

Social Media Strategy

Cosmic Event Rentals

“Add a little magic to your moments”



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1. Executive Summary

Bringing Events to Life, One Post at a Time

Objective

This social media strategy aims to enhance brand awareness, increase bookings, and improve customer engagement for Cosmic Event Rentals' business. Currently, the company's Instagram lacks a cohesive aesthetic, engagement strategies, and a consistent posting schedule, limiting its ability to attract potential customers, showcase products, and engage with customers. The plan outlined below aims to improve the company's social media presence.

Overview

This overview outlines Cosmic Event Rentals need for a social media strategy, anticipated results, budget, and expected timeline.

Problem

Cosmic Event Rentals faces challenges that this social media strategy can address:

- **Brand Awareness:** Limited recognition outside the local area.
- **Customer Engagement:** Through Instagram there is little interaction with potential and existing clients.
- **Lacks a Cohesive Aesthetic:** Content is inconsistent, with no clear branding or aesthetic.
- **Lacks a Consistent Posting Schedule:** The last post was on January 11, 2024

Results

Enforcing this social media strategy will:

- Increase Brand Awareness
- Boost Engagement
- Generate Bookings
- Improve Professionalism

Budget/Resources

Total Budget: Currently, Cosmic Event Rentals operates with a zero-dollar marketing budget; however, the strategy does outline a potential budget if the company plans to incorporate one.

Resources Required: Canva Pro, Content Scheduler, Hashtag or Influencer Tools

Timeline

- **Implementation Period:** 12 months



- **Milestones:**
 - **3 Months:** Boost Engagement
 - **6 Months:** Increase Following
 - **9 Months:** Generate More Bookings

2. Goals and Objectives

Aligning Vision with Impact

Smart goals help ensure that the company's objectives are attainable within a certain time frame. SMART goals stands for Specific, Measurable, Achievable, Relevant and Time-Bound. (See Table 1)

SMART Goals

Goal	Details	Timeline
Boost Engagement	Increase engagement rates by 10% through interactive content, responding to comments, and sharing customer feedback	Within 3 months
Improve Brand Awareness	Increase following by 20%	Within 6 months
Generate More Bookings	Use social media platform to increase bookings by 10%	Within 9 months

Table 1: SMART Goals for ensuring attainability. (See Reference #14)

Key Performance Indicators (KPIs)

KPIs are metrics that track progress towards specific goals. Providing a set of meaningful measures used to gauge or compare performance when completing this social media strategy. (See Table 2)

KPI	Metrics
Follower Growth	Track progress on the number of followers across social media platforms
Engagement Rate	Calculate likes, comments, and shares on posts to determine interaction levels
Conversion Rate	Track the percentage of users who completed a purchase

Table 2: Key Performance Indicators for tracking progress. (See Reference #15)



3. Target Audience

Creating for the Dreamers and the Doers

Using data collected from Cosmic Cafes Instagram insights the following charts were created to present the company's current audience, specifically examining age and gender. Using this data the company's target audience can be identified. (See Figures 1 & 2)

Top Age Ranges

Audience Age

Based of 626 Monthly Views

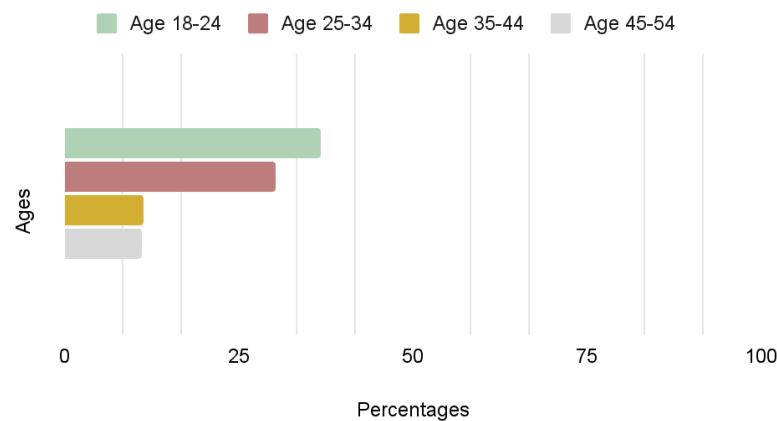


Figure 1: Audience Age created by Olivia Reed using Google Sheets from Cosmic Cafe Instagram insights.

Audience Gender

Based of 626 Monthly Views

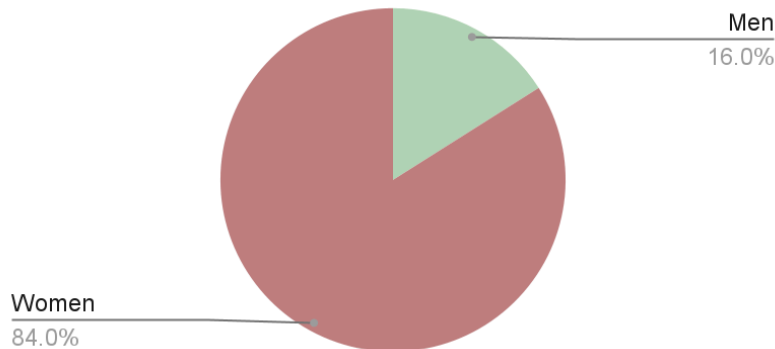


Figure 2: Audience Gender created by Olivia Reed using Google Sheets from Cosmic Cafe Instagram insights.



Demographics

Attributes	Details
Age	18-34
Gender	Mostly female
Location	Urban and suburban areas
Income	Middle to upper middle class
Education	College-educated
Occupation	Event planners, professionals, brides, hospitality industry workers

Table 3: Target Audience Demographics for Cosmic Event Rentals. (See Reference #13)

Psychographics

Attribute	Details
Interest	Aesthetic event experiences, vintage and coffee culture, themed parties
Value	Memorable experiences, aesthetics
Lifestyle	Socially active, enjoys hosting events, frequently attends social functions, corporate gatherings, etc
Personality Trait	Creative, accommodating, trendy, experience-driven
Buying Behavior	Influenced by social media, reviews and aesthetics, willing to invest in elements to improve their gatherings

Table 4: Target Audience Psychographics for Cosmic Event Rentals. (See Reference #16)

Pain Points

- Difficulty finding reliable services
- High stress associated with event planning and time constraints
- Limited customization options

4. Competitive Analysis

Shining Among the Stars

Competitor Overview

- Key Competitors:



- **#1 Kineo Coffee Co (Orlando FL)**
- **#2 Piccolo Coffee (Winter Garden)**
- **#3 Latte Orlando (Dr. Phillips FL)**

SWOT Analysis

Strength	Weakness	Opportunity	Threat
#1 Served big companies. Actively pursuing clientele growth	Smaller social media presence. Website too cluttered/not well designed. Difficult to navigate and too much reading.	Potential to receive word-of-mouth from big companies they served.	Loyalty from larger corporations to re-book them.
#2 Audience is Community focused. Excels in community-oriented events. Has a physical location. Diverse service fleet.	Website design is not aligned well.	Strong social media following. Physical location in Winter Garden establishes brand presence.	Customer loyalty in the Winter Garden area and has a stronghold to be chosen to cater for local events.
#3 Niche, European-approach to coffee. Main branch in Boston MA.	Single mobile bar. Weak social media presence and management. No hashtags or algorithm strategies.	Pioneering a niche experience to grow themselves into a mainstream staple name. (Example: Foxtail Coffee made their brand a staple name in Central FL with their cold brew coffees)	Potential growth from the niche experience of European Coffee.

Table 5: SWOT Analysis: An analysis on the Strengths, Weaknesses, Opportunities and Threats of local competition. (See Reference #19)

Benchmarking

- Compare follower counts, engagement rates, and content strategies with top competitors



5. Advertising Strategy

Reaching New Eyes Without Losing Identity

An advertising strategy is a structured approach to promoting a brand's products or services to the right audience. It involves setting clear objectives, defining a target market, selecting the most effective ad formats, and optimizing budget allocation to maximize reach and engagement. A well-crafted strategy ensures that advertising efforts align with brand identity and business goals while delivering measurable results. (See Table 6)

Ad Aspect	Details
Ad Objective	Increase brand visibility, highlight rental offerings, and drive traffic to booking pages. Position Cosmic Event Rentals as the go-to rental service for weddings, corporate events, and special celebrations.
Budget Allocation	While there is no intent to work with paid advertising at the moment, we will outline a potential strategy should the company decide to allocate a budget. Suggested allocation: <ul style="list-style-type: none">• 50% towards Instagram and Facebook carousel ads showcasing services.• 30% towards video ads demonstrating customer experiences and event setups.• 20% towards sponsored posts and retargeting campaigns.
Targeting	<ul style="list-style-type: none">• Demographics: Women aged 20-35, engaged couples, corporate event planners, birthday/anniversary party hosts.• Interests: Wedding planning, event coordination, luxury event rentals, coffee culture, photography, corporate hospitality.• Location: Targeting areas with high wedding and corporate event demand.
Ad Formats	<ul style="list-style-type: none">• Carousel Ads: Featuring different rental offerings (espresso bars, photo booths, light-up letters) in a single ad.• Video Ads: Showcasing real customer testimonials, behind-the-scenes setups, and event transformations.• Sponsored Posts: Promoting high-performing organic content to reach a broader audience.

Table 6: Advertising Strategy for event promotions (See Reference #12)



A strong advertising strategy ensures Cosmic Event Rentals captures attention while staying true to its brand identity. This section outlines how targeted ad campaigns can enhance visibility, attract ideal clients, and drive bookings—even without an immediate paid advertising budget—by leveraging potential ad formats, audience insights, and strategic budget allocation.

6. Platform Strategy

Focused Presence, Elevated Performance

A platform strategy defines how a brand utilizes different social media channels to achieve its marketing goals. By tailoring content and engagement tactics to each platform’s unique strengths, Cosmic Event Rentals can enhance visibility, build relationships with their audience, and drive meaningful interactions. A well-executed platform strategy ensures consistency while maximizing the impact of social media efforts. (See Table 7)

Platform	Goals	Tactics
Facebook	Increase engagement, drive inquiries, and maintain a strong online presence.	<ul style="list-style-type: none">Regular Posting Schedule: Share posts 3-4 times per week, including product highlights, customer stories, and upcoming events.Live Events: Host live Q&A sessions, behind-the-scenes event setups, and product showcases.Targeted Content: Share informative posts tailored to wedding planners and corporate event organizers.Event Listings: Create Facebook Events for major promotions and partnerships.
Instagram	Increase brand awareness and showcase rental offerings through engaging visual content.	<ul style="list-style-type: none">High-Quality Visuals: Post professional images of rental products in use at actual events.



		<ul style="list-style-type: none"> • Reels & Stories: Quick event highlights, rental setup tutorials, and customer testimonials. • User-Generated Content: Reposting tagged customer photos and videos to build community credibility. • Hashtag Strategy: Implement niche hashtags (e.g., #WeddingRentals, #CorporateEvents, #EventDecor) to enhance discoverability. • Call-to-Action (CTA): Every post should have a clear CTA, like “Book Your Event Today” or “DM for Inquiries.”
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Table 7: Platform Strategy for engagement tactics. (See Reference #11)

An effective platform strategy ensures Cosmic Event Rentals maximizes its impact on social media by leveraging the strengths of each platform. This section details how a targeted approach on Facebook and Instagram will drive engagement, showcase rental offerings, and connect with ideal clients through strategic content, interactive features, and community-building efforts.

7. Posting Schedule

From Scrolls to Conversations

Platform	Frequency	Timing
Instagram Posts	Minimum 2 posts a week, up to 4 posts a week.	Post Window: 10am-3pm Monday/Friday
Stories	One to Four stories a day; up to 4x a week (4 to 16 stories a week)	8am-9pm, 12-2pm, 7pm-9pm Go live during events if the client permits.

Table 8: Posting Schedule strategy for Instagram Posts and Stories (See Reference #17 and #18)



Notes: Most Social Media engagement is between 10am-3pm weekdays. Stories can be posted -more frequently with very “eye-catching” content to remind and keep engagement of followers. However, it should be done mindfully as too many posts can cause annoyance. (See Reference #17)

8. Content Strategy

Protecting the Brand in Every Moment

The content strategy is a purposeful plan for creating, publishing, and managing content that aligns with brand goals and audience needs. The purpose is to ensure consistency, build trust, and drive engagement by delivering the right message to the right people at the right time. (See References #5 & #6)

To support Cosmic Event Rentals’ goals of increasing brand awareness, bookings, and professional appeal, the content strategy focuses on high-quality visuals, engaging storytelling, and consistent posting. This strategy will prioritize Instagram as the primary platform, with potential for cross-posting to Facebook.

Content Themes

Themes bring consistency and aesthetic cohesion. Each pillar will rotate through these themes. (See Table 9)

Theme	Details
Vintage Glamour	Capture the timeless charm of marquee letters and photo booths
Coffee Culture	Center around espresso bar visuals, latte art, and setups
Celebration Moments	Show people enjoying the experience—weddings, birthdays, etc.
Professional & Polished	Cater to corporate audiences with clean, minimal styling
Local Love	Spotlight Melbourne, FL venues or partner vendors

Table 9: Content theme ideas for consistency and cohesion.

Content Types

A content type refers to the specific format or medium used to deliver a message on social media, such as a photo, video, story, or carousel. Each type serves a unique purpose in



engaging the audience, showcasing products, or telling a brand's story in different ways. (See Table 10)

Content Type	Details
Photo Posts	High-res product photos, styled shoots, and events
Carousels	Before/after setups, step-by-step event builds, or product highlights
Reels/Short Videos	Quick montages, event transformations, behind-the-scenes clips
Stories	Polls, countdowns, client shoutouts, real-time updates
Highlights	Archive best content by category (Photo Booths, Letters, Coffee Bars, Reviews, Events)

Table 10: Content type for social media deliveries.

Content Pillars

Content pillars are core categories that guide all content creation to ensure alignment with brand goals and audience interests. (See Figure 3)

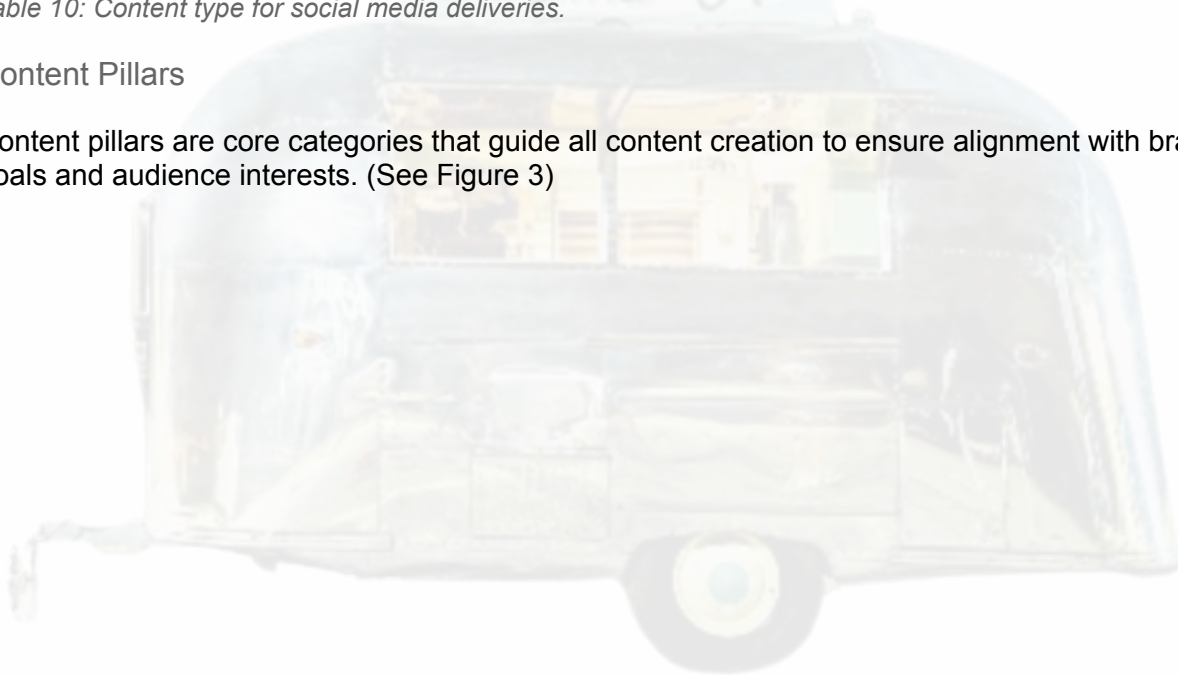




Figure 3: Content Pillars infographic that will structure Cosmic Event Rentals' Instagram presence. This graphic was created by Mariah Martin using Canva.

Content Calendar

- Weekly planning for consistent posting (See Table 11)



- Monthly themes aligning with market trends and seasonal events (see Table 12)

Day	Content Type	Focus
Monday	Static Post	Product Highlight (Photo Booth or Letters)
Tuesday	Story + Poll	Audience Engagement or Tip
Wednesday	Reel	Espresso Bar Setup / Event Montage
Thursday	Carousel	Client Testimonial or Styled Shoot Recap
Friday	Story + UGC	Share tagged post or customer quote
Saturday	Static or Reel	Venue Highlight / “Book This Look” Feature
Sunday	Behind the Scenes	Team moment or casual brand insight

Table 11: Content Calendar for Weekly posting on Instagram.

Note: This calendar is flexible and can be scaled up or down depending on capacity and analytics performance.

Month	Theme	Focus Areas
January	New Year, New Vibes	Trend forecasts, vision board posts, 2024 event inspo
February	Love in Lights	Romantic setups, Valentine’s Day features, couple spotlights
March	Spring into Style	Outdoor events, spring weddings, florals, picnic aesthetics
April	Behind the Booth	Showcase the photo booth experience, behind-the-scenes moments
May	Brew & Bloom	Espresso bar setups, springtime weddings, floral branding elements
June	Modern Romance	Summer weddings, modern décor trends, marquee letters in use
July	Celebrate Big	Birthday/celebration setups, patriotic vibes, UGC-driven moments
August	Event Pro Ready	Corporate event setups, clean branding, polished staging



September	Golden Hour Events	Sunset lighting, cozy setups, venue partnerships
October	Vintage After Dark	Halloween events, moody lighting, unique setups at night
November	Gratitude & Gatherings	Client features, testimonials, family-style events
December	Cosmic Holiday Magic	Festive rentals, holiday party features, year-in-review content

Table 12: Content Calendar for Monthly posting on Instagram.

Each theme will influence color grading, captions, and post scheduling for cohesion and storytelling. For example, February posts may use romantic tones, heart emojis, and focus on couples, while August focuses on clean visuals, formal captions, and B2B language.

9. Engagement Strategy

Consistency is the New Currency

An engagement strategy focuses on creating meaningful interactions between a brand and its audience. By responding to comments, encouraging user participation, and collaborating with influencers, Cosmic Event Rentals can cultivate a loyal community and strengthen its online presence. A well-planned engagement strategy turns followers into brand advocates, driving long-term relationships and increased visibility. (See Table 13)

Engagement Tactics	Details
Community management	<p>Respond to comments, messages, and likes within 24 hours to foster a strong relationship with followers:</p> <ul style="list-style-type: none">• Encourage discussions by asking engaging questions related to events (e.g., “What’s your dream wedding setup?”)• Feature customer feedback and reviews on posts to enhance trust



User-generated Content	Encourage customers to tag Cosmic Event Rentals in their event photos: <ul style="list-style-type: none">• Run contests, such as “Best Event Setup,” where followers submit their event photos featuring Cosmic rentals• Offer small incentives (discounts or free add-ons) for customers who share their event experiences on social media
Influencer & Public Figure Collaboration	Partner with local event planners, wedding influencers, and lifestyle bloggers to amplify reach: <ul style="list-style-type: none">• Provide influencers with rental items in exchange for event coverage on their platforms• Host joint giveaways with local businesses to expand audience reach

Table 13: Engagement Tactics (See Reference #10)

A strong social media presence isn’t just about posting—it’s about building genuine connections. This engagement strategy ensures Cosmic Event Rentals fosters a loyal community by actively interacting with followers, showcasing user-generated content, and leveraging influencer partnerships to enhance brand visibility and trust.

10. Crisis Management Plan

Crafting Content That Captivates

A crisis management plan helps businesses prepare for and respond to unexpected challenges that could impact their reputation or operations. By identifying potential risks, establishing clear response protocols, and maintaining transparent communication, Cosmic Event Rentals can mitigate damage and uphold customer trust. A well-structured plan ensures that crises are handled swiftly and professionally, minimizing disruptions to business operations. (See Table 14)



Strategy	Details
Risk Management	<p>Identify potential risks such as negative customer feedback, service delays, or product malfunctions:</p> <ul style="list-style-type: none"> • Monitor social media channels for complaints and address them promptly • Have an escalation plan for handling serious customer concerns
Response Method	<p>Establish clear guidelines for responding to negative feedback:</p> <ul style="list-style-type: none"> • Pre-approved response templates for common issues like delays or product availability • Offer solutions, such as discounts or rebooking options, in case of service errors
Communication Guidelines	<p>Maintain transparency and professionalism in all communications:</p> <ul style="list-style-type: none"> • Provide regular updates to stakeholders and customers if any issues arise • Ensure social media responses align with the company's brand voice and values

Table 14: Crisis Management Strategies (See Reference #9)

This strategy ensures that Cosmic Event Rentals effectively engages with its target audience, maintains a professional presence, and has a plan in place for handling potential crises. By proactively addressing risks, responding to customer concerns, and maintaining brand integrity, we ensure a smooth and reliable experience for every client.

11. Analytics and Reporting

Reviewing analytics is crucial for a successful social media page, they help show what is working, what is not, and how to improve. Social media analytics is the process of collecting,



measuring, and analyzing data from the social media platform, contributing to a better understanding of performance and user behavior. (See Figures 4 & 5)

February Views

626 Total Views

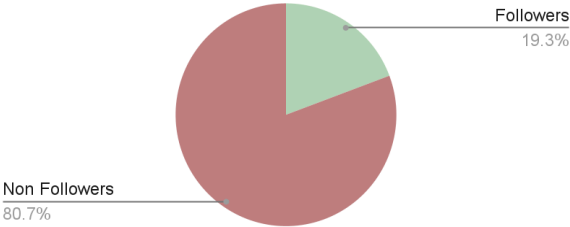


Figure 4: February views. Created by Olivia Reed using Google Sheets from Cosmic Cafe Instagram insights.

February Interactions

20 Total Interactions

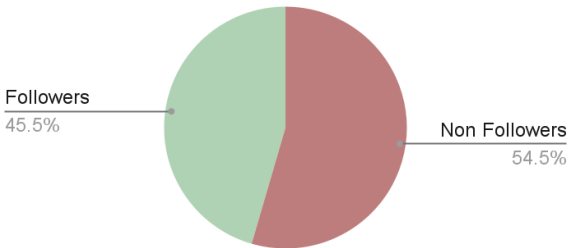


Figure 5: February Interactions. Created by Olivia Reed using Google Sheets from Cosmic Cafe Instagram insights.

Metrics	Interactions, views, and followers
Tools	Instagram insights
Reporting Schedule	Monthly report with key insights

Table 15: Reporting suggestions on social metrics.

12. Budget

Creative Strategy with a Conscious Spend

The budget serves as a financial roadmap that helps prioritize resources and guide spending decisions. The purpose is to ensure that goals are met efficiently while staying within financial limits, allowing for strategic planning, sustainability, and measurable growth.

At this stage, Cosmic Event Rentals is operating with a zero-dollar marketing budget, which means the strategy will prioritize organic growth, creative resourcefulness, and free tools. The



focus will be on leveraging existing assets, user-generated content, and consistent posting to increase visibility and engagement.

Current Budget: \$0

Key Priorities with No Cost:

- Use of [Canva \(free version\)](#) for content design
- Relying on smartphone photography and video for Reels and Stories
- Repurposing event photos and client content (with permission)
- Scheduling tools like [Meta Business Suite](#) (free for Facebook and Instagram)
- Organic engagement through story polls, comments, and DMs

(See References #2, #3, & #4)

Suggested Resource Allocation (for future consideration)

If Cosmic Event Rentals chooses to invest in expanding its reach and improving content quality, the following low-cost options could be prioritized (See Table 16)

Resource	Estimated Cost	Purpose
Canva Pro	\$12.99/month	Access to premium templates, brand kits, and design assets
Photography Session	\$200–\$400/event	Professional photos of marquee letters, espresso bars, and booths
Instagram Boosted Posts	\$5–\$20/post	Increase visibility of high-performing posts (targeted by region/event type)
Hashtag or Influencer Tools	Free–\$10/month	Track hashtag performance or micro-influencer discovery
Content Scheduler (Later/Buffer)	Free–\$20/month	Streamline planning and analytics tracking

Table 16: Potential budget with allocations and intentions. (See Reference #8)

Recommendations

- **Stay lean but intentional:** Focus on quality over quantity. One great post can outperform five rushed ones.
- **Build an asset bank:** After each event, store edited photos/videos for reuse in future marketing cycles.
- **Measure before spending:** Use organic analytics (coming soon from client) to identify what types of content would be worth boosting or investing in down the road.



- **Collaborate smart:** Partner with venues or vendors for content swaps—free promo in exchange for photo tags.

13. Optimization Goals

To help Cosmic Event Rentals grow its social media presence

Goals:	<ul style="list-style-type: none"> ● Establish and follow a consistent social media posting schedule, consisting of 6-12 Instagram stories and 3-4 Instagram posts per week to improve algorithm favorability for 90 days ● Meet a growth goal of gaining 100-150 Instagram followers per quarter through organic methods
Optimization Strategy for Cosmic Events Rentals to meet goals:	<ul style="list-style-type: none"> ● Using relevant hashtags for Instagram posts/stories ● Hiring a food/local business influencer to promote business ● Identify a niche and primary audience of interest to focus business scope through Instagram stories/posts ● Ask for word-of-mouth and networking opportunities from clients catered to ● Publish posts/stories on most optimal time/date for maximum engagement (see No.7 - Posting Schedule) ● Create a large QR Code sign to Instagram account to display at events
Actionable Steps / Feedback:	<ul style="list-style-type: none"> ● Request client testimonials for Instagram posts ● Interactions with comments and Direct Messages (DMs) ● Showcase client feedback in a post description (Example: We were delighted to help make John and Stacy's wedding a little more caffeinated! Thanks for having us!) ● Encourage Instagram reposts from followers (Example: "Take a photo with us and tag us in your story!")

Table 17: Goals, Optimization Strategies and Actionable Steps.to grow the social media presence for the business. (See Reference #21)



Final Outcome of Optimization Goals	
Engagement <ul style="list-style-type: none"> • Increase audience awareness and engagement by at least 15-20% by the end of the quarter • Interact with at least 50% of comments and direct messages with likes and quick comments 	Audit <p>Obtain knowledge on which social media metrics works best, including:</p> <ul style="list-style-type: none"> • Most to least popular posts • Style and content of popular posts • Most positive client feedback on comments and interactions • Most popular hashtags allocating the most engagement

Table 18: Anticipated outcome from following optimization goals. (See Reference #21)

14. Appendices

Branding with Purpose

The purpose of this appendices is to provide additional information that supports the main content. This includes details like brand guidelines, templates, visuals, legal and compliance information, data collection, terminology, and references.

Brand Guidelines

Visual and Tone Guidelines

Cosmic Event Rentals presents a vintage-inspired, whimsical, and modern aesthetic. All visual content should balance elegance with playful charm, evoking nostalgia while maintaining a sleek, curated look. Imagery should feature warm lighting, soft filters, and intentional framing that highlights the unique details of each rental item. (See Table 19 and Figure 6)



Tone of Voice	<p>The brand voice is personable, upbeat, and slightly quirky—imagine a stylish best friend helping you plan your dream event. The tone should be:</p> <ul style="list-style-type: none"> • Warm and inviting • Slightly humorous when appropriate • Always professional and enthusiastic
Color Palette	<p>Primary:</p> <ul style="list-style-type: none"> • Pale Sage (#B2D7B4) – Signature color for logos, icons, and accents • Starlight Cream (#FFF8E7) – Background and neutral balance <p>Secondary:</p> <ul style="list-style-type: none"> • Vintage Gold (#D4AF37) – Highlights and call-to-actions • Old Rose (#C08081) – Occasional contrast, especially in graphics
Brand Identity	<ul style="list-style-type: none"> • Image: Retro-chic event vibes with a magical, cosmically inspired edge. • Tagline: <i>“Add a little magic to your moments.”</i> • Voice: Consistent across all platforms—approachable yet confident. • Logo Usage: The Cosmic Event Rentals logo must be centered or aligned left, never stretched or altered. Use only approved color versions.

Table 19: Brand guidelines for aesthetics and tone of the company across platforms. (See Reference #7)





Figure 6: Cosmic Event Rentals photo grid example for clarifying brand identity.

Content Templates

Content templates are pre-designed formats used to create consistent and branded social media posts quickly and efficiently. They help maintain visual cohesion, streamline the content creation process, and ensure alignment with a brand's style and messaging. (See Table 20)

<p>Post Templates</p>	<ul style="list-style-type: none"> ● Carousel Posts (Instagram): Use a consistent 3–5 image structure. Slide 1: hook text/image. Slides 2–4: features. Slide 5: call to action (e.g., “Book Now!”). ● Feature Highlight Posts: Single image with overlay text (vintage item + dreamy caption). Include location tags for better reach.
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Stories	<ul style="list-style-type: none"> ● Branded Frame: Use preset story templates that feature the logo, item name, and interactive sticker (polls, Q&A, etc.). ● Behind-the-Scenes: Raw video content with casual captions and tags.
Video Templates (Reels)	<ul style="list-style-type: none"> ● 15–30 second reels featuring a transformation or setup process. ● Include upbeat, trending audio and soft vintage filters. ● End screen: business name, tagline, and website/social handles.

Table 20: Content templates for consistent and efficient branding and presence.

All templates will be designed in Canva and accessible to the team via shared folder for consistency.

Legal & Compliance

General Marketing Compliance

To maintain professionalism and avoid legal complications, all marketing efforts must comply with federal, state, and platform-specific regulations. This includes, but is not limited to:

- Adhering to truth-in-advertising laws (no misleading claims).
- Properly licensing all music, images, or video clips used in content.
- Respecting privacy laws—no sharing client or guest photos/videos without explicit consent.
- Disclosing partnerships, sponsorships, or paid collaborations with appropriate hashtags (e.g., #ad, #sponsored).

(See Reference #20)

Collaborator and Partnership Guidelines

As Cosmic Event Rentals grows and partners with other businesses (e.g., event venues, real estate professionals, planners, or brands), the following practices should be followed:

- Always secure written permission before using another company's logo, name, or materials in marketing content.
- Clearly define roles and responsibilities in collaborative promotions to prevent confusion or misrepresentation.
- Co-branded content should be reviewed by all involved parties prior to posting.
- Use non-disclosure or collaboration agreements when appropriate to protect intellectual property and brand integrity.



Platform-Specific Rules

Each platform (Instagram, TikTok, Facebook, etc.) has its own terms of service and community guidelines. Content should not violate platform-specific rules, including prohibited content types (e.g., misleading promotions, copyrighted material without rights, or inappropriate imagery).

Data Collection Methodology

To develop an informed and effective social media strategy, we gathered data using three primary methods:

1. **Client Social Media Insights:** We reviewed existing analytics available directly through the client's Instagram page, including follower demographics, engagement rates, post performance, and reach. These insights helped us identify content trends, audience behaviors, and opportunities for improvement.
2. **Client Meetings & Interviews:** We held discussions with the client to better understand their goals, current practices, content preferences, and any pain points they had experienced with social media management. This qualitative data gave us valuable context that analytics alone could not provide.
3. **External Research for Budgeting:** To create realistic and relevant budget recommendations, we researched publicly available pricing for tools and services such as Canva Pro, Instagram advertising costs, influencer discovery platforms, and content scheduling apps. This allowed us to propose scalable solutions with accurate cost estimates.

By combining direct platform data with insights from client conversations, we ensured our recommendations were both data-driven and aligned with the brand's vision and operational realities.

Terminology

1. Executive Summary
2. Goals and Objectives
 - a. **SMART Goals:** Specific, Measurable, Achievable, Relevant, Time-Bound.
 - b. **KPI's:** Key Performance Indicators. Metrics that are used within the strategy to demonstrate specific performance or progress.
3. Target Audience
 - a. **Demographics:** Statistics that describe audience members and their characteristics. Common factors include age, race, sex, income, location, education, and occupation.
 - b. **Psychographics:** Methodology that studies consumers based on psychological characteristics and traits such as, interests, value, lifestyle, personality trait, and buying behavior.
 - c. **Insights:** Insights provided by Instagram are analytic tools that provide data on your accounts performance. This includes follower demographics, content engagement, and reach.



4. Competitive Analysis
 - a. **Hashtag:** A word or phrase (without spaces) placed after a hash sign (#) for social media applications.
 - b. **Algorithm:** In social media, algorithms are rules, signals and data that govern a social media's platform operation. They are designed to filter, promote and influence what is exposed on social media.
 - c. **Niche:** A specialized segment of a market that caters to a certain product or group.
5. Advertising Strategy
6. Platform Strategy
7. Posting Schedule
8. Content Strategy
 - a. **Photo Posts:** Single images shared to the main feed, typically used to highlight a product, moment, or announcement with a caption and hashtags.
 - b. **Carousels:** A series of up to 10 images or videos in one post that users can swipe through, ideal for showcasing a sequence (like before-and-after shots or multiple products).
 - c. **Reels/Short Videos:** Short-form, vertical videos (up to 90 seconds) designed for high engagement and discoverability, often featuring music, effects, or quick storytelling.
 - d. **Stories:** Temporary vertical posts that disappear after 24 hours, used for real-time updates, polls, behind-the-scenes moments, or direct audience interaction.
 - e. **Highlights:** Saved Stories that are permanently visible on a profile, organized by theme or category to showcase important or evergreen content.
 - f. **Static Post:** A single, non-moving image or graphic shared to the main Instagram feed. It's used to convey a clear message or visual moment without animation or video, often paired with a caption and relevant hashtags.
 - g. **Analytics performance:** refers to how well social media content is meeting specific goals, measured through data like engagement, reach, clicks, and follower growth. It helps assess what's working, what needs improvement, and how to optimize future content for better results.
9. Engagement Strategy
10. Crisis Management
11. Analytics and Reporting
 - a. **Metrics:** Instagram metrics focus on reach, impressions, engagement rate, and follower growth.
12. Budget
13. Optimization Goals
 - a. **Testimonial:** Formal statements from customers or clients that testify their experience with the vendor.
14. Appendices



References

The following sources were consulted to inform the structure, content, and visual design of this social media strategy. Not all of them reflect direct quotes or content within the document. These references provided guidance on best practices for branding, content planning, audience engagement, and digital marketing. They also influenced the development of a cohesive brand identity and document design that reflects the values and aesthetic of Cosmic Event Rentals.

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15. About the Authors

This Social Media Strategy was collaboratively created by a team of four students enrolled in ENC 4294: Client-Based Project Management at the University of Central Florida. Each team member contributed unique strengths in writing, research, design, and strategic planning to develop a comprehensive and actionable strategy for Cosmic Event Rentals.

Olivia Reed

Olivia led the development of the Executive Summary, Goals and Objectives, Target Audience analysis, and Analytics and Reporting. With a sharp eye for detail and data visualization, she synthesized key insights from social media metrics and audience demographics to guide the strategy's direction.



Sean King

Sean was responsible for the Advertising Strategy, Platform Strategy, Engagement Strategy, and Crisis Management Plan. His ability to align brand identity with outreach tactics and create structured, tactical recommendations helped ensure the strategy was grounded in realistic, scalable actions.

Roland Chau

Roland conducted the Competitive Analysis and developed the Posting Schedule and Optimization Goals. His research-driven approach and attention to industry benchmarking contributed to actionable goals for audience growth and platform performance.

Mariah Martin

Mariah developed the Content Strategy, Budget, and Appendices, and served as the team's Document Designer and Editor. She created original graphics, designed the layout and visual structure of the document, and edited each draft based on instructor and peer feedback to ensure clarity, cohesion, and brand alignment.

Together, this team collaborated across every stage of the project to deliver a polished and practical strategy that reflects both academic rigor and client-centered thinking.

