



DIGITAL STRATEGY



INTRODUCTION

THE OBJECTIVE

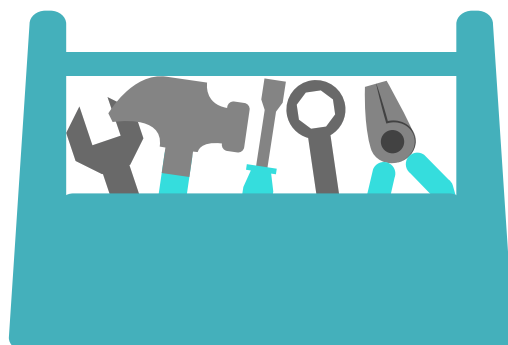
To engage and increase the online followers of Gap Filler with a vibrant digital presence. The aim is to increase the brand awareness around their new project the 'Tool Lendery,' around Gap Filler as a whole and to create ongoing brand awareness.

Gap Filler's digital presence aims to predominantly target 'Rachel.' Rachel is very active on social media and enjoys sharing quirky and innovative posts with her friends, she is also an avid follower of Instagram influencers. Other audiences will also engage in the content because of how unique Gap Filler is, like the long form video which is aimed at a more general audience.

The target audience (Rachel) aligns with the target demographic analytics we have been provided with.

GOAL

To increase the amount of followers on Gap Filler's Facebook page, Instagram, and up the number of page views on their website. We will achieve this by creating and sharing quirky and creative content to boost awareness of Gap Filler and what they do.



CHANNELS



Gap Filler & Tool Lendery Facebook page

Highly shareable content for a wide range of people in Canterbury, targeted predominantly towards Rachel.

**MAIN TOOL LENDERY VIDEO
SOCIAL MEDIA VIDEOS
GAPFILLER VIDEO
PROMOTIONAL VIDEO FOR PODCASTS**



Gap Filler Instagram: @GapfillerCHCH

Tool Lendery Instagram: @tool_lendery

Vibrant, consistent and engaging content to encourage Rachel and her friends to follow.

**SOCIAL MEDIA VIDEOS
PROMO VIDEO FOR PODCASTS**



Gap Filler Website: www.Gapfiller.org.nz

Tool Lendery Website: toollendery.org.nz

A more 'Country Calendar' style video people will see when they visit the Gap Filler website.

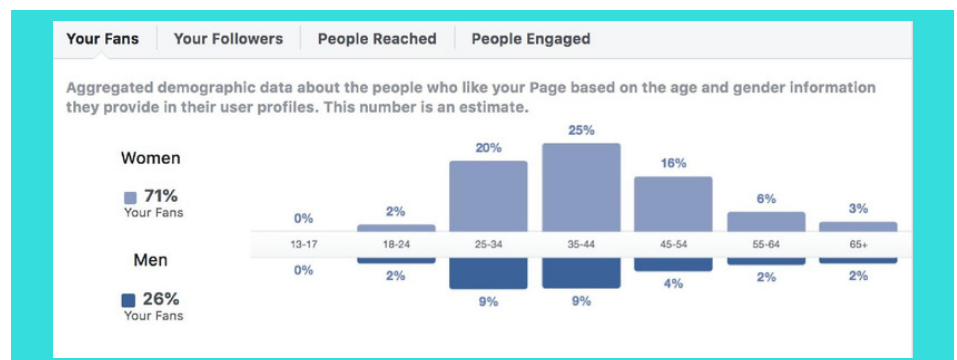
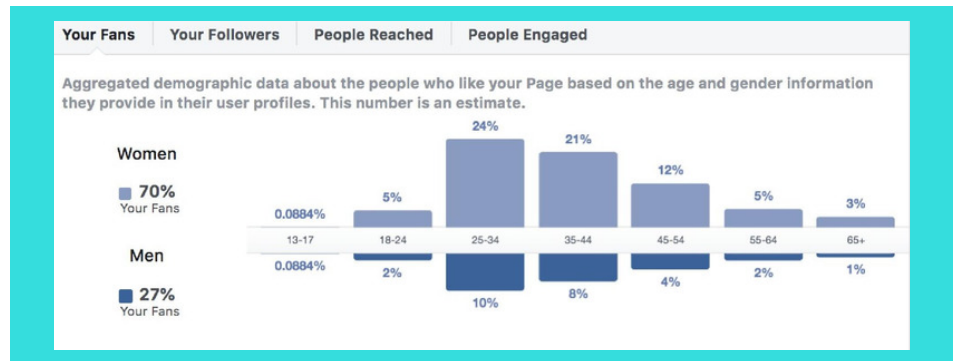
**COUNTRY CALENDAR VIDEO SHARING
THE STORY OF GAP FILLER
INTERACTIVE MAP
MAIN TOOL LENDERY VIDEO
PODCASTS**

GAP FILLER SOCIAL MEDIA ANALYTICS

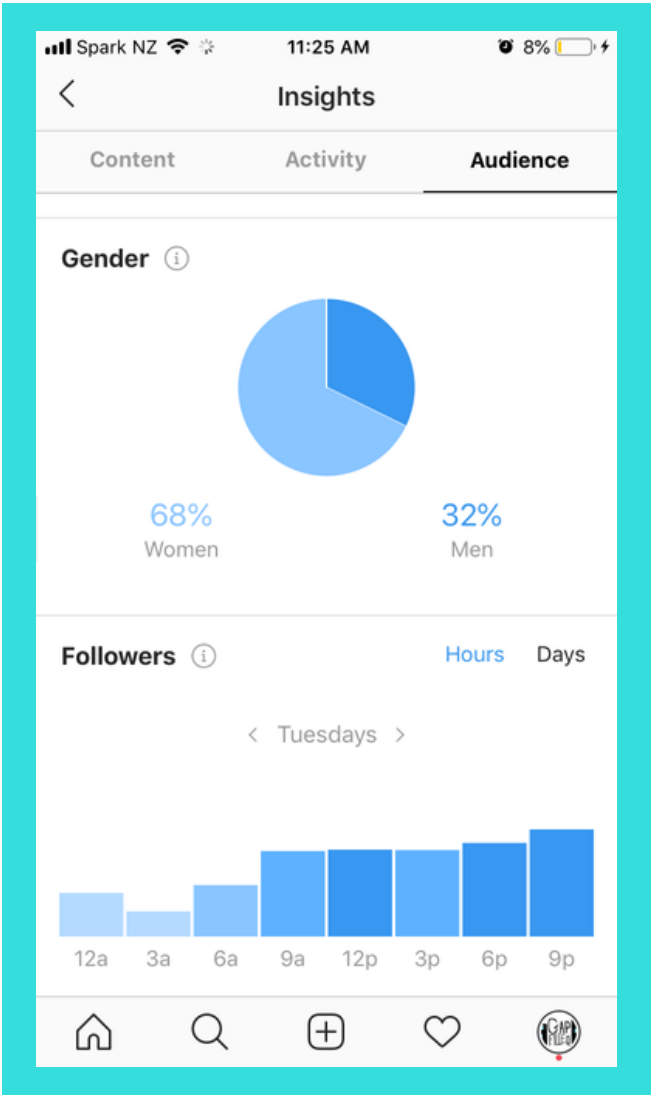
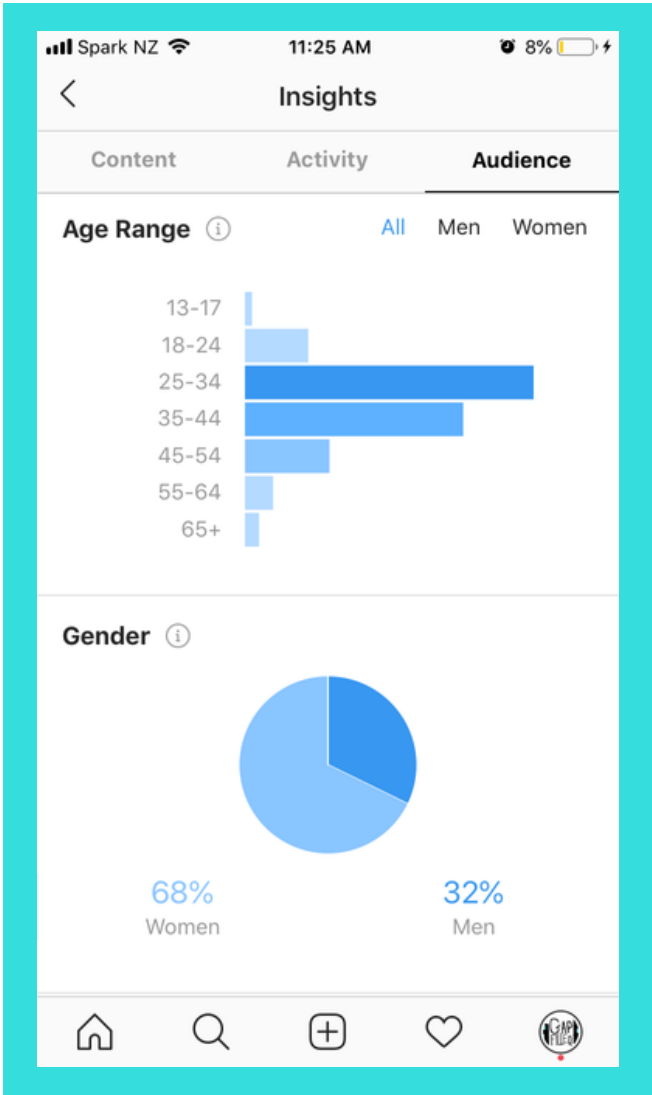


@GAP FILLER

These analytics show us we were pretty much spot on when it comes to target demographic. The main demographic ranges between women aged 25 - 34 (Rachel) and 35 - 44.



The audience is online most often between 10 pm and 2 am.



These analytics also reflect that Rachel is the most active audience on Instagram at 12pm, 6pm, 9pm and 9 am.



TOOL LENDERY



@TOOL LENDERY, CHRISTCHURCH CENTRAL



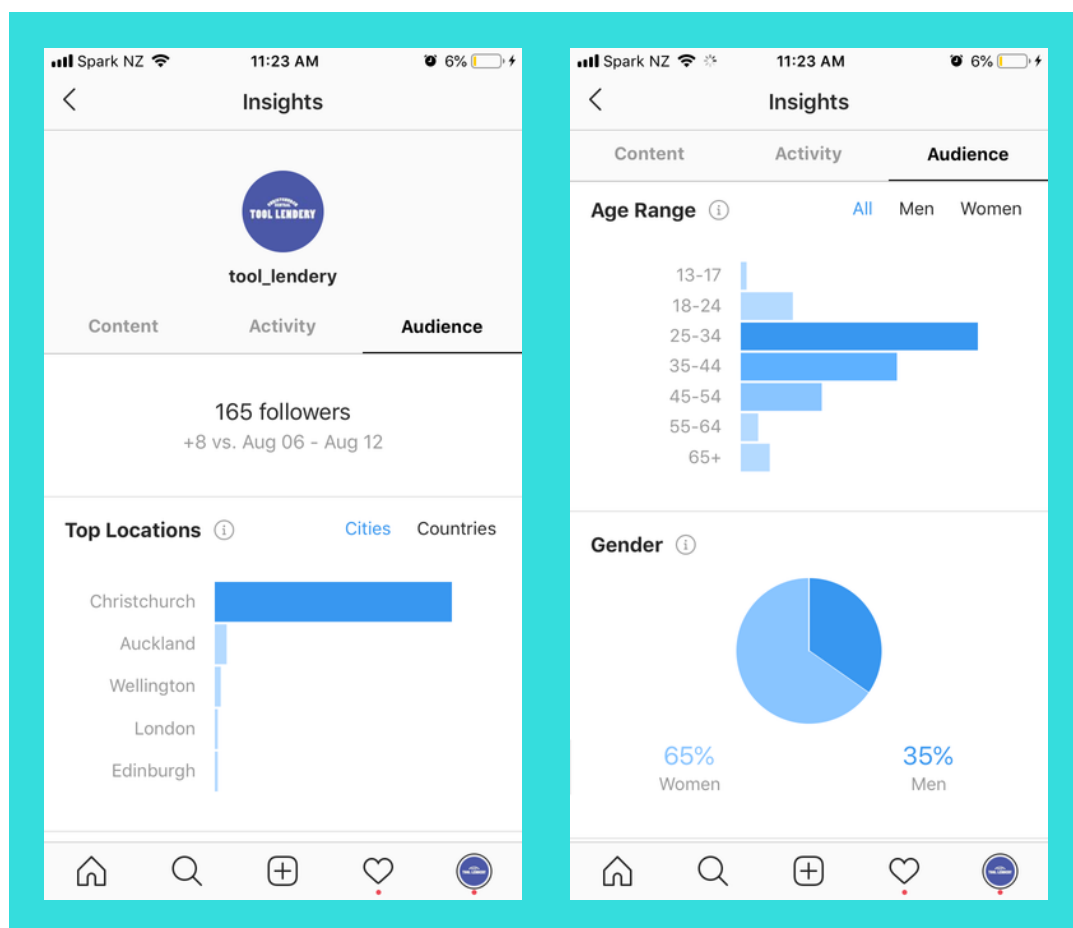
For the Tool Lendery, the Facebook audience is mainly active very late at night too



@TOOL_LENDERY

Rachel is also the main audience for the Tool Lendery Instagram.

This will help determine when the best time is to post content.



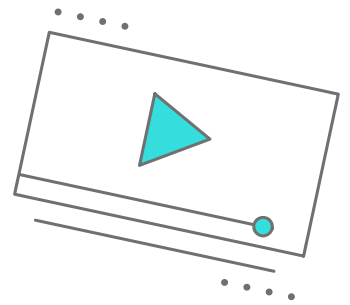
CONTENT & CONTENT CALENDAR

Overall summary of digital content

CONTENT:

2 LONG FORM VIDEOS

- Gap Filler Story
- Tool Lendery



5 SOCIAL MEDIA VIDEOS

- Tool Lendery: safety glasses
- Tool Lendery: hedge-trimmer
- Tool Lendery: step ladder, drill, lawn mower
 - Tool Lendery: shovel
- Tool Lendery: stud-finder

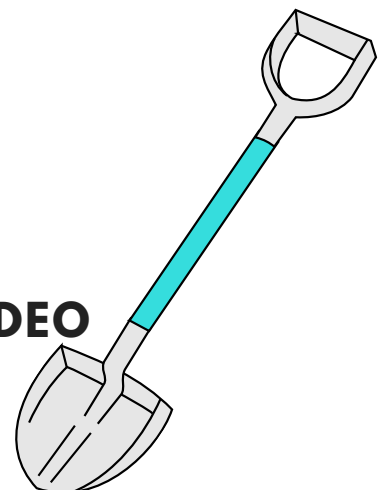


3 PODCASTS

- Shay Horay
- Calven Scott
- Kris Vavasour

INTERACTIVE MAP

PODCAST PROMOTIONAL VIDEO



GAPFILLER CONTENT CALENDAR

Key:

Upload to Gap Filler website

Upload to Gap Filler Instagram

Upload to Gap Filler Facebook

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6 Students hand over content	7
8	9 Gap Filler video and interactive map	10	11 Hedge trimmer video 7 pm	12	13	14
15	16 Tool Lendery video	17 Hedge trimmer video 6 pm	18 Shovel video 7 pm	19	20	21
22	23	24 Shovel video 6 pm	25 Safety glasses video 7 pm	26	27	28
29	30					

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
		1 safety glasses video 6 pm	2 stud-finder video 7 pm	3	4	5
6	7	8 stud-finder video 6 pm	9 lawnmower video 7 pm	10	11	12
13	14	15 lawnmower video 6 pm	16 Gap Filler video	17	18	19
20	21 podcast 1 uploaded	22 podcast 1 teaser video 6 pm	23 podcast 1 teaser video 7 pm	24	25	26
27	28 podcast 2 uploaded	29 podcast 2 teaser video 6 pm	30 podcast 2 teaser video 7 pm	31		

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 podcast 3 uploaded	5 podcast 3 teaser video 6 pm	6 podcast 3 teaser video 7 pm	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

We advise the posts to go on Gap Filler's social channels rather than on the Tool Lendery. We have provided a second content calendar for the Tool Lendery which can be used to share the content already posted on the Gap Filler channels. We think it is best to post to Gap Filler and then share through the Tool Lendery, as this will make people aware Gap Filler are the master-minds behind the project.



From the Facebook analytics, we can see Gap Filler's audience is mostly active online on Wednesdays from 10 pm until 12 pm. This is why we have suggested to release the social media videos every Wednesday for five weeks at 7pm, so it gives a few hours for the content to spread online before Rachel sees it.



A peak time the Gap Filler followers are on Instagram is 6pm, which is why we advise to post the videos at that time. We have not specified times to post on Gap Filler's website as we did not have access to those analytics.



We advise the upload of the social media videos to Instagram to happen nearly one week after they are posted on Facebook. This means viewers will not be over-saturated, but may watch it again if they see it pop up in their Instagram feed a week later. We recommend when Gap Filler post videos on Instagram, tag the Tool Lendery so it drives followers there as well. Because the content will be posted on Tuesday this may mean someone sees it on Instagram and likes the Facebook page. If this happens, they will be surprised with a new social media video the next day on Facebook.



We advise to spread the content over a few months, this would avoid over-saturation. The social media and long-form videos should be posted before the podcasts, to hopefully generate a following which means more people are likely to listen to the podcasts.



TOOL LENDERY CONTENT CALENDAR:

KEY:

Upload to Tool Lendery website
Upload to Tool Lendery Instagram
Upload to Tool Lendery Facebook

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6 Students hand over content	7
8	9 tool lendery video	10	11 hedge trimmer video shared 9 pm	12	13	14
15	16	17	18 shovel video shared 9 pm	19 hedge trimmer video	20	21
22	23	24	25 safety glasses vid shared 9 pm	26 shovel vid	27	28
29	30					

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 Stud-finder video shared 9pm	3 Safety glasses video	4	5
6	7	8	9 Lawnmower video shared 9pm	10 Stud-finder video	11	12
13	14	15	16	17 lawnmower video	18	19
20	21	22	23 Tool Lendery video	24	25	26
27	28	29	30	31		

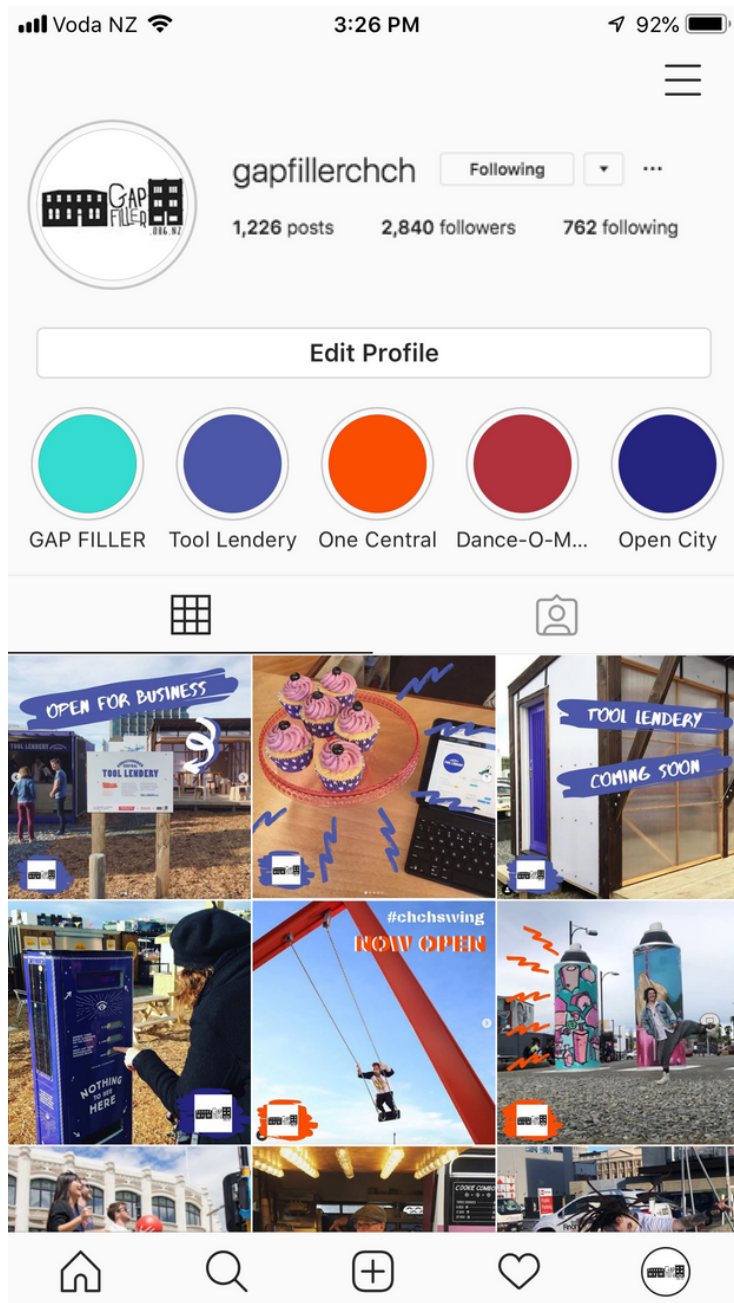
We recommend sharing the social media video's to the Tool Lendery Facebook page one day after they are uploaded to the Gap Filler Facebook page. This is so the video can gain a following before introducing it to a new audience.

We did not have access to when the best time is to post on the Tool Lendery Instagram, so we have based our strategy off the Gap Filler analytics.

We thought the Tool Lendery long form video should be shared to the Gap Filler Facebook page once all the social media videos are posted. This is so the audience is not over-saturated. Ideally the Tool Lendery will have more of a following once the social media videos have been viewed and shared.

INSTAGRAM

Our Vision



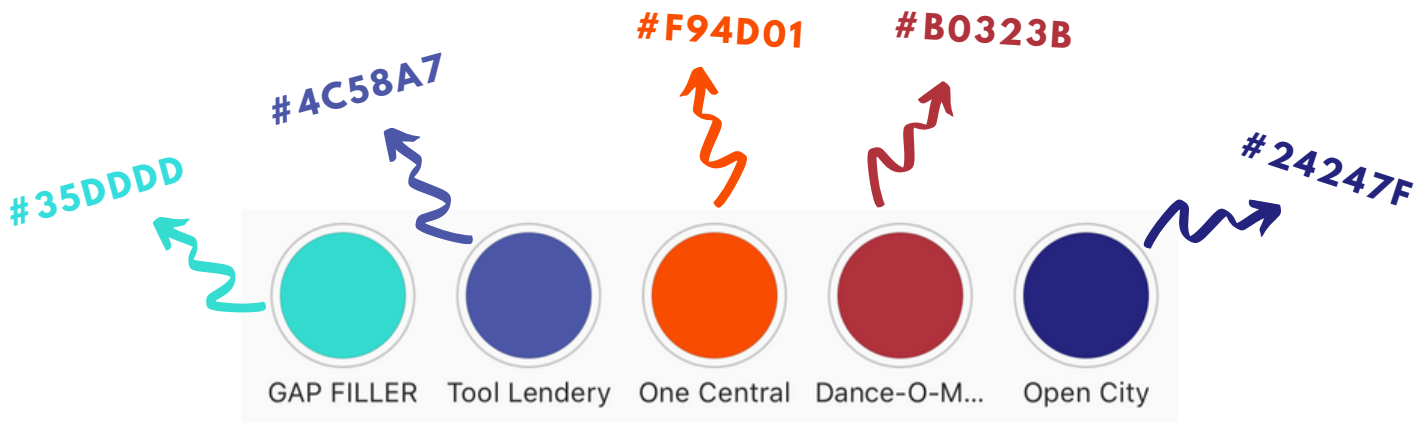
How we visualise what Gap Filler will look like on social media.

We aim to create the formula and start a vibrant and consistent Instagram feed so Rachel, her friends and anyone who looks for Gap Filler is keen to engage.

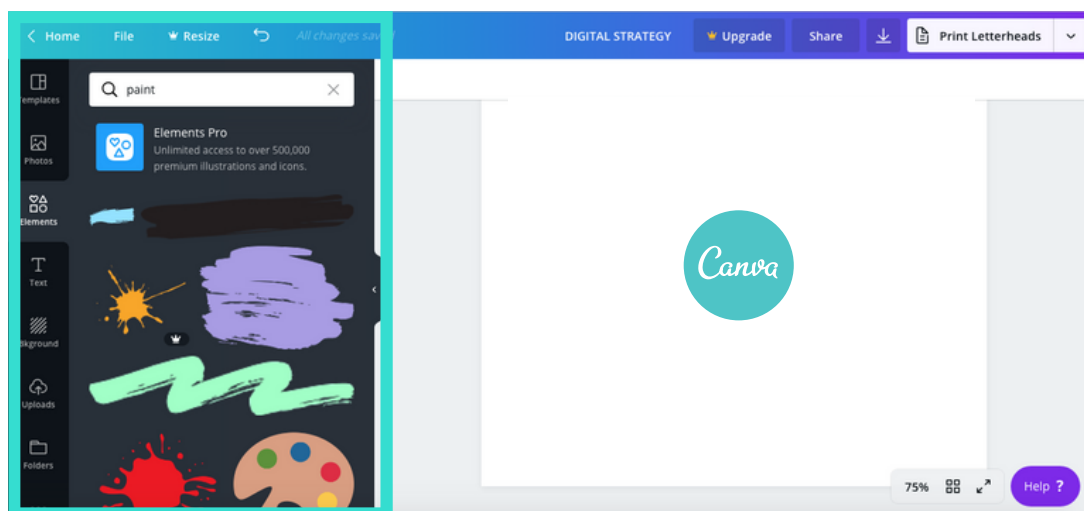
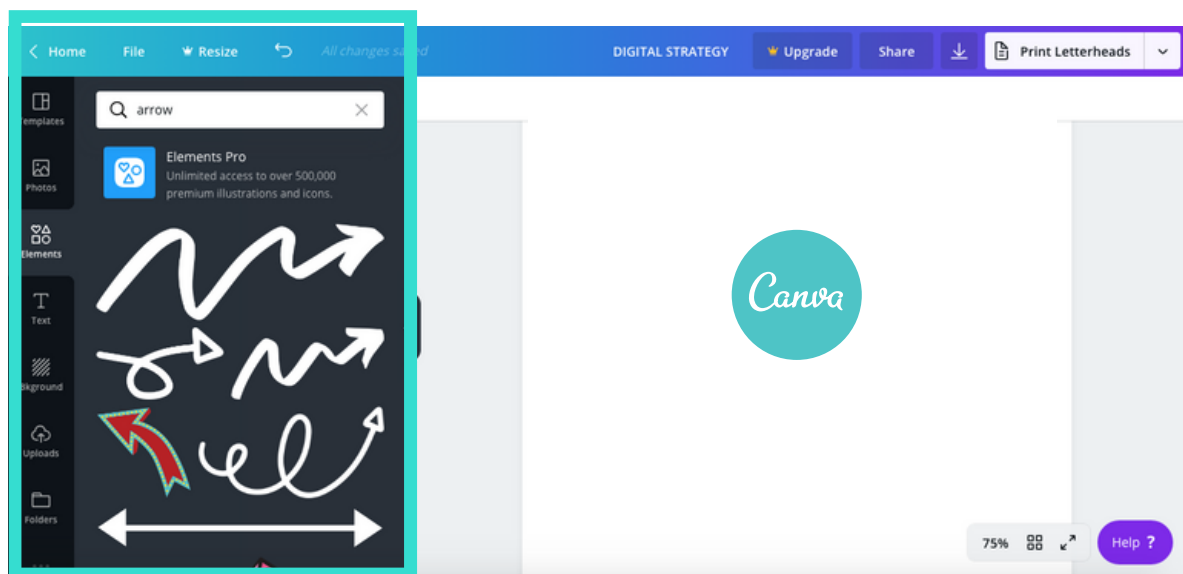
We understand Rhiannon Josland (Gap Filler's social media guru) spends two hours per week focused on social media. To achieve the Instagram look we did, we used Canva.com, a simple graphics website which uses minimal time and maximum creativity.

SOME TIPS AND TRICKS ON CANVA:

COLOUR CODES:



GRAPHICS GAP FILLER COULD USE WITH IMAGES:



AS STATED IN THE BRIEF, GAP FILLER'S
BRAND VOICE IS:

Fun *Socially focussed*
Engaging **INTERACTIVE**
& **CREATIVELY CHALLENGING**

This is Gap Filler's new digital presence. With a consistent brand colour and style, it will create a more 'aesthetically pleasing' feel. This will give a more professional and consistent look, encouraging engagement and people to follow - leading to increased brand awareness.

OUR SUGGESTION

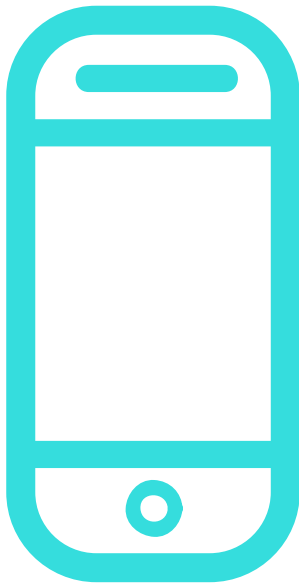
Living in a fast paced social media world where everything is a click away, people become lazy when seeking new accounts.

We suggest Gap Filler focus all of their content on Instagram @GapFillerCHCH. While multiple Instagram accounts allow for more focused content on each activation or section, brand awareness is key. One streamlined Instagram will encourage people to stick around to see what Gap Filler is doing.

When people become aware Gap Filler is responsible for the quirky and interactive activations around the city, along with an engaging and vibrant Instagram they will be keen to follow and engage.

Instead of having multiple Instagrams for each activation, each one could have a colour related to it. For example the Tool Lendery brand colour is purple, this would remain but would be featured on the main Gap Filler Instagram.

INFLUENCER MARKETING



Influencer marketing is a great way to reach the demographic of 25 - 35 that we are predominantly focussing on for the Gap Filler Instagram and Facebook. According to Instagram, as of June 2019 it had 1,570,000 New Zealand users, 57% of them female, and 69% aged under 35. Instagram is an exciting place to target and engage Rachel and her friends and a great place for brand awareness and interaction to increase.

Not only will this increase Gap Filler's brand awareness in an organic and exciting way, but should encourage people to go to use the activations. The Gap Filler activations are quirky and highly instagrammable so we are positive this is a great idea!

Below is our fully detailed plan about how this will work.



@GAPFILLERCHCH

DIGITAL CAMPAIGN

Let's get people tagging @GapFillerCHCH and get the word out that they create awesome activations all around Christchurch.

The objective of this campaign is to get people tagging @GapFillerCHCH on Instagram while they are at an activation to go into the draw to win a prize. This campaign will get the word out Gap Filler are the creative geniuses behind the activations in an organic, fun and interactive way.



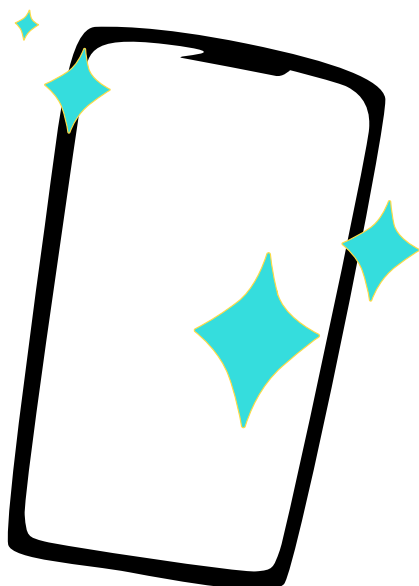
This is an Instagram promotion and aims to grow your social following and engagement.

As discussed these are some potential groups Gap Filler want to reach out to for prizes:

- Central City Business Association
- Christchurch NZ
- Christchurch City Council
- Cultivate Christchurch

Influencers who could help promote this campaign:

- @qualityantics
- Chris Lynch
- @Christchurchinsider
- @StudentCardCanterbury
- @AmeliaRoams
- @Theniftymarkets
- Moustache cookie and milk bus, other places at the 03
- @StudentCardCanterbury
- @Christchurchdeals
- @Lunasdayout
- @Christchurchnz
- @Christchurchcc
- @Christchurch_isite
- @Christchurchcitymission
- @Stylechristchurch



OUR VISION



An example of what the Gap Filler Instagram posts could look like.

