

**Client:** Spanish Immersion Workshop

**Date: 2.24.20**

*Facebook/Instagram - Social Media Marketing Plans*

**Goals:**

* Increase class enrollments
* Gain New Business
* Grow following on Instagram and Facebook
* Grow engagement on each social platform
* Establish loyalty and relationship with new clients
* Educate followers on what SIW offers and position as experts

**Execution on social:**

* Post 3 times a week using the same content on Instagram and Facebook
* Create monthly social media calendar outlining the posts for the month
* Promote classes – each month we will focus on a different program to highlight more than other
* Promote free demo aspect of classes in sync with testimonial/reviews
* Inspirational quotes about language/bilingual ability
* Include bilingual language to posts as a way to add a voice of a thought leader in the sector – For example: “It’s never too early to learn 2 languages! For the mothers with toddlers, come join us for a mommy and me class at SIW! Aprender Español

con nostoros hoy!”

* Utilize testimonials as content by producing images of the quote
* Share facts about being bilingual and the benefits of being bilingual – “Did you know…?”
* Use videos/images of kids in class as key content
* Boost posts with advertising budget that are performing well organically
* Promote sharing of posts to extend reach
* Utilize hashtags specific to SIW to gain new followers and extend reach on Instagram
* Create personalized hashtag - #SpanishIW, #ImmersionWorkshopLI, etc.
* Respond/like/engage with followers and comments
* Balance between Call to Actions (sign up for class, learn more today, etc) in posts – we do not want to spam our followers and provide engaging content

**Recommendation:**

* 2 boosted posts a month
* Additional $100 will be needed in media spend for boosted posts

**Services:**

* Summer Programs
* Camps
* Mommy and Me Classes
* Chiquitos Spanish Program
* Partial Separation Program
* Full-Immersion Preschool Program
* Chicos Spanish Program
* Super Chicos Spanish Program
* Spanish Literacy Program

**Hashtags:**

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| **Hashtag** | **# of Posts** |
| #spanish | 5 M |
| #spanishlessons | 78.8K |
| #learnspanish | 257K |
| #spanishlanguage | 75.7K |
| #spanishteacher | 124K |
| #spanishclasses | 28.7K |
| #studyspanish | 45K |
| #aprenderespanol | 92.9K |
| #spanishwords | 23.5K |
| #espanol | 1.7M |
| #bilingual | 549K |
| #multilingual | 128K |
| #bilingualeducation | 70.8K |
| #bilingualkids | 122K |
| #preschoolactivities | 369K |
| #learninglanguages | 79.8K |
| #bilingualteacher | 30.7K |
| #bilingualbaby | 39.7K |
| #bilingualism | 26.6K |
| #bilingue | 144K |
| #longisland | 6.3m |
| #longislandlife | 118k |
| #longislandny | 215k |
| #spanishworkshop | 100+ |
| #languages | 717K |
| #languagelover | 74.2K |
| #languageschool | 219K |
| #languagecourse | 35K |
| #longislandevents | 35.5k |
| #longislandliving | 45.8k |
| #longislandbusiness | 27.8k |
| #languagecenter | 30.9K |
| #languagecamp | 5000+ |