

Edward Grosvenor-Newth
MRKT 180- Social Media Marketing-001

Part 1: Identify the Target (buyer persona)

I chose Family Laurier as it is an interesting persona:

FAMILY LAURIER



ABOUT THE FAMILY

Parents in their late 30s,
3 children: 6 and twin 8 years old,
Live in Fairfax, California
Employ an Au Pair,
Income \$250,000 per year
Occupations: Pediatrician (Mother part-time), director of finance (Father)

LIFESTYLE

- Value quality family life and education;
- Prioritize safety, space, and community
- Enjoy outdoor activities and travel

DIGITAL LIFE

- Use Instagram and Pinterest for lifestyle inspiration
- Online resource for parenting and education content
- Communication with detailed information and visual inspiration

PRIORITIES

- Home that accommodates family size and active lifestyle
- Separate living space for the AuPair
- Outdoor living space

FAVORITE BRAND

Pinterest, youtube, instagram, Costco, AuPair Care.

PERSONALITY

Family-oriented decision

Long term benefits and sustainability

Meeting diverse needs of family members

GOALS AND FRUSTRATIONS

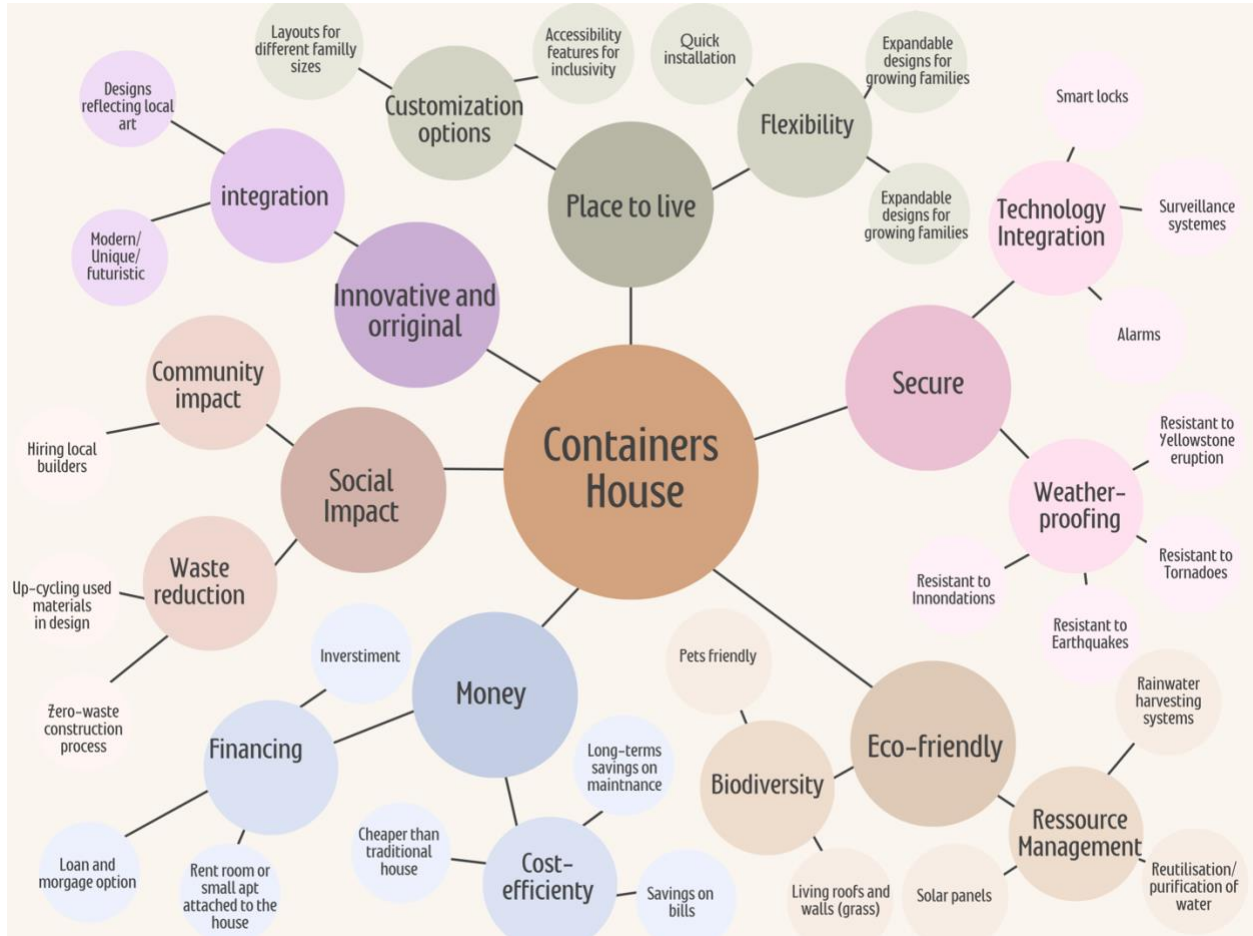
- Current home feels outdated and lacks environmental values;
- Desire more space for children and Au Pair
- Interest in a unique home in stand out in the community

Part 2: Identify keywords and keyword themes

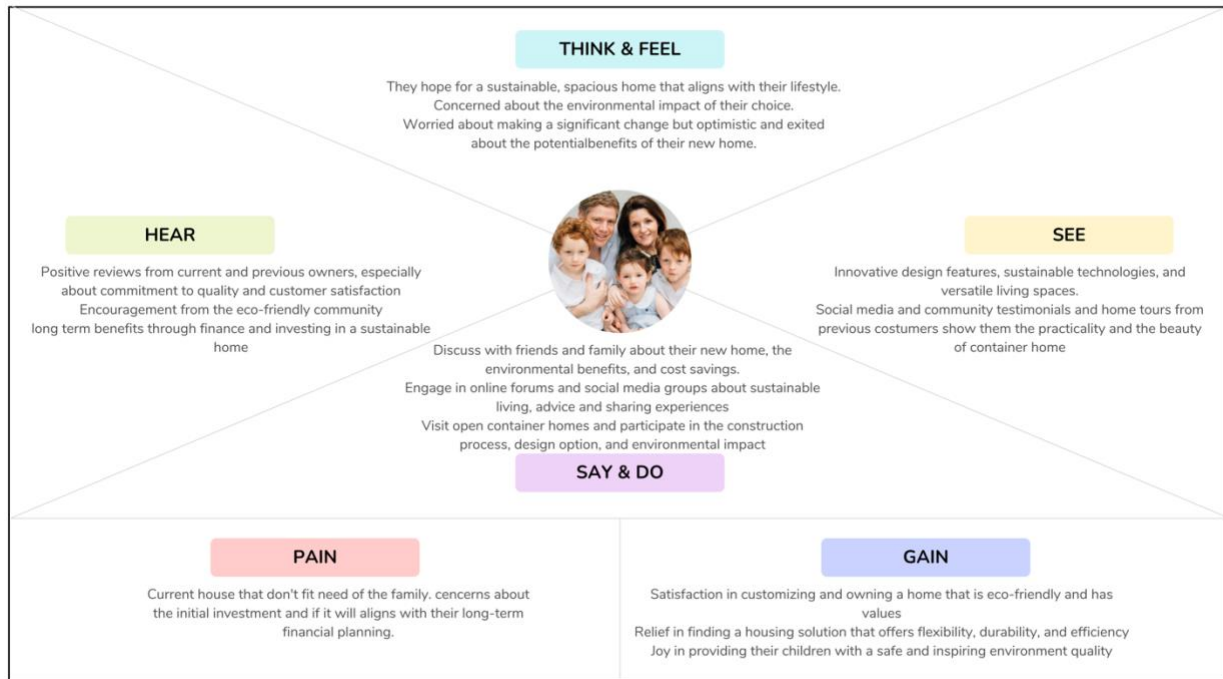
Sustainable homes,
Eco-friendly houses,
Affordable modular homes,
Luxury shipping homes,
Custom homes,
Energy-efficient houses,
Sustainable living solutions,
Eco-friendly housing options in the USA.

Themes: Family Entertainment, Education, Health and Nutrition, Budgeting and Finance, Travel.

Part 3: Create a Mind Map



Part 4: Create an empathy map:



Part 5: Produce a 30-day content calendar:

WEEKLY CONTENT CALENDAR

INSTAGRAM

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
Post	Story	Reel	Story	Post	Reel	Story
Theme: Presentation ContainAHome "Welcome to ContainAHome's Instagram account. We will help you create and customize your dream house... building a sustainable future"	Caption: Presentation of our local and our what "Sustainable, innovation, and personalization of your living rooms"	Caption: Quick video about our WHY, WHAT, and HOW through a reel on instagram	Caption: Presentation of materials our website and how costumers can surf on it "Hey guys, today I will introduce you to our website...."	Caption: Presentation of materials such as containers, innovation that the house include such as water saving, panel solars "Transforming a shipping containers into your dream homes. A peek into our process."	Caption: Explanation about how we customized their future house: through Kozikaza	Caption: Explains why the house is affordable such as the Sonoma option
Content Pillar #1	Content Pillar #2	Content Pillar #3	Content Pillar #4	Content Pillar #5	Content Pillar #6	Content Pillar #7

WEEKLY CONTENT CALENDAR

INSTAGRAM

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
Post	Story	Reel	Story	Story	Post	Reel
Caption: Presentation of the behind the scenes, construction of a house "A day in the life in a construction site of the Laurier family." 3 pictures at least	Caption: Presentation of our exceptional houses that resist to tornadoes, innondations...	Caption: Reel showing a speed a container home is made. Speedy reel x4	Caption: Presentation of on outside container home to show that it is big and spacious "Hello families, let's visit from the air our latest home in Marin County..."	Caption: Showing how bills with our new technologies such as electricity, gas and water saves	Caption: Showing from Kozikaza all option of layouts for a container home Add my kozikaza link on bio + 10 pictures of different layout	Caption: Presentation of the Laurier family and telling people that the family will take over the account for a week "Hello families, Today our dearest Laurier family will take over the account for a week and you will have the possibility to follow their journey"
Content Pillar #8	Content Pillar #9	Content Pillar #10	Content Pillar #11	Content Pillar #12	Content Pillar #13	Content Pillar #14

WEEKLY CONTENT CALENDAR

INSTAGRAM

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
Post	Story	Reel	Story	Post	Reel	Story
Caption: Presentation of their project on a post. Hello future builders, We are so happy this week to show you our project from the begin to an immedate ending soon" Adding a few picture of the family and projet	Caption: Presentation of their house being build by local builders "Hello future builders, This is why we choose to live in our container home, for a different aspect such as costs, sustainability and the originality of it"	Caption: Presentation of their home from the begin to now	Caption: Presentation of their house customized and add element to their house "Hello future builders, this is our we customized our need to our home..., we also add some element that was corresponding to our family values..."	Caption: Showing the total price "Hello future builders, I know some of you are really interested to know how much our house costs so this is some informations about ...between 30 to 50% less than a traditional house"	Caption: A day in my life of mom and builder Hello futur builders, this is how I manage my projet and personal life at the time..."	Caption: Saying goodbye Hello future builders, this is the end of our shared week and it has been a pleasure. thank you so much... For more adventure follow my personal instagram account ..."
Content Pillar #15	Content Pillar #16	Content Pillar #17	Content Pillar #18	Content Pillar #19	Content Pillar #20	Content Pillar #21

WEEKLY CONTENT CALENDAR

INSTAGRAM

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
Story	Post	Reel	Story	Story	Reel	Post
Caption: Reflecting on the Laurier and their takeover week Hello families, I hope you enjoyed your week with the Laurier family, and learn more about our contains.... Thank you so much to them..."	Caption: Post about how ContainAHome makes connections among residents and local communities "Hello families, to build your house, we call your professional builders around where you live to create a better community..."	Caption: How to join the movement of how to start your new home through process, expertise and finance solutions	Caption: Sustainable living tips Hello families, today we will lear how by small actions we can make big impact on the envirmnt..."	Caption: New trends and lifestyle through Facebook group "Hello families, today we will scroll into a facebook group and make some comment about container house and how it change your lifestyle..."	Caption: My own projet of container home "Hello families, today i will share with you my own projet through ideas as i did not start anything yet, but i have a lot of ideas..."	Caption: Post of your most stunning containers home Hello families, this is oue latestest greatest container home over \$1 million in the US..."
Content Pillar #22	Content Pillar #23	Content Pillar #24	Content Pillar #25	Content Pillar #26	Content Pillar #27	Content Pillar #28

Monday



316,000

3br | 1 ba | 703 sqft | Active
0 Dolores St APT 3, San Francisco, CA, 94114
3 to #44012265, Nelson-Rice, 03/10/15, Wendy A. Hurlgen DM
1/18/21

Story

Caption:

Sitly bewtween two
house on Zillow

Price
Superficie
Design
efficiently such as
consumation on bills

Content Pillar #29

Tuesday



Post

Caption:

Picture of our team

"Hello families, behind
your projects there is a
wonderful that we
support you from the
beginning to the end.

Content Pillar #30