

Social Media Campaign Strategy For TaskTie

Executive Summary

The TaskTie project aims to improve TaskTie's visibility and engagement within the project management tool market through a strategic social media campaign. The primary goal is to build strong brand awareness, attract potential customers, and generate sales leads by increasing followers and engagement on Instagram, LinkedIn, and Twitter.

This project targets various professionals including project managers, operations managers, social media managers, marketing managers, coordinators, and freelancers. Each of these roles has specific needs that TaskTie addresses, such as integrated tools for project managers and flexible, scalable tools for freelancers.

The campaign's objectives include gaining an additional 100 followers and achieving a 15% increase in engagement each month. The strategy involves creating diverse and interactive content, such as how-to videos, real-life use cases, FAQs, and motivational quotes, tailored to resonate with the target audience.

By consistently delivering high-quality content, the campaign aims to build a strong community around TaskTie, fostering engagement and trust. This, in turn, is expected to convert followers into paying customers, driving significant growth for TaskTie.

In summary, the TaskTie project focuses on leveraging social media to enhance brand visibility, engage with a broad audience, and achieve measurable growth in followers and customer conversions, thereby supporting the overall business objectives.

Campaign Goals

The goal of this social media campaign is to establish a strong online presence, generate sales leads, and acquire new customers by increasing followers and engagement on social media platforms such as Instagram, LinkedIn, and Twitter. Success will be measured by gaining an additional 100 followers and achieving a 15% increase in engagement each month, this will be tracked every three months through specific activities, including follows, likes, and comments, on these platforms. This goal supports the objective of enhancing TaskTie's visibility through social media.

Metrics

The social media campaign for TaskTie aims to increase online presence, generate sales leads, and acquire new customers by engaging with users on Instagram, LinkedIn, and Twitter. The strategy focuses on creating content that resonates with the target audience, driving visibility, and fostering a strong community.

- **Follower Growth:** Aim to gain an additional 100 followers each month.
- **Engagement Increase:** Achieve a 15% increase in engagement (likes, comments, shares) each month.
- **Tracking Period:** Every three months to monitor the progress.

Target Audience

TaskTie's target audience includes a diverse range of professionals and businesses that benefit from efficient project management tools. The campaign focuses on reaching individuals and organizations globally, including project managers, operations managers, social media managers, marketing coordinators, and freelancers. By understanding their specific needs and challenges, TaskTie aims to provide tailored solutions that enhance productivity and streamline workflows.

A. Demographics

- **Age: 18+**
- **Gender:** Neutral
- **Location:** Global
- **Industry:** Best suited for task and project-based businesses like marketing agencies, IT consultancies, and freelance operations.
- **Business Size:** Scalable (Solo entrepreneurs, small-large sized businesses)

B. Business Operations

- **Business Model:**
 - B2B
 - B2C
 - Hybrid
- **Revenue Generation:**
 - Services
 - Products
 - Subscription
- **Workplace Type:**
 - Remote
 - Hybrid
 - On-Site
- **Current Tools Used:**
 - Trello
 - Asana
 - Notion
 - Microsoft To Do
 - Google Task
- **Budget Range:**
 - \$1000-\$50000 based on business needs and size.

C. Specific Roles, Needs, And How TaskTie Can Help

User Roles:

- **Project Managers:**
 - **Description:** Project managers plan & manage projects from conception to completion, they are in charge of budget and schedule monitoring as well as controlling stakeholder communication and human resources.
 - **Needs:** They need an all-in-one place tool that can help them handle all activities in one platform.
 - **How TaskTie Helps:** TaskTie can help project managers integrate useful tools such as Slack, Trello, Jira, Google Workspace, and QuickBooks in a unified platform. They will also use TaskTie to track the progress of the project and communicate with other project team members.
- **Operation Managers:**
 - **Description:** Operations managers help with day-to-day running within an organization. They manage resources including capital, human, and material.

- **Need:** Operation Managers need tools that will help them manage and control teams in a unified platform.
- **How TaskTie Helps:** Operation managers can integrate tools that help them control and manage day-to-day activities. They would be able to update and track the team's inventory and resource requests.
- **Social Media Managers:**
 - **Description:** Social Media Managers post and manage content across social media platforms for brands and businesses.
 - **Need:** They need a platform that can help them schedule content on social media platforms while they are offline and one they can create a content calendar with.
 - **How TaskTie Helps:** TaskTie provides a unified tool that integrates with social media platforms and posts content automatically using the content created in the calendar feature of the platform.
- **Marketing managers & Coordinator:**
 - **Description:** Marketing managers & coordinators plan, strategize, and manage marketing campaigns to increase sales and brand presence.
 - **Need:** They need an all-in-one platform that automates workflows and integrates CRM, email marketing platforms, and social media platforms.
 - **How TaskTie Helps:** With TaskTie's automation feature, Marketing managers & Coordinator can automate their workflow, in terms of marketing emails, and scheduled content posting. They would be able to track the progress of each campaign and quickly access customer information without logging into CRM.
- **Freelancers:**
 - **Description:** Freelancers typically handle multiple projects or clients simultaneously, requiring superb organization and time management skills to maintain productivity and meet deadlines.
 - **Need:** They need highly flexible, scalable tools to manage various tasks, track time, and maintain communication with clients.
 - **How TaskTie Helps:** TaskTie offers a flexible setup that can be customized to varying project needs, integrates time-tracking, and provides seamless communication functionalities.

VISUAL REPRESENTATION OF PERSONA

Understanding our audience is key to crafting an effective content strategy. Each persona represents a segment of our target audience, highlighting their goals, pain points, and how TaskTie helps. These visual personas help us create tailored content that resonates with our users, ensuring our messaging is relevant and impactful.



SARAH SMITH

DEMOGRAPHICS

AGE	30
GENDER	FEMALE
LOCATION	NEW YORK, USA
OCCUPATION	FREELANCE SOCIAL MEDIA MANAGER
PREFERRED TOOLS	HOOTSUITE, GOOGLE CALENDAR

Bio:

Sarah has been freelancing as a social media manager for the past 5 years. She juggles multiple clients, each with unique needs, and loves the diversity of her work. Her days include creating eye-catching content, analyzing performance metrics, and brainstorming new campaign ideas. Sarah prides herself on her organizational skills and her ability to keep every project on track, no matter how busy things get.

Pain Points:

- Managing various content schedules for different clients.
- Keeping up with client feedback and approvals.
- Ensuring timely delivery of posts and reports.

Goals:

- Streamline the management of multiple social media accounts.
- Enhance collaboration and communication with clients.
- Ensure timely delivery of content and performance reports.

How TaskTie Helps:

- Offers a customizable setup to handle various social media projects.
- Integrates time-tracking and provides a consolidated content calendar.
- Facilitates smooth communication and approval workflows with clients.



DANIEL DEAN

DEMOGRAPHICS

AGE	35
GENDER	MALE
LOCATION	LONDON, UK
OCCUPATION	PROJECT MANAGER
PREFERRED TOOLS	SLACK, TRELLO, JIRA

Bio:

Daniel is a seasoned project manager with over ten years of experience in the tech industry. He has successfully led multiple projects from conception to completion, ensuring they are delivered on time and within budget. John excels at coordinating with various stakeholders, managing resources, and overseeing the entire project lifecycle. His expertise lies in maintaining clear communication channels and adapting to changing project requirements.

Pain Points:

- Coordinating multiple projects and tasks simultaneously.
- Managing communication with diverse stakeholders.
- Ensuring projects stay within budget and on schedule.

Goals:

- Streamline the management of multiple social media accounts.
- Enhance collaboration and communication with clients.
- Ensure timely delivery of content and performance reports.

How TaskTie Helps:

- Integrates useful tools such as Slack, Trello, Jira, Google Workspace, and QuickBooks in a unified platform.
- Allows project managers to track project progress in real time.
- Facilitates seamless communication and collaboration among project team members.



ALEX TAYLOR

DEMOGRAPHICS

AGE	25
GENDER	NON-BINARY
LOCATION	GLOBAL
OCCUPATION	MARKETING COORDINATOR
PREFERRED TOOLS	HUBSPOT, HOOITSUITE, SALESFORCE

Bio:

Alex Taylor is a marketing coordinator who excels at planning and managing marketing campaigns to boost sales and brand presence. Alex coordinates marketing activities, from content creation to performance tracking, working closely with various teams. With a focus on automation and integration, Alex aims to optimize workflows and enhance marketing strategies.

Pain Points:

- Managing multiple marketing campaigns simultaneously.
- Coordinating with different teams and stakeholders.
- Ensuring timely execution of marketing strategies and tracking their performance.

Goals:

- Streamline marketing workflows.
- Enhance team collaboration and communication.
- Increase the efficiency and impact of marketing campaigns.

How TaskTie Helps:

- Automates workflows, including marketing emails and scheduled content posting.
- Integrates with CRM, email marketing platforms, and social media platforms in one unified platform.
- Tracks the progress of each campaign and provides quick access to customer information without needing to log into multiple systems.



MEI CHEN

DEMOGRAPHICS

AGE	40
GENDER	FEMALE
LOCATION	SINGAPORE
OCCUPATION	IT CONSULTANT
PREFERRED TOOLS	TRELLO, SLACK, MICROSOFT TEAMS

Bio:

Mei Chen is an IT consultant based in Singapore who specializes in providing tech solutions for businesses. With extensive experience in systems integration and process automation, Mei helps companies optimize their IT infrastructure. She works on multiple projects, ensuring that each one is completed efficiently and meets the clients' needs. Mei values tools that enhance collaboration and streamline her workflow, enabling her to deliver high-quality results.

Pain Points:


- Managing diverse IT projects simultaneously.
- Ensuring effective communication with clients and team members.
- Keeping up with rapidly changing technology and client requirements.

Goals:

- Streamline project management processes.
- Improve collaboration and communication with clients and teams.
- Stay updated with the latest technological advancements.

How TaskTie Helps:

- Integrates various tools like Trello, Slack, Microsoft Teams, and Google Workspace in one platform.
- Offers real-time communication and collaboration features.
- Provides tools to track project progress and manage client requirements efficiently.



AMAKA OBI

DEMOGRAPHICS

AGE	29
GENDER	FEMALE
LOCATION	LAGOS, NIGERIA
OCCUPATION	OPERATIONS MANAGER
PREFERRED TOOLS	MICROSOFT TEAMS, ASANA, GOOGLE WORKSPACE

Bio:
Amaka Obi is an operations manager working in Lagos, Nigeria. She is responsible for overseeing the day-to-day operations of her company, ensuring everything runs smoothly and efficiently. Amaka excels at coordinating between departments, managing resources, and optimizing processes to improve overall performance. Her role requires meticulous attention to detail, excellent communication skills, and the ability to manage multiple tasks simultaneously.

Pain Points:

- Coordinating between different departments and teams.
- Managing resources efficiently and effectively.
- Keeping track of various operational processes and ensuring they are streamlined.

Goals:

- Streamline operations and improve process efficiency.
- Enhance communication and collaboration across teams.
- Ensure optimal resource management and utilization.

How TaskTie Helps:

- Provides a unified platform for managing operations and team coordination.
- Integrates with Microsoft Teams, Asana, and Google Workspace.
- Offers features for tracking operational processes and managing resources efficiently.



MATEO RIVERA

DEMOGRAPHICS

AGE	20
GENDER	MALE
LOCATION	MEXICO
OCCUPATION	JUNIOR SOFTWARE DEVELOPER
PREFERRED TOOLS	GITHUB, VISUAL STUDIO, SLACK, TRELLO

Bio:
Mateo Rivera is a junior software developer based in Mexico City, Mexico. Recently graduated, Mateo is eager to apply his coding skills in a professional environment. He is currently working at a tech startup, contributing to various software development projects. Mateo is passionate about learning and growing in his role, seeking tools that can help him manage tasks efficiently and collaborate effectively with his team.

Pain Points:

- Managing and prioritizing multiple tasks and projects.
- Learning new technologies and methodologies quickly.
- Collaborating with senior developers and team members.

Goals:

- Improve task management and organization.
- Enhance learning and development in software technologies.
- Foster better collaboration and communication with the team.

How TaskTie Helps:

- Provides a unified platform for managing and prioritizing development tasks.
- Integrates learning resources alongside project management tools.
- Facilitates seamless communication and collaboration with team members through integrated features.

These personas guide our content creation, ensuring that we address the specific needs and challenges of our diverse audience segments. By understanding who our users are, we can tailor our messaging to be more relevant and engaging, driving better results for TaskTie.

CONTENT STRATEGY

This content strategy is designed to enhance TaskTie's online presence, generate sales leads, and acquire new customers by increasing followers and engagement on Instagram, LinkedIn, and Twitter. By implementing a well-structured and targeted approach, we aim to effectively showcase TaskTie's capabilities and foster a strong community around productivity and project management.

Our content strategy focuses on delivering value through a variety of content types that cater to the needs and interests of our target audience. We aim to create a balanced mix of motivational, educational, and interactive content that not only highlights TaskTie's features but also engages users in meaningful ways. By addressing common questions, providing actionable tips, and showcasing real-life use cases, we strive to build trust and establish TaskTie as a go-to project management tool for freelancers and remote teams.

Instagram

Monday:

- **Weekly Motivational Quote** - Inspiring quote that resonates with Tasktie's audience.

Tuesday, Wednesday, Thursday:

- **How To Videos** - Instructional videos that demonstrate how to use Tasktie effectively.
- **FAQs** - Addressing common questions and concerns from TaskTie's audience to provide clarity and build trust.
- **Use Case** - Real-life scenarios where Tasktie can solve common project management challenges.

Friday:

- **Polls/Semi-Formal Memes** - Interactive polls or light-hearted memes related to project management.

Additional:

- **Quick Tip (Tuesday, Wednesday, Thursday)** - Quick and actionable tips to help users maximize their productivity with Tasktie.
- **Promo/Discount (When available)** - Special offers or discounts to incentivize conversions.
- **Engagement Post**- Productivity-related Polls and Pose Question

LinkedIn

Monday:

- **Weekly Motivational Quote** - Inspiring quote that resonates with Tasktie's audience.

Tuesday, Wednesday, Thursday:

- **FAQ** - Addressing common questions and concerns from TaskTie's audience to provide clarity and build trust.
- **Quick Tip** - Quick and actionable tips to help users maximize their productivity with Tasktie.
- **Use Case** - Real-life scenarios where Tasktie can solve common project management challenges.

Friday:

- **Formal Meme** - Light-hearted meme related to project management or workplace humor.

Additional

- **Engagement Post**- Productivity-related Polls and Pose Question

Twitter

Monday:

- **Weekly Motivational Quote** - Inspiring quote that resonates with Tasktie's audience.

Tuesday, Wednesday, Thursday:

- **FAQ** - Common questions and concerns from TaskTie's audience to provide clarity and build trust.
- **Quick Tip** - Quick and actionable tips to help users maximize their productivity with Tasktie.
- **Educational Content**- Valuable Information on Productivity

Friday:

- **Fun product-related tweet** - Playful or humorous tweet related to Tasktie to end the week on a lighter note.

Additional:

1. **Repost product-related tweets** - Relevant content from other users highlighting Tasktie's features or benefits.
2. **Engagement Post- Productivity**- Related Polls and Pose Question.

SOCIAL MEDIA CALENDAR

Our Social Media Content Calendar for TaskTie ensures a consistent and engaging presence across Instagram, LinkedIn, and Twitter. Designed to cater to each platform's unique characteristics, the calendar delivers value through motivational, educational, and interactive content. We highlight TaskTie's features, address user questions, and showcase real-life use cases to build trust and engagement.

The calendar includes how-to videos, FAQs, motivational quotes, use cases, quick tips, and interactive posts like polls and memes. By strategically planning our posts, we keep our messaging timely and relevant, driving follower growth and engagement.

Each day has a specific focus, maintaining a steady flow of content for our diverse audience, including freelancers, project managers, social media managers, marketing coordinators, and operations managers. This structured approach helps us achieve campaign goals, enhance TaskTie's visibility, and support growth objectives.

Social Media Calendar

CONCLUSION

The social media campaign strategy for TaskTie aims to establish a strong online presence, generate sales leads, and acquire new customers by increasing followers and engagement on Instagram, LinkedIn, and Twitter. Through a balanced mix of motivational, educational, and interactive content, we aim to highlight TaskTie's features and address user needs effectively.

This campaign focuses on understanding the unique characteristics of each platform and tailoring our content to resonate with our target audience. By strategically planning our posts, we ensure that our messaging remains timely, relevant, and impactful, ultimately driving follower growth and engagement metrics.

The structured approach of our content calendar, with specific focuses for each day, allows us to maintain a steady flow of content that appeals to freelancers, project managers, social media managers, marketing coordinators, and operations managers. This helps us achieve our campaign goals, enhance TaskTie's visibility, and support our growth objectives.

In conclusion, this comprehensive social media strategy is designed to build trust, foster a strong community, and position TaskTie as a go-to project management tool for businesses and professionals worldwide. By continuously engaging with our audience and adapting to their needs, we can ensure sustained growth and long-term success for TaskTie.