

Riley Schroeder

BEST BUY

SOCIAL MEDIA PLAN



Table of Contents

- | | |
|----|--------------------|
| 01 | Social Media Audit |
| 02 | Competitor Audit |
| 03 | Target Market |
| 04 | Strategy |
| 05 | Platform Selection |
| 06 | Content Strategy |
| 07 | Blog Post |
| 08 | Social Media Video |






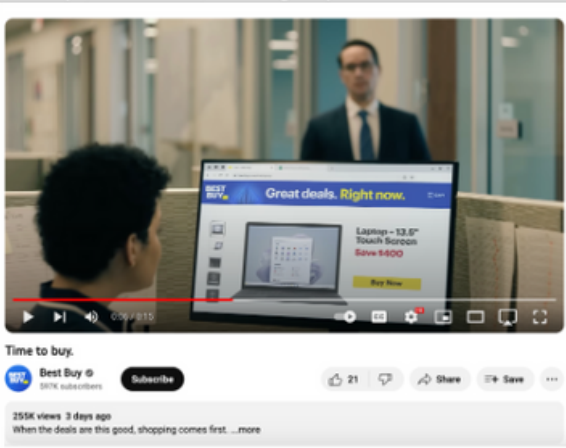


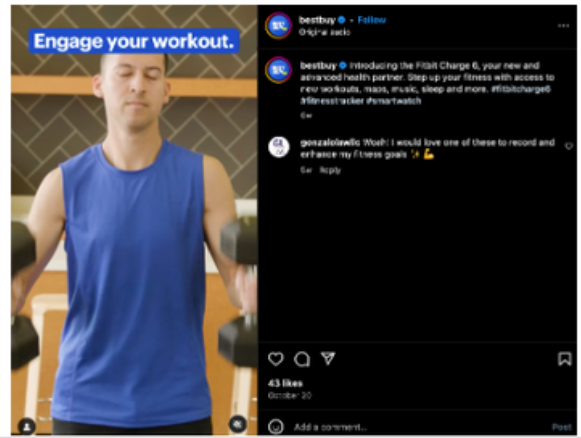
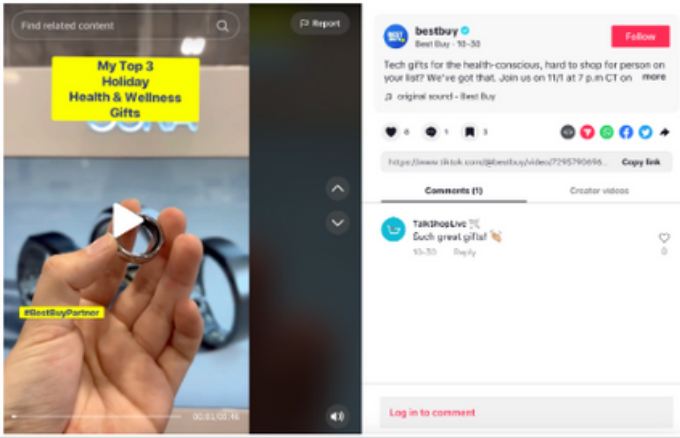
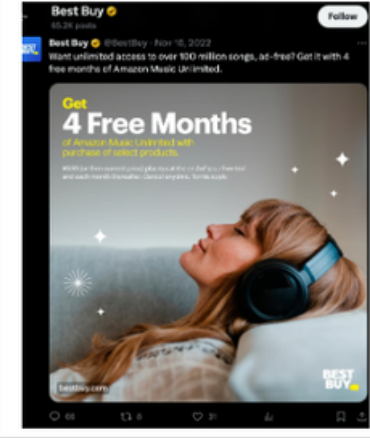
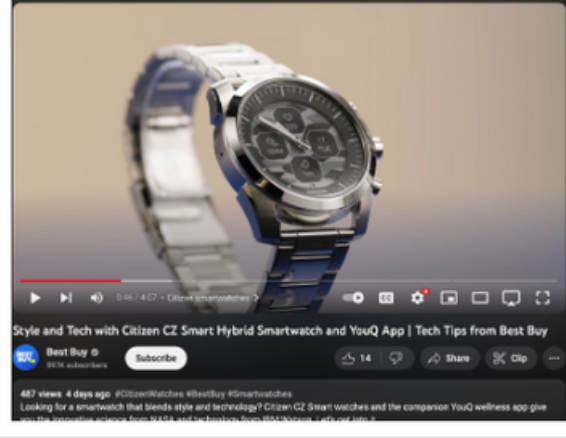
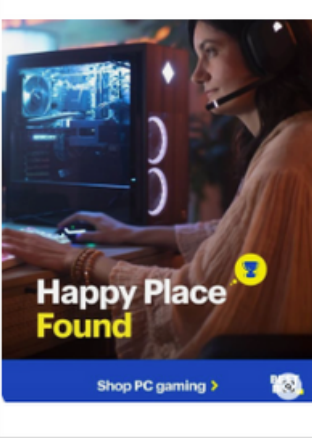
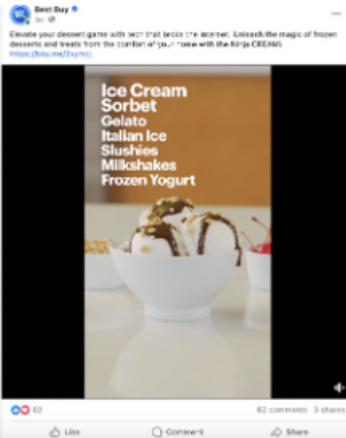
Best Buy's Current Social Media

Key Observations

- **Keywords:** top tech, gift list, shopping, looking, connect.
- **Trends:** how to, Gen Z humor, must-have products.
- **Customer Sentiment:** Positive towards content, negative towards brand response.
- **Customer Platforms:** Facebook, TikTok, Instagram & YouTube.

Takeaways

- **Best Platform:** Facebook

	Instagram	TikTok	Twitter	YouTube	Pinterest	Facebook
Optimized (pic, bio)	Yes	Yes	Yes	Yes	Yes	Yes
Followers	537K	23.9K	1.1M	597K	211.2K	8.2M
Post Frequency	1/day	1/day	None since 2022	1/3 days	~ 1/week	1/day
Engagement (likes, comments)	avg. 6 comments, avg. 200 likes	avg. 700 views, avg. 10 likes, avg. 3 comments	None since 2022	max 200K views, avg. 15 likes, avg. 1 comment	avg. 3 comments	avg. 100 likes, avg. 60 comments, avg. 20 shares
Posts On-Brand (tech, their products)	Yes	Yes	Yes	Yes	Yes	Yes
Type of Content	Comedic, relatable videos about their products	influencer posts, how to use their products	Photo of deals	Tech tips, how to use, showing off products	Photo, showing off product in stills	Videos, mix of relatable content with ads
Great post example						
Poor post example						

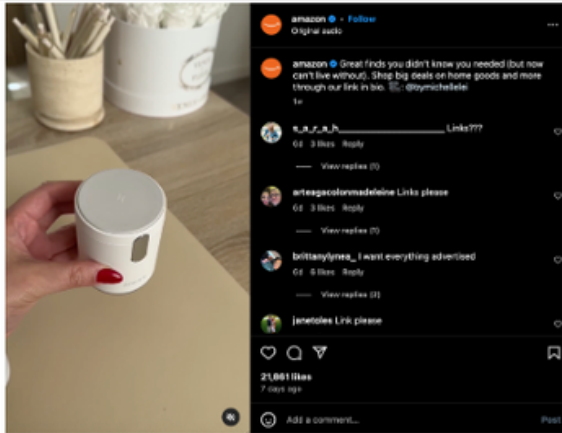
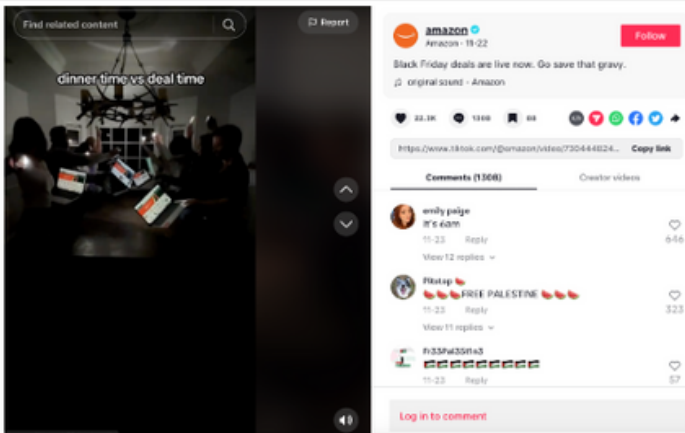

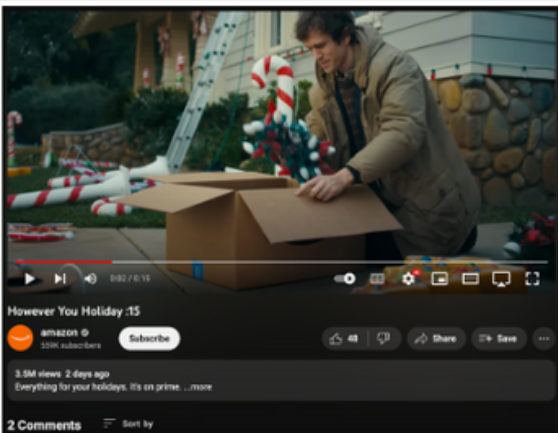
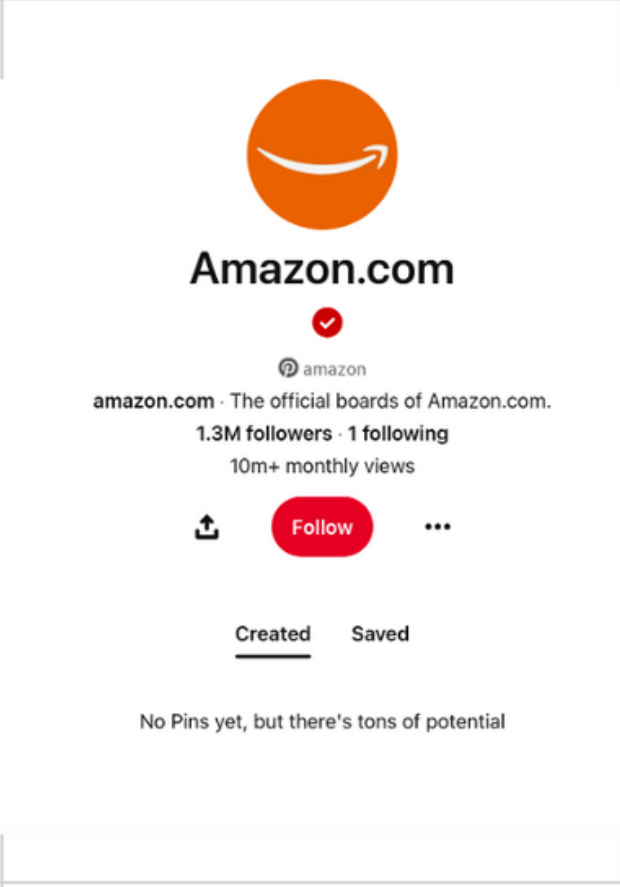

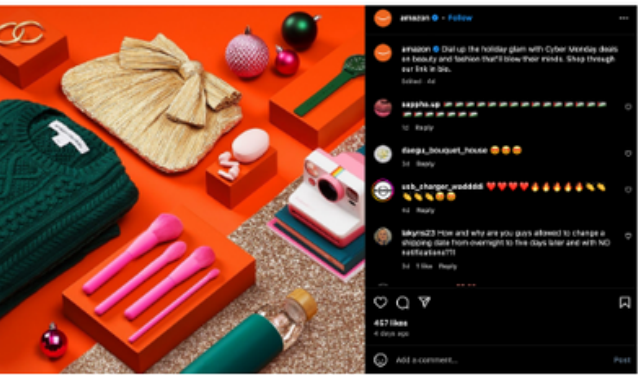
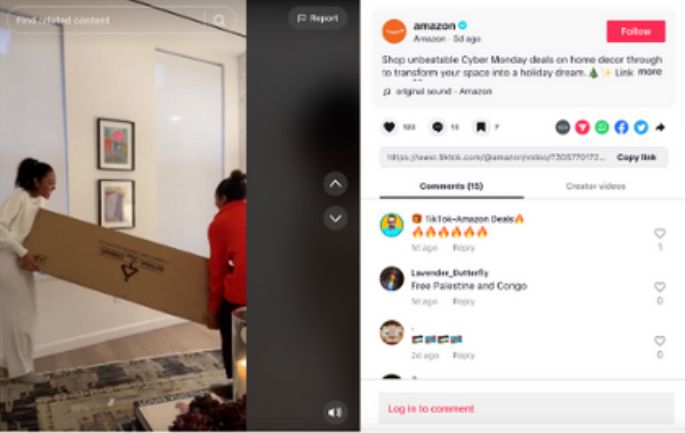


Best Buy Competitor: Amazon's Social Media

Key Observations

- **Keywords:** shop, gifts, now, deals, essentials, transform.
- **Trends:** how to, skits, sentimental, products.
- **Customer Sentiment:** positive about content, negative about brand efforts.
- **Customer Platforms:** Facebook, Instagram, Twitter and Pinterest.

Takeaways

- **Best Platform:** Facebook
- **Opportunities:** gift ideas, influencers, comedic skits.

	Instagram	TikTok	Twitter	YouTube	Pinterest	Facebook
Optimized (pic, bio)	Yes	Yes	Yes	Yes	Yes	Yes
Followers	4.5M	895.8K	6M	559K	1.3M	29M
Post Frequency	3/day	1/day	2/day	3/week	None	2/day
Avg. Engagement (likes, comments)	800 likes, 40 comments	200 likes, 30 comments, 600 views, up to 20K views	40 comments, 90 likes, 35 views	5K views, 10 comments, 20 likes	None	300 likes, 350 comments, 15 shares
Posts On-Brand (tech, their products)	Yes	Yes	Yes	Yes	Yes	Yes
Type of Content	Videos showcasing products, either with actors or by itself, gift ideas	Showcasing products, comedic skits with products	Same content posted on other channels	Influencer content, skits, how to use Amazon products	No posts visible	Same content posted on other channels
Great post example						
Poor post example						

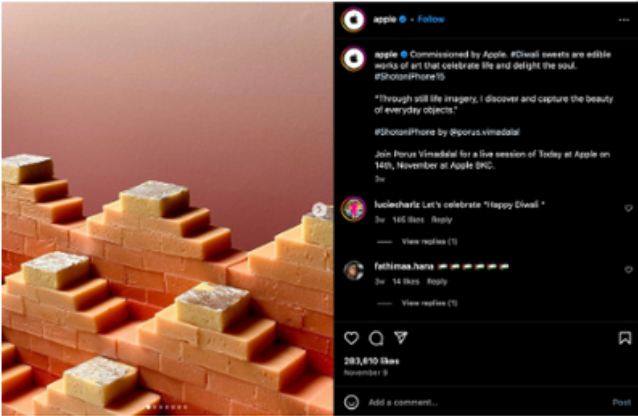
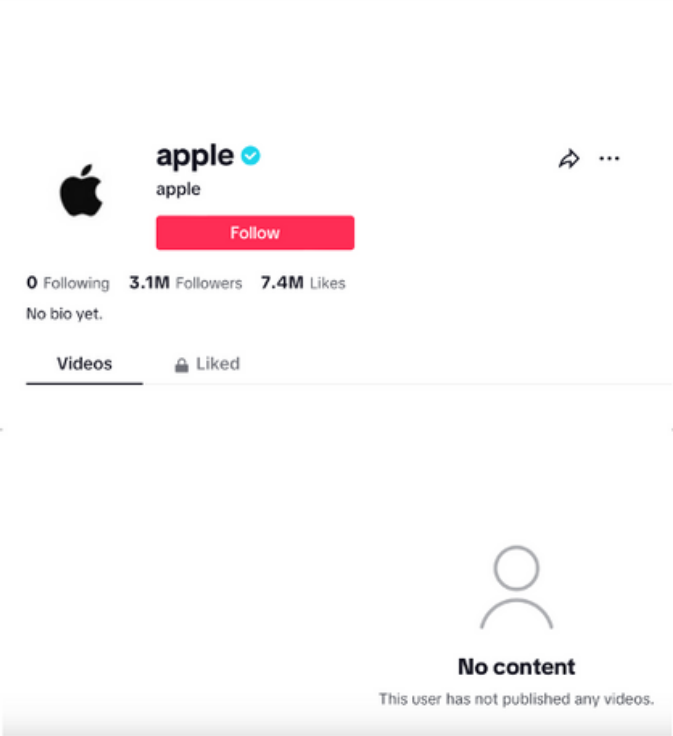


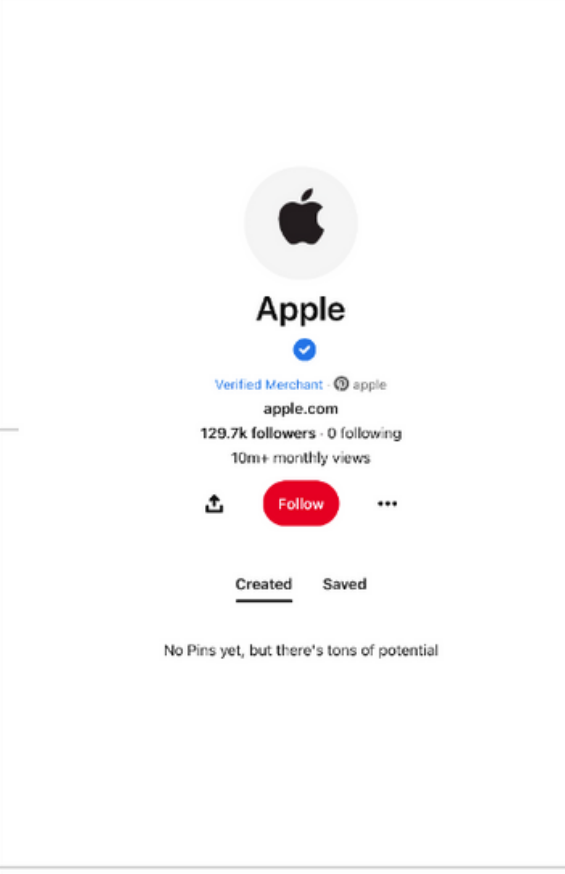
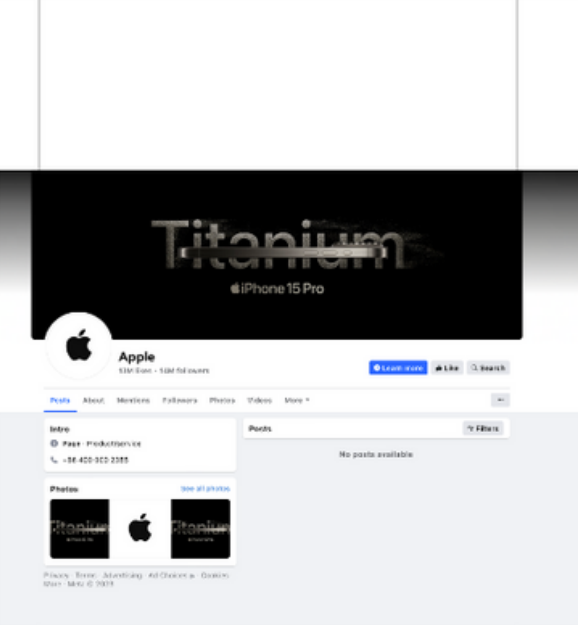
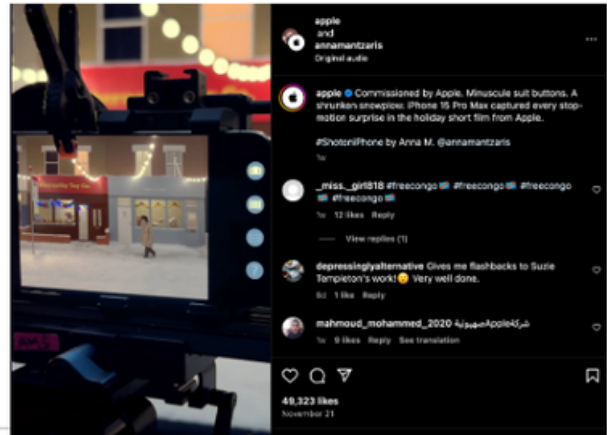
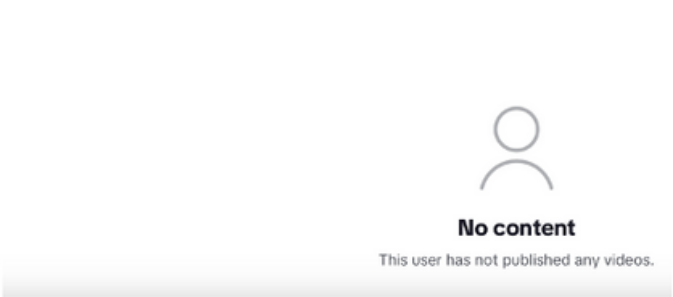
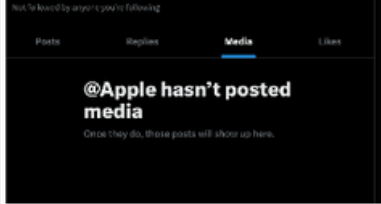

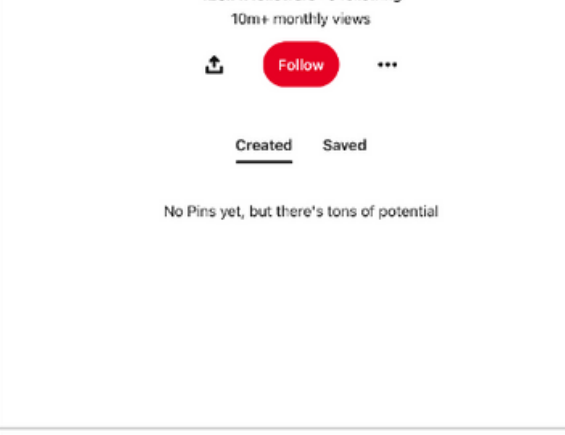

Best Buy Competitor: Apple Social Media

Key Observations

- **Keywords:** “shot on iPhone”, film, celebrates, task.
- **Trends:** creative videos and photos.
- **Customer Sentiment:** positive about creativity, negative about brand values.
- **Customer Platforms:** Instagram, YouTube and Facebook.

Takeaways

- **Best Platform:** Instagram
- **Opportunities:** be more creative with posts, celebrate customers’ product use.

	Instagram	TikTok	Twitter	YouTube	Pinterest	Facebook
Optimized (pic, bio)	Yes	No official bio	Yes, but only link in bio	Yes	Yes, but only link in bio	No bio
Followers	31.9M	3.1M	9.6M	18.6M	129.7K	14M
Post Frequency	3/week	None	None	2/week	None	None
Avg. Engagement (likes, comments)	100K likes, 1,000 comments	None, yet 7.4M likes	None	1-20M	None	None
Posts On-Brand (phones, pics/videos)	Yes	None	None	Yes	None	None
Type of Content	Videos and pictures taken with Apple products, creative	None	None	About the product, creative videos	None	None
Great post example						
Poor post example						


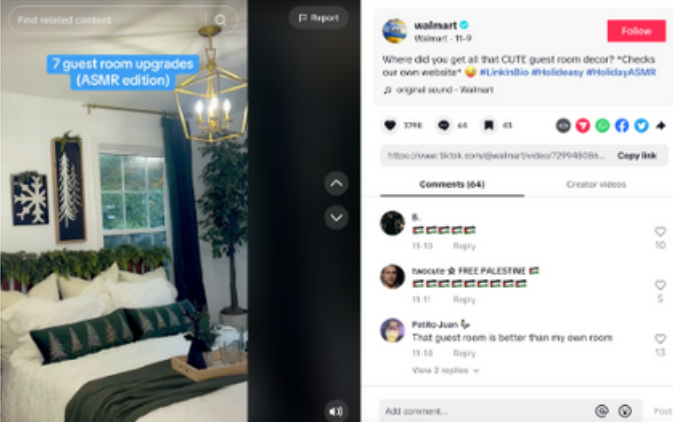
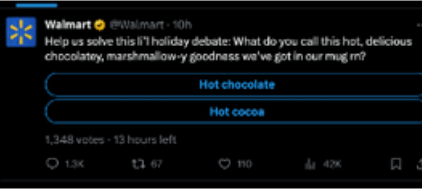

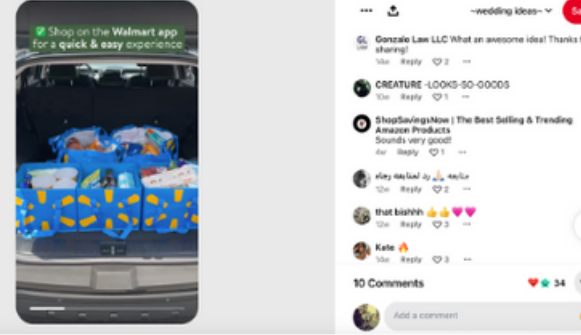

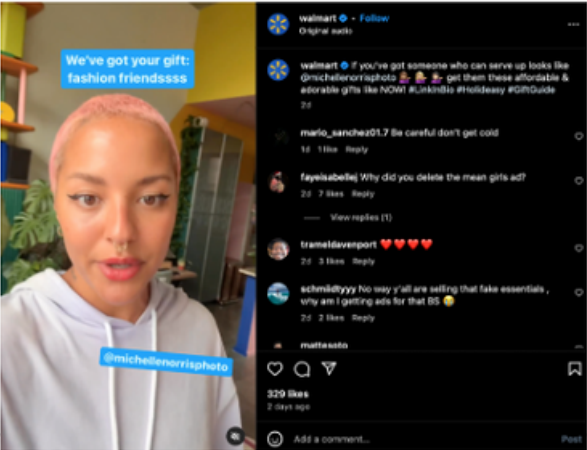
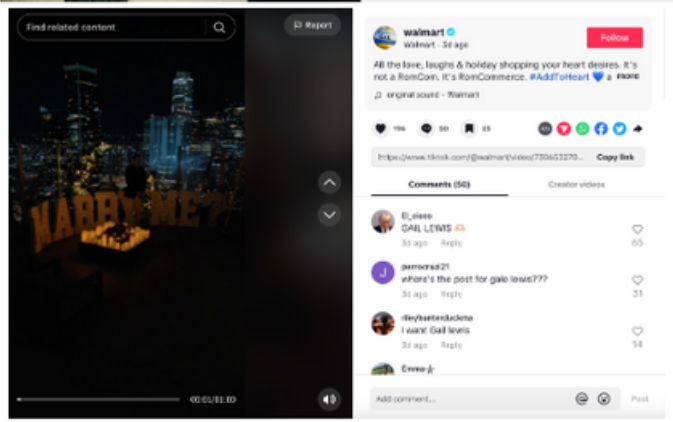

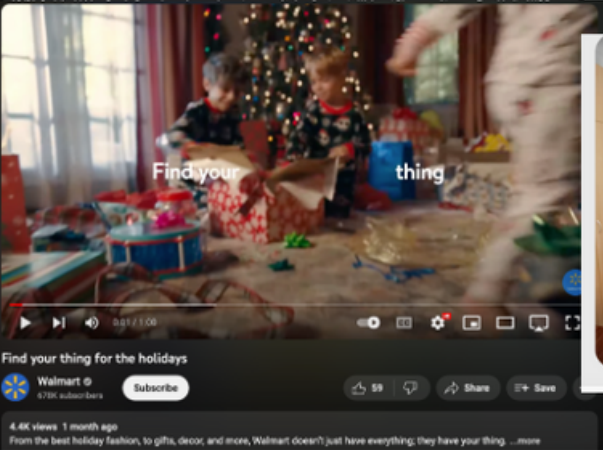
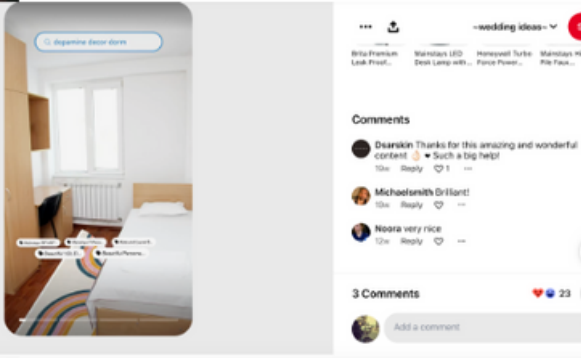

Best Buy Competitor: Walmart Social Media

Key Observations

- **Keywords:** holiday, shop, savings, our app, affordable.
- **Trends:** beauty, pickleball, holiday, influencers.
- **Customer Sentiment:** negative to content and brand values.
- **Customer Platforms:** Facebook.

Takeaways

- **Best Platform:** Facebook
- **Opportunities:** reach to influencers, use Millennial humor.

	Instagram	TikTok	Twitter	YouTube	Pinterest	Facebook
Optimized (pic, bio)	Yes	Yes	Yes	Yes	Yes	Yes
Followers	3.1M	1.5M	1.3M	678K	2.2M	32M
Post Frequency	1/day	1/day	1/day	1/week	No recent found, last around 10 weeks ago	1/day
Avg. Engagement (likes, comments)	500 likes, 90-300 comments	500 likes, 30 comments, 40K-500K views	50 comments, 80 likes, 20K views	20K views, 100 likes, 30 comments	5 comments	700K likes, 200 comments
Posts On-Brand (phones, pics/videos)	Yes, but found deeper in the videos	Yes, took on viral employee video trend	Yes, interact through polls	Slightly, less focused on products but on Walmart people	Yes	Yes
Type of Content	Videos, showing real life content of Walmart products	Same content as in Instagram	Witty tweets, but posts same video content	Interviews with professionals, Black & Unlimited playlist	Product videos, styling décor	Events. same content as Instagram
Great post example						
Poor post example						

Who Is Our Audience?

The Techies



They love their technology and want to learn everything about every product that Best Buy has to offer.

Demographics: all genders, Gen Z to Millennials, direct purchasing decision, teaching older generations, wealthier income, urban and suburban.

The Gift Givers



They don't know what to get their kid who wants all the new tech this holiday season.

Demographic: all genders, Gen Z to Gen X, more unsure purchasing decisions, middle income, suburban and urban.

The Influenced



They need to have everything under the sun when it comes to technology, which they saw on Instagram and TikTok.

Demographics: all genders, mostly Gen Z to young Millennials, no purchasing decisions (buy anything), wealthier income, suburban and urban.

Goals and Objectives of Strategy

SMART

- **Specific:** Raise brand awareness and engagement through creative posts
- **Measurable:** Increase engagement by minimum 1,000 likes/views
- **Attainable:** Engagement through targeted and creative posts for 5 major social medias
- **Relevant:** Because consumers look to Best Buy for tech needs, that is the focus of each post
- **Time-bound:** Start in January 2024 and reach goals by May 2024

KPIs

- Increase brand awareness, engagement and traffic to Best Buy website by 20% by May 2024.



Goals and Objectives of Strategy

Tactics

- Post once a day for 3 weeks
- Morning posts for employees/students looking for an escape from work
- CTA is to Best Buy website
- Photo and video posts

On-Brand Messaging

- Transform your kitchen with a new #NinjaBlender and 9 more items that your family will love this winter!
- Join me on my #dayinthelife shopping in #BestBuy's new home appliances!
- These are the cutest new electric toasters and we want them for you! Here's how to use them with #BestBuy
- Not sure how to use the new #tech that you got for the holidays? Watch us explain it!
- Come with me while I'm on the search for the best new wireless #earbuds at #BestBuy this weekend!
#fyp



How to Convey the Strategy

Proposed Ideas & Images

- **Organic Posts**

- video slideshow demonstrating differences between headphone brands at Best Buy.
- creative employee videos sharing what working and shopping at Best Buy is like.
- videos using TikTok trends about tech memes and help.

- **Paid Posts**

- skits about gifting loved ones gifts that go wrong with Best Buy coming in to save the gift
- videos of pets enjoying tech gifts from Best Buy and photos of promotional deals.

- **Influencer Post**

- Niche technology influencers on YouTube, TikTok and Instagram that give advice on products from Best Buy.



Which Platform is Best?

Which platforms will Best Buy dominate with a new marketing strategy?

Facebook

Instagram

Twitter

YouTube

TikTok

Needs More
Engagement








Needs Shock Value










Creative Ideas Work
Well






Content Strategy - Week 1, Jan 1-7

Content Type	Day	Post Time	Post Topic	Facebook Post Text	Instagram Post Text	Twitter Post Text	YouTube Post Text	TikTok Platform Text	Image/Video/GIF	Call to Action Link	
Photo	Monday January 1st	10 a.m.	Gift Guide	Transform your kitchen with a new #NinjaBlender and 9 more items that your family will love this winter!	These top 10 #headphones are Best Buy approved! Which is your personal favorite? Share in the comments below!	Live for these iconic #highdef TVs with us through the link in bio!	Let's get this straight: buying gifts for your uncle is difficult. Read the link in bio to learn what #BestBuy gifts are best!	You NEED the newest #BestBuy approved iPhone cases! #fyp		https://www.bestbuy.com	
Video	Tuesday January 2nd	10 a.m.	Day in the Life	Curious to know the best deals at #BestBuy? Follow us on our journey to our favorite tech store!	Join me on my #dayinthelife shopping in #BestBuy's new home appliances!	You're gonna love this #BestBuy walkthrough too!	Want to learn what it's like to work for Best Buy? Follow us around the store to see our #TechVibe!	Come with me while I'm on the search for the best new wireless #earbuds at #BestBuy this weekend! #fyp		https://www.bestbuy.com	
Photo	Wednesday January 3rd	10 a.m.	Gift Guide	Transform your kitchen with a new #NinjaBlender and 9 more items that your family will love this winter!	These top 10 #headphones are Best Buy approved! Which is your personal favorite? Share in the comments below!	Live for these iconic #highdef TVs with us through the link in bio!	Let's get this straight: buying gifts for your uncle is difficult. Read the link in bio to learn what #BestBuy gifts are best!	You NEED the newest #BestBuy approved iPhone cases! #fyp		https://www.bestbuy.com	
Video	Thursday January 4th	10 a.m.	Tech Help	We're sharing our best tips to staying up with the kids #tech starting with #BestBuy laptops!	After the #holidays, we understand learning your new tech can be tricky. Watch our #techtips here!	These are the cutest new electric toasters and we want them for you! Here's how to use them with #BestBuy	Not sure how to use the new #tech that you got for the holidays? Watch us explain it!	We know you're wondering how to use your new #BestBuy Nikon Camera, so watch and follow along! #fyp		https://www.bestbuy.com	
Video	Friday January 5th	8 a.m.	Day in the Life	Curious to know the best deals at #BestBuy? Follow us on our journey to our favorite tech store!	Join me on my #dayinthelife shopping in #BestBuy's new home appliances!	You're gonna love this #BestBuy walkthrough too!	Want to learn what it's like to work for Best Buy? Follow us around the store to see our #TechVibe!	Come with me while I'm on the search for the best new wireless #earbuds at #BestBuy this weekend! #fyp		https://www.bestbuy.com	
Video	Saturday January 6th	12 p.m.	Tech Help	We're sharing our best tips to staying up with the kids #tech starting with #BestBuy laptops!	After the #holidays, we understand learning your new tech can be tricky. Watch our #techtips here!	These are the cutest new electric toasters and we want them for you! Here's how to use them with #BestBuy	Not sure how to use the new #tech that you got for the holidays? Watch us explain it!	We know you're wondering how to use your new #BestBuy Nikon Camera, so watch and follow along! #fyp		https://www.bestbuy.com	
Video	Sunday January 7th	12 p.m.	Day in the Life	Curious to know the best deals at #BestBuy? Follow us on our journey to our favorite tech store!	Join me on my #dayinthelife shopping in #BestBuy's new home appliances!	You're gonna love this #BestBuy walkthrough too!	Want to learn what it's like to work for Best Buy? Follow us around the store to see our #TechVibe!	Come with me while I'm on the search for the best new wireless #earbuds at #BestBuy this weekend! #fyp		https://www.bestbuy.com	

Content Strategy- Week 2, Jan 8-14

Content Type	Day	Post Time	Post Topic	Facebook Post Text	Instagram Post Text	Twitter Post Text	YouTube Post Text	TikTok Platform Text	Image/Video/GIF	Call to Action Link
Photo	Monday January 8th	10 a.m.	Gift Guide	Transform your kitchen with a new #NinjaBlender and 9 more items that your family will love this winter!	These top 10 #headphones are Best Buy approved! Which is your personal favorite? Share in the comments below!	Live for these iconic #highdef TVs with us through the link in bio!	Let's get this straight: buying gifts for your uncle is difficult. Read the link in bio to learn what #BestBuy gifts are best!	You NEED the newest #BestBuy approved iPhone cases! #fyp		https://www.bestbuy.com
Video	Tuesday January 9th	10 a.m.	Tech Help	We're sharing our best tips to staying up with the kids #tech starting with #BestBuy laptops!	After the #holidays, we understand learning your new tech can be tricky. Watch our #techtips here!	These are the cutest new electric toasters and we want them for you! Here's how to use them with #BestBuy	Not sure how to use the new #tech that you got for the holidays? Watch us explain it!	We know you're wondering how to use your new #BestBuy Nikon Camera, so watch and follow along! #fyp		https://www.bestbuy.com
Photo	Wednesday January 10th	10 a.m.	Gift Guide	Transform your kitchen with a new #NinjaBlender and 9 more items that your family will love this winter!	These top 10 #headphones are Best Buy approved! Which is your personal favorite? Share in the comments below!	Live for these iconic #highdef TVs with us through the link in bio!	Let's get this straight: buying gifts for your uncle is difficult. Read the link in bio to learn what #BestBuy gifts are best!	You NEED the newest #BestBuy approved iPhone cases! #fyp		https://www.bestbuy.com
Video	Thursday January 11th	10 a.m.	Day in the Life	Curious to know the best deals at #BestBuy? Follow us on our journey to our favorite tech store!	Join me on my #dayinthelife shopping in #BestBuy's new home appliances!	You're gonna love this #BestBuy walkthrough too!	Want to learn what it's like to work for Best Buy? Follow us around the store to see our #TechVibe!	Come with me while I'm on the search for the best new wireless #earbuds at #BestBuy this weekend! #fyp		https://www.bestbuy.com
Video	Friday January 12th	8 a.m.	Tech Help	We're sharing our best tips to staying up with the kids #tech starting with #BestBuy laptops!	After the #holidays, we understand learning your new tech can be tricky. Watch our #techtips here!	These are the cutest new electric toasters and we want them for you! Here's how to use them with #BestBuy	Not sure how to use the new #tech that you got for the holidays? Watch us explain it!	We know you're wondering how to use your new #BestBuy Nikon Camera, so watch and follow along! #fyp		https://www.bestbuy.com
Video	Saturday January 13th	12 p.m.	Day in the Life	Curious to know the best deals at #BestBuy? Follow us on our journey to our favorite tech store!	Join me on my #dayinthelife shopping in #BestBuy's new home appliances!	You're gonna love this #BestBuy walkthrough too!	Want to learn what it's like to work for Best Buy? Follow us around the store to see our #TechVibe!	Come with me while I'm on the search for the best new wireless #earbuds at #BestBuy this weekend! #fyp		https://www.bestbuy.com
Video	Sunday January 14th	12 p.m.	Tech Help	We're sharing our best tips to staying up with the kids #tech starting with #BestBuy laptops!	After the #holidays, we understand learning your new tech can be tricky. Watch our #techtips here!	These are the cutest new electric toasters and we want them for you! Here's how to use them with #BestBuy	Not sure how to use the new #tech that you got for the holidays? Watch us explain it!	We know you're wondering how to use your new #BestBuy Nikon Camera, so watch and follow along! #fyp		https://www.bestbuy.com

Content Strategy - Week 3, Jan 15-21

Content Type	Day	Post Time	Post Topic	Facebook Post Text	Instagram Post Text	Twitter Post Text	YouTube Post Text	TikTok Platform Text	Image/Video/GIF	Call to Action Link
Photo	Monday January 15th	10 a.m.	Gift Guide	Transform your kitchen with a new #NinjaBlender and 9 more items that your family will love this winter!	These top 10 #headphones are Best Buy approved! Which is your personal favorite? Share in the comments below!	Live for these iconic #highdef TVs with us through the link in bio!	Let's get this straight: buying gifts for your uncle is difficult. Read the link in bio to learn what #BestBuy gifts are best!	You NEED the newest #BestBuy approved iPhone cases! #fyp		https://www.bestbuy.com
Video	Tuesday January 16th	10 a.m.	Day in the Life	Curious to know the best deals at #BestBuy? Follow us on our journey to our favorite tech store!	Join me on my #dayinthelife shopping in #BestBuy's new home appliances!	You're gonna love this #BestBuy walkthrough too!	Want to learn what it's like to work for Best Buy? Follow us around the store to see our #TechVibe!	Come with me while I'm on the search for the best new wireless #earbuds at #BestBuy this weekend! #fyp		https://www.bestbuy.com
Photo	Wednesday January 17th	10 a.m.	Gift Guide	Transform your kitchen with a new #NinjaBlender and 9 more items that your family will love this winter!	These top 10 #headphones are Best Buy approved! Which is your personal favorite? Share in the comments below!	Live for these iconic #highdef TVs with us through the link in bio!	Let's get this straight: buying gifts for your uncle is difficult. Read the link in bio to learn what #BestBuy gifts are best!	You NEED the newest #BestBuy approved iPhone cases! #fyp		https://www.bestbuy.com
Video	Thursday January 18th	10 a.m.	Tech Help	We're sharing our best tips to staying up with the kids #tech starting with #BestBuy laptops!	After the #holidays, we understand learning your new tech can be tricky. Watch our #techtips here!	These are the cutest new electric toasters and we want them for you! Here's how to use them with #BestBuy	Not sure how to use the new #tech that you got for the holidays? Watch us explain it!	We know you're wondering how to use your new #BestBuy Nikon Camera, so watch and follow along! #fyp		https://www.bestbuy.com
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Why Will the Strategy Work?

- Photos/Videos do best
- Example for 3 weeks in January
- Times earlier in day while workers may be bored during work
- Gift guides proved well for competitors and Best Buy
- Day in the Life content show empathy and connection
- Best Buy is about technology, so giving tips are important to brand



BEST BUY'S "BEST OF LAPTOPS" AWARDS

Hey everyone! Excited to share Best Buy's "Best of [Laptops](#)" awards to [ring in the new year](#). Not only can these laptops help you work on your [2024 goals](#), but they are all available at your [local](#) Best Buy!

The Dell XPS 15 is [ranking](#) number one for 2024, as it has an Intel Core i9 processor with 32GB Ram and a beautifully vibrant 15.6 in touch screen display. Best of all, this display is OLED! We [recommend](#) it for [work and play](#), making it the [best](#) overall laptop of the season.



We know that our Best Buy gamers are [excited](#) to hear our take on the best gaming laptop, which is the Alienware m17 R5. It has a Ryzen 7 6800H processor, NVIDIA GeForce RTX 3080 Ti graphics and, comparatively to the Dell, it has 32GB Ram. A little larger screen display at 17.3 inches FHD G-Sync and 480Hz refresh rate, we [highly recommend](#) this bad boy for all your gaming [needs](#)!

Now, if you're looking on the cheaper end for a laptop that does it all yet [budget-friendly](#), we're looking at the Acer Aspire 5! It is a 12th Gen Intel Core i5 processor, so not as strong as our Dell top choice. As well with 16BG RAM, it makes up for in a 17.3 inch Full HD 16:9 screen display. Not the most powerful of the laptops, but it serves the purpose from [play, work, school](#) and any other little thing you may need!

Speaking of [school](#), we have an overall best choice for [students](#), the Apple MacBook Air with the M2 chip. If you want to get on the Apple iMac train, we [highly recommend](#) this to stay in [trend](#) with your peers. It has 24GB Ram, perfect for all of your [notes and projects](#), as well as a 2TB SSD that makes sure you have fast performance to quickly finish those assignments. It's one of the most lightweight laptops in our top choices, and a long-lasting battery to take you all around campus.

Lastly, we have a [perfect laptop](#) for the professionals of the group. The Lenovo ThinkPad X1 Carbon. It fits in between the Dell and Acer at Intel Core i7, with 32GB RAM and 1TB SSD. It is on the smaller end of display sizes at 14 inches WUXGA. However, this is [ideal](#) for working on tasks and keeping your [business](#) info data secure.

We hope that you enjoyed and took some good notes to [snag](#) your [new laptop](#) this [new year](#)! Check out our [website](#) for more details on your favorite laptops! <https://www.bestbuy.com>

-Best Buy

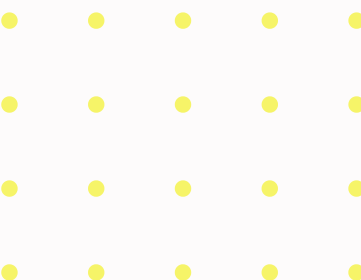
And What About a Social Media Video?

Storyboard

- Fun, upbeat music showing images from the 80s (top image)
- Background voice saying “my mom taught me everything I knew about when modern technology was beginning”
- Next, slow down music to empathetic and pretty, showing images from now (middle image)
- Background voice saying “now, I show her all the cool new technology that we get from Best Buy”
- Final part, music becomes more lively again, showing images from now (bottom image)
- Background voice saying “I’m so thankful for my mom and for Best Buy to let me show her what she showed me”

Platforms

- TikTok
- Youtube Shorts
- Instagram Reels
- Facebook



**THANK
YOU**

