

Tactic B



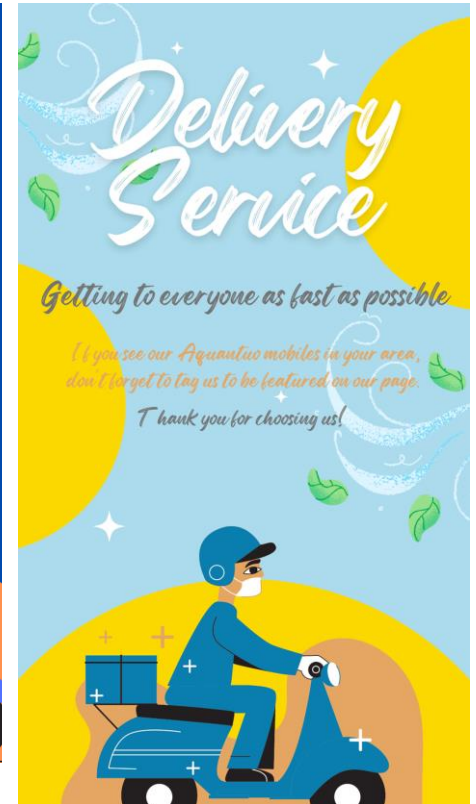
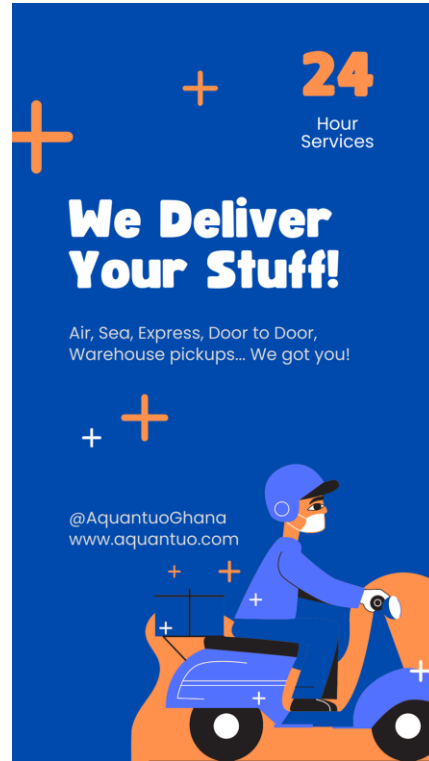
Andres Fabris

Objectives

- Focus on company values and niches
 - Affordability, different services, reliability, trust, etc.
- Organic approach
 - Encourage (audience) interaction and announcements rather than full-fledged media campaigns
 - Diversify message across social media platforms to best target audiences and increase impressions
- Twitter accounts: @AquantuoUganda, @AquantuoKenya, @AquantuoGhana
- Instagram Accounts: @AquantuoGhana, @AquantuoKenya, @AquantuoUganda

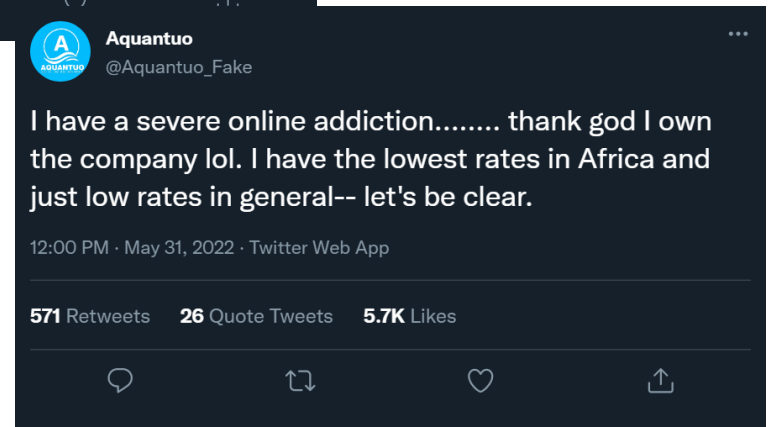
Social Media Post #1- IG Story

- Reminds audience of services provided
- Encourage engagement and brand awareness through social media and the real world.
- Likeability that people tag the company on their story to share



Social Media Post #2- Twitter

- Twitter is a place where personality, candor, and boldness increase recognition and impressions across the platform.
- Emulate Wendy's Twitter account.
 - Lots of followers, engagement, and brand voice
- Gets across brand values and delights while providing online entertainment or laughter.



Social Media Post #3- IG Post

The Expat Mannequin

@_amofoa_ on Instagram

- Fashion Influencer
- I would have her post either these two edits
- Emphasizes the company's versatility
- Tag Aquantuo in the post
 - Only use hashtags she uses everyday, daily trending and use #aquantuo and #shipping
- Would see if she is interested in reposting the IG story ideas to her own feed.
- Do a clothing haul using Instagram Reels to show off what Aquantuo "shipped" her.

