

Social Media Marketing Plan for Volatus Aerospace

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Executive Summary

Volatus Aerospace Corp. is a leading provider of drone services for a variety of industries such as commercial, industrial, defense, and public service. Volatus is based in Ontario, Canada with locations in Latin America and the United States. With the company quickly expanding, the brand and social media awareness needs to grow with it. Although Volatus currently has a small presence on social media, the company is interested in building on their presence and building a better understanding about Volatus.

The authors of the following plan (Anastasiia Brovarets, Cristian Ponce, Natasha Booker, Ali Haddioui, and Karlyn Cabrera) will focus more on growing Volatus' presence in both the utilized and under utilized platforms: Facebook, LinkedIn, and Instagram. The strategies presented will be directed to being time efficient and applicable to smaller social media teams. The three objectives of the social media marketing plan are:

1. Increase Volatus Aerospace's brand awareness
2. Increase social media engagement
3. Differentiate Volatus from its competitors and build on the current social media presence

In addition to these objectives, other areas of the company will be analyzed including the target market, current brand presence, and a thorough SWOT analysis. Detailed strategies tailored to each social media platform will be discussed along with tools and tactics on efficiently and consistently creating content for each platform. Following these strategies, social media monitoring and tracking tools will be provided in order to track improvements, growth, and additional audience analytics.

To conclude the report, an estimated budget will be presented which includes various costs involving advertisement spending and social media management tools with the added option of additional hiring. The budget is estimated to be around \$10,000 however this can easily be altered to fit the business' needs and objectives . Alongside the budget, an outline of the estimated return on investment will clearly indicate the success from following the plan's suggestions and instructions.

Brief Overview

Volatus Aerospace is a company whose goal is to commercialize drone technology's full potential. The company has civil, government and defense markets. Their main approach is educating people about drones and their industry.

Services offered by Volatus Aerospace include drone retail, drone services, drone training, R&D, commercial and defense solutions, industry news and so on. Their services are spread across Canada, the US and South America. Currently Volatus Aerospace is represented on LinkedIn, Facebook, Instagram and Youtube. Some of the social media platforms being not active for some time due to inefficient use as well as lack of time, our plan is to bring up the best marketing technologies, in order to help the company to grow their business according to their wants and needs.

Social Media Presence

Metric	Reach	Company Posts	Feedback	Additional Information (if available)
LinkedIn	5,843 followers	Very active sometimes few posts per day	Being more active on last couple of posts, some of them have response from CEO Glen, but generally not active in response or receiving feedback	Main social media platform, very active on LinkedIn. However, not much response back, about 0.5% people engagement
Facebook	1.2K followers and 1.1K likes	Not very active every 2 weeks (sometimes less), last post being October 25th	1-2 comments or shares under some of the posts, no response to comments	Active on Facebook, being on trend with some appropriate movements support. About 1% engagement from people

Instagram	285 followers and total of 66 posts on the page	Not active, last post in July.	-	Poor layout, not using newest instagram features (Reels, highlights and so on)
Twitter	184 followers	Very active, posts daily	Very little user engagement, posts are similar to those on Facebook and LinkedIn	Very little following and engagement in comparison to activity
Youtube	56 followers and 29 videos uploaded	Not active, last video posted about 10 months ago.	-	Most videos are under one minute long, able to switch to more appropriate platform

Competitive Analysis (SWOT)

<p>Strength</p> <ul style="list-style-type: none"> • Leader in commercial drones and UAV technologies • Many services and products are being offered by the company • Many top executive support the company's brand on social media platforms (LinkedIn) 	<p>Weakness</p> <ul style="list-style-type: none"> • Insufficient use of social media platforms • Weaker organization of the website • Small social media team, therefore difficult to keep track of multiple social media accounts causing little commitment • Small following and subscriber base
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Opportunities	Threats
<ul style="list-style-type: none"> • Improve social media platforms to gain awareness of the organization's messages • More specific targeting will help for the marketing • Clear strategy and goals to achieve regarding marketing • Collaboration with other companies to increase awareness • Increasing demand for technologies offered by Volatus Aerospace 	<ul style="list-style-type: none"> • Competitors are offering very similar services and/or products • Competitors have better marketing organization and social media presence

Objectives & Strategies

Objectives:

- Increase size of social media communities and accurately target audiences in order to gain more brand awareness
- Boost brand engagement on social platforms that are not as active, such as Facebook, Instagram, and Youtube
- Interact more with consumers in order to educate them or answer questions on how to use drones; resolve support issues and nurture relationships

Strategies/Tactics:

- Boost marketing strategy by partnering with influencers to expand B2C business reach
- Connect with Facebook, Instagram and Youtube audiences by creating engaging and emotional content
- Livestream on Facebook and Instagram in order to teach users on drone usage and etiquette
- Use relevant hashtags related to Volatus
- Use in-house experts for FAQs

Target Market

Volatus Aerospace Corp.'s current market segments are public safety, defense, agriculture and forestry, surveying & mapping, inspections, construction, environment, mining, cinematography, manned aircraft, cargo drone delivery and logistics, and education. Narrowing the target focus gives more opportunities to reach the right audience.

As it was mentioned earlier, the company is mostly known to the Canadian national market right now as well as growing in South American countries.

The audience that Volatus Aerospace is targeting are mature individuals who have influence over decisions in their respective organizations. The audience consists of mostly men in their 30-50s. B2B buyers range from business owners, project managers, government organizations, as well as institutions. *Figure 1* below illustrates the buying process of B2B consumers.

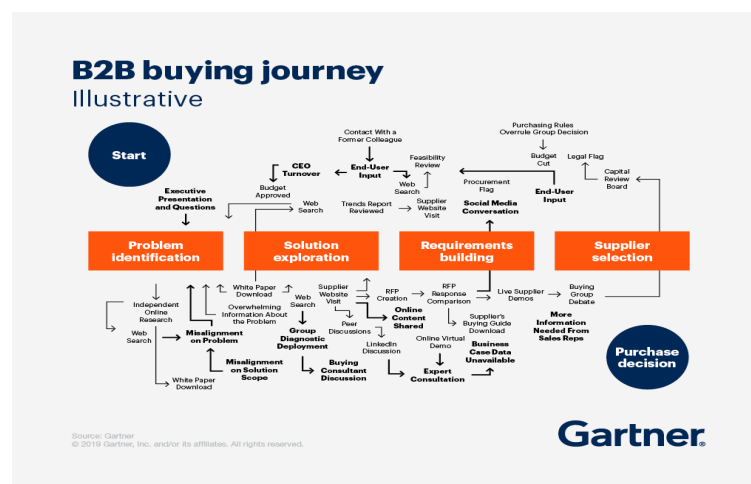


Figure 1

At the moment, Volatus Aerospace is focusing more within the USA and Canada, with an eye to growing globally. Going global can help Volatus achieve a bigger brand name internationally, which would ultimately help achieve the main objectives which are increasing followers on social platforms, building public safety presence and awareness, and building awareness of the company. Other advantages of target marketing globally consists of gaining access to a much larger base of customers, increased revenues from these new customers even if you have saturated your markets domestically. Globalizing is a great way to take revenues to new heights.

As mentioned, emphasis on business to business (B2B) is Volatus' primary focus. The goal is to increase brand awareness among other businesses, sell them on the benefits of the goods or service, and turn them into clients. B2C (business-to-consumer) marketing is considerably different from B2B marketing. B2B and B2C marketing have different audiences and communication methods, as well as different strategies and applications. Below are ways to build brand recognition through social channels.

Importance of diversifying social platforms:

Although LinkedIn is the natural social platform for B2B, other social platforms should not be ignored. Diversifying social platforms widens an audience and increases brand recognition. Other social platforms such as Facebook, Instagram, Twitter, and YouTube have a unique set of features, necessitating a variety of content types and messaging approaches. *Figure 1* below illustrates the social media platforms used by B2B brands in 2022.



Figure 2

Platforms, Tactics, and Tools

LinkedIn

Volatus Aerospace is the most active on LinkedIn thus seeing the greatest results in growth. LinkedIn is the main social media platform used by B2B businesses and “4 out of 5 people on LinkedIn drive business decisions”(Newberry, et al., 2022). Leveraging LinkedIn to its utmost capacity will allow Volatus to generate even better results from the platform.

The following actions should be taken on LinkedIn:

1. Share More Diverse Content

- Sharing more engaging posts such as videos, will cause followers and other users to stay more engaged with Volatus content for longer, increasing the chance of following or sharing the content.
- Video content is shared 20 times more often than other forms of LinkedIn content (Brooks, 2019). More active engagement on Volatus posts will allow the company to build a higher following and increase brand awareness.
- LinkedIn livestream provide even better results than those of videos, with 7 times more reactions and 24 times more comments (Newberry, et al., 2022). Livestreams will provide users to communicate more directly and intimately with the company.

2. Use LinkedIn Ads

- Create sponsored posts, text ads, or message ads using LinkedIn's marketing solutions page, customized for Volatus' objectives, goals, and target market.
- With LinkedIn ads, "46% of social traffic" will travel to the Volatus website from the LinkedIn page (LinkedIn, 2022), creating higher chances of users following or subscribing to other social media accounts or the email newsletter.
- LinkedIn ads may provide the best results in comparison to other social media run ads, according to "79% of content marketers" who used the service (Newberry, et al., 2022).

3. Create or Join a LinkedIn Group

- Join a group for the B2B target market segment to connect and share the brand story to the professionals and decision makers in the target industries. Group membership would also provide opportunities to listen to those within the industry and monitor the conversations around other drone companies.
- Join or create a group for the B2C target market segment in order to provide more information on the company, provide individual customer service, and overall connect with others interested in the drone business and associated industries. Group membership would also provide a direct way to listen to any feedback from any former, current, or potential customers.

- Joining a group is recommended for smaller social media teams, as creating a group will require moderating the group which is time consuming and is better suited for larger teams.

Twitter

Twitter is the perfect place for B2B organizations to reach their target audience. “Over 82% of B2B marketers have employed Twitter in their marketing strategy within the last year” (Blankenship, 2022). Twitter gives businesses the option to communicate more efficiently with prospective clients while also offering a robust advertising market. “Twitter users spend 26% more time viewing ads on the platform than on any other social media platform” (Blankenship, 2022). Twitter's built-in B2B marketing features include automated welcome messages to engage with followers, the opportunity to inform followers if a business account offers customer and product-related support, and quick reply choices to simplify the customer experience. *Figure 2* below illustrates Twitter's key statistics.

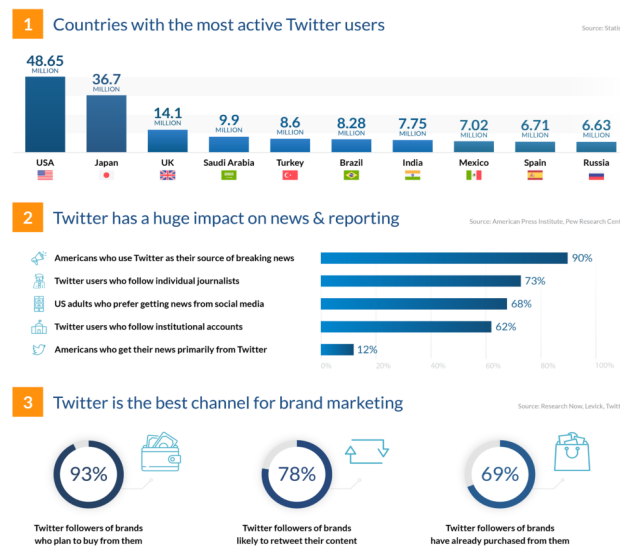


Figure 3

The following actions should be taken on Twitter:

1. Offer Posts of Value

- Provide educational and insider information to other businesses and continue to engage with customers through comments and retweets.

- Avoid a constant sales approach, instead share thoughts on industry news and statistics.
- Use trending hashtags, when appropriate, to build awareness with customers and get the brand noticed by other users
- Use relevant hashtags to gain a company presence within the industry space on Twitter

2. Twitter Ads

- Twitter's advertisement tool is one of the most cost-effective social platforms compared to other platforms, using the opportunity Volatus Aerospace can find new clientele for comparably low investment.

Facebook

Facebook is a great tool for B2B business and Volatus is already active on the platform as their 2nd most followed social account. Most people believe that Facebook marketing and ads are mostly for B2C, as most Facebook users are there to communicate with friends and family rather than conduct business. However, this is a misconception, as Facebook ads can also generate website traffic and leads for B2B brands. Facebook ads for B2B marketing offer more opportunities, although LinkedIn offers more specific targeting opportunities, Facebook has a superior optimization algorithm. With Facebook ads, companies are able to target audiences based on demographics, job titles, behaviors, preferences, collect prospect information to feed email lists and provide leads to the sales team, and control ad budget, scheduling, target audience, and ad creation. With 74% of people using Facebook for business purposes (Neely, 2021), creating engaging content and sponsored posts will allow for Volatus' brand story and identity to grow bigger and expand further.

The following actions should be taken on Facebook:

1. Create or Join a Facebook Group

- Create or join a Facebook group in a similar style to those recommended for LinkedIn.
- Joining or creating a drone industry focused group will allow the Volatus story to be shared to those who are most interested in the industry, opening up business opportunities for both B2C and B2B.
- Joining a group is recommended for smaller social media teams, as creating a group will require moderating the group which is time consuming and is better suited for larger teams.

2. Use Facebook Ads

- Create sponsored ads to feature in user's feeds, stories, search and more using the Facebook Ads page; customized for Volatus' objectives, goals, and target market.
- Facebook Ads will take out the guesswork for ad placement and automatically place ads where they think it will perform best to optimize the advertisement budget (Shepherd, 2022).
- Facebook ads are worth the investment, as 58% of managers said Facebook and LinkedIn as the social media platforms with the highest ROI (Dane, 2022).

3. Optimize Postings

- Post engaging, consistent, and high quality photos or videos in order to gain interest and engagement.
- Post with call-to-action captions that require Facebook users to visit the Volatus website, follow or subscribe to Volatus on another social media site, or engage with the post in other ways such as by liking, commenting, or sharing.

4. Engage with Other Users

- Respond to Facebook users who comment or share Volatus posts in order to build customer relationships.
- Encourage employees to share and engage with Volatus posts in order to increase brand awareness.
- Share posts created by affiliated companies and posts created by partnered businesses to demonstrate the brand story and the company's purpose.

YouTube

YouTube is one of the most underrated B2B marketing tactics that many brands do not take advantage of. YouTube videos provide the chance to connect emotionally with the audience, assisting you in developing a unique business identity and creating strong bonds with customers. Not only that, Google includes videos within their search results, with videos often ranking higher than standard webpage results which results in more traffic towards a company website. Volatus Aerospace could use this platform to showcase their product and how it was used by some of their previous customers.

The following actions should be taken on YouTube:

1. Produce Engaging Video Content

- Create educational videos for the audience that will also help to answer the following questions: what is the brand, what does it do, and so on.
- Create product demos to show rather than explain. Making video demos on how drones are being used in different sectors of life to better engage the audience.
- Post videos somewhat regularly. Begin by starting with one post a month and build up a posting schedule depending on the success of the videos and time available to the social media team.

2. Brand the Channel

- Add brand icons, write a company description, a YouTube header, and organize videos in several playlists to make it easier for users to find what they're looking for.
- Create a personalized URL.
- Use a YouTube video watermark to create a consistent brand image.
- Create videos to tell the story of how the company grew and the brand story to add a personal touch to YouTube and create a relationship with the audience.

3. YouTube Advertisement

- By running ads, Youtube will target audiences who are currently interacting with videos similar to the ones from Volatus, allowing for the right audience to be found.

Instagram

Instagram is great to showcase products or services, as it is a visual storytelling platform. To make it an efficient B2B platform, it is important to understand what should be posted and the message behind it. Using this platform can easily build trust with the audience as it encourages engagement and relationship building.

The following actions should be taken on instagram:

1. Optimize Postings

- Post consistently, by committing to a posting schedule that correlates to the social media calendar and optimal posting times.
- Share engaging content to showcase Volatus' as a thought leader of the industry or content displaying corporate culture, events, awards, and

company announcements. Potential content ideas, as well as strategies on how to repurpose content, will be discussed later in the report.

- Create captions to engage the audience by including a call to action involving liking, commenting, sharing, or visiting the link in the bio.
- Use industry relevant hashtags to help the audience find the business.

2. Utilize all Instagram Features

- Share stories daily in order to engage and interact with followers on days with no scheduled post. One third of the most viewed Instagram stories are being published by businesses (Barnhart, 2022).
- Create reels to have a better chance of Instagram pushing Volatus content and increasing awareness. According to Instagram's current algorithm, videos and reels are the easiest and fastest way to be discovered by other companies.
- Post content collaborated with other businesses and tag affiliated companies or industry users or pages when applicable, increasing the amount of user reach and traffic to the page.
- Use Instagram insights to monitor the demographics and data about the success of published content.
- Create a LinkTree link to put in the Instagram bio to allow users to be directed to multiple platforms such as the website, YouTube page, Twitter account, Facebook page, and LinkedIn page, and a link to sign up to the Volatus newsletter.

3. Engage with the Audience

- Engage with the audience by replying to DMs, even if it is to direct the user elsewhere, for example by emailing the customer service team.
- Respond to comments and mentions to build a relationship with other users.
- Like, comment, and share posts made by businesses that Volatus is affiliated with or collaborating with.
- Create stories in which users are encouraged to engage with, such as using polls, question boxes, countdowns, and the emoji slider sticker.
- Experiment with influencer marketing. For example, Volatus could reach out to a drone/aerial photographer influencer that has a large presence on Instagram and discuss a collaboration or advertising plan.

4. Instagram Ads

- Begin running ads based on generating awareness of the brand and later advertise products and services after building a sturdy audience base.
- Use high quality images over brand logos or stock photos to attract more users back to the main profile.
- Instagram's advertising reach is currently higher than that of Facebook's. (McLachlan, 2022)

Website

The website is one of the first platforms customers are seeing or looking for to learn about Volatus and its products and/or services. Therefore, it is important we make any information they need easy to find and easy to reconnect with in the future. While the website isn't a social media platform, it is still an important part of a brand's online presence and statistics show that "judgements on a company's credibility are 75% based on the company's website design". (Eide, 2018). The website can be used even more effectively to better cater to the target market, build brand loyalty, and create better brand awareness.

The following actions should be taken:

1. Add Volatus Social Platform Accounts

- All applicable social media accounts for Volatus Aerospace should be added to the bottom of the website page to allow customers to easily transition from a visitor to a follower (*figure 3*).
- This addition will allow for a visitor to be led onto a social media platform from any page on the website.
- Any affiliated companies should be asked to repeat this step with their own social media accounts.

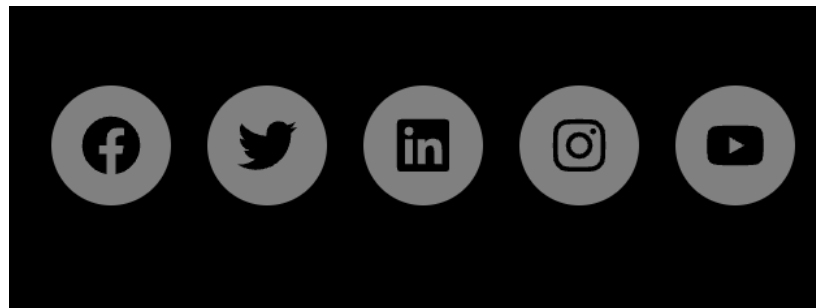


Figure 4

2. Call to Action Pop-Ups

- Volatus Aerospace has a lot of information to provide that many users would not be able to get through during their visit of an “average of 5.59 seconds” (Eide, 2018) therefore making an impression and reconnecting with the customer is essential.
- Provide a call to action pop-up that persuades visitors to subscribe to the Volatus email newsletter in order to receive a first time customer or subscriber discount or another benefit more suitable to their consumer needs (figure 4).
- Provide a call to action pop-up to persuade visitors to follow or subscribe to the Volatus social media accounts in order to receive more information on the company, product and services offered, and behind the scenes moments.
- The company Mailchimp (<https://mailchimp.com/en-ca/?currency=CAD>) provides useful information regarding email marketing. They help to set up and introduce the company to all the tools available through email marketing. They do have a free version for the first month, which allows users to create email campaigns and learn more about their audience.

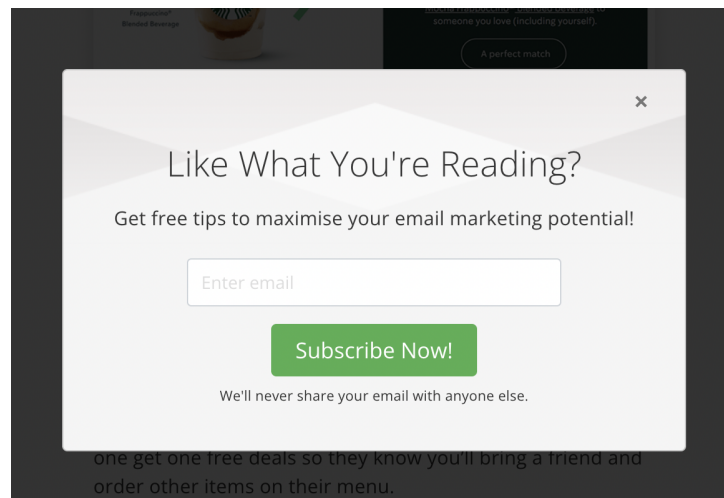


Figure 5

Content Development

LinkedIn, Facebook, Instagram, Youtube, and Twitter all require different content types and posting schedules. The most cost and time efficient way to share content on all platforms is to post similar types of content. This strategy will minimize the time spent on creation and development as posts will be repurposed to be shared on other sites.

Figure 6

Another way of managing social media content is via websites such as hootsuite (<https://www.hootsuite.com/>) or sprout social (<https://sproutsocial.com/>) . Both of them are great for analyzing and sharing content on multiple social media platforms. By using these platforms, planning future posts as well as engaging with other users can easily be done using just one website instead of multiple platforms. Both of those have free one month trials, but hootsuite also offers a free smaller version that offers the management of two platforms.

Repurposing Content

Any content created can be repurposed to share over different platforms and to be shared multiple times. For example, if there's an industry related conference coming up, tweets announcing Volatus' appearance can be shared days in advance alongside the conference hashtag. Throughout the conference, videos and photos can be taken to be shared in the moment throughout all platforms and can be shared again later in order to recap the events and any stand-out moments.

Sharing Platform Specific Content

LinkedIn

- Post updates about the business including acquisitions, announcements, and awards.
- Share videos involving drone footage, interviews, or panel discussion to allow the audience to learn about Volatus and keep the audience entertained. Share videos created for YouTube but post the video within the platform instead of linking to the Youtube video. Alternatively post a shortened version of the video and encourage users to visit the YouTube channel for the full video.
- Livestream on LinkedIn at conferences or host Q&A discussions by collecting questions from other social media accounts (Twitter, Instagram, Facebook, etc.).

Twitter

- Share content similar to those shared on Instagram, Facebook, and LinkedIn in a shortened photo-dominant form to appeal to the microblogging purpose of Twitter and its algorithm.
- Use specific hashtags that correspond to events, conferences, or panels in which Volatus is participating in or attending in order to build some anticipation and awareness.
- Retweet content relating to the industry and content shared by affiliated businesses.

YouTube

- Use the same video content posted on the other sites, drone footage, interviews, and other discussions for users to access the content on different platforms.
- Record the live streams from other social media platforms and upload them to Youtube to allow for viewers to rewatch the livestream or other viewers to discover Volatus.
- Create vlogs of events or conferences that are attended by Volatus with a focus on any talks performed by Volatus.
- Create informative videos, detailing the work performed by Volatus in each industry as well as videos instructing proper drone usage.

Instagram

- Share the same content that would be posted on LinkedIn and other platforms, with a caption and posting schedule that works with Instagram's model and algorithm.
- Create reels from shortened versions of YouTube videos with captions encouraging users to visit the Volatus YouTube page for the full version.
- Create anticipation for announcements or event attendance by sharing posts or stories in advance.
- Share engaging stories where viewers are encouraged to vote, answer trivia questions, or visit shared links.
- Repost stories and other content posted by affiliated companies to increase brand awareness of both companies and strengthen the brand story.
- Use the story Q&A sticker to collect questions other users might have about the company and film a video that could be shared to YouTube and broken apart to form reels or other video content shared on LinkedIn, Twitter, or Facebook.

Facebook

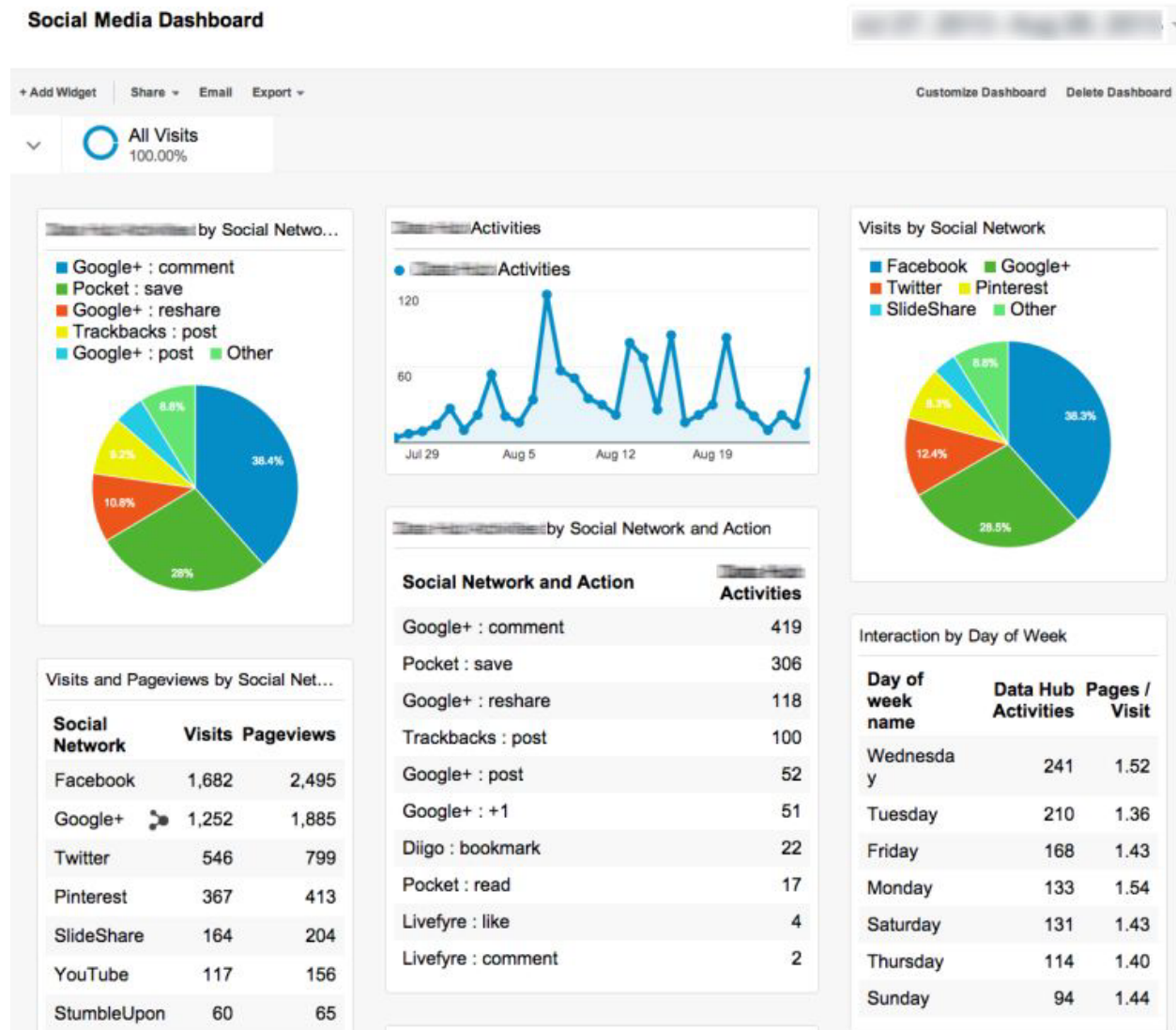
- Continue to share the same content that is currently being posted, similar to the items for LinkedIn and Instagram, tailored to fit the audience and posting time suitable for the platform and audience.
- Share shortened or full videos made from Youtube with the channel link to encourage Facebook followers to subscribe.
- Share content created by affiliated companies to further develop the brand story as well as tagging any mentioned businesses.

Evaluation and Measurements

Volatus success on social media marketing plans can be measured by different tools. For example Google analytics and Hootsuite analytics are tools that help analyze demographics represented by numbers, on the other hand tools such as Social Mention and Brand24 that enables evaluation of brand perception and remark tone. It's crucial to examine impacted data such as number of likes, views, follows and website visits in order to display demographic and target audiences. These tools help also to sport any irregularities when it comes to engagement, as well as monitor best posting times, and which platform including material that gets the most attention.

Google analytics

Google analytics is a tool that allows the user to visualize data in a very simple and concise way. It displays traffic data from websites and apps. Throughout the use of this tool Volatus Aerospace can have a better understanding of their customers behavior to see how efficient their strategies are. Once figured out, this knowledge can now be applied to content creation to create a more useful strategy. Customization is available for this tool, meaning that you can customize metrics, change funnels and variables. When it comes to demographic information displayed it shows geo-locations, key browsing behaviors and interests.



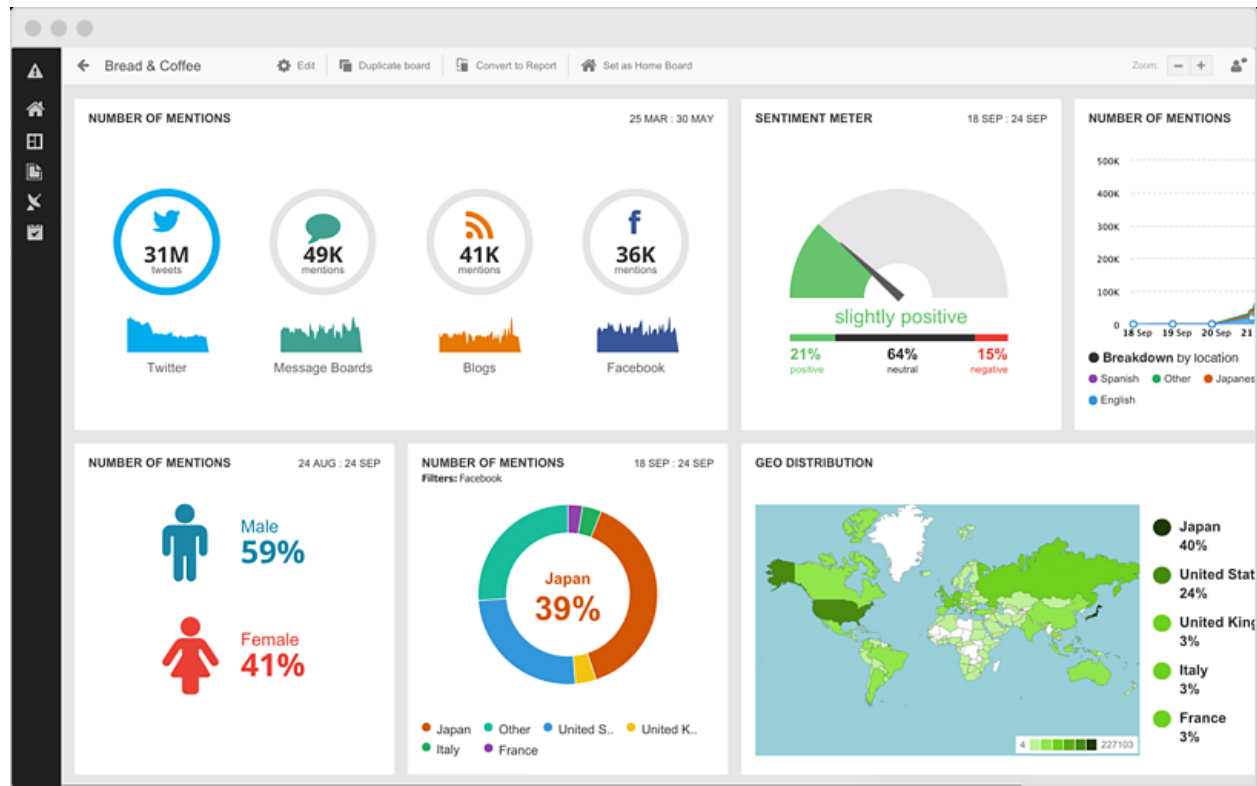
This figure shows details on how google analytics displays information, and how detailed information can be.

Hootsuite analytics

Hootsuite analytics enables Volatus Aerospace to manage all social media accounts, this includes Twitter, Instagram, and Facebook all in one. Hootsuite also offers a scheduling content features.

Hootsuite also comes with management tools that can build social media contests and campaigns to grow audiences. It allows creators to reply to anyone immediately and determine in depth social media accounts. Hootsuite is capable of all this by data

collection of mentions, hashtags, likes, comments, follows and shares. Moreover Hootsuite offers a way to track how often individuals click on shared links.



This figure shows what a Hootsuite information display looks like, very clear and color distributed, perfect for anyone to understand.

Social Mention/Brand24

Brand24 and Social Mention are apps which real time mentions can be accessed at the same time. It provides instant access to all platforms real-time, each individual is given a score which identifies any user with the most social influence hoping they can determine if they can affect companies in the future.

With social mention or Brand 24, Volarus Aerospace could find possible investors, additionally these tools provide multiple benefits for example “topic grounding” and “social search” segments that allow all individuals group results related to topics, keywords and discussions to narrow down options for possible investors. Another one is “sentiment analysis” helps you understand people's perception of the company.

Volarus Aerospace can take advantage of all the additional measurements of social media effectiveness that can be accessed through Facebook, YouTube or Instagram analytic tools. This helps users to track views, reach and demographics, but also it helps you analyze video posts, what part of the video is most watched, and how long people are watching.

Social Media Platform	Quantitative metrics for this year
Facebook	<ul style="list-style-type: none"> • 10% number of followers • 20% growth in page visitors • 20% growth in the number of comment and like in each post • 30% increase in the amount of donations
Influencer	<ul style="list-style-type: none"> • 50% growth in the number of comment and like in each repost by influencers • 50% increase in number of influencer referral • 40% growth in website viewers through Influencer • 60% growth in page viewers through Influencer
Email Marketing	<ul style="list-style-type: none"> • 10% increase in email subscribers • 20% growth in website viewers through emails
Linked In	<ul style="list-style-type: none"> • 15% growth in visits to company website from LinkedIn Ads • 25% increase in LinkedIn connections

Qualitative KPIS

Social Media Goals	Key performance indicators (KPI)	KPI (one year) performance target
Brand Strengthening	<ul style="list-style-type: none"> • Sentiment ratio 	<ul style="list-style-type: none"> • 10% increase
Words of mouth	<ul style="list-style-type: none"> • Share of voice • Audience engagement • Platforms reach 	<ul style="list-style-type: none"> • 30% increase • 20% increase • 30% increase
Generating new product ideas	<ul style="list-style-type: none"> • Topic Trend • Idea impact 	<ul style="list-style-type: none"> • 20% increase • 30% increase
Promoting advocacy	<ul style="list-style-type: none"> • Active advocates • Advocate influence • Advocacy impact 	<ul style="list-style-type: none"> • 15% increase • 20% increase • 20% increase

Budget Allocation

Volatus Aerospace's budget allocation can be spent towards various categories. We suggest that Volatus hire a social media specialist, offering them a part-time role within the company. The benefits from hiring social media specialist include, posting consistency, building brand recognition, content creation, increased traffic, and relationship building. The rest of the budget will be split within social media platforms. The higher the engagement/followers the more money will be allocated towards that specific social media platform. In contrast, if Volatus doesn't have any interest in hiring a social media specialist. The \$1,500 monthly wage bill can be spent towards allocating more funds into social media ad campaigns. We have decided to exclude YouTube ads from the immediate proposal, until the YouTube page offers more content. These numbers can all be adjusted to fit a more lenient or relaxed spending budget and depending on which platform has seen the biggest improvements.

Activity	Budget Estimate
LinkedIn Ads	\$3,400/year
Twitter Ads	\$3,000/year
Facebook Ads	\$1,500/year

Instagram Ads	\$1,500/year
Social Media Management Tool (Hootsuite, Sprout Social, Meltwater, etc.)	Professional Plan \$50/month
Total Expenses	Total = \$10,000/year
Optional: Social Media Specialist	\$1,250/month (part-time) - promote to a full-time position if numbers deliver
Total Expenses with Social Media Specialist	$\$1,500 \times 12 = \$15,000$ Ads + Hootsuite = \$10,000/year Total = \$25,000/year

Return on Investment

The purpose of this plan is to increase brand awareness and social media engagement of Volatus Aerospace Corp. by creating engaging content across all social media platforms. We can measure brand awareness using the Social Mention and Brand24 tools. While measuring engagement can be done by analyzing the social media analytics available on each platform, using Google analytics, Hootsuite analytics, Social Mention or Brand24. These investments will be measured in qualitative and quantitative metrics with determined KPIS in order for us to track progress.

We can conclude that these tools can definitely bring Volarus Aerospace more benefits, as Danielle Gagne mentioned time was one of the biggest issues, these tools can ease the workload as she can track all social media from one site, and with all this data make the best decision.

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