



Cville **Escape** Room

Social Media Strategy Part 1

Overview

1. Why we are doing this?
2. Strategy
3. Instagram Post Examples
4. Facebook Post Examples

1.



How we can
encourage
growth

How can we practically manage this?

Utilize the strengths of the business

- Bonding, social aspect, investigate adventure



Clean up unwanted information that clutters the platforms and leads to confusion



Consistency across platforms

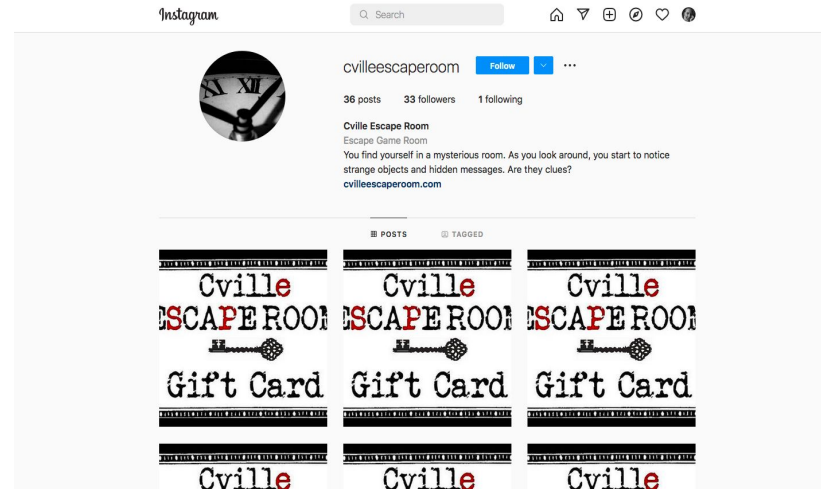
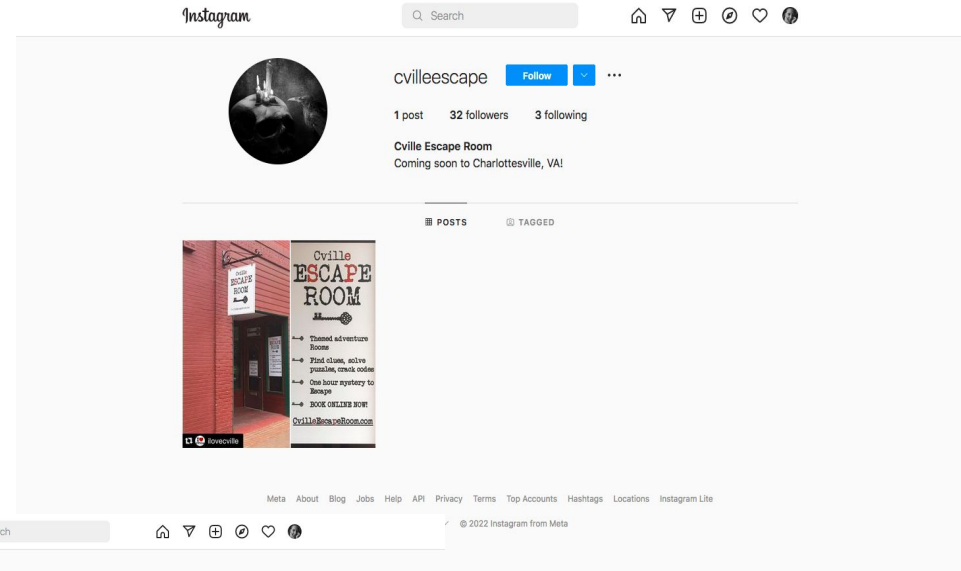
- Having the same aesthetic in all ways (visuals, tone of voice etc)



Create content that supports the business and encourages numerical growth on all platforms

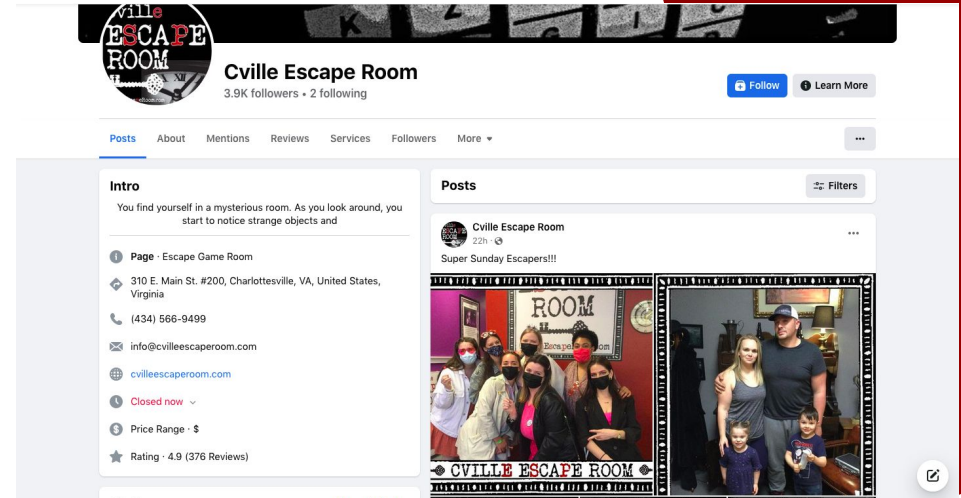
Instagram is Currently...

- ▶ Not unique
- ▶ Cluttered
- ▶ Not connecting with the audience
- ▶ Has low number of followers
 - ▷ Low engagement



Facebook is Currently...

- ▶ Main form of communication
- ▶ Bland - no personality
- ▶ Has the most followers



A thick, solid red diagonal stripe runs from the top right corner towards the bottom left, separating the white background on the left from the red background on the right.

2.

Strategy

Keywords & Social Listening

Social listening is the act of using social media channels to find current mentions and conversations revolving around your brand. We used keywords to do this, and through further analysis, chose 10 that would fit and provide relevancy to this brand.

Based on commonalities of the hashtags within the users existing posts and through social listening on other platforms, Cville Escape Room would benefit from branding themselves under the following hashtags:

- #cvilleescaperoom
- #we-escaped
- #supportlocal
- #celebratecville

Conversation Analysis

There is not a lot of conversation surrounding the business, especially on Instagram. We now know that using keywords like “Things To Do **AND** Charlottesville” will generate higher traffic to your page.

Sentiment Scores

A brand sentiment is the overall combination of positive, neutral, and negative comments about a brand currently circling across social media.

Here is Cville's compared to its 5 top competitors:

Brand	+	Neutral	-	Sentiment Score	Brand's Total	Brand's Sentiment Score
CVILLE Escape Room	82	181	30	293	983	3.354948805
Unlocked History Escape Rooms	25	74	3	102	350	3.431372549
Crack The Code Escape Room	175	207	34	416	1530	3.677884615
Immersion Escape Rooms	8	23	7	38	116	3.052631579
The Glass Palette: Interactive Glass Art Studio	69	117	31	217	727	3.350230415
The Virginia Axe Company	58	187	32	277	883	3.187725632



SWOT Analysis

STRENGTHS

- Escape room differs from others
- Location is downtown mall

S

W

WEAKNESSES

- No activities through social media platforms
- Poor Response Rate
- Bad social media presence
 - Posts infrequently

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T

- Surrounded by other escape rooms
- Have a social media presence but not well done

- Not many options for things to do
- Hard to reach all age groups

OPPORTUNITIES

THREATS

What are our goals?

1.

Increase Brand Awareness

To establish an online presence that represents Cville Escape Rooms' brand and values.

2.

Community Engagement

To grow an online community that increases the audience base for Cville Escape Room.

3.

Brand Engagement

To increase the metrics (followers, likes, comments) on the Instagram and Facebook accounts.

Revising the bio

The current bio:

Cville Escape Room
Escape Game Room

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

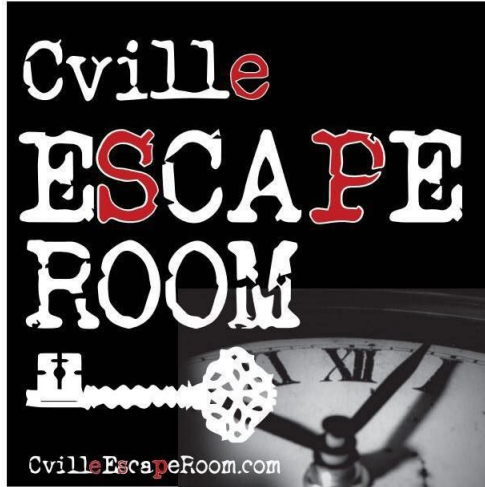
The revised bio:

As you look around you see a clock on the wall with the time ticking away and only a few clues... will you be able to find your way out? To see if you can escape in time come visit us at Cville Escape Room, right in the heart of downtown. Do you have what it takes?

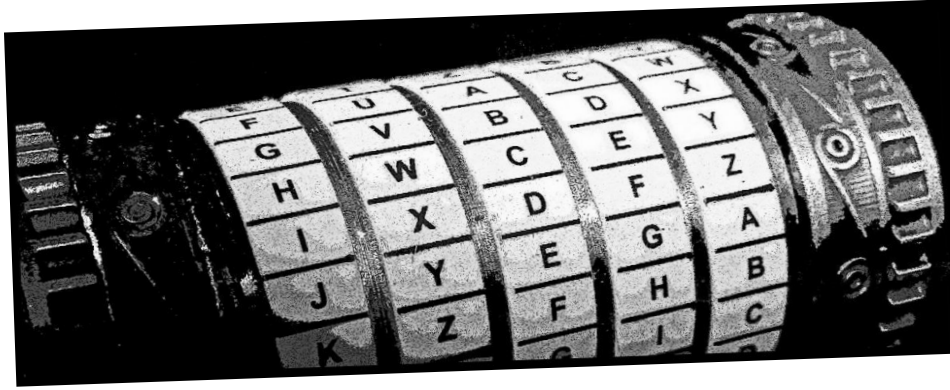
<https://www.cvilleescaperoom.com>

310 E. Main St. #200, Charlottesville, VA, United States, Virginia

Before and After of Logo



Before and After of Facebook Banner



3.

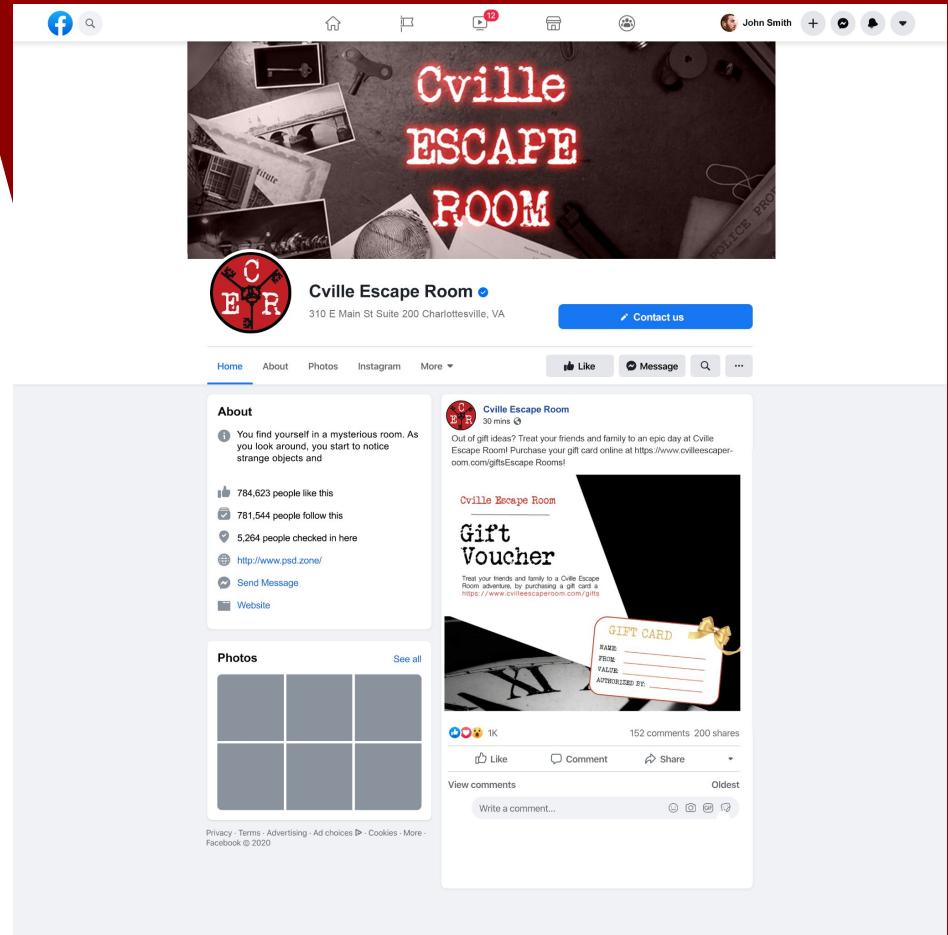
Facebook Posts

Brand Engagement



Desktop Outline Example

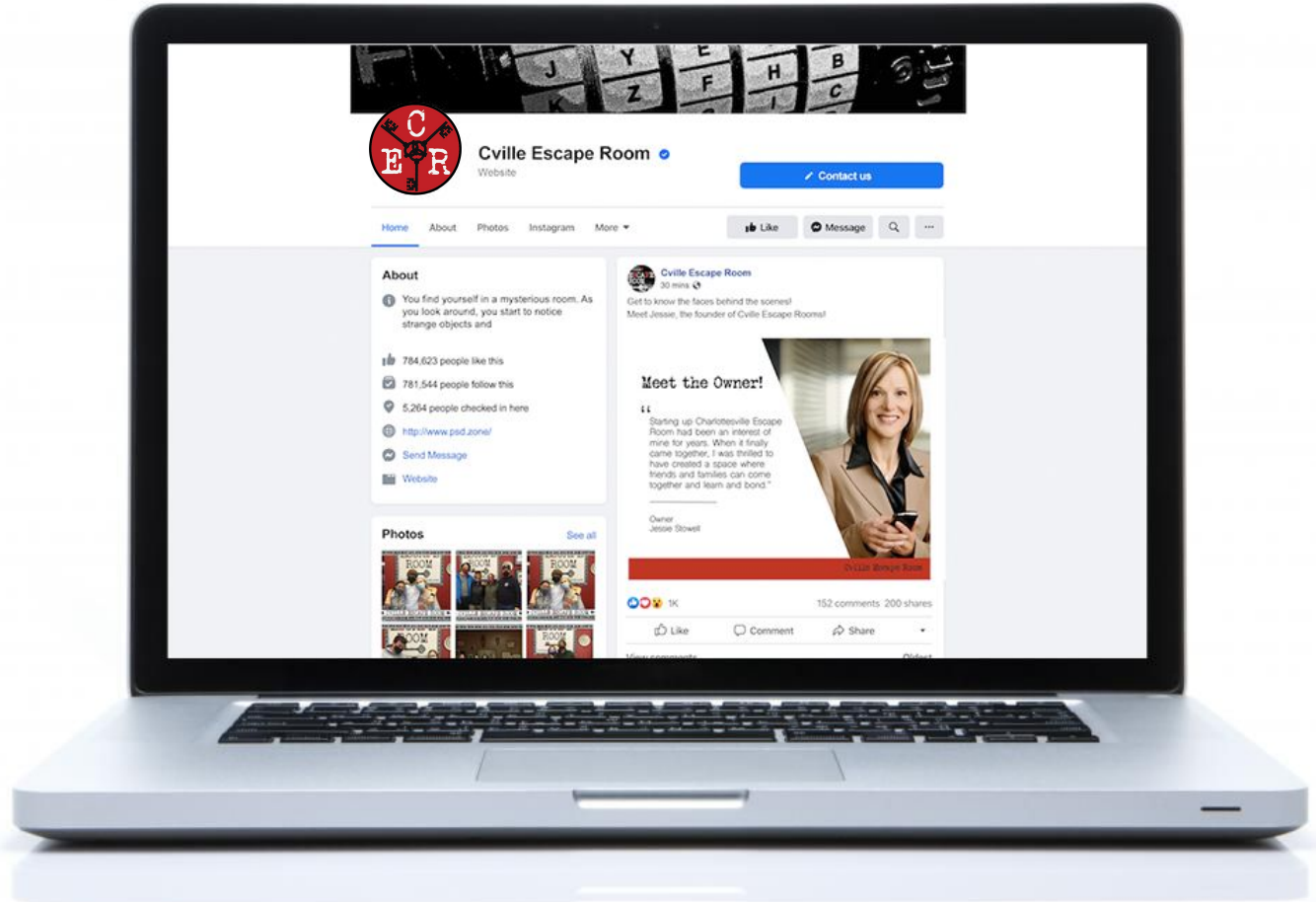
Having a clean layout on the main page helps consumers easily manage information





Desktop Example 1

Making a personal connection with your audience is crucial- it builds community and can boost brand awareness

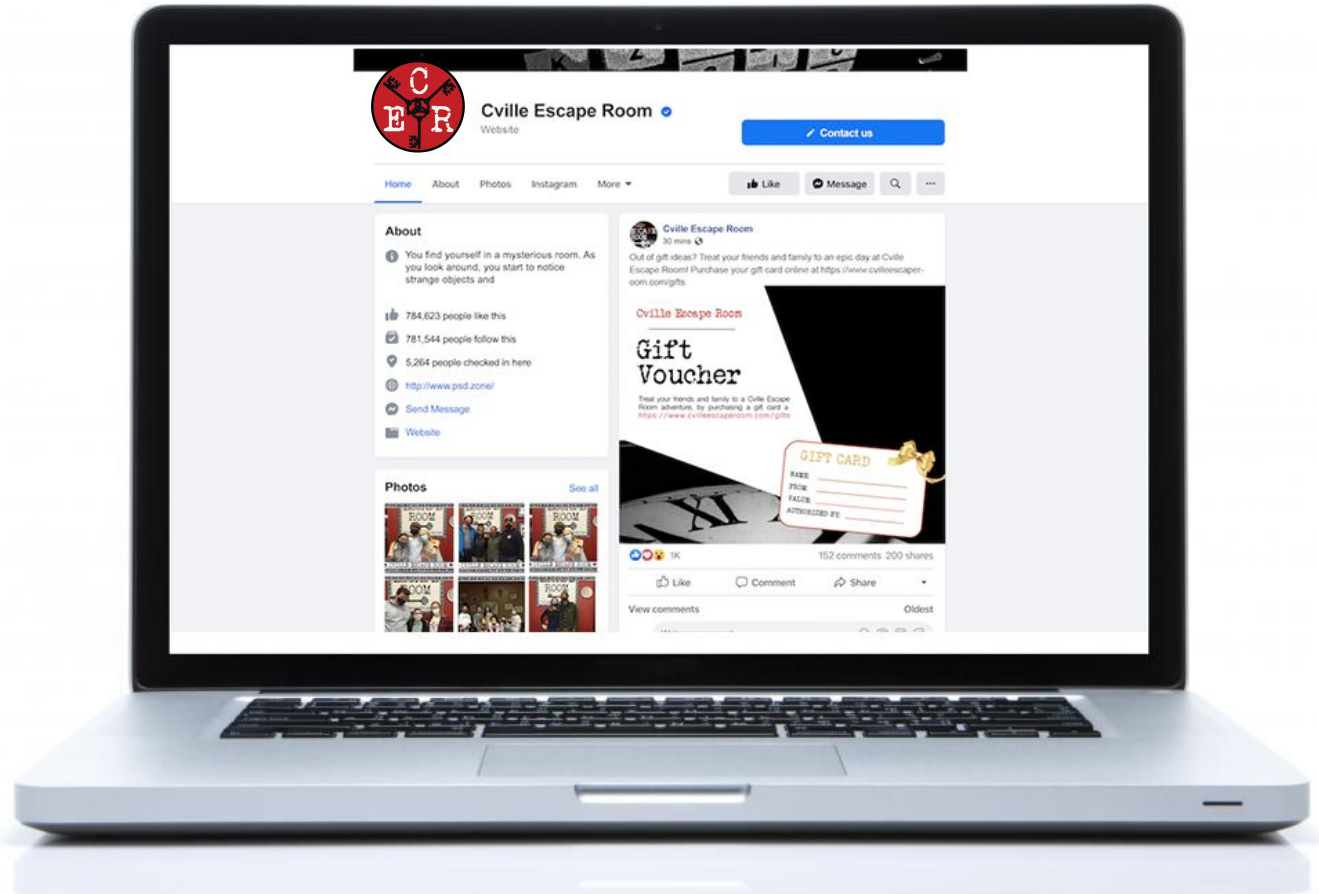


Community Engagement



Desktop Example 2

Highlighting other things that the business can offer, whether that be partnering with business, price deductions or in this case, gift vouchers, can boost business!





MOBILE

Testimonial Tuesday

#TestimonialTuesday
Have the people coming in share their experience to reinforce the consumer loop as well as provide the company with a weekly post



Cville Escape Rooms

Sponsored

Like Page

It's another #TestimonialTuesday! Here's what the Shornberg Family had to say about their time at Cville. Thanks for coming to visit us!



Cville Escape Rooms

Testimonial Tuesday

EXPERIENCE THE FUN

Contact Us



20

39 Comments 46 Shares

Like

Comment

Share



MOBILE Escaper of the month

The opportunity to be on social media pages encourages competition which can fuel increased consumer activity.



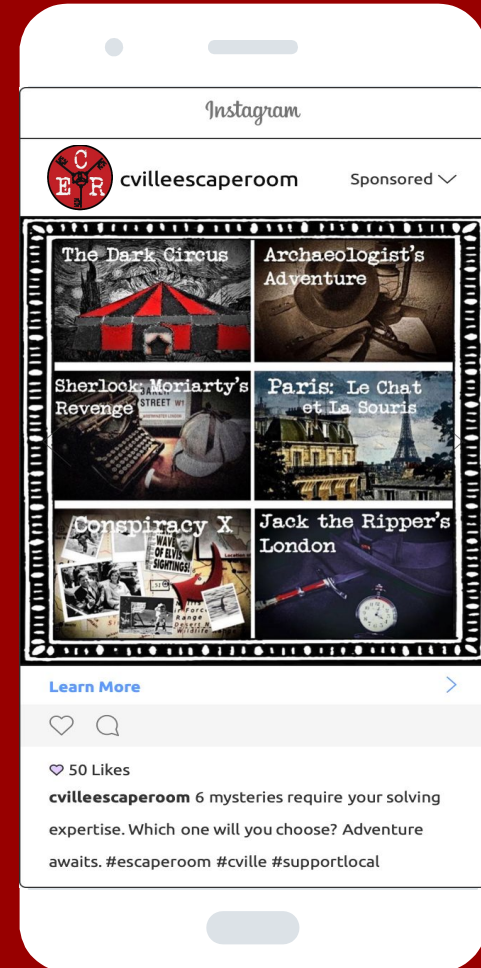


Instagram Posts

Increase Brand Awareness

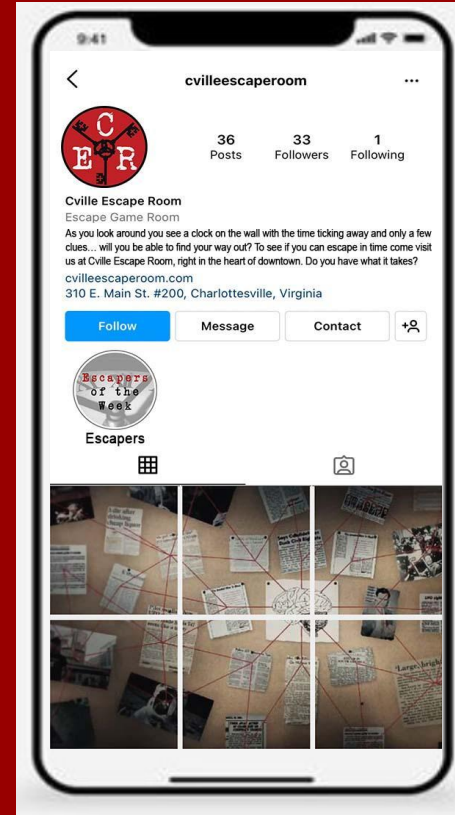
Instagram Post

- ▶ Keywords
- ▶ Infographic
- ▶ Static post
- ▶ Expand brand familiarity



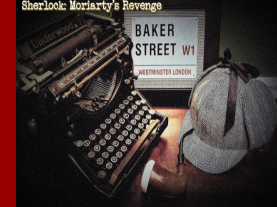
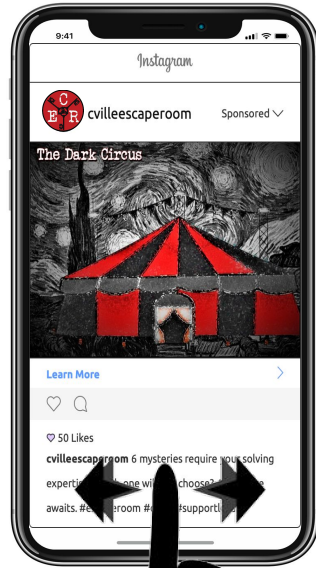
Instagram

Grid Post

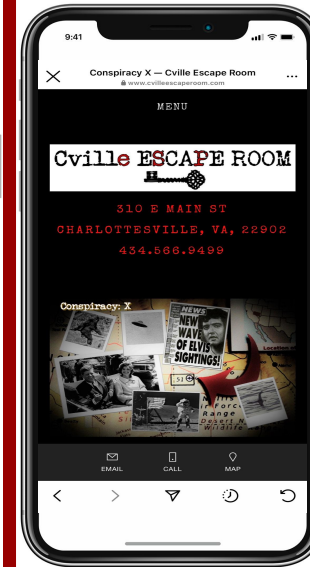
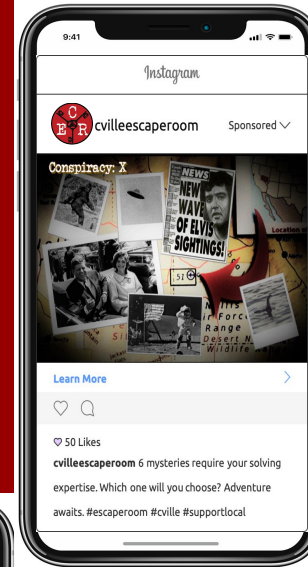
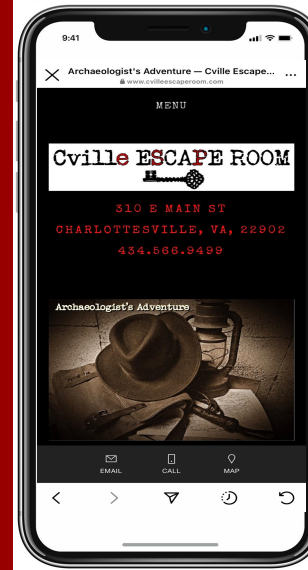
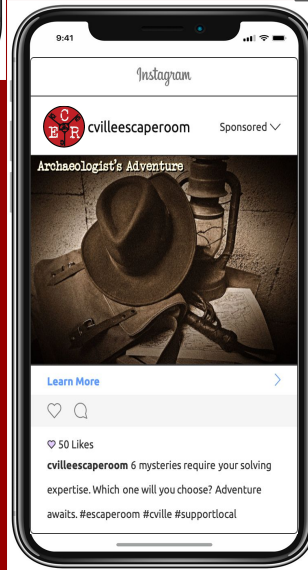
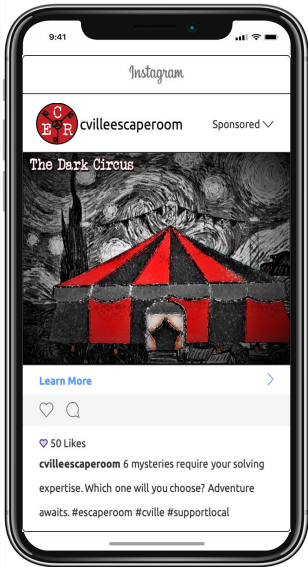


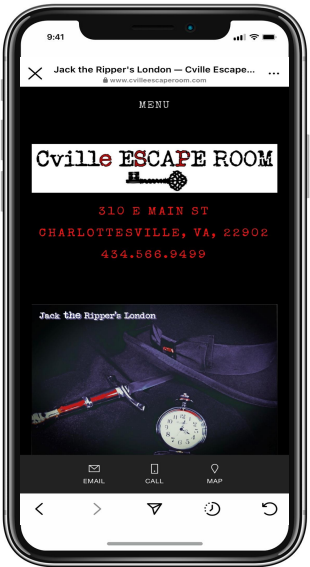
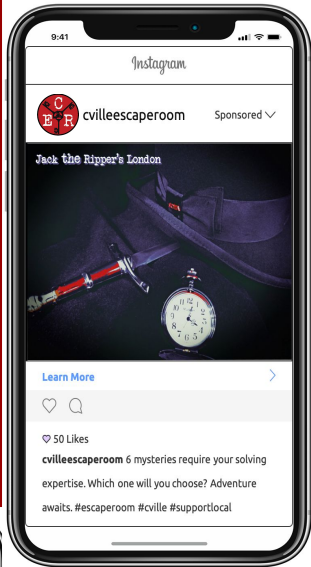
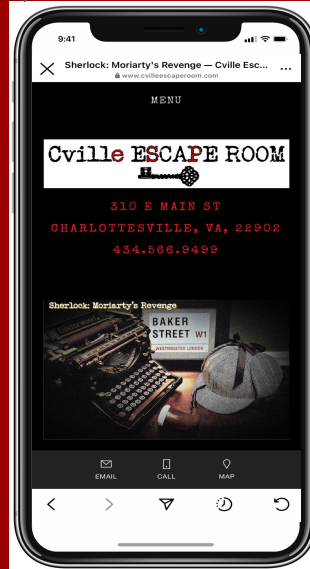
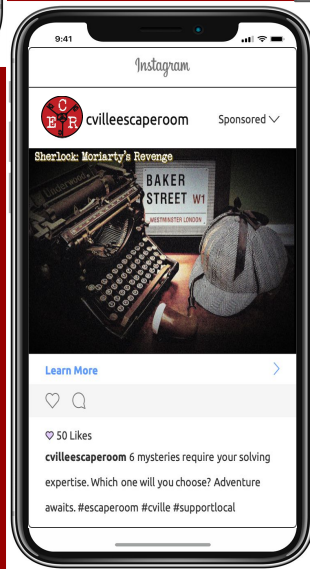
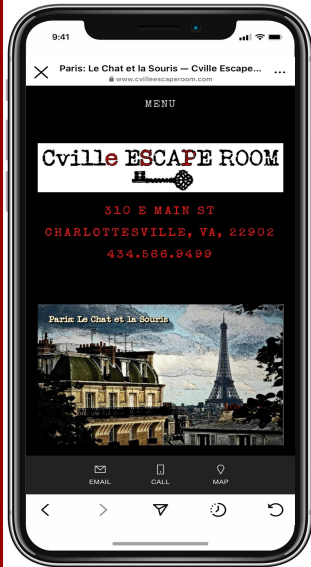
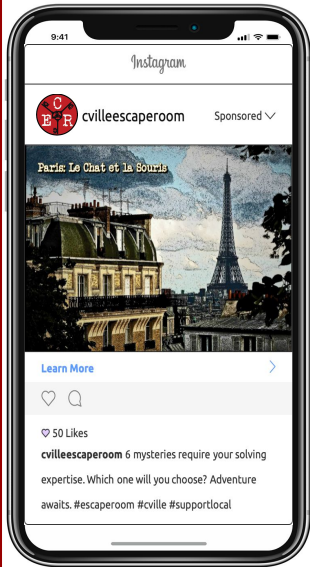
Increase Traffic to Website

Instagram Carousel



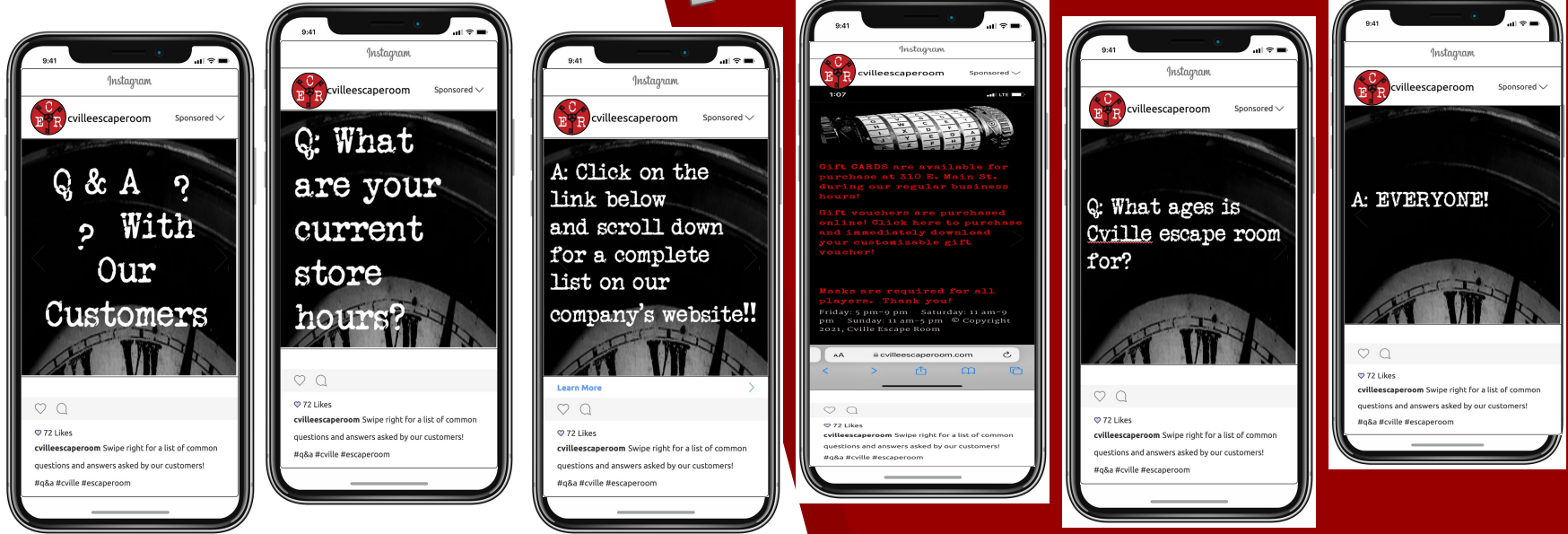
- ▶ 6 posts inside
- ▶ Call-to-action button
- ▶ Links to website





Community Engagement

Instagram Carousel



- ▶ Community Engagement
 - ▷ Q & A for company and customers
- ▶ Previous story post
- ▶ Choice of post
- ▶ Store hours linked to website
- ▶ Will let customers know you are listening

Instagram Story

- ▶ Introducing the “30 Minute Club”
- ▶ Create Stories announcing new members
- ▶ Add all new member stories to the 30 Minute Club highlight on the home page
- ▶ Community Engagement
- ▶ Free marketing

Highlight Icon



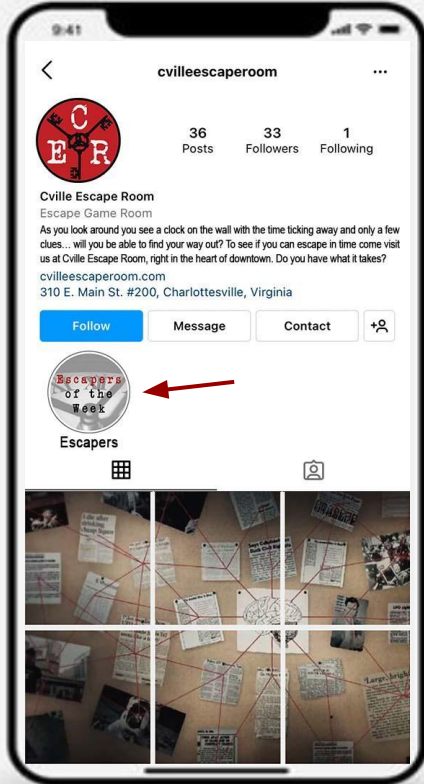
Mobile View



Instagram

Highlight Story

Highlight Story on Cville's
Escape Room Page



Ex: Original User, John
Doe's Post



Repost to Story



Highlight Icon



- ▶ Single place to highlight community
- ▶ Declutter the main feed
- ▶ Repost others' posts
- ▶ Encourage customers to post about the escape room

Brand Engagement

Instagram Story



- ▶ Engage with audience and Charlottesville companies
- ▶ Word Puzzle Wednesday
 - ▷ Different idea each week
- ▶ Customers submit responses
- ▶ Gift card from partnered local business!

THANKS!

Any questions?