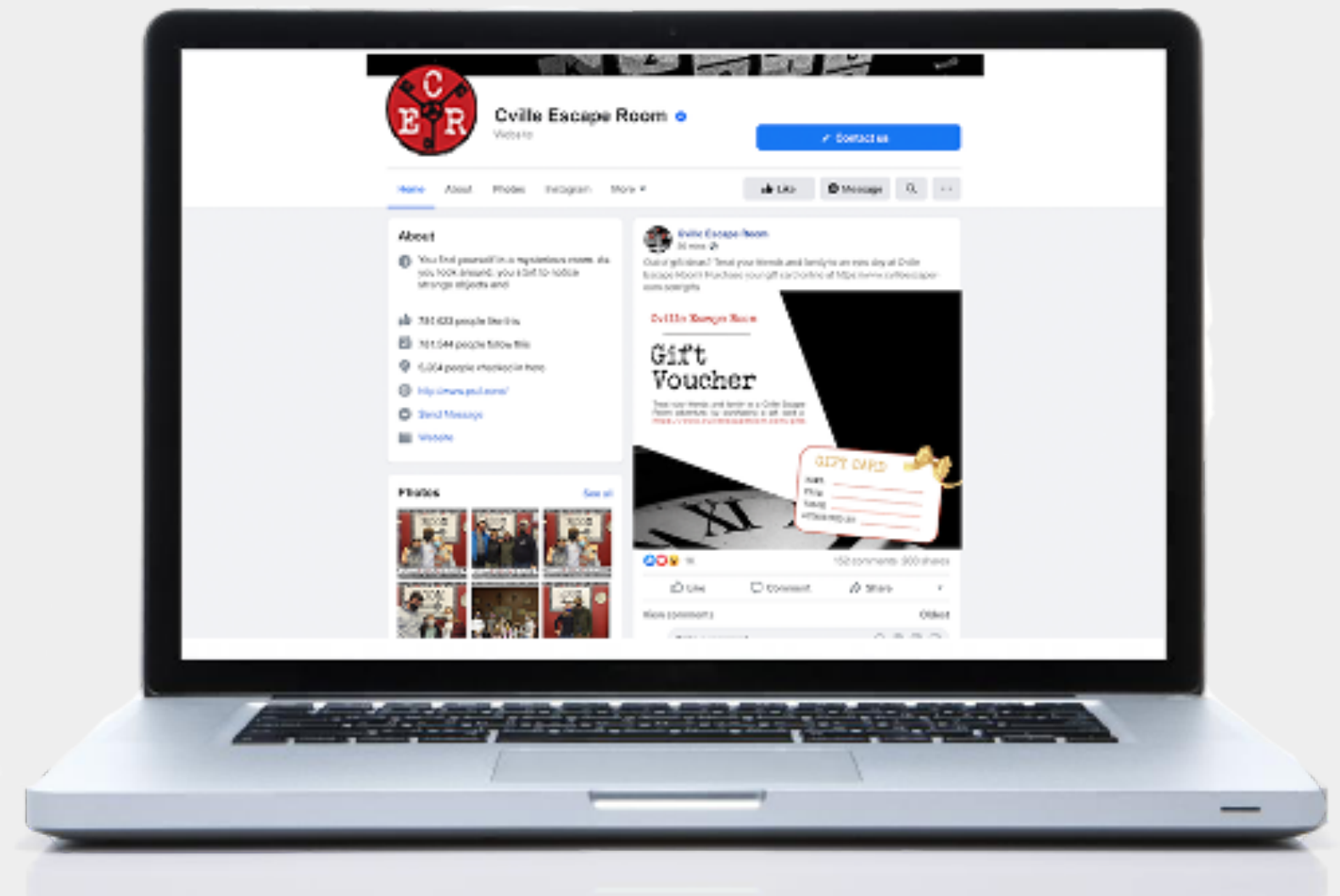
RATIONALE

A primary reason to continue using Facebook is that it is your account with the highest pre-established audience. Currently, the Cville Escape Room page has 3.9 followers. Compared to other platforms with audiences with less than 100 followers, it is evident that your audience gravitates towards Facebook. Also, Facebook has a large variety of posting options like text, photo, video, q&a, and more. This way, you are able to interact with your audience in a variety of stimulating ways. Creating a dynamic strategy of content is best to avoid the issue of generating monotonous content that will not excite your audience. Additionally, for the majority target audiences you are trying to reach, Facebook is their number one used platform. All of these factors combine into a recommendation of Facebook being placed at the forefront of your social media strategy.

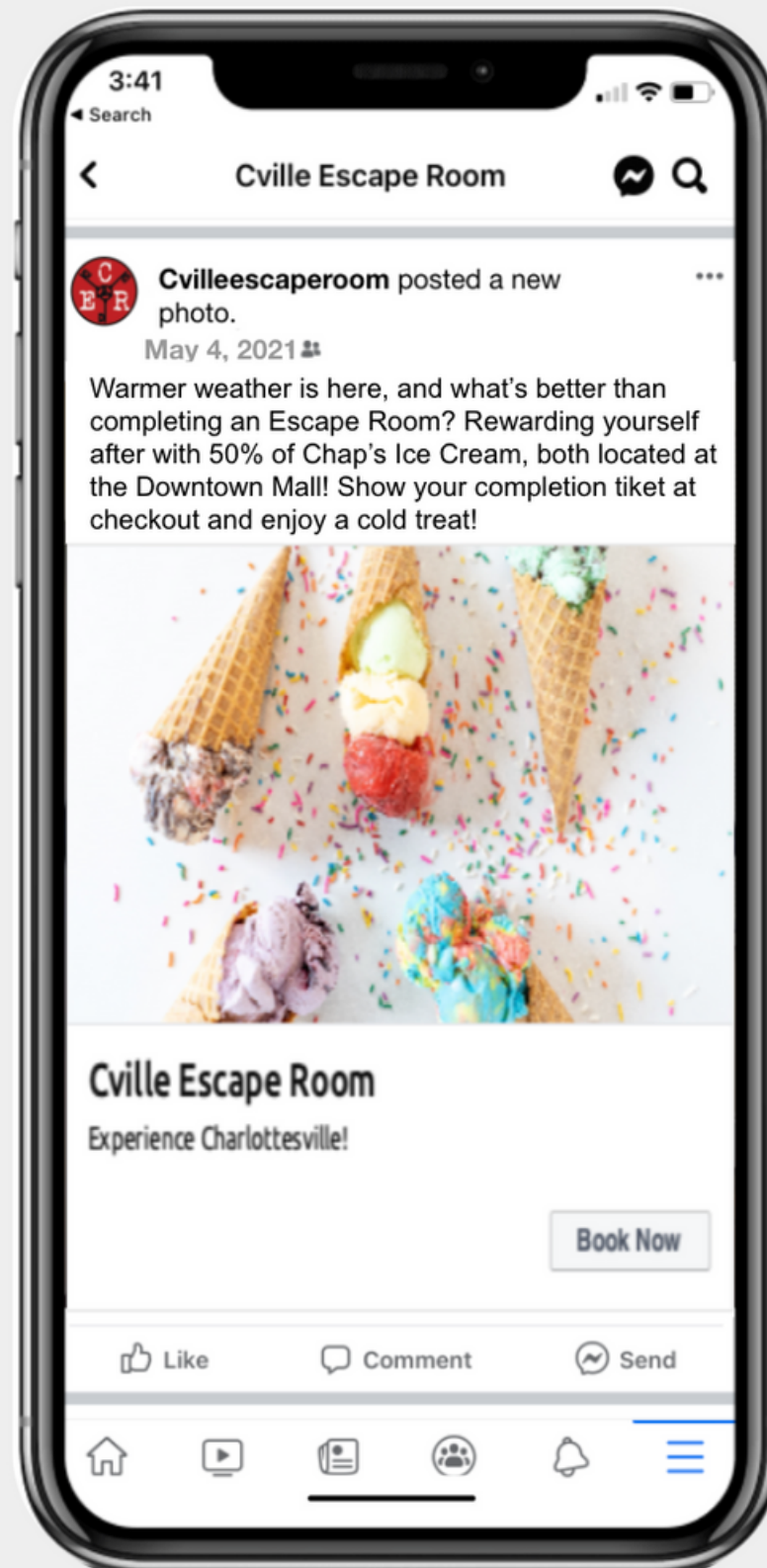
POSTING STRATEGY

According to analytics, the best time/day for Cville Escape Room to post on Facebook would be 9am on Wednesday and 5pm on Saturday.

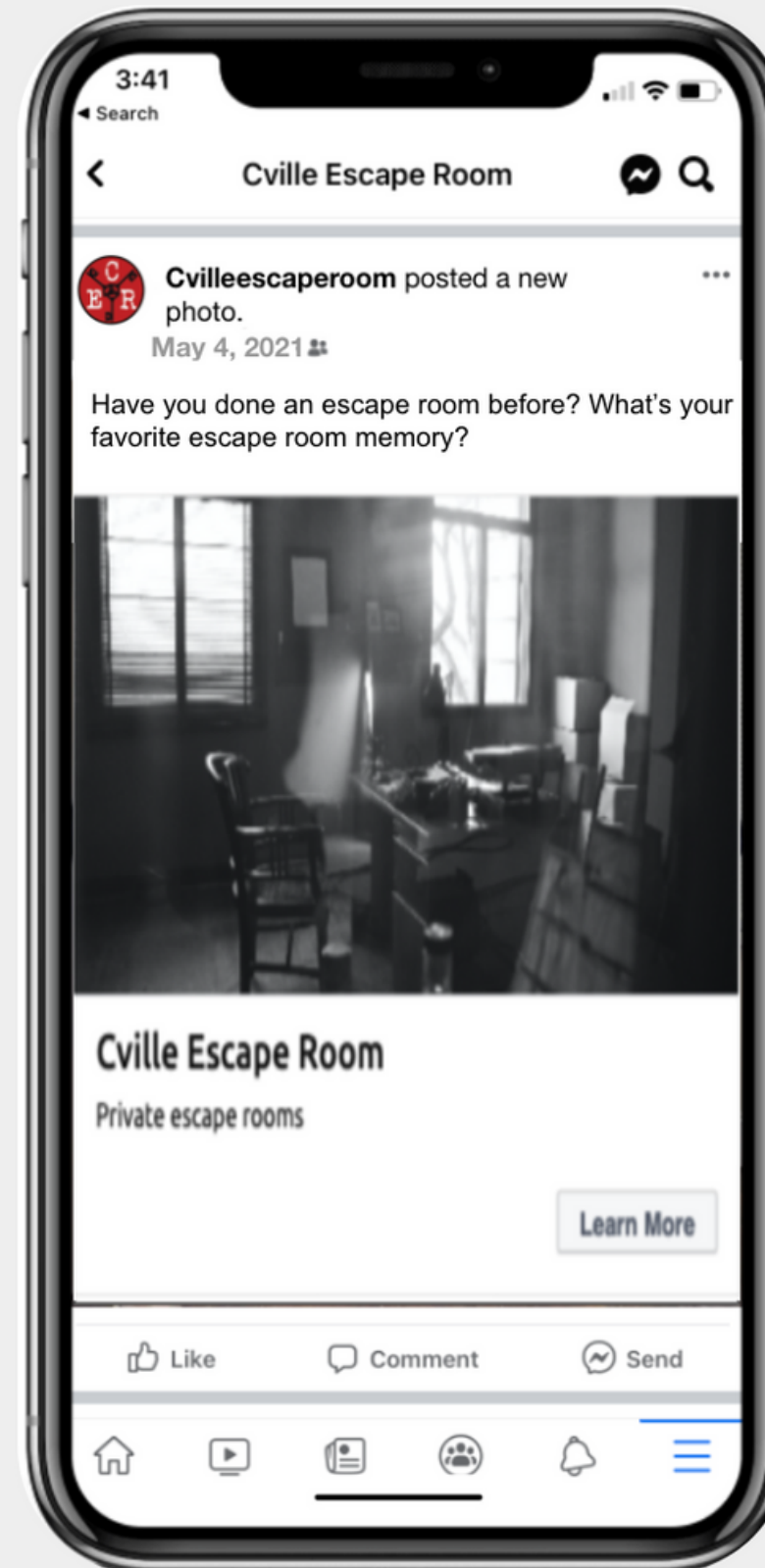
PROFILE



FACEBOOK- COMMUNITY ENGAGEMENT CONTENT SAMPLES I



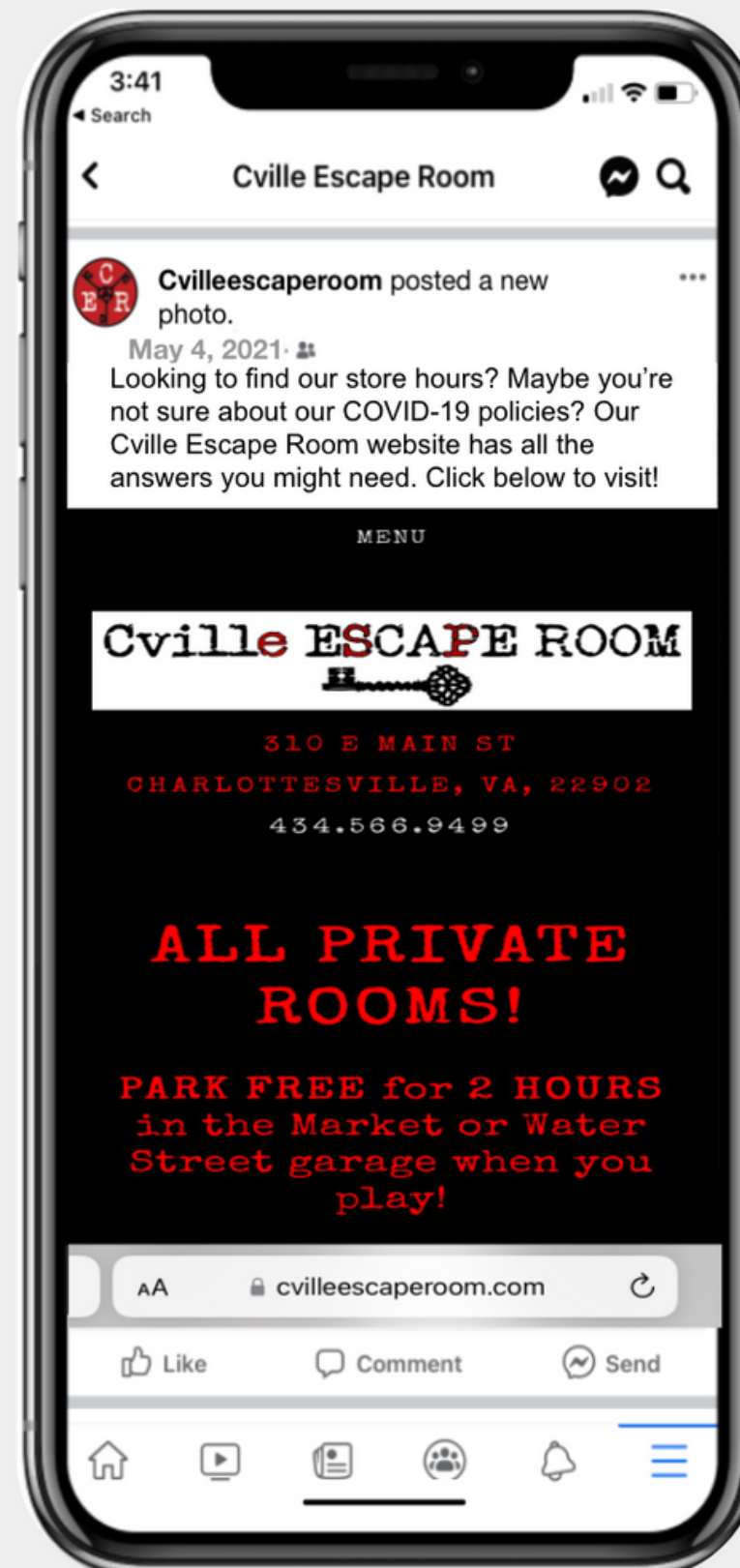
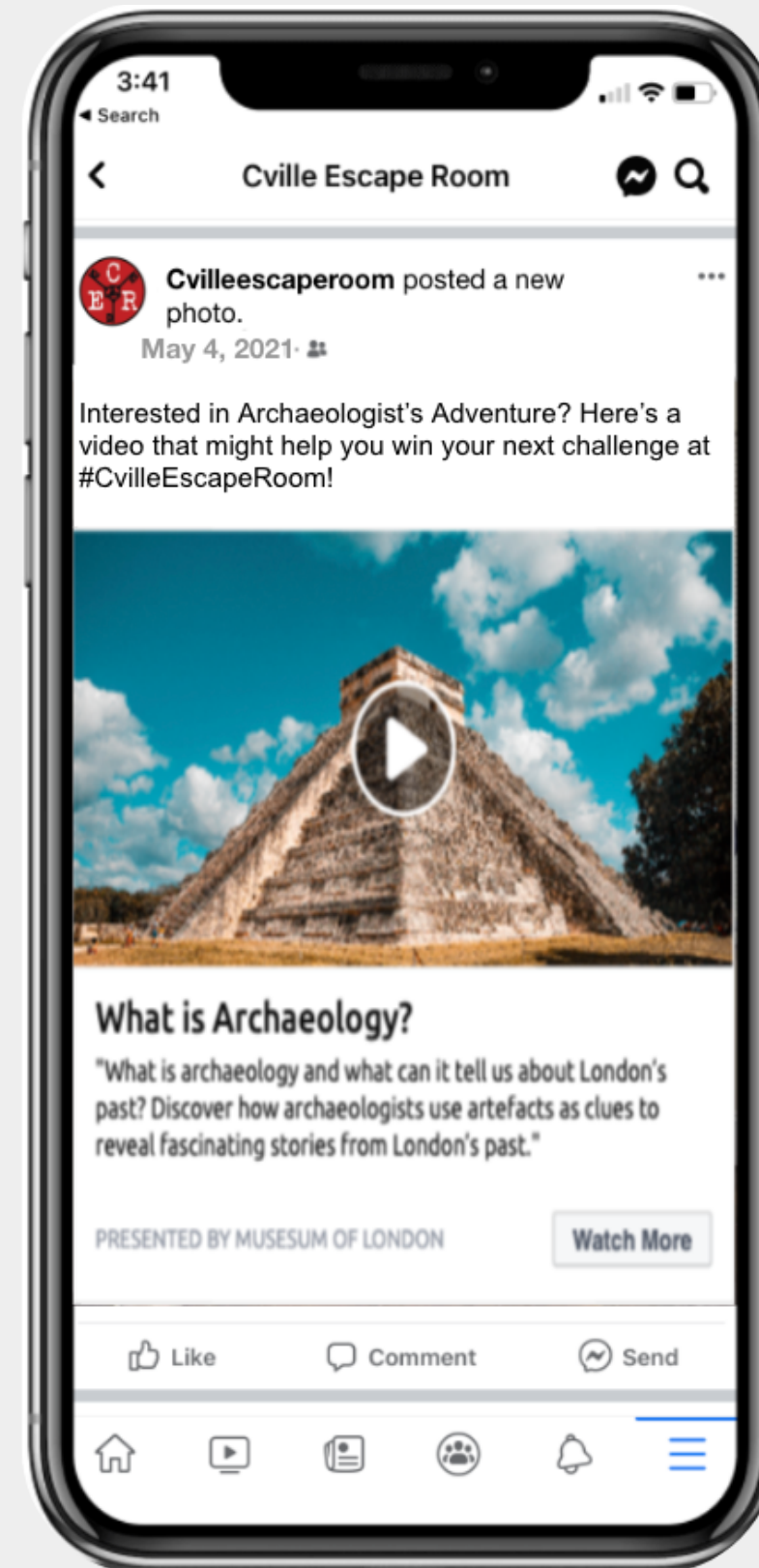
FACEBOOK- COMMUNITY ENGAGEMENT CONTENT SAMPLES II



FACEBOOK- BRAND AWARENESS CONTENT SAMPLES I



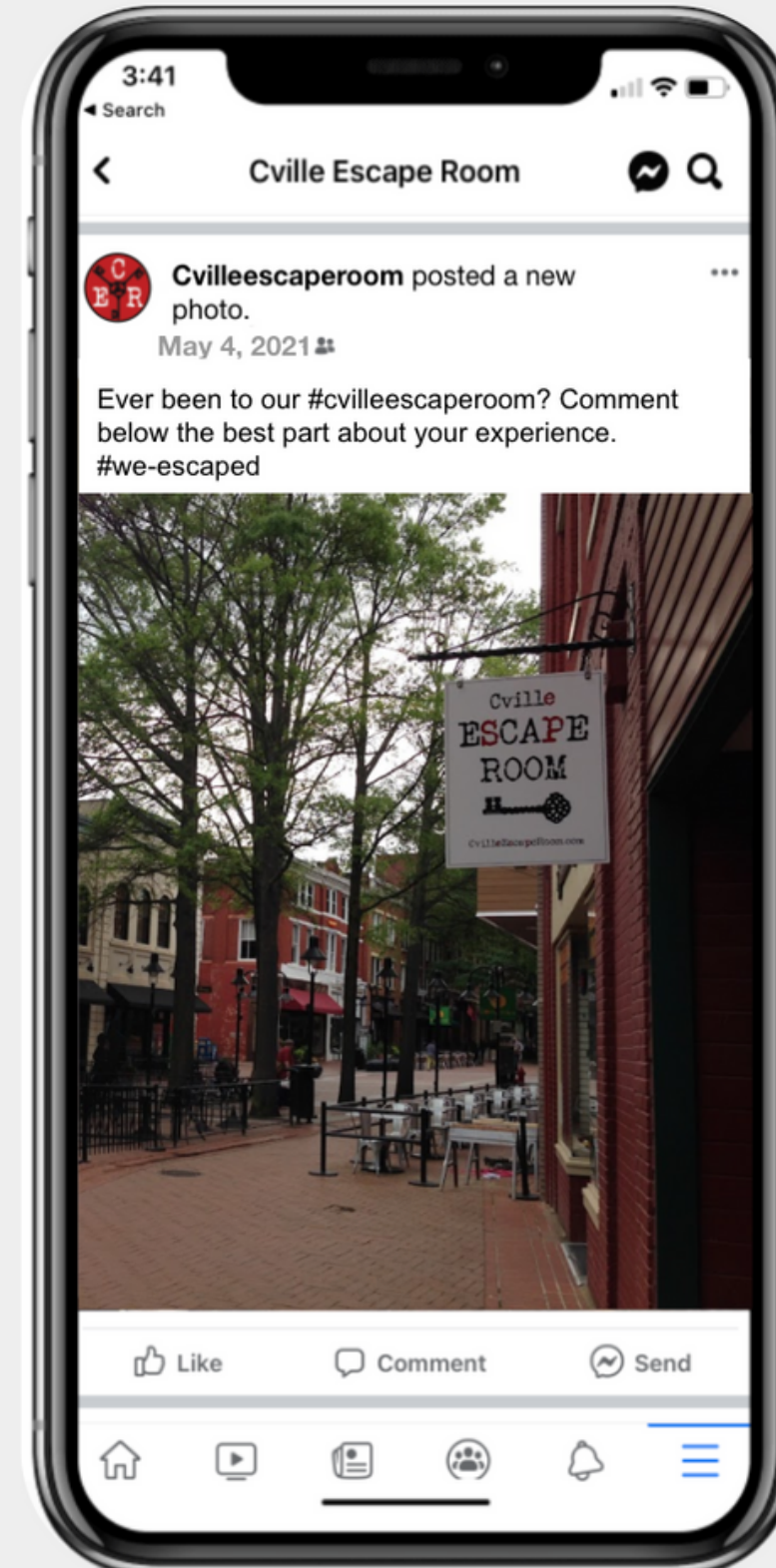
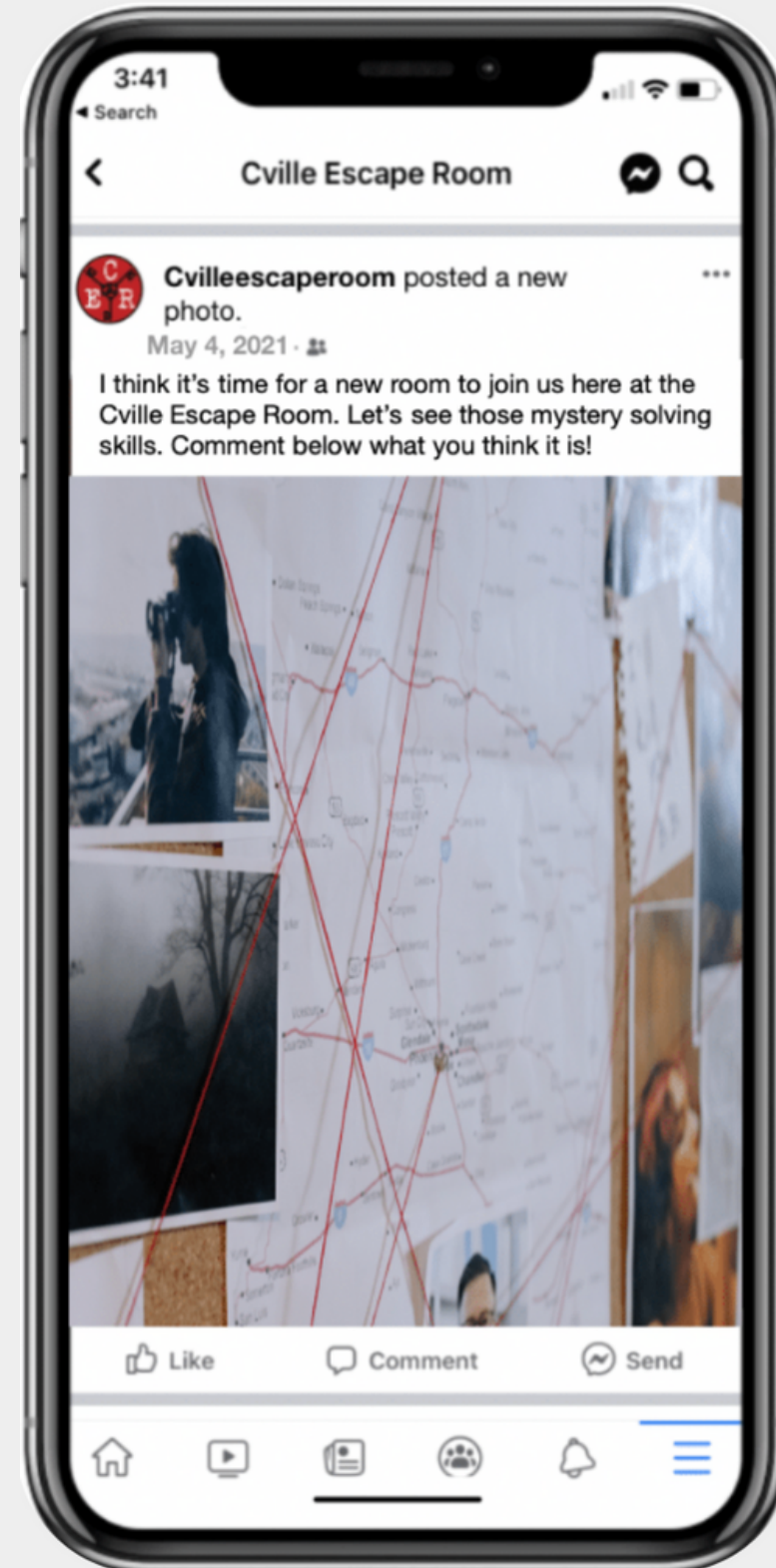
FACEBOOK- BRAND AWARENESS CONTENT SAMPLES II



FACEBOOK- BRAND ENGAGEMENT CONTENT SAMPLES I



FACEBOOK- BRAND ENGAGEMENT CONTENT SAMPLES II



Social Media Platform 2- Instagram

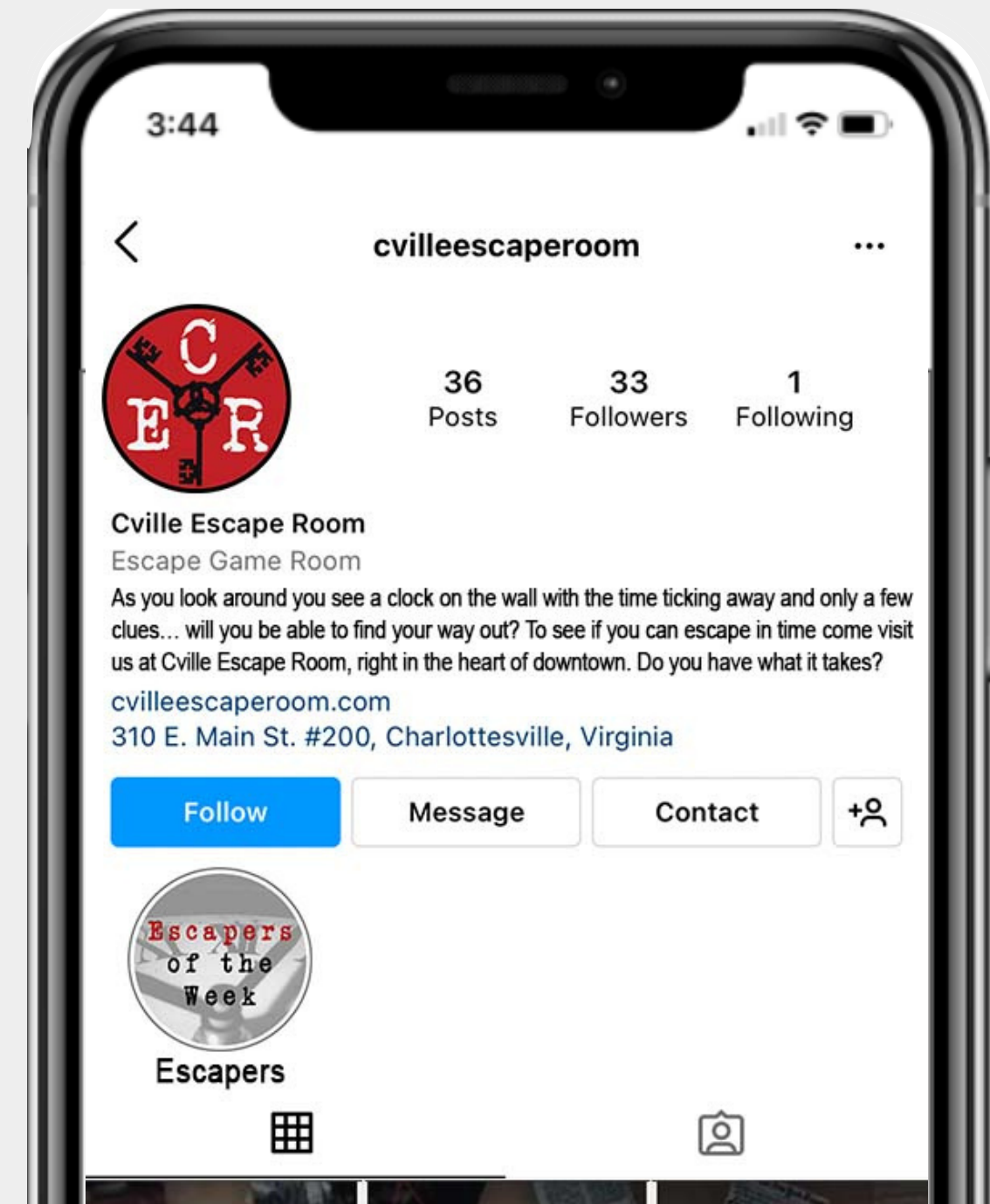
RATIONALE

Instagram is a great platform for Cville Escape Room to continue using, and posting on regularly. Instagram appeals closely to the target audience Cville Escape Room has, and can be used to promote the brand very well to families, and young adults. However, the company needs to revamp the account and in doing so, gain more followers, post more frequently and with variance, and spread brand awareness. The page has 33 followers currently, and hasn't posted in 9 weeks. In addition, the last 16 posts have been the same photo, promoting a gift card all of which have gotten little to no likes. Updating and working on Cville's Instagram page would be in the best interest of the company's marketing plans.

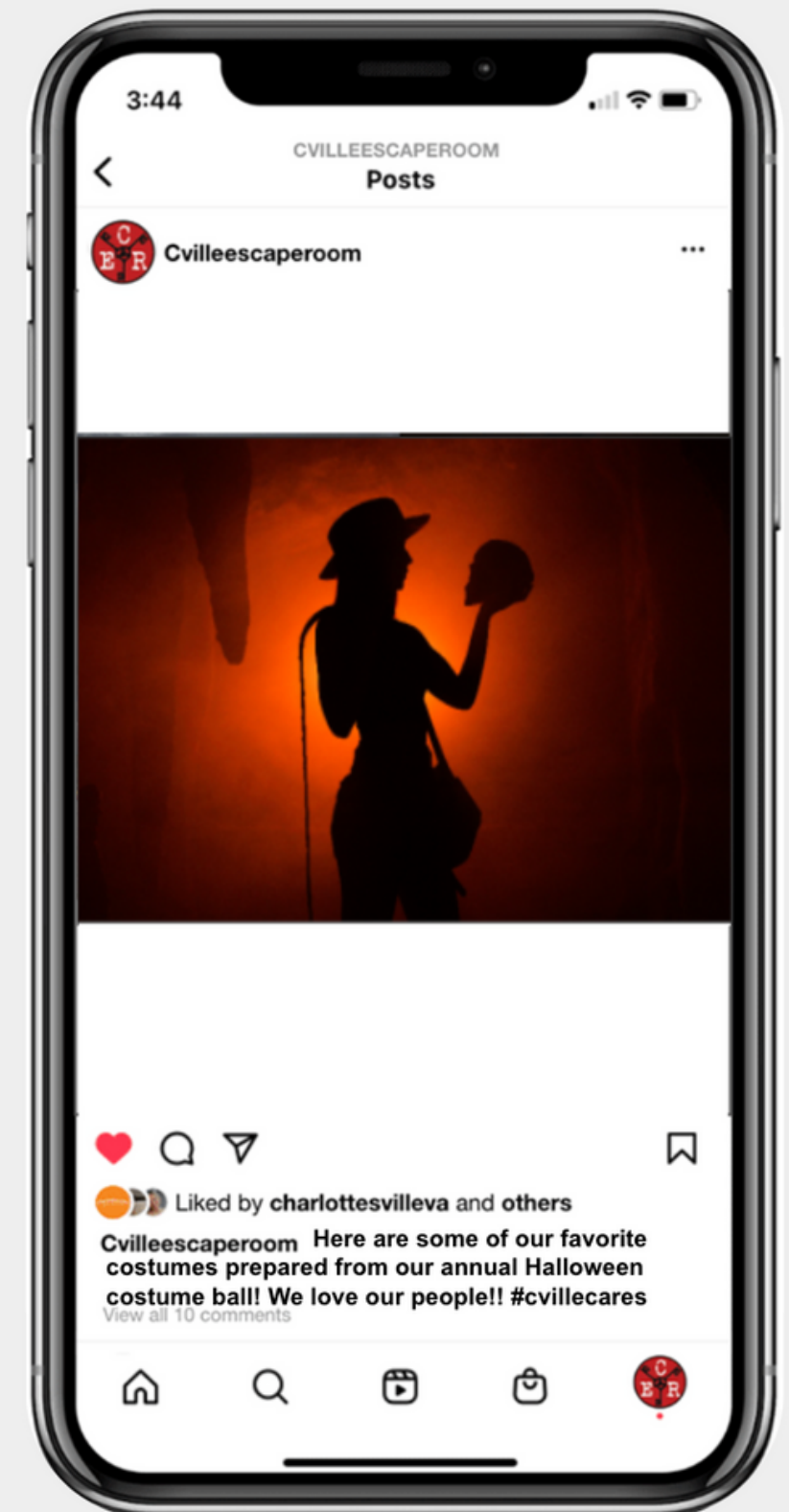
POSTING STRATEGY

According to analytics, the best time for Cville Escape Room to post on Instagram would be 11am on Wednesdays and Fridays.

PROFILE



INSTAGRAM- COMMUNITY ENGAGEMENT CONTENT SAMPLES I



INSTAGRAM- COMMUNITY ENGAGEMENT CONTENT SAMPLES II



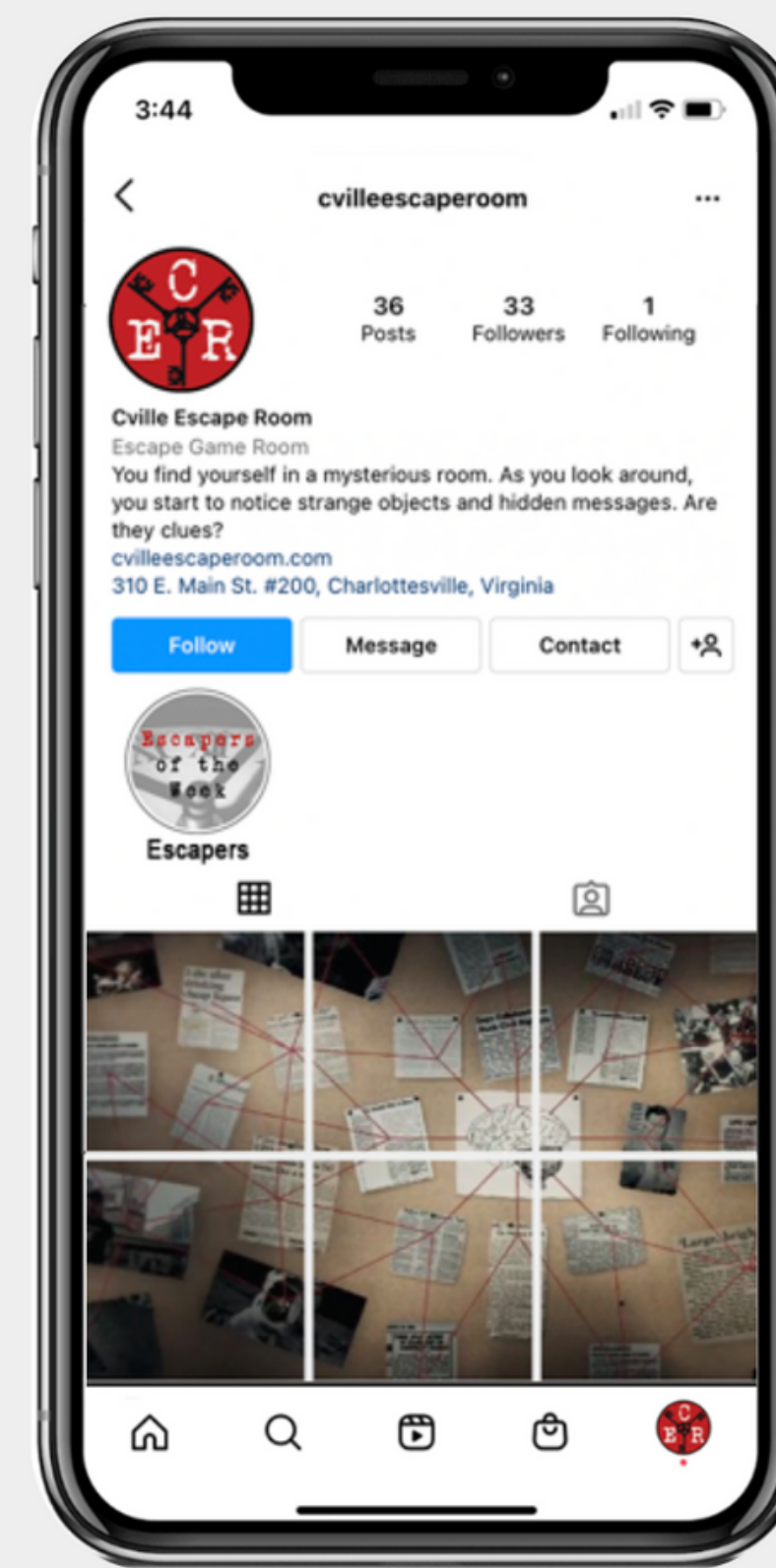
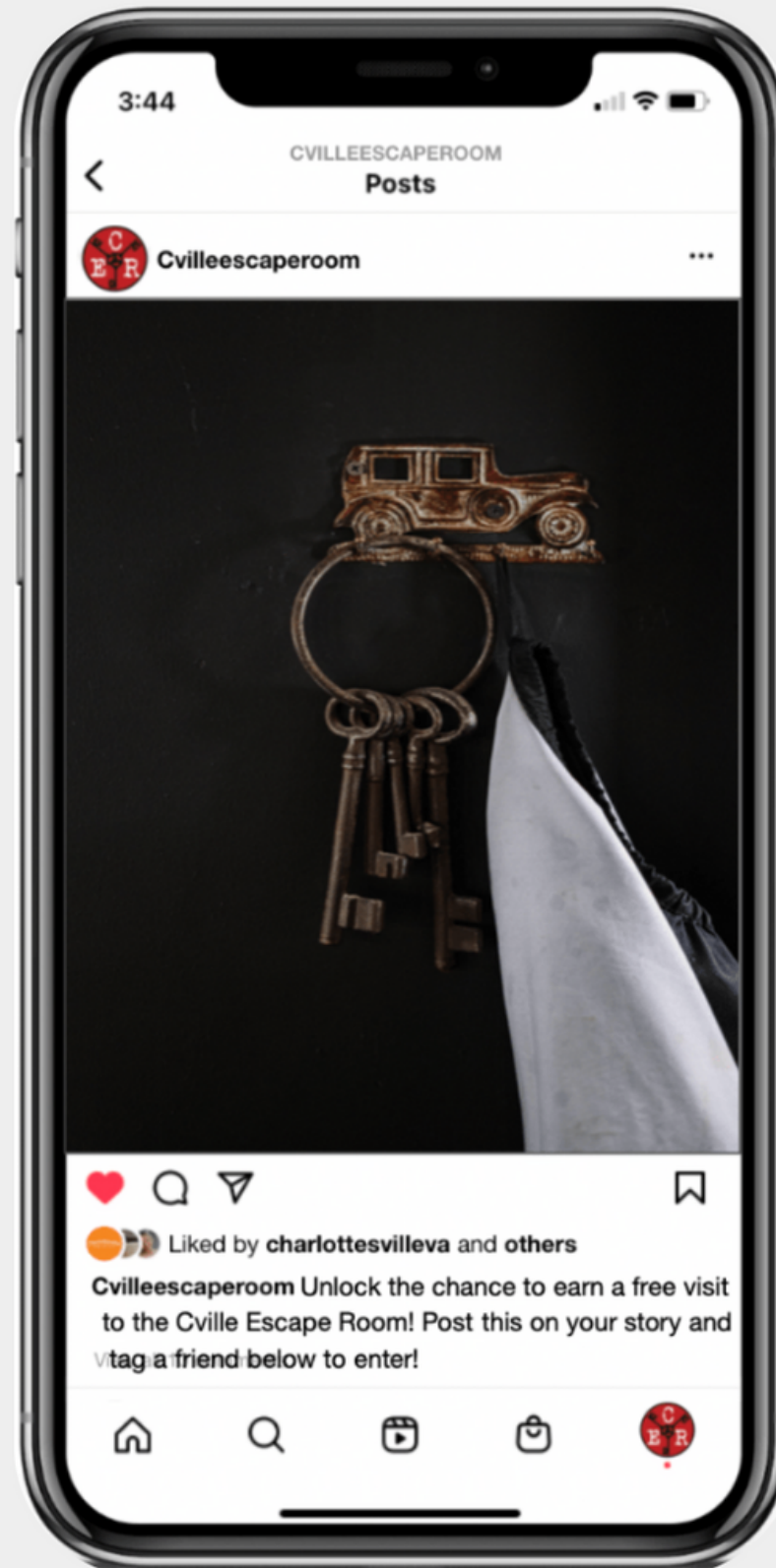
Q: What are your current store hours?

A: Click on the link below and scroll down for a complete list on our company's website!!
[Learn More](#)

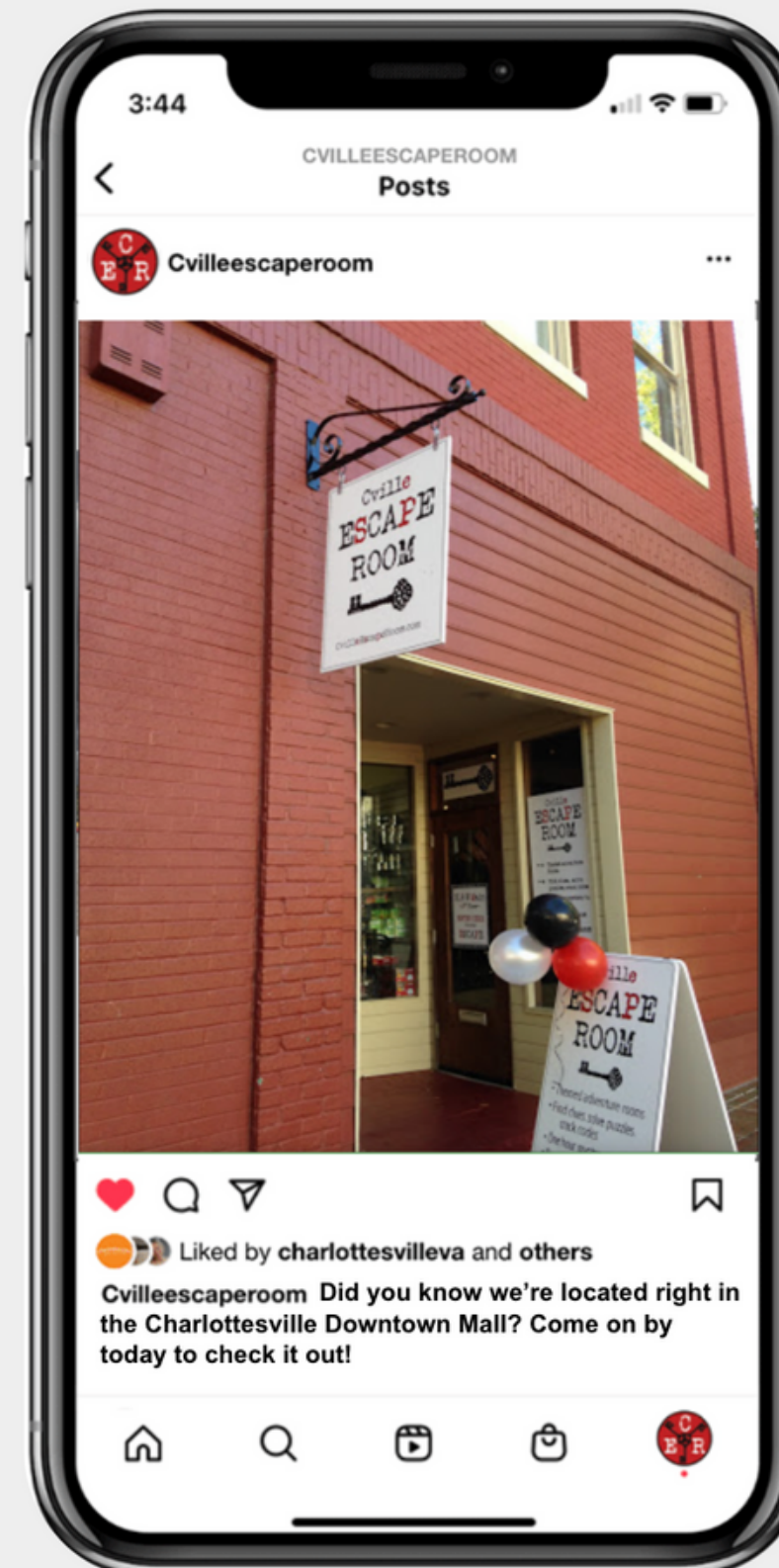
Q: What ages is Cville escape room for?

A: EVERYONE!

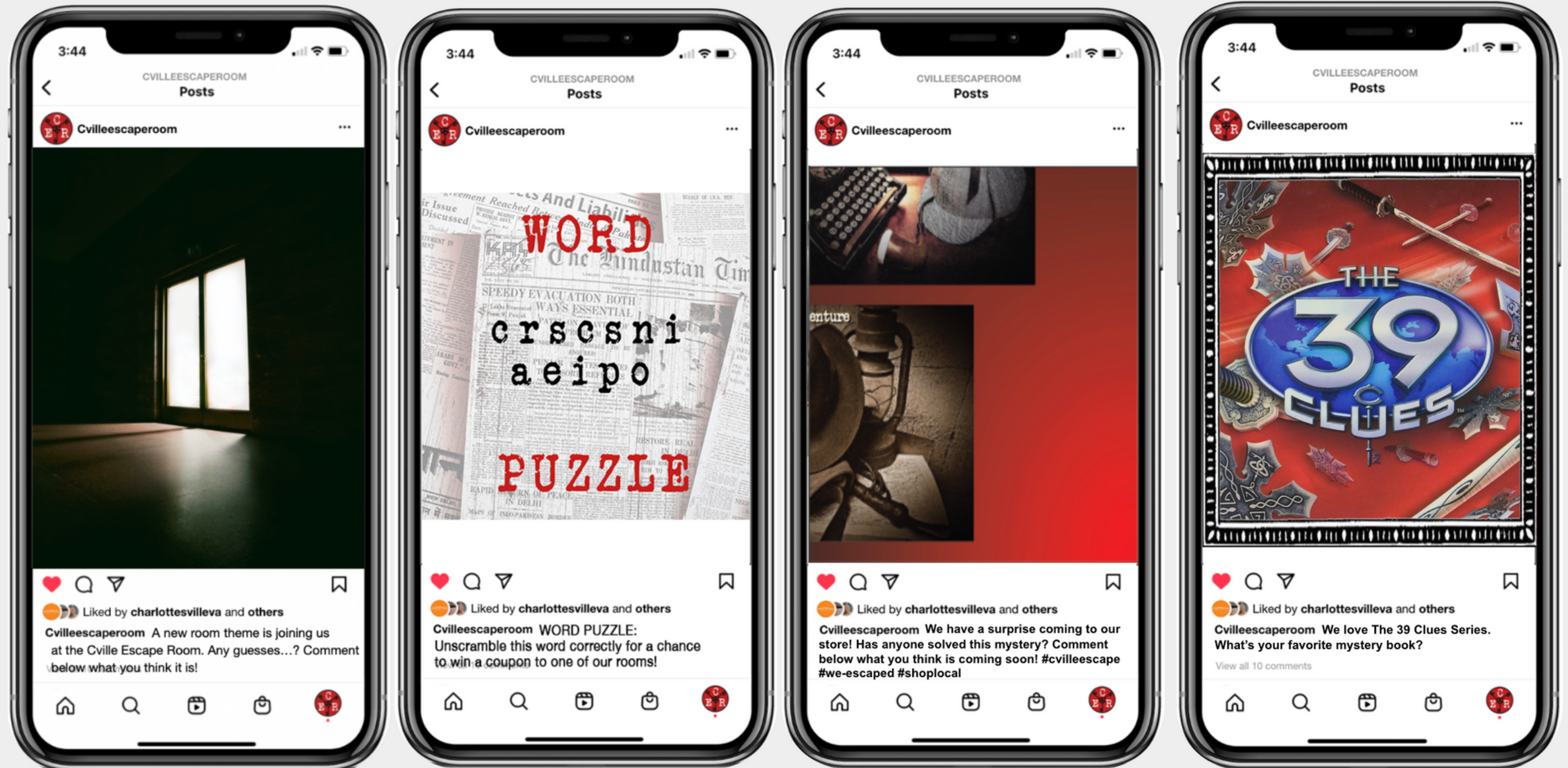
INSTAGRAM- BRAND AWARENESS CONTENT SAMPLES I



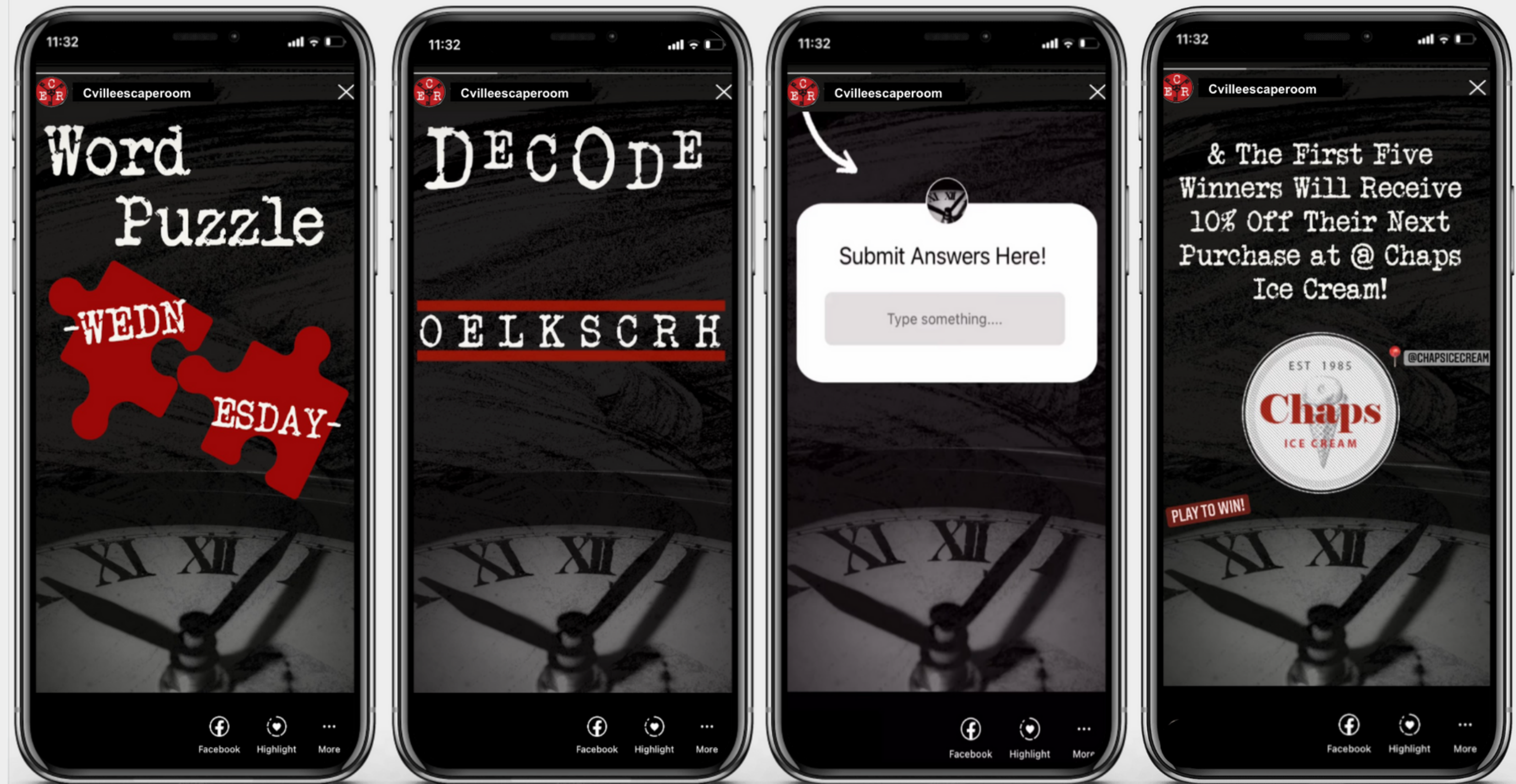
INSTAGRAM- BRAND AWARENESS CONTENT SAMPLES II



INSTAGRAM- BRAND ENGAGEMENT CONTENT SAMPLES I



INSTAGRAM- BRAND ENGAGEMENT CONTENT SAMPLES II



Influencer Marketing Strategy

RATIONALE

Incorporating influencer marketing into the brand's strategy would allow Cville Escape Room to grow their reach. As brand awareness being one of the three main goals, influencers have the ability to increase the exposure of this brand which in turn leads to boosted visibility. Influencers presenting authenticity and genuine interest in the brand they are promoting, provide a credible foundation for their followers to build off of. Incorporating influencers will help give this brand the opportunity to grow and expand.

GOALS

1. Increase Community Engagement
2. Increase Brand Awareness
3. Increase Brand Engagement

BUDGET

25% of the yearly digital budget should be spent on influencer marketing.

Influencer Marketing Strategy

STRATEGY FOR SEARCHING

While searching for the perfect fit to incorporate in our influencer marketing strategy, there are factors to consider while doing so. All of the searching is going to revolve around our goals that have been set. With those implemented into our strategy, we then lay out our influencer landscape. With this company being a small business, keeping our influencer search narrowed to nano-influencers will be the most effective. Our target audience for this brand consists of college students, families, tourists, and companies looking for team building activities. We want to find an influencer that represents the brand by means of building trust and credibility between consumers and our brand. One way that we will search for an influencer will be going through the brands followers and looking at the accounts they follow in hopes of finding someone who is already targeting our audience.

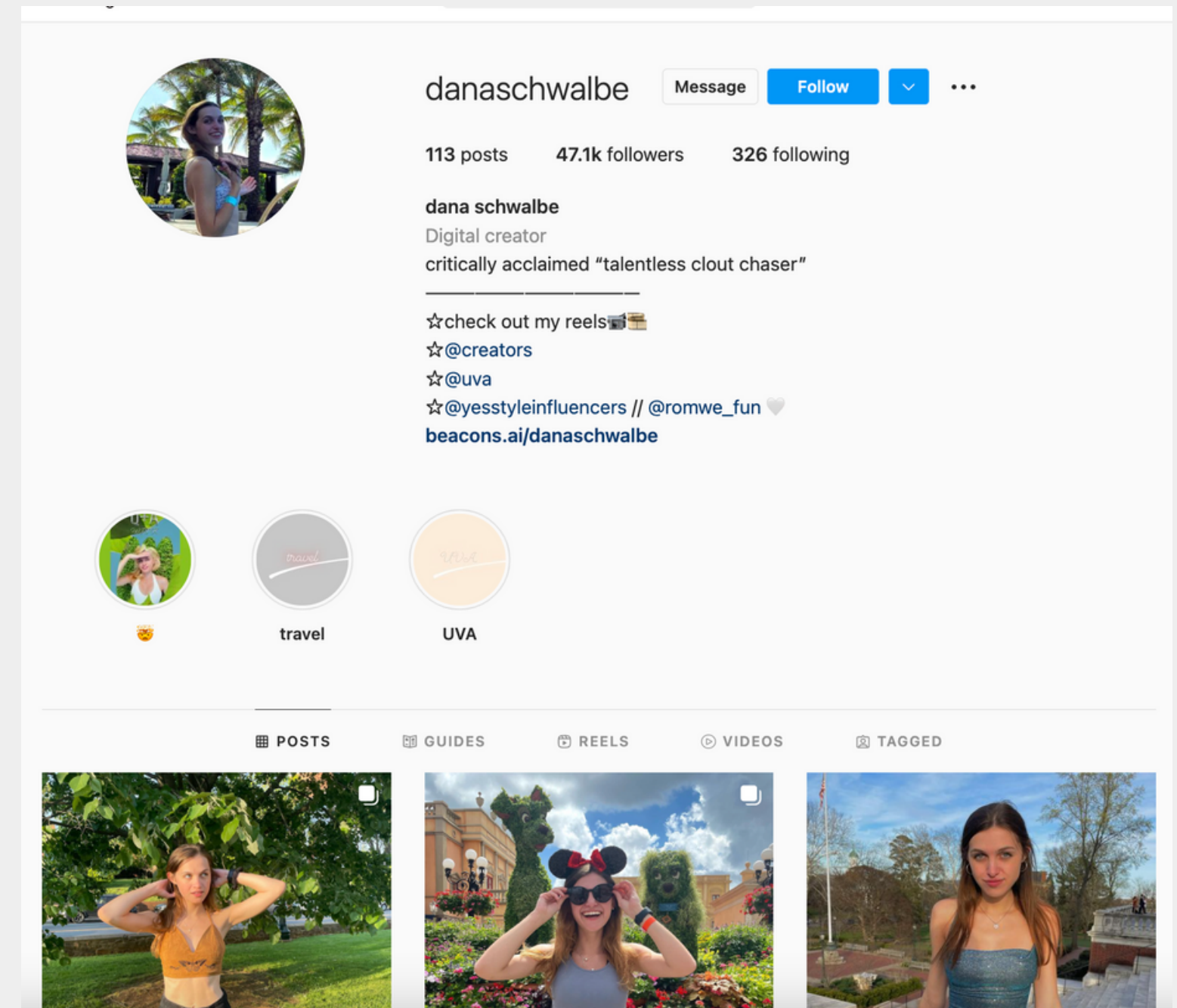
SUGGESTED PITCH

Our influencers pairing with Cville Escape Room will not only increase their influencer revenue through paid Instagram and Facebook posts, but also spread awareness for their personal brands. Influencers partnering with this brand would receive financial compensation for their promoted posts as well as access to the Cville Escape Room and their content prior to it being posted for public eye. We would ask that any influencer partnering with our brand would post promoted content once a week on each platform. In exchange for the increasing brand exposure, influencers will receive \$200 for video posts, \$100 for image posts, and \$50 for story posts. We would ask that these influencers stay engaged and interactive with the users consistently to ensure an authentic and credible relationship between influencers and their audience.

Influencer Marketing Strategy- Instagram Rationale I

Dana Schwalbe (@danaschwalbe) on Instagram is a great influencer for our brand because she is a young college student, who posts about fun activities or experiences she has around downtown Charlottesville.

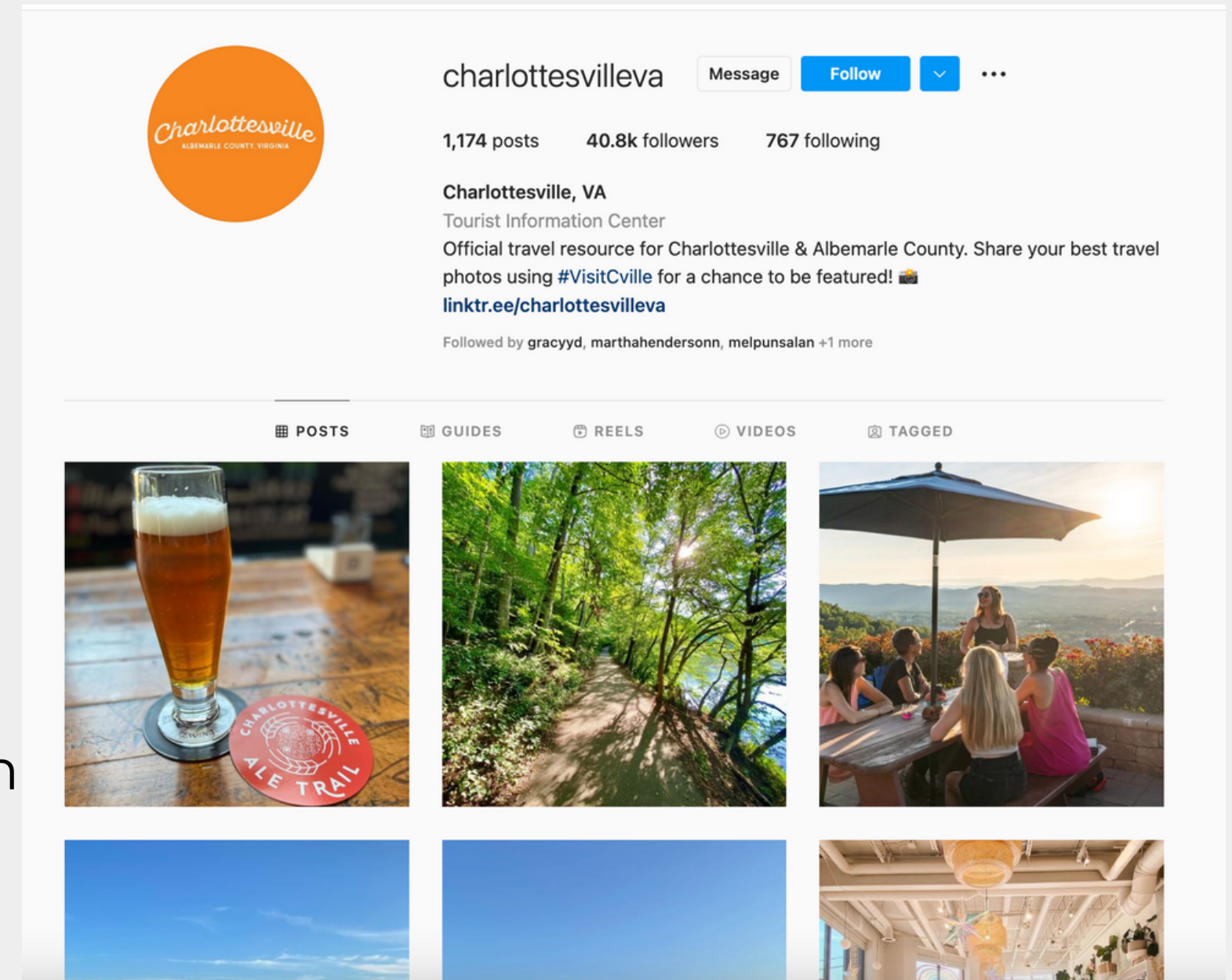
She is a digital content creator and has earned over 47K followers on Instagram, averaging above two thousand likes on her posts. Having her will appeal to a younger target audience of students who go to school or live near Charlottesville, and are looking for things to do.



Influencer Marketing Strategy- Instagram Rationale II

@Charlottesvilleva is a great influencer for Cville Escape Room to partner with. Their instagram page functions primarily through aesthetic photographs of scenic areas in Charlottesville such as at wineries, orchards, or downtown.

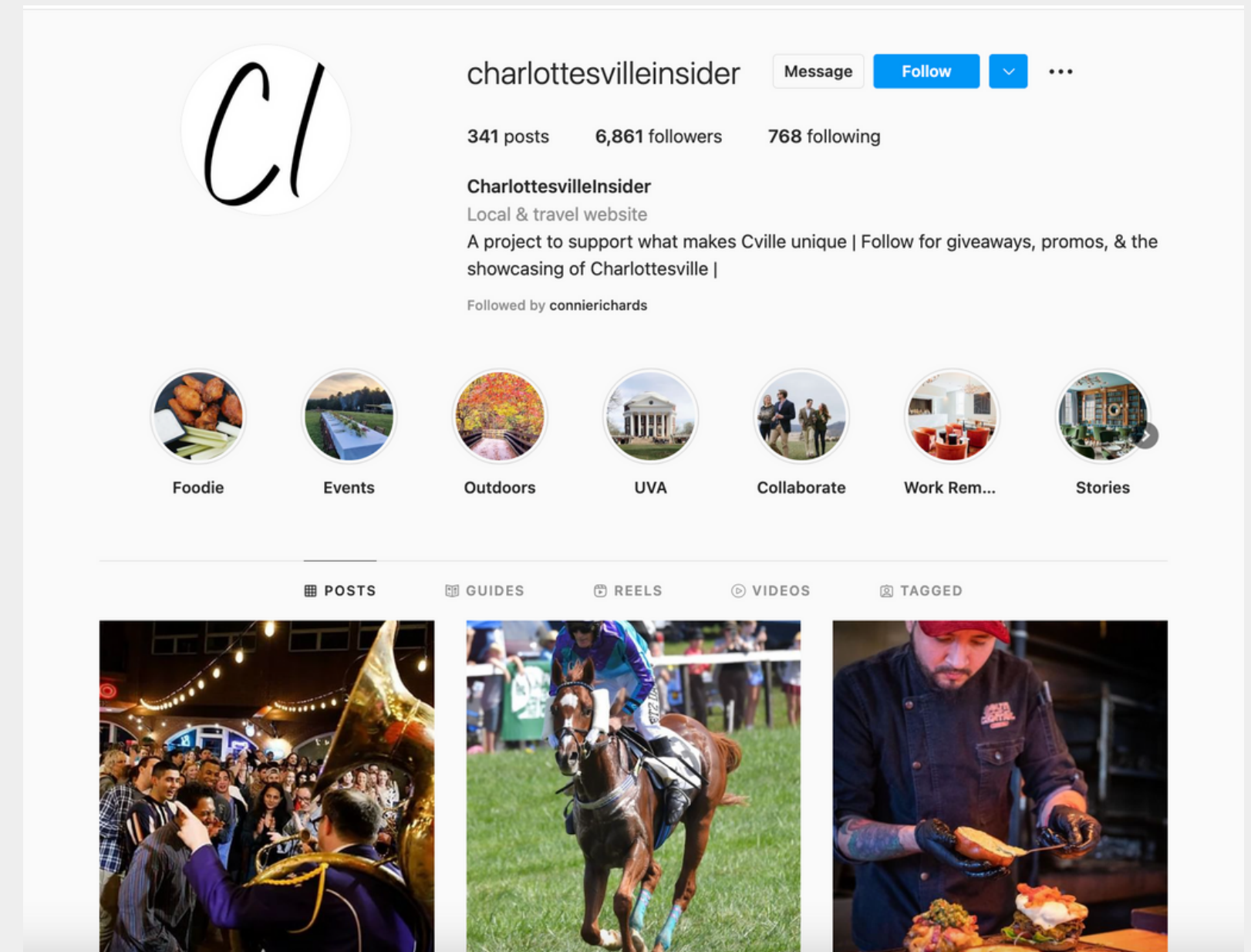
Each caption tags a new spot in Charlottesville that their 40.8K fan base love to see, and leave comments or reviews on. @Charlottesvilleva can expose our brand to a much larger audience than Cville Escape Room currently has, and hence generate better awareness.



Influencer Marketing Strategy- Instagram Rationale III

@Charlottesvilleinsider is a great platform for Cville Escape Room to partner with, as they focus all their posts on local businesses in Charlottesville, like our brand is. The page advertises restaurants, shops, downtown areas, and more to their 6.8K followers.

@Charlottesvilleinsider also promotes giveaways and promos on their Instagram page, and this can be especially beneficial for our brand if they are looking to partner with another local company downtown. This account can bring awareness to our brand, and reposition it in the minds of current Charlottesville residents or people coming for a weekend, as a fun experience to have downtown.



Influencer Marketing Strategy- Facebook Rationale I

@CharlottesvilleVA

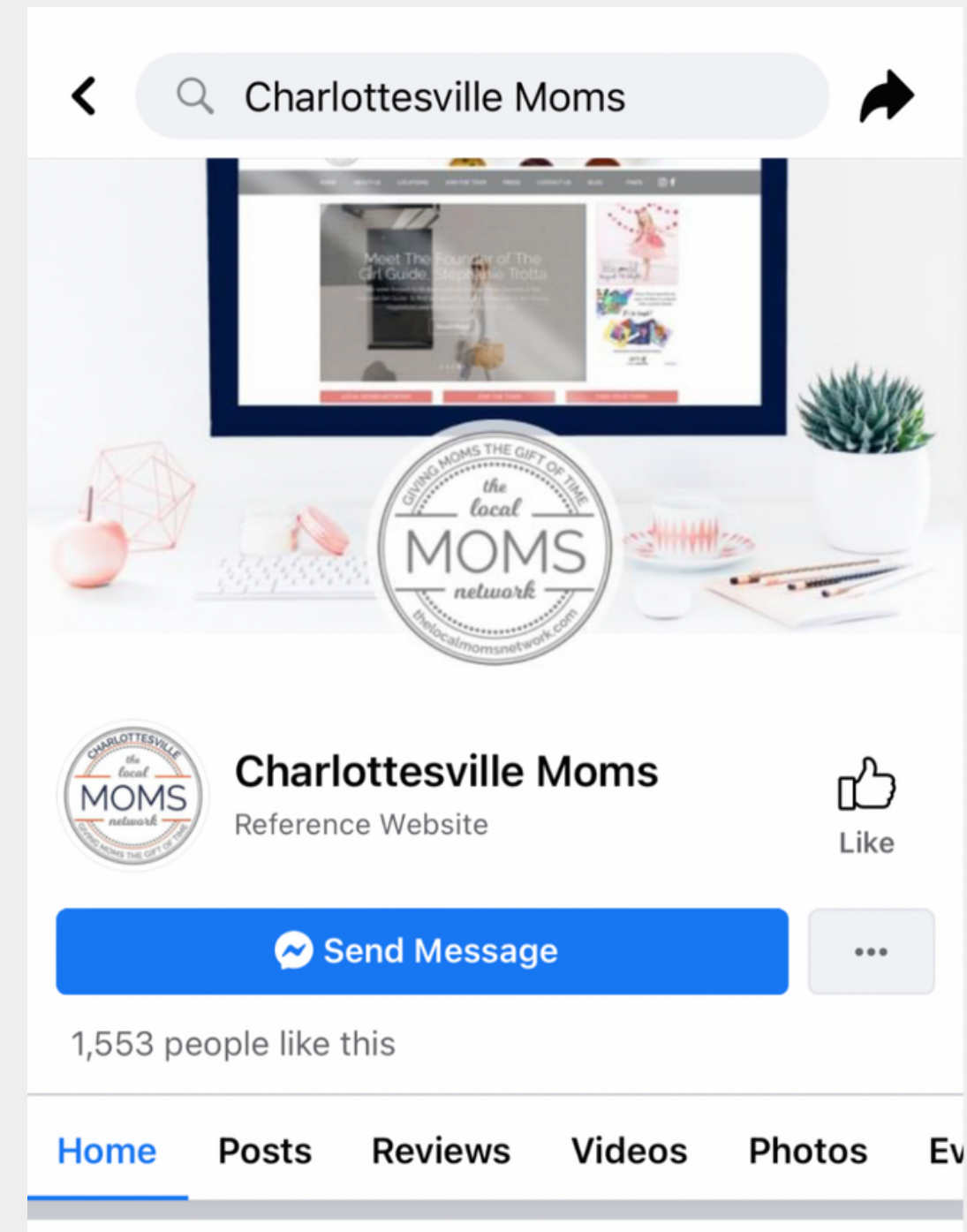
Charlottesville VA on Facebook is a great influencer for our brand because this Facebook page caters to all things Charlottesville. They have 1,981 followers and create their content about the appeal of this small town. Having this account work with our brand would appeal to all of our target audience, especially families, and tourists.



Influencer Marketing Strategy- Facebook Rationale II

@charlottesvillemoms

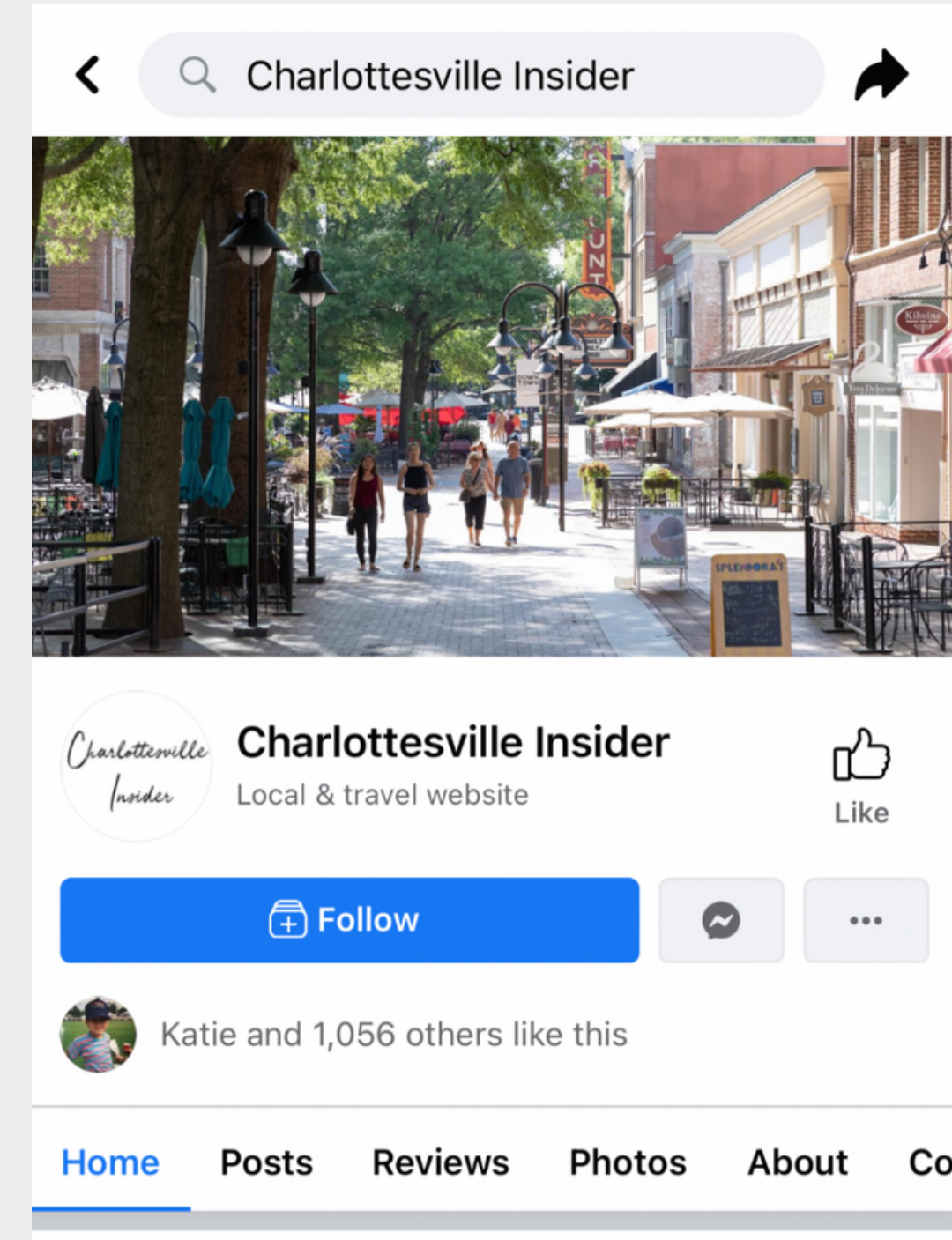
Charlottesville Moms on Facebook is a great influencer for our brand because this is a group of moms around Charlottesville that post about resources, activities, blog posts and more for Charlottesville. Their Facebook Page has 1,751 followers and target families that are looking for fun activities to do together.



Influencer Marketing Strategy- Facebook Rationale III

@charlottesvilleinsider

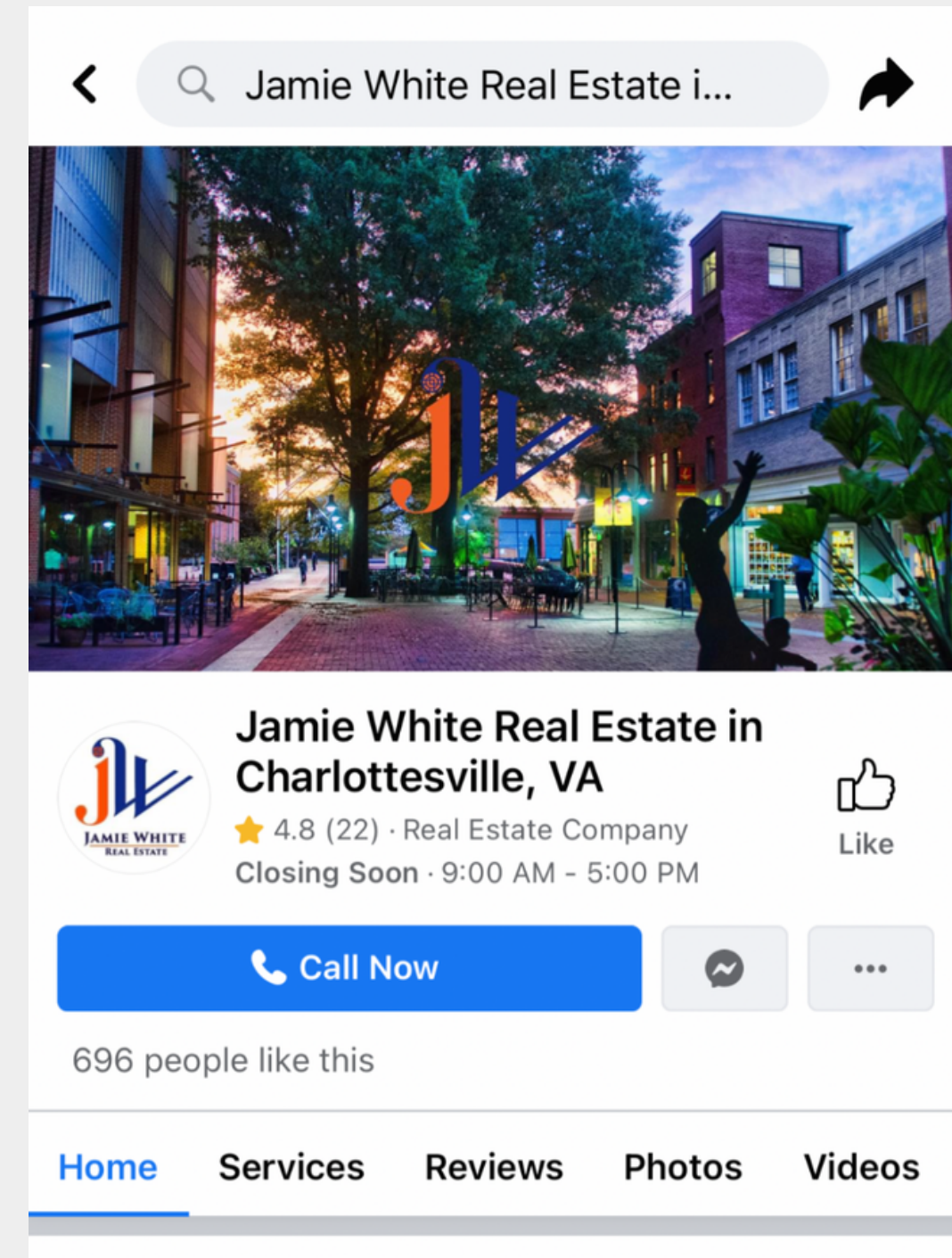
Charlottesville Insider is a great influencer for our brand because they help visitors and “Cville-ians” alike get more out of their experience in Charlottesville. They have 1,185 followers on Facebook and post content revolving around all activities and places to go in Charlottesville. Partnering with them would help target all if not most of our market audience and would help expand this brand's visibility.



Influencer Marketing Strategy- Facebook Rationale IV

@jamiwhiterealestate

Jamie White Real Estate is a great influencer for our brand because they are a Real Estate Company located in Charlottesville. They have 785 followers on their Facebook page and pride themselves in having a team that is committed to ensuring customer satisfaction and positive experiences. Partnering with them would help target businesses looking to find team building activities.



Influencer Marketing Strategy

METRICS AND MEASUREMENTS

To measure our influencer marketing for this brand, we will focus on engagement, content quality, and follower reach. Engagement is the most important metric to consider because we want our influencer to obtain high levels of audience engagement in order to expand our brands visibility. For engagement we will look at the number of likes and comments on the influencers post and divide it by the number of followers the account has. Following engagement, we will also measure the quality of the content posted. We want the content posted to be professional but also more importantly, authentic. We want the posts to be genuine and not forced. Along with engagement and content quality, we will also measure reach. Reach is very important in providing our brand with information of how many people see the post regardless of if they are following the account or not. The success of our influencer marketing relies heavily on the comparison of engagement rates of our posts prior to our incorporation of influencers and after. Once we are able to visually see the data from the engagement, we can then divide that by how much we are spending on influencer marketing as a whole. The number we receive will result in the CPE of our influencer marketing strategy.

Advertising Paid Strategy- Facebook

STEPS/PROCESS

The Facebook advertising process is fairly straightforward, and the entire process is broken up into several steps.

The first step in creating a Facebook ad is to choose the advertising objectives.

These objectives could include gaining more likes or follows, getting more visits to a website, increasing brand awareness, and more. The second step is to choose an appropriate advertisement format.

Facebook currently supports image ads, video ads, carousel ads, and collection ads (for shopping). Once these details are decided, the next step is to choose an audience to target. The final step is to choose how and where the ad will be placed on the site. Advertisements can display on the facebook feed, on the right column (not available on mobile), within facebook stories, and among search results, among other options.

Ads can be purchased on the Facebook ads manager, which gives a guide for each step in the process. They can also be purchased on the business' page itself, which is more straightforward but does not provide as many customization options.

COST

Facebook ads provide very flexible spending, so they can be tailored to any type of ad campaign. Businesses are able to decide how much to spend on ad campaigns, which can range from \$5 or lower per week to over \$50,000 a week. Certain types of ads do have a minimum amount of money in order to be run, but the majority of ad types' costs are up to the business.

SUGGESTED BUDGET

The Facebook advertising campaign should have a budget of around 5% of Cville Escape Room's total revenue.

Advertising Paid Strategy- Instagram

STEPS/PROCESS

The process for creating ads on Instagram is very similar to Facebook. Ads can be set up through the Facebook Ads Manager in the same way as on Facebook, or purchased in the Instagram app itself. Instagram supports photo ads, video ads, carousel ads, story ads, collection ads, and explore page ads.

COST

Like Facebook, the cost of Instagram ads are flexible and entirely up to the business running the ad campaign. When deciding how much to spend, a business needs to select a total budget, then decide how long the ad will run.

SUGGESTED BUDGET

The Instagram advertising campaign should have a budget of around 5% of Cville Escape Room's total revenue. This, combined with the Facebook advertising budget, adds up to 10% of Cville Escape room's total revenue, which is the recommended amount for small businesses trying to grow.

Executive Strategy

Summary

Over the course of this project we've heavily researched both Cville Escape Room and its competitors. Not only have we looked into the aesthetic and usability of the social media pages of Cville Escape Room and its rivals, we also looked deeper into the statistics and success of these companies' social media usage. Cville Escape Room fell pretty middle of the pack in most areas, such as share of voice and sentiment scores, but had strong deficiencies to their social media strategy that other businesses outdid. While these deficiencies limited Cville Escape Rooms success and ability to reach their goals, we believe that they can easily be fixed and in turn help capitalize on the mediocre marketing strategies of their competition.

Recommendations

Our SWOT analysis was a crucial part of our research in determining the next steps in rising above the competition's social media marketing strategies. Our recommendations to achieve this goal were found by assessing the strengths, weaknesses, threats and opportunities that this business faced. From our research, we recommend the following.

Executive Strategy- Recommendations I

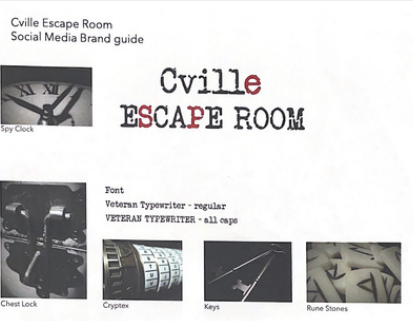
- General recommendations

- Encourage more people to travel to try the escape room. Cville escape room already has a decent social media following, so it may be beneficial to try to get more people who aren't already nearby.
- Encourage existing base to spread the word (sharing posts etc.)
- Explore virtual escape room options, something that has not been explored by competition.
- Make connections with other local businesses and create dual deals (CvilleEscape partnering with a local restaurant. If you win you get a discounted meal.)
- Be more efficient and timely with responses to reviews, particularly questions or negative comments. This will promote good brand awareness, and will show the company cares about what their customers have to say.
- To help position the brand above other competitors, they should revamp their other social media pages, and continue to post daily on Facebook. Having more of the brand's media circling throughout these platforms will better promote it, and to a wider range of audiences.
- Offer stickers or next-visit coupons for a positive review or post. This will help them increase social media mentions and have a higher share of positive mentions.
- Develop a social media marketing plan that involves posting more and growing on social media to try to keep up with the threat of businesses that have been more consistent with their online presence and stay relevant.
- Increase website SEO to get noticed over other escape room competitors around.

Executive Strategy- Recommendations II

- Facebook recommendations
 - Strategize posting to be more relevant and engaging. The Facebook page already posts consistently, but providing more engaging content would put the brand above other escape rooms.
 - Update the profile photo, bio, and page information to match instagram, and vice versa.
 - Interact with people in the comments and develop a consistent brand voice.
- Instagram recommendations
 - Consolidate social media accounts to increase brand cohesion and consolidate brand image.
 - Eliminate their ghost accounts that potential customers might find because it's not leading to conversions and is encouraging customers to look elsewhere for their escape room, leading potential customers directly to the competitors.
 - Start posting regularly with engaging content. These could be stories we've presented, posts that are original and new that we've created, and not posting the same post over and over again.
 - Tag users in the stories to encourage getting reposts

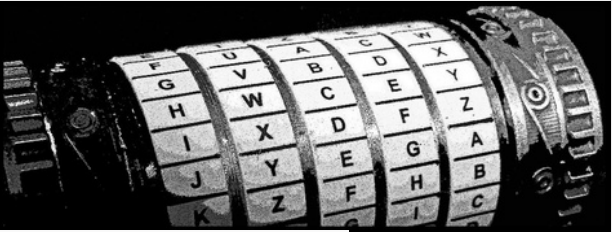
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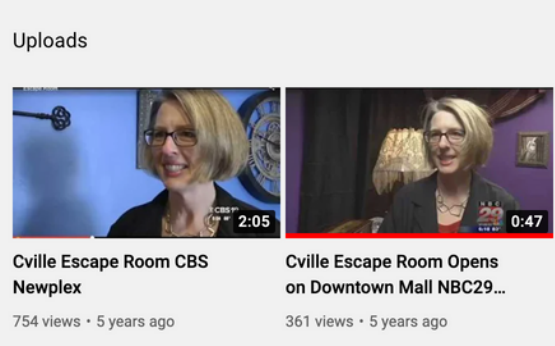
Facebook Profile Picture - Copr. CvilleEscapeRoom 2022



Facebook Cover Photo - Copr. CvilleEscapeRoom 2022



Youtube Profile Picture - Copr. Google Inc. 2022



Youtube Uploads - Copr. CvilleEscapeRoom 2022



Twitter 1 Profile Picture - Copr. CvilleEscapeRoom 2022



Twitter 2 & Instagram Profile Picture - Copr. CvilleEscapeRoom 2022



Twitter Cover Photo - Copr. CvilleEscapeRoom 2022



Facebook Cover Page - Copr. CvilleEscapeRoom 2022

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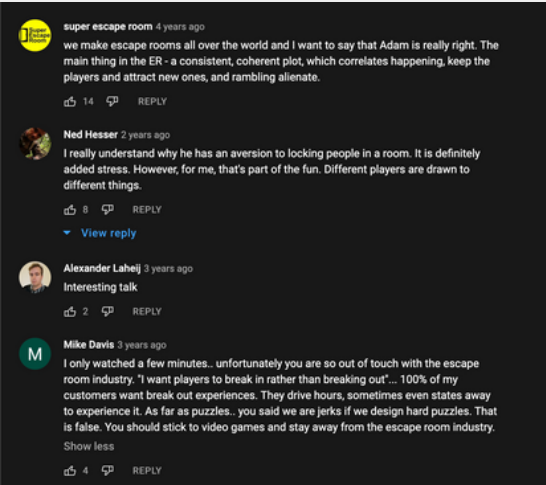


Fig. 1 - Conversation Analysis on Youtube - Taken Feb 2022



Fig. 2 - Conversation Analysis on Twitter - Taken Feb 2022

Day	Best Time to Post on YouTube
Monday	2 PM to 4 PM
Tuesday	2 PM to 4 PM
Wednesday	2 PM to 4 PM
Thursday	12 PM to 3 PM
Friday	12 PM to 3 PM
Saturday	9 AM to 11 AM
Sunday	9 AM to 11 AM

Fig. 3 - Posting Time Chart - When is the best time to post on YouTube in 2021. When is the Best Time to Post on YouTube in 2021. (n.d.). Retrieved May 4, 2022, from <https://www.veed.io/learn/best-time-to-post-on-youtube>

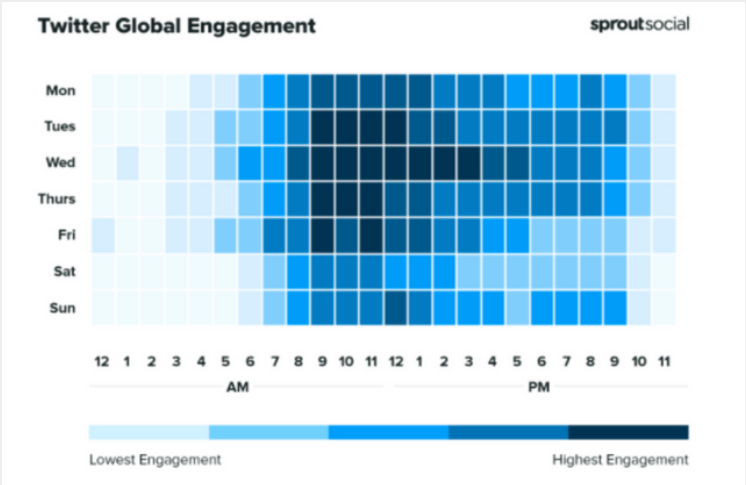


Figure 4 - Posting Time Chart for Twitter - When is the best time to post on Twitter in 2022? ContentCal. (n.d.). Retrieved May 4, 2022, <https://www.contentcal.com/blog/best-time-to-post-on-twitter-in-2022/#:~:text=The%20most%20popular%20and%20best,remaining%20strong%20throughout%20the%20day.>

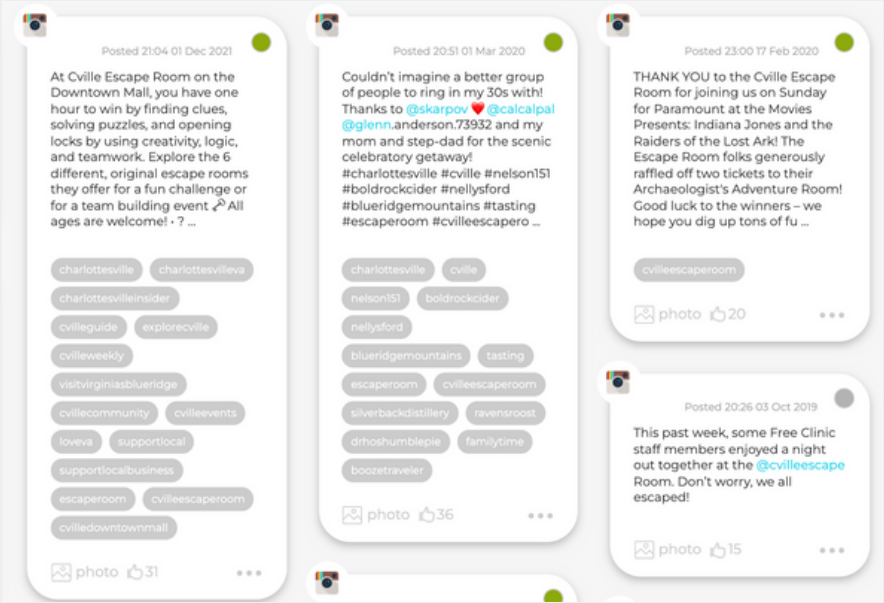


Figure 5- Real-time social media monitoring. Social Searcher - Free Social Media Search Engine. (n.d.). Retrieved May 4, 2022, from <https://www.social-searcher.com/>

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Jonathan Berrang_3.jpg - SMADmax



Jonathan Berrang_4.jpg - SMADmax



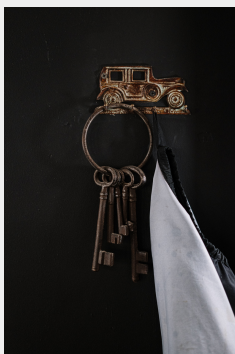
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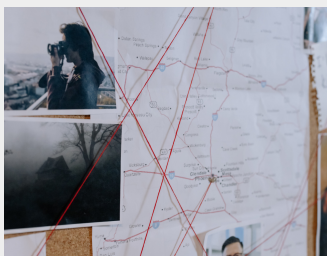
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Jonathan Berrang_10.jpg - SMADmax



Lillian Watkins_1.jpg- SMADmax



Lillian Watkins_9.jpg- SMADmax



Cooper Schwartz.jpg- SMADmax



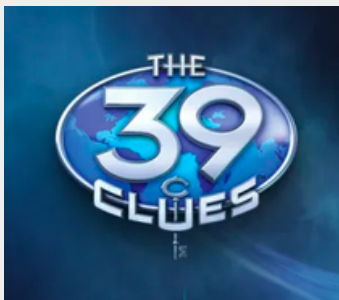
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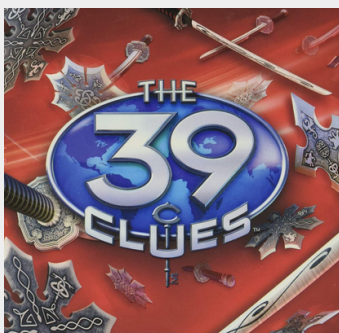
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Joe Main_1.png- SMADmax



Joe Main_2.jpg- SMADmax



Joe Main_3.jpg- SMADmax



Joe Main_4.png- SMADmax

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Kira Alverson_3.jpg - SMADmax



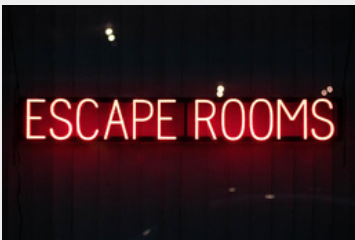
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Cameron Houck_5.jpg- SMADmax



Kalaya Miah_1.jpg- SMADmax



Kalaya Mica_10.jpg- SMADmax



Alex Garvey_9.jpg- SMADmax



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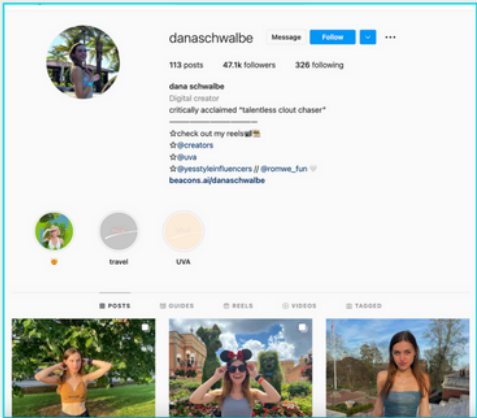


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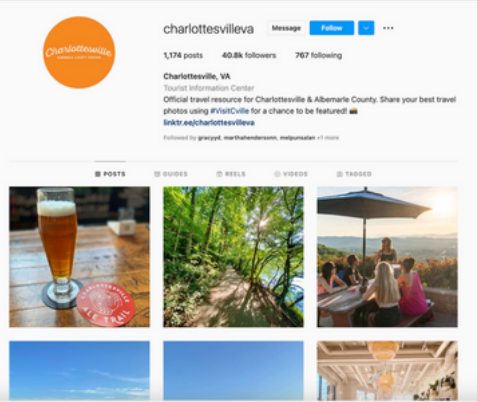


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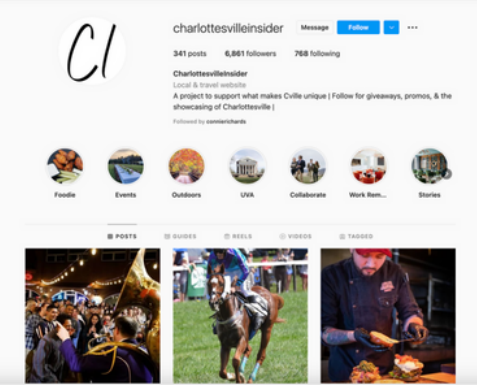
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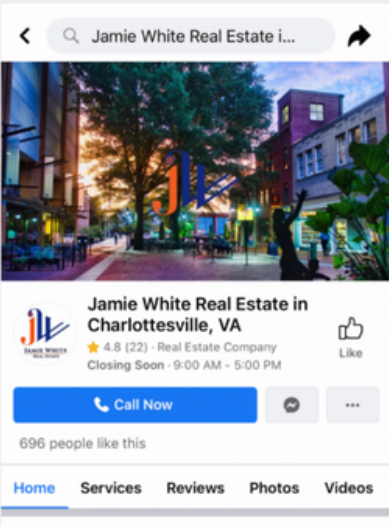
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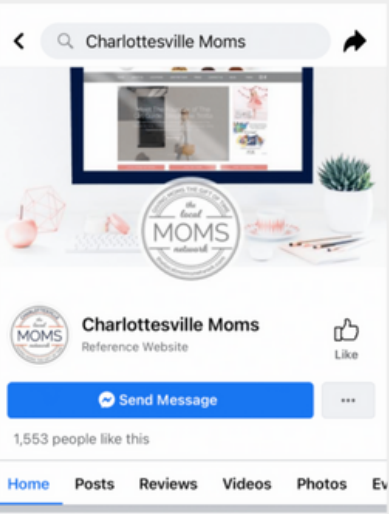
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