

SOCIAL MEDIA PLAYBOOK

PRESENTED TO

**BUSTED KNUCKLES
INC**

<http://bustedknucklesinc.ca/>

MARCH 7, 2018

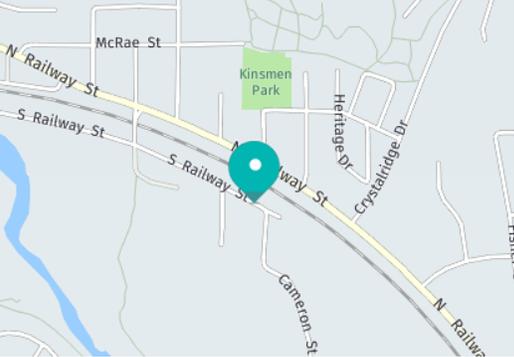


BRAND INFORMATION

The information you provide here will help us accurately create a consistent profile of your company across all your online platforms. Uniformity of all data is the foundation of a trustworthy brand, especially for potential clients. Moreover, authorities like Google, Facebook, Bing, and other websites will recognize your brand and eventually push your product/service in front of your audience organically.

	BUSINESS NAME:	Busted Knuckles Inc
	WEBSITE:	http://bustedknucklesinc.ca/
	PHONE:	(403) 995-7200
	EMAIL:	bustedknucklesinc@gmail.com
	BUSINESS TYPE:	Automotive

ADDRESS:

	<p>144 South Railway Street, Okotoks, Alberta, Canada</p>
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DESCRIPTION:

Busted Knuckles is a family-owned business that has been specializing in the design, build, and customization of motorcycles since 1994. At Busted Knuckles, we specialize in car customization and motorcycle customization. We love custom auto paint job projects and also building custom choppers. We also specialize in specialty parts (including Harley Davidson parts), air ride and fabrication. We are AMVIC licensed and have access to genuine automotive and motorcycle parts.

Scott, co-owner of Busted Knuckles, has dreamt of owning his own shop since the age of 4. He started out working on small engines at various automotive and motorcycle dealerships, and quickly built his knowledge and experience. He then became a Red Seal Automotive Technician in 2007. But 2007 wasn't all that great, Scott was critically injured in a motorcycle accident, breaking his lower, left leg. But this didn't stop him. He re-trained himself in his home garage until he built up enough strength to return to work.

Much like her partner, Scott, Tara has also had a passion for old cars and motorcycles since a very young age. She spent her childhood fixing cars and motorcycles with her father as well as going on numerous motorcycle excursions. Tara has over seven years of experience working in the motorcycle industry, specifically in parts and service, and has over 15 years in customer service.

BRAND DESIGN GUIDES

BRAND COLORS:	FFFFFF	000000	C11809
FONT:	Montserrat		

SOCIAL MEDIA PLAYBOOK

COMMUNICATION GUIDELINES

An effective social media presence is a product of a tailored branding and persona that communicates well to your audience. Here, we define the goals to achieve that.

COMMUNICATION GOALS:

1.	Establish top-of-mind awareness for the category of auto-maintenance and vehicle customization targeted through Facebook ads.
2.	Increase Consideration for the brand by establishing a clear persona that showcases the brand's unique selling propositions.
3.	Reinforce awareness through content that is aligned with their core values and business objectives.

BRAND PERSONA:

From a home-based business in Calgary, Busted Knuckles Inc is now a 4300-square-foot shop offering customization services for classic and modified vehicles. They are the go-to shop in Okotoks, Alberta for keeping hot rods and custom choppers in mint condition – from the engine down to the paint.

The satisfaction of customers is central to their business. They uphold honesty and trust in their service, offering people the best value for their money with expert advice and quality work bespeaking years of experience.

They utilize a casual tone in communicating with their followers.

BRAND COMMUNICATION GUIDELINES

Here, we define the messaging we produce in consistency with your persona and the tone of interaction with your target market. In effect, we help manage your reputation by following a set of communication guidelines.

If no guidelines are provided, we create a few by default.

1.	Busted Knuckles Inc specializes in customized design and build for cars and motorcycles.
2.	Busted Knuckles Inc offers the best prices for auto-maintenance and auto-customization services. They are the go-to shop for car and motorcycle enthusiasts in Okotoks, Alberta.
3.	Busted Knuckles Inc upholds honesty and integrity in providing service and sound advice to their customers.

AUDIENCE GUIDE

Digital marketing is best pursued by segmenting your audience or defining buyer types who may interact and eventually buy your product or service. Here, we define your target audience by buyer type and the persona per buyer. If used in paid ads or boosted posts, the segmentation lowers your costs significantly.

	PROPOSED AUDIENCE 1		PROPOSED AUDIENCE 2	
DEMOGRAPHIC:	Male, 25-65+		Male, 25-65+	
AUDIENCE SIZE:	30,000		28,000	
MAP:				
	OKOTOKS, ALBERTA		OKOTOKS, ALBERTA	
AUDIENCE TARGETING DESCRIPTION:	<p>This audience targets male Facebook users who display a keen interest in motorcycle brands from the pages they like, such as Harley-Davidson, Ducati, Honda, in addition to their interest in auto detailing services. These people are also engaged shoppers in Facebook, making them highly likely to respond to your ads through call-to-action buttons.</p>		<p>This audience is optimized to reach male Facebook users showing a high interest in pages related to the automotive industry; this includes pages of popular car brands and auto detailing services, as well as related media. These people are also engaged shoppers who made payments using Facebook in the last 90 days.</p>	
NOTE:	<p>Due to privacy laws in Canada, particularly the Personal Information Protection and Electronic Documents Act (PIPEDA), hypertargeting Facebook users based on their behavior towards the auto industry is unavailable for your region. This limits us to create a primarily interest-based targeting, layered with user behaviors and engagement with Facebook ads. Read more.</p>			
AUDIENCE PERSONA:	<p>Dan is a 35-year old man from Okotoks, Alberta who shares a deep appreciation for classic cars with his father. He follows quite a lot of Facebook pages on the automotive industry – from popular brands to car restoration shows. As he was scrolling through his Facebook news feed, he came across an ad for Busted Knuckles Inc promoting an engine upgrade and auto-maintenance services for vintage cars. Remembering a Pontiac Star Chief from 1954 which hasn't left their garage in years due, he decided to get in touch with Busted Knuckles Inc about their prices for an engine upgrade and a new paint-job. Satisfied with the rates, he decides to push through with the project.</p>			
INITIAL DETAILS:	TYPE OF AUDIENCE:	LAYERS:	TYPE OF AUDIENCE:	LAYERS:
	Saved Audience	3	Saved Audience	4
	INTERESTS:	BEHAVIORS:	INTERESTS:	BEHAVIORS:
	19 Interest Targets	4 Behavior Targets	35 Interest Targets	4 Behavior Targets

CONTENT STRATEGY

After segmenting your target audience, we create a content strategy that best fits their persona.

TALK ABOUT:

- Unique selling propositions: parts fabrication, auto paint job, bike/car customization
- Classic, customized, or altered vehicles
- Engine upgrades and auto-maintenance services
- Auto-customization services and custom-build projects
- Articles on the upkeep of custom-build or classic vehicles

VERTICAL THEMES

VERTICAL THEME 1:	Busted Knuckles Inc services	
	SOURCE:	Main website
VERTICAL THEME 2:	Busted Knuckles Inc projects	
	SOURCE:	Main website
VERTICAL THEME 3:	Upcoming nearby events for cars and motorcycle enthusiasts	
	SOURCE:	<ul style="list-style-type: none"> • Main website • Cross-reference online sources to main website
VERTICAL THEME 4:	The importance of auto-maintenance and engine upgrade to vintage vehicles	
	SOURCE:	Online articles on care tips for classic cars and motorcycles

CONTENT SAMPLES

FACEBOOK POSTS



ENHANCE
YOUR RIDE



CRUISE
IN STYLE



CONTENT SAMPLES

FACEBOOK ADS



RIDE THE BIKE **OF YOUR DREAMS**



THE DEVIL IS **IN THE DETAILS**

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SOCIAL MEDIA GRAPHICS

These graphics will be uploaded to your respective Social Media channels upon your approval.

FACEBOOK



PROFILE PICTURE



TWITTER



SOCIAL MEDIA STRATEGY: OVERVIEW

BUDGET ALLOCATION FOR FACEBOOK

FACEBOOK ADS	We will create two Facebook ads to promote your business every month. Your budget will be divided equally per ad.	\$30.00
POSTS BOOSTS	Each post will have a boosting budget to guarantee reach and impressions. Your budget will be divided equally per post.	\$20.00
PAGE PROMOTION	Your page followers contribute towards getting organic reach. They help determine how your target market is responding to your content and page.	\$10.00
TOTAL BUDGET ALLOCATED		\$60.00

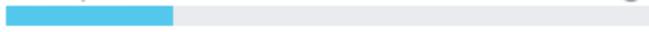
CHANNEL ROLES

FACEBOOK	✓ EXISTING PROFILE TAKE PRECAUTIONS WHEN PROMOTING CONTENT
	<p>We recommend using Facebook as your main platform to grow your following and promote your brand. With millions of users accessing Facebook every day, you will be able to target your customers and direct your content to them. They utilize an advanced targeting platform that helps you determine your target market. Although you aren't selling weapons, Facebook's bots might potentially flag your account due to your logo that may be detected as a violation of the following ad policy:</p> <ol style="list-style-type: none"> <u>Weapons, Ammunition, or Explosives</u>: Weapons of any kind, including pepper spray, knives, tasers, or weapons intended for self-defense
LINKEDIN	X NOT RECOMMENDED
	<p>LinkedIn is the platform for business professionals. A company on LinkedIn is optimized to help you hire professionals from your industry and provide company updates. If your main objective is to increase engagement and generate sales, we recommended utilizing Facebook instead.</p>
TWITTER	✓ RECOMMENDED
	<p>Twitter is a platform that should be used to constantly update users about the recent news and trends in the industry or business itself. You can use this platform to demonstrate your knowledge about the automotive industry — share articles, images, and more.</p>

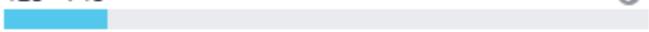
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SOCIAL MEDIA STRATEGY: BUDGET ALLOCATION

TARGET BUDGET: \$120 (HIGH BUDGET)

BUDGET ALLOCATION FOR FACEBOOK		ESTIMATED DAILY REACH
FACEBOOK ADS	\$50.00	<p>Reach 340 - 1,900 </p>  <p>The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.</p>
We will create two Facebook ads to promote your business every month.		
POSTS BOOSTS	\$50.00	
Each post will have a boosting budget to guarantee reach and impressions.		
PAGE PROMOTION	\$20.00	
TOTAL BUDGET ALLOCATED	\$120.00	

TARGET BUDGET: \$30 (LOW BUDGET)

BUDGET ALLOCATION FOR FACEBOOK		ESTIMATED DAILY REACH
FACEBOOK ADS	\$10.00	<p>Reach 120 - 740 </p>  <p>The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.</p>
We will create two Facebook ads to promote your business every month.		
POSTS BOOSTS	\$10.00	
Each post will have a boosting budget to guarantee reach and impressions.		
PAGE PROMOTION	\$10.00	
TOTAL BUDGET ALLOCATED	\$30.00	