

# MARKETING

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## Social Media

In our current generation, social media is the most prominent form of communication. Studies have shown that using social media as a technique for marketing is a powerful way for us to reach our target audience. Posting regularly gives our audience a better idea of who we are as people as well as allowing them to stay up to date with the company. Social media becomes a mini portfolio. We plan to manage our social media in house whilst we start-up but will reassess the need for hiring a social media manager after 3 years.

## Week One Social Media Upload plan

Social Media Uploads						
Week	Post	Total number of posts	Content (Photo)	Caption		
				Instagram	Twitter	LinkedIn
Week One	Welcome to Infinity Studios	1	Infinity Studio Logo	Welcome to Infinity Studio - a company wanting to make a difference		
	Meet The Team	5	5 x individual personal profiles	Meet the team - (individuals name)		
	Previous project - introduction to our work	3	Plan and 2x Sections of Salon project by Elizabeth Cowin	Passion for our work. Here at Infinity Studio we all have a passion for what we do, we channel this love into every single aspect of our projects and every detail is carefully thought about to align with our values and peoples needs Passion for our work		

Scan here or click the link to view the whole upcoming plan



<https://docs.google.com/spreadsheets/d/1X64qmGxGGqfJmpIKFBpfcuX6W6-PxokX/edit?usp=sharing&ouid=105253245853635380234&rtpof=true&sd=true>

## Linktree

### What is a Linktree?

A linktree creates one page that houses all the relevant links you need to promote your business. This allows for ease of navigation for the target audience and guides them to where they need to be.

### How a Linktree is beneficial to our business?

Creating a Linktree for Infinity Studio creates one place to find the different platforms we've created. It keeps our client's interest for longer as they do not have to struggle in order to find what they are looking for. Our Linktree will include links to our social media platforms, our business card, our website, any upcoming events.

**Our Linktree:** <https://linktr.ee/infinitystudioarchitecture>

## **How will we market/ promote our company**

We have chosen to become a RIBA chartered practice, so we get exposure from the RIBA client referral and have our name on "Find an architect". We will further aim to attend exhibitions where we can meet potential clients and connect with the industry. To promote the company online we have chosen to use social media marketing and google ads in order to be at the top of a search result on google. Advertising using traditional methods such as billboards and radio advertisements wouldn't allow us to target our intended audience.

## **Website- design features and tactics for the website**

The website is designed to have a clear layout that anyone can navigate with ease. The color scheme reflects our positive ethos and creates an uplifting experience. Clients can meet who they'll be assuring to create their projects through the "meet the team" tab. Displaying our previous projects also gives clients the best way to see what form of project we will diverge towards. In order to engage our audience, we upload weekly blog posts and offer a subscription form for people to be notified about updates.

## ARCHITECTURE OF THE WEBSITE



### PUBLIC SECTION

This green bar has a list of key tabs showing things that we believe to be key information to allow easy navigation around the website.

#### Home

On the Home page we have our Ethos, a visual to show the type of work we produce, our projects, our social media links, blog posts and a contact us section. These are all key aspects that we want people to see first.

#### Why Choose Us

Here we tell visitors to our page that they will be able to get planning permission with us where others may struggle. We also show that we have 3 categories of buildings that we produce, to allow them to choose which suits them best before even contacting us.

#### Our Ethos

We show our ethos and the 5 points that our ethos is broken down into on this page. This simply shows what we stand for as a company.

#### Meet the Team

Here we show a picture and the history of each member of the practice to show who is involved and what roles they have. We also show their experience and contact details to allow people visiting the site to identify which person to contact.

#### Projects

We have added photos and information about our past projects to show what kind of building we can produce. This should bring in more business as people can imagine what kind of work we can produce for them.

#### Blog

Here we show that we are keeping up to date with current news and issues to show that we are aware of the needs of the world.

#### Contact Us

We have a section specifically for contact details incase people do not see them on the home page originally.

### PRIVATE SECTION

This section is for the member of Infinity to use without its contents being available to the public.

#### Business plan

We post the business plan here to allow easy access for members of our studio. This is to remind them of our plans and rules to ensure they are following them. We have not posted this on the public section as we do not want our competitors to know our plans for the business.

#### Presentation plan

We have made a plan for the presentation we have on the 6<sup>th</sup> December. We will be able to use this plan for future events too, however some aspects will need changing.

#### Research

All research we have carried out is placed under this tab. As it is important for us to have access, however not important and too lengthy for the public to read.

### LOGO

We have our logo at the top of the page to show the name of our company clearly so that people know what website they have reached.

# STRATEGIES AND TACTICS

STRATEGIES	TACTICS
Reach target audience.	Pay for Ads and include links on business cards.
Regularly post on social media.	Plan posts and upload date in advance.
Clearly direct people to our website.	Create QR codes to link trees that direct them.