



CASE STUDY  
2019

# Consulting Service

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# Company Background:



The **Embassy of Japan in Ottawa** and its **consulates** in Canada offer numerous programs to provide an immersive feel into **Japanese culture**. Aside from standard embassy services, their visitors have access to a lending library, an auditorium, school visit programs, a teaching program (JET), as well as access to any general information regarding **Japanese related programs**.



A large part of the duties of the Embassy of Japan and its consulates is to create awareness of what Japan has to offer through **social media** and **local events** that help foster a desire to learn about Japanese culture and **travel to Japan**.

# Their Challenges:



Compared to other Embassies in Ottawa and Canada, the EoJ had low **follower & engagement** rates across their approved **social networks**.



The EoJ just didn't have the training, ability or understanding to properly execute **organic and/or paid social media campaigns**. They needed a blueprint that could be re-delivered to their employees & consulates when needed.



The EoJ didn't have a clear definition of who their audience was, their audiences online **behaviours or what channels** their audience engaged with.



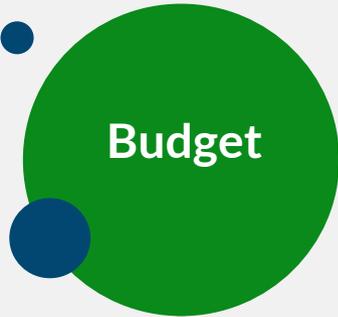
The EoJ did not know how to read or **understand the analytics** in their various social platforms in order to fulfill its day to day social requirements



**Tokyo and the Japanese Ambassador** demanded this be addressed before the end of their fiscal year. We had only 6 weeks to execute.



# EoJ Budget for 2019: 2.5 Million Yen. Approx 30K including all taxes.



The Embassy of Japan had a total budget of **3 million Yen** which translates to roughly **30,000 CAD** after taxes.

The table displays the separate costs of each individual service that was provided to the EoJ.

| Phases               | Description  | Investment      |
|----------------------|--|-----------------|
| Step 1               | Review of EoJ Social Media Strategy                  | \$2,400         |
| Step 2               | Social media training & development via webinar (x3) | \$12,000        |
| Step 3               | Social Media Ad Strategy & Development               | \$2,400         |
| Step 4               | Project Management                                   | \$1,200         |
| Step 5 Option 1 or 2 | Facebook Banner Video Custom Creation                | \$6,000         |
|                      | *All prices are in CAD & exclude HST                 | <b>\$24,000</b> |

# Our Solution:

- Full review of the client’s current Social Media Strategy
- Redevelop the Embassy of Japan (EoJ) Organic SM Strategy
- Full persona development delivered and explained via recorded webinar series
- A series of 4 pre-recorded webinars (1 hour each) to teach and explain the EoJ’s social media marketing strategy
- Bonus Facebook live tutorial and guide
- [Webinar #1 Social Media Competitor Review](#)
- [Webinar #2 Personas and Customer Journey Maps](#)
- [Webinar #3 Social Media Best Practices](#)
- [Webinar #4 Campaign & Calendar Planning](#)
- Paid SM Ad strategy for the Embassy of Japan
- Professionally shot on location Video for the Embassy of Japan



# 1. Competitor Review:



Objectives



Review of activities performed by competitors.



Understanding competitor goals, objectives, and audiences and how they can be applied to the Embassy of Japan as well as the Consulates.



Review what other competitors are doing on social media. What is working and what is not.



Determine any gaps in the industry and gain insight on what unique content should be focused on by the Embassy of Japan and its consulates.



Review the importance of audience definition.

# 1. Competitor Review:



- How often do they post?
- What kind of content are they posting?
- What degree of overlap is there between the services they provide and the services the EoJ provides?
- How engaged is their audience?
- What value can their followers get out of your content?
- What kind of optimization tactics are they using that can be co-opted for your own social strategy?
- What are they doing that should be avoided?

# 1. Competitor Review:



## Our Focus

Since we know the Embassies & Consulates will have limited budget for **paid advertising** to promote their social media, we assumed the majority of EoJ's audience will be finding them via search engines. Therefore, we decided to start the journey at the **Google search box**.

This is why we built a set of **keywords** for each **audience segment** so we could use these as our primary tools to find EoJ's potential competitors.

We then used a combination of these **search results** and our own reasoning to decide upon a list of competitors to analyze.

# 1. Competitor Review:



What keywords are these segments searching for?

For the Embassy of Japan we started by doing research into the potential audiences and determined 3 primary audience segments to focus on:

**Segment 1:** People aged 13-19 interested in learning about culture and/or attending cultural events.

**Segment 2:** People aged 20-29 who are interested in working abroad through programs like the JET.

**Segment 3:** People aged 30+ who are interested in travel as tourists.

Primary Competitors in each segment:

|            |  |                                   |  |
|------------|--|-----------------------------------|--|
| Embassies: | <i>Embassy of Japan in Ottawa</i>          | <i>French Embassy in Ottawa</i>   | <i>United States Embassy in Ottawa</i> |
| Segment 1: | <i>Japanese Canadian Cultural Center</i>   |                                   |  |
| Segment 2: | <i>JET Programme Canada</i>                | <i>International TEFL Academy</i> |  |
| Segment 3: | <i>Japan National Tourism Organization</i> | <i>Lonely Planet</i>              |  |

## 2. Persona Development:

### What Are Personas?

Personas are designed to give insight to the type of people EoJ will be reaching. They provide an idea of the types of messages to send, and also the best media to capture their attention. These are not necessarily based on real people.

#### Objectives:



Review of activities performed by competitors.



Learn how to use the information we gathered in [webinar #1](#) to develop specific, in-depth, personas relevant to EoJ's ideal audience.



Breakdown of potential sources to pull from for research while developing personas.



How to use personas to develop customer journey maps.



Developing key messaging for each persona.

## 2. Persona Development:



### Development & Research

1. Viewed current social media strategy, objectives, and goals.
2. Researched relevant competitors with similar goals and target audiences.
3. Used a variety of research sources to develop characters who they would like to reach.
4. Used reasoning to establish the types of values these individuals would have as well as their goals and challenges.
5. Created a backstory to add life to the personas.
6. Used reasoning to determine the kind of tools they would use and what media they would engage with.

## 2. Persona Development:

### Customer Journey Map

Once we developed the **personas** for **EoJ**, it was time to think about how they would like each character to **discover** and **interact** with their brand.

There's a few different ways to organize a **customer journey map**, but for **EoJ** we developed this simple chart to help with the exercise.

|                                | RESEARCH | AWARENESS | CONVERSION | ENGAGEMENT |
|--------------------------------|----------|-----------|------------|------------|
| CUSTOMER THOUGHTS AND FEELINGS | ?        | ?         | ?          | ?          |
| CUSTOMER ACTIONS               | ?        | ?         | ?          | ?          |
| EMBASSY OF JAPAN'S ACTIONS     | ?        | ?         | ?          | ?          |
| INTENDED RESULT                | ?        | ?         | ?          | ?          |

## 2. Persona Development:

Ethan Huggins



Persona

Marketing Message:

“Learn about Japanese culture and meet new people in Ottawa”

Focus Keywords:

Japanese culture, anime fans Ottawa, learn Japanese, Japanese cultural events

## 2. Persona Development:

Ethan Huggins



Persona

More info:

### Ethan Huggins

High School Student, Gatineau  
Interested in Japanese culture and events

**Values:** Education, history, japanese culture, diversity

**Fears:** Ethan is concerned about planning for his future. He gets good grades and would like to get into a good University, but is unsure yet of where or what he would like to study after high school.

**Goals:** Ethan has a few different goals on his mind right now. He wants to attend AnimeNorth in Toronto and cosplay. He also wants to learn Japanese. He knows he needs to get more volunteer hours, but hasn't found anything that interests him yet.

**Challenges:** Ethan has trouble finding people local to him who share the same interests. Most of his friends are online and he stays in touch with them via Twitter or Discord. He is nervous about trying new things alone and has had trouble finding resources local to him that are relevant to his interests.

**Online Behaviour:** Ethan spends nearly all of his time online. He is very active on Instagram, Snapchat, and Facebook. While he doesn't post much to his own Facebook page, he is active in Fan Group discussions and uses Facebook to stay up-to-date about group events and upcoming conventions. He posts more frequently on Twitter and Snapchat.

**Digital Tools:** Ethan uses Crunchyroll and Netflix to watch TV and movies on his laptop. He likes to discuss his favourite shows with friends using Twitter and Discord on his smartphone. He also spends a lot of time streaming content on YouTube, but does not post videos or comments. He is using Duolingo on his smartphone to learn Japanese in his spare time.

## 2. Persona Development:

Ethan Huggins

Journey Map:

|                                      | RESEARCH   | AWARENESS   | CONVERSION   | ENGAGEMENT  |
|--------------------------------------|--|---|--|---|
| <b>ETHAN'S THOUGHTS AND FEELINGS</b> | Ethan wants to learn more about Japan outside of pop culture and find more people with similar interests to his. He is feeling lonely.   | Now Ethan is aware there is an Embassy of Japan in Ottawa. He is unsure how this can help him at this point. He is feeling curious.   | Ethan has found some events of interest to him. This makes him feel happy and intrigued. He wants to learn more.   | Now that Ethan has followed the page he wants to get value out of the content he sees on his feed.  |
| <b>ETHAN'S ACTIONS</b>               | Ethan does some preliminary Google/YouTube searches:<br><ul style="list-style-type: none"> <li>→ Japanese culture</li> <li>→ learn about Japan</li> <li>→ Japan learn Ottawa</li> <li>→ Intro to Japan</li> </ul>  | From the Embassy's YouTube page, Ethan is directed to the website where he sees they have social media and clicks on their Facebook page.   | Ethan "likes" some posts and clicks on the "interested" button for some of the upcoming events so he'll be notified by Facebook closer to the event date.  | Ethan now sees the Embassy of Japan's posts on his Facebook and Twitter feeds.  |
| <b>EMBASSY OF JAPAN'S ACTIONS</b>    | <ul style="list-style-type: none"> <li>→ Optimize website to appear in these searches.</li> <li>→ If doing paid search, target these search terms.</li> <li>→ If doing paid social, target high school students interested in Anime.</li> <li>→ Optimize YouTube videos to appear in these searches.</li> <li>→ Have engaging video content on YouTube</li> <li>→ Have a closing portion in your YouTube videos to remind people about your website and other social media pages.</li> </ul> | <ul style="list-style-type: none"> <li>→ Make sure there is plenty of co-linking between all online channels.</li> <li>→ Make event pages for upcoming events and post about them frequently.</li> <li>→ Post frequently about educational resources at the Embassy and ways people can get involved.</li> <li>→ Have an engaging cover image and profile picture to make people want to stay on the page.</li> </ul> | <ul style="list-style-type: none"> <li>→ Keep Event Pages updated on Facebook and post in them frequently.</li> <li>→ Use copy in posts to encourage people to follow on Facebook and Twitter to stay up-to-date.</li> </ul> | <ul style="list-style-type: none"> <li>→ Post engaging media on Facebook to encourages conversation.</li> <li>→ Take time for community management. Reply to all comments and keep a friendly and informative persona.</li> <li>→ Follow Ethan on Twitter.</li> </ul> |
| <b>INTENDED RESULT</b>               | Ethan finds the Embassy of Japan website through his YouTube searches.   | Ethan subscribes to the Embassy YouTube page and is directed to the Embassy of Japan Facebook page.   | Ethan follows the Embassy of Japan on Facebook and Twitter.  | Ethan becomes an engaged follower on social media and utilizes the resources available to him through the Embassy.  |

## 2. Persona Development:

Kayla Morgan



Persona

Marketing Message:

“Broaden your horizons by teaching abroad. No experience necessary.”

Focus Keywords:

Travel abroad cheap, work and travel, teach in Japan, teach ESL in Japan, get paid to travel

## 2. Persona Development:

Kayla Morgan



Persona

More info:

### Kayla Morgan

Undergraduate Student, University of Toronto

Interested in the JET Programme

**Values:** Social awareness, travelling, culture, social connections

**Fears:** Kayla wants to make the most of her time in university. She fears graduating with regrets over things she didn't do or wasn't involved in. A lot of her friends have gone backpacking between semesters or done semesters abroad and she wants to do something similar.

**Goals:** Kayla wants to travel somewhere very different from her own culture where she will be able to broaden her horizons and learn a new language.

**Challenges:** As Kayla is already in her final year of study it's too late for her to apply to study abroad programs. She wants to find something she can do immediately after her graduation. She has looked into travelling but it's very expensive and there are so many programs out there for working abroad that she feels overwhelmed by options. This is causing her to have difficulty finding a work abroad programme that is right for her.

**Online Behaviour:** Kayla is very active on social media. She uses Facebook to stay in touch with the student groups she's involved in and keep track of events. She has a Twitter account, but doesn't update it very often. She's primarily active on Instagram, Tumblr, and Snapchat which she uses to talk to friends and post regularly about her own life. She'll often find out about things she wants to do or upcoming events via lifestyle blogs like BlogTO or Bustle.

**Digital Tools:** Kayla primarily uses her smartphone to access social media and post online. She uses her laptop to do school work and research travelling abroad. She'll also use her laptop to watch shows and movies on Netflix or videos on Youtube.

## 2. Persona Development:

Kayla Morgan

Journey Map:

|                                      | RESEARCH   | AWARENESS   | CONVERSION   | ENGAGEMENT  |
|--------------------------------------|--|---|--|---|
| <b>KAYLA'S THOUGHTS AND FEELINGS</b> | Kayla wants to travel but she isn't sure where or how. She wants to go somewhere after she graduates university but money is an issue. She is feeling overwhelmed and lost.  | Now Kayla is aware there is an Embassy of Japan in Ottawa. She is unsure how this can help her at this point. She wants to add this to her research.  | Kayla has found some information of interest to her. This makes her feel happy and relieved. She trusts this information and wants to stay up-to-date on application information.  | Now that Kayla has followed the Embassy she wants to get value out of the content she sees on her feed, she feels confident enough to start engaging with the content.  |
| <b>KAYLA'S ACTIONS</b>               | Kayla does some preliminary Google and YouTube searches:<br>→ travel abroad cheap<br>→ work and travel<br>→ teach English in Japan   | Kayla finds information about the JET Programme. This interests her more than anything.   | Kayla reads up on the JET Programme and the alumni. She would like an easy way to stay up-to-date and be reminded to apply.  | As Kayla becomes more interested in the JET Programme she begins commenting on posts to show her interest and ask questions she has about the programme.  |
| <b>EMBASSY OF JAPAN'S ACTIONS</b>    | <ul style="list-style-type: none"> <li>→ Optimize website to appear in these searches.</li> <li>→ If doing paid search, target these search terms.</li> <li>→ If doing paid social, target university students who are interested in travel and Japan.</li> <li>→ Make information about the JET Programme easy-to-find across all online channels.</li> </ul> | <ul style="list-style-type: none"> <li>→ Make information on the JET Programme easy to find on the website.</li> <li>→ Post frequently about the JET Programme and how to apply.</li> <li>→ Have messaging directing people to follow on social media to stay up-to-date with JET Programme news.</li> <li>→ Include beautiful travel photos to appeal to Kayla and people like her.</li> </ul> | <ul style="list-style-type: none"> <li>→ Make Facebook Event pages for JET Programme deadlines so people can RSVP and be reminded when the deadline is coming up.</li> <li>→ Create engaging video content around the JET Programme - eg. interviews, informational videos, ads</li> <li>→ Post embedded YouTube videos across all other social channels.</li> </ul> | <ul style="list-style-type: none"> <li>→ Post engaging media on Facebook to encourage conversation.</li> <li>→ Take time for community management. Reply to all comments and keep a friendly and informative persona.</li> <li>→ Make sure JET Programme related posts direct people to where they can find more information (messaging, commenting)</li> </ul> |
| <b>INTENDED RESULT</b>               | Kayla finds the Embassy of Japan website through her Google searches.  | Kayla sees the social media feed on the website and decided to click through to Facebook in order to see more.  | Kayla RSVPs to JET Programme related Facebook events, and also follows all Embassy of Japan social media in order to stay up-to-date.  | Kayla becomes an engaged follower on social media and utilizes the resources available on social media to apply for the JET Programme when she graduates.   |

## 2. Persona Development:

James Young



Persona

Marketing Message:

“Immerse yourself in the rich culture and history of Japan.”

Focus Keywords:

Best vacation tips, must-see travel destinations, Japan travel itinerary, Japan economy tours, Canadian flights to Japan

## 2. Persona Development:

James Young



Persona

More info:

### James Young

Software Engineer, Alberta  
Interested in tourism

**Values:** Achievement, optimism, planning, time management

**Fears:** James fears missing out on experiences. He makes enough money to be able to travel a few times a year and doesn't want to waste it.

**Goals:** James wants to get the most out of his vacation time. He's been thinking about visiting Japan for a while but hasn't yet decided for sure this is where he's going to go next. His goals will be to plan a fun and engaging vacation with minimum stress and to make sure he is getting the best value out of planning time.

**Challenges:** James and his spouse will be searching for information using a few different devices. Their biggest challenge will be syncing up both their research to make sure they are on the same page every step of the way and keeping track of the things they both want to do.

**Online Behaviour:** James and his spouse are not especially active on social media. They both have Facebook and Instagram accounts but don't spend a lot of time on either except to update latest vacation pictures. They are more likely to spend time scrolling down their Instagram feed than Facebook. With their busy lifestyles, they get most of their news through podcasts they can listen to while doing other things like cooking or working which means less screen time. They both follow travel websites like The Lonely Planet and Trip Advisor to get inspiration for their next trip.

**Digital Tools:** James will use a variety of digital devices to research his vacation. Most common will be his tablet or smartphone while he watches TV and unwinds from a day at work. Once he and his spouse get more serious about their plans they may switch to their laptop to do more in depth research and planning. They will utilize Google apps and services like Google Flights, Google Trips Translate, and Maps both in the planning stages and during their trip.

## 2. Persona Development:

James Young

Journey Map:

|                                     | RESEARCH   | AWARENESS  | CONVERSION  | ENGAGEMENT  |
|-------------------------------------|--|--|---|---|
| <b>JAMES' THOUGHTS AND FEELINGS</b> | James is an experienced traveller who is trying to decide where he should go next. He feels he has a lot of planning and research to do which makes him feel tired.  | While James may have previously been aware of the Embassy of Japan, he is now aware of how it can help him as a potential tourist and wants to learn more.   | James has now decided to travel to Japan with his spouse as tourists for their next trip. He is ready to start planning the details of their vacation. He is feeling energized and excited.   | Now that James has followed the Embassy he wants to get value out of their content to help him plan his trip. He feels relieved to have found this resource but, still apprehensive it will be able to help him as much as he would like.   |
| <b>JAMES' ACTIONS</b>               | James does some preliminary Google and YouTube searches:<br>→ must visit travel destinations<br>→ best value vacations<br>→ trip recap videos<br>He also reads some travel related articles on his favourite blogs.  | Through YouTube James finds links to the Embassy's website and other social media pages.   | James scrolls through the Embassy's social media feed looking for travel information and content that will help him plan his trip. He finds out that the closest Consulate to them is the Calgary Consulate and looks up their social media as well.  | James browses content looking for engaging information to help him plan his trip.   |
| <b>EMBASSY OF JAPAN'S ACTIONS</b>   | <ul style="list-style-type: none"> <li>→ Optimize website to appear in these searches.</li> <li>→ If doing paid search, target these search terms.</li> <li>→ If doing paid social, target people in their 30's with full time jobs, interested in travel and Japan</li> <li>→ Partner with popular travel blogs and influencers to post content about Japan.</li> </ul> | <ul style="list-style-type: none"> <li>→ Have visually interesting and engaging content on social media that makes people want to stay on the page and learn more.</li> <li>→ Optimize YouTube channel so it can be used as a social network rather than just a host to embed videos in other places.</li> </ul> | <ul style="list-style-type: none"> <li>→ Make it easy to find the consulates through the Embassy to help people find the resources closest to them.</li> <li>→ Maintain a standard for content across all consulate and embassy channels so the content is different but holds the same value.</li> </ul> | <ul style="list-style-type: none"> <li>→ Post interesting but also informative travel information for tourists.</li> <li>→ As well as visually interesting content, make posts about things like travel visas and what to know before you Visit Japan.</li> <li>→ Have this content easy to access across all online channels.</li> <li>→ Encourage people to discuss their vacation plans and ask questions via social media.</li> </ul> |
| <b>INTENDED RESULT</b>              | James finds the embassy of Japan's YouTube channel and subscribes after watching some visually appealing content about tourist destinations in Japan.  | Between all online channels James is able to find interesting and engaging travel content which inspires him and his spouse to plan their next vacation in Japan.  | James decides to follow the Embassy in Ottawa as well as the Calgary Consulate so he can continue to see and be inspired by the content on their page.  | James becomes an engaged follower on social media and utilizes the resources available online as well as at the Calgary Consulate to aid him in planning his vacation.  |

### 3. Social Media Best Practices:

#### How Did We Help?

Given that **social media** changes over time, we helped EoJ understand the fundamentals of **Facebook**, **Twitter**, and **Youtube**, and how they can use these 3 platforms to their success.

We gave in-depth advice regarding how EoJ should post (**amount of text**, **hashtags**, **visual appeal**, etc). We did this by analysing their previous social posts to explain the pros and cons of a few examples.



## 4. Campaign and Calendar Planning:

### Campaign Focus

Our focus with EoJ's social media campaign goals was to **raise awareness** among **young people** about the programs the **Government of Japan** has in place to promote cultural exchanges (Kakehashi, MEXT Scholarship, JET Programme).

Ultimately, this was done to raise the profile of these programs and increase the **number of applicants** (when applicable).



JET stands for **Japanese Exchange and Teaching**

## 4. Campaign and Calendar Planning:



## 4. Campaign and Calendar Planning:

### Campaign Questions

#### Why did we do this?

These questions are essential for **launching, maintaining, monitoring,** and consistently **improving** any social media campaign. We made sure the EoJ had a very specific and detailed roadmap ahead as it would lead to better results.

Which audience persona are we targeting and why?

What content and content types are we creating and what is the key messaging?

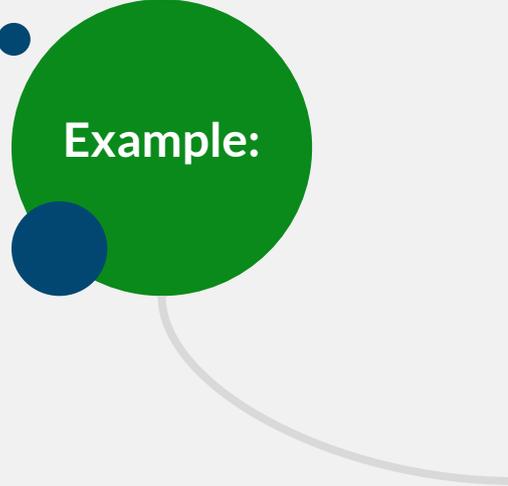
In which channels are we distributing the content and why?

What stages of the customer journey does each piece of content represent?

What is the call-to-action to improve engagement?

What are the key performance indicators?

## 4. Campaign and Calendar Planning:



### Example:

#### **What content and content types are we creating and what is the key messaging?**

We will create video and image content to post across online channels. This will be a combination of content we create ourselves and content aggregated from elsewhere online.

**Content we create:** image, video, and text content talking about the JET Programme as well as why and how to apply.

**Content from elsewhere:** Blogs or articles from JET Programme alumni, general content about the appeal of living in Japan.

#### **Key messaging:**

“Canadians wanted to teach in Japan, no experience necessary”

“Travel to Japan and earn money while experiencing a new culture”

“Travel to Japan with the JET Programme for the experience of a lifetime”

## 4. Campaign and Calendar Planning:

### Campaign Calendar

When it came time for EoJ to actually make posts on their social media, we helped guide them to write content that would engage the **target personas**.

Our general suggestions were to make sure every post had some form of **rich media** (poll, link, event, etc) and always used the [social media best practices](#) to determine optimal days and timing for posts.

| Week 2   | Sunday - 1/6   |  |         |
|----------|--|--|---------|
| Channel  | Content  | Rich Media   | Time    |
| Facebook | The JET Programme gives Canadians an opportunity to travel to #Japan & earn money while you do. 😊 It's the experience of a lifetime with no experience necessary. Follow us for info, tips, and updates! 🌸🍵                                  | Video of interview with JET allum                          | 11:00am |
| Facebook | There's so many delicious foods in Japan! 🍜 If you travel to #Japan with the JET Programme you can try them all while you work as an English teacher! 🇯🇵🇨🇦 Which dish do you most want to try? Let us know in the comments! 🍴👤👤              | Blog link about must try Japanese foods                    | 6:45pm  |
| Twitter  | #Japan is home to some of the most #beautiful, lush, greenery in the world. 🌿 Do you want to hike in Japan? Why not apply to the JET Programme? #Canadians can teach & earn a living while experiencing the beauty and culture of Japan! 🇯🇵👤 | Blog link with best places to hike in Kanto                | 10:30am |
| Twitter  | Travel to #Japan with the JET Programme for the experience of a lifetime. ✈️ Follow us for info, tips, and updates! #travel #teachabroad   | Image of JET teacher in Japan with link to JET application | 5:00pm  |
| Twitter  | It's not all technology & #popculture, #Japan is home to some of the most beautiful rural scenery & nature. If you travelled to #Japan with the JET Programme, where would you want to be placed?  | Poll: I live for the city! vs. Give me the country!        | 10:30pm |

## 4. Campaign and Calendar Planning:

### What Else Did We Do?

#### Measuring Metrics:

Constantly keeping track of metrics can be tedious when done manually, so we suggested tools such as **HootSuite** and **Agorapulse** to streamline the process. We suggested that EoJ keep track of **important engagement metrics** of all social posts once per week, and check to see if the engagement (likes / comments / shares) and followers were on track to meet their goals. Lastly, it was crucial to assess which parts of the strategy weren't as effective so they could re-adjust accordingly.

#### Community Management:

We believe that it's essential to ensure constant monitoring of social media for **comments**, **messages**, **hashtags** and **replies** to your page as a swift response from EoJ would only increase brand awareness and user engagement.

#### Tips for Paid Social:

Incorporation of the **audience personas** was essential for paid social so EoJ could target their ideal consumers and get the biggest bang for their buck. We gave advice on how to properly execute **A/B testing** as Facebook has various Ad types, placements, and targeting options. To begin, we recommended that the EoJ start with **boosted posts** before moving on to larger Ad campaigns.

## 5. Social Media Ad Targeting / SNS

Social media **Ad targeting** can be quite effective, but also very expensive if not properly executed.

To ensure the best outcome for the EoJ, we made sure the following items were in place...

### Checklist:



A SMART objective



Up-to-date personas



Relevant customer journey map



A campaign plan and calendar



A schedule for daily and weekly monitoring



A well defined Ad campaign budget



Review of advertising policies for social media platforms

## 5. SNS Ad Targeting:

### Ad Targeting based on Personas:

Given that **Facebook Ads** have a variety of specific options to narrow down a target audience, we chose the most relevant **Ad categories** with respect to each persona. This is because proper targeting is a necessity for any successful **Ad campaign**, especially on a social platform such as Facebook which has a diverse popularity of roughly 1.6 billion daily users.

#### Ethan

##### Facebook

- Relevant ad targeting categories relevant to Persona #1 (Ethan)
  - Location, Income, Education
  - Age
  - Video Games
  - Anime
  - Current events, travel
  - History and Languages
  - Digital activities

#### Kyla

##### Facebook

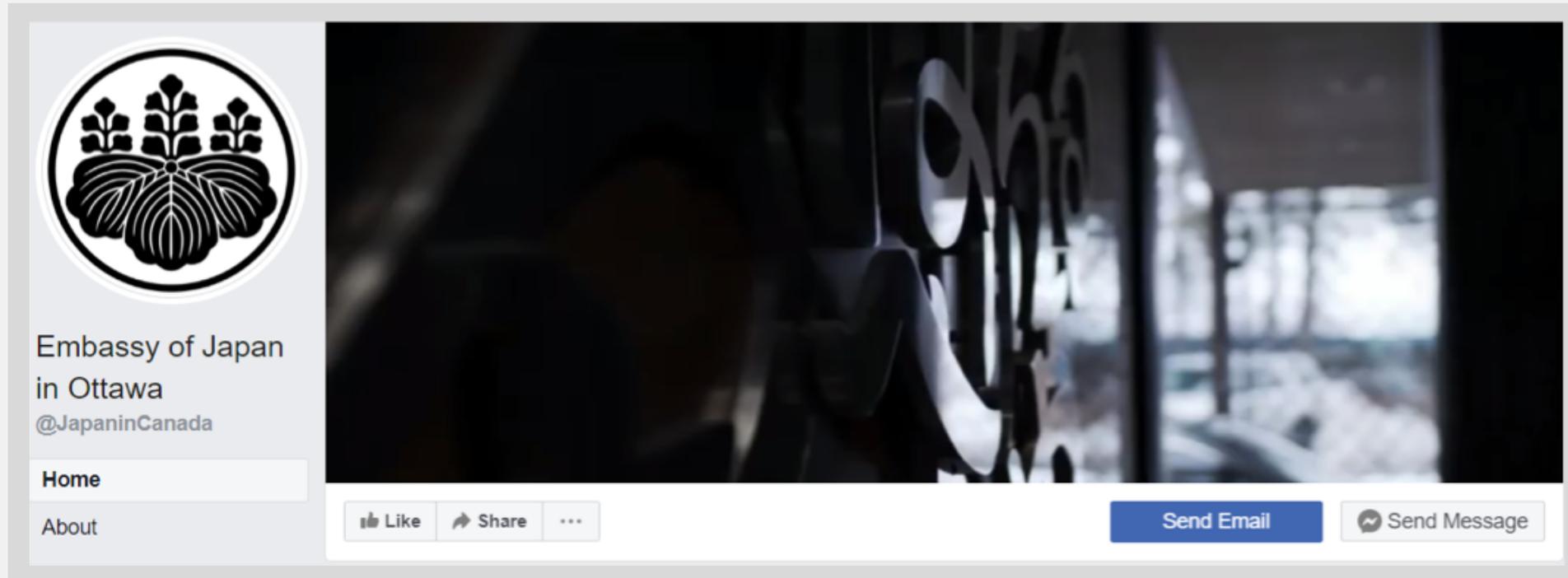
- Relevant ad targeting categories relevant to Persona #2 (Kyla)
  - Location, Income, Education
  - Age
  - Relationship status
  - Life events (away from hometown)
  - Travel
  - Device
  - Hobbies & Activities.

#### James

##### Facebook

- Relevant ad targeting categories relevant to persona #3 (James)
  - Education, income level
  - Age
  - Relationship status
  - Travel
  - Devices
  - Use look-alike audiences to target people who already follow other travel related accounts on social media

# We Also Created A Video!



We hired a professional video production agency who sent a crew into the EoJ to create a short **1 minute HD-Quality video** to showcase what the EoJ is about, it's community, their programs etc. This video was created to give their social audience a **quick snap shot** into what the EoJ has to offer. Cost to create video was \$3500. WSI Charged the EoJ \$6000.

It was uploaded as a banner video on their [Facebook](#), and was also posted to their [Twitter](#) account.

# What Was The Total Impact?



## Facebook

Community See All

- 4,248 people like this
- 4,519 people follow this
- 221 check-ins

Their **Facebook** following surpassed the desired goal of **4,000**.

## Twitter:

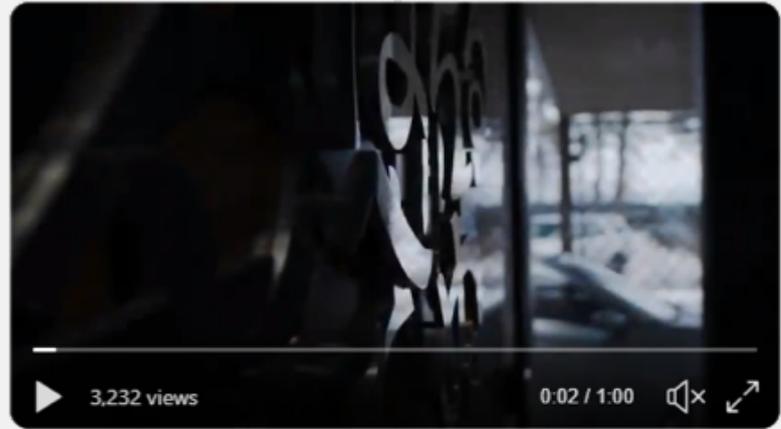
Japan Embassy Canada

|        |           |           |       |
|--------|-----------|-----------|-------|
| Tweets | Following | Followers | Likes |
| 9,985  | 1,543     | 7,461     | 6,712 |

Tweets   Tweets & replies   Media

The EoJ's **Twitter** following grew beyond the goal of **6,950**.

The **Video** has received over **3,200** views on just their **Twitter** account alone.



# Client Testimonial:

*It is the Embassy's explicit policy not to leave or endorse a contractor via reviews, but the Marketing Director did have this to say which he published through his private channel.*

## Testimonial:



Scott

★★★★★ 25 mins ago

WSI helped us refine our social media best practices and improve our content creation to better meet our audience's interests. Their research on relevant competitors and target audience personas were particularly useful insights. Polite, friendly and quick to respond. It was a great working relationship.

