

Michelle Eibner - 876927

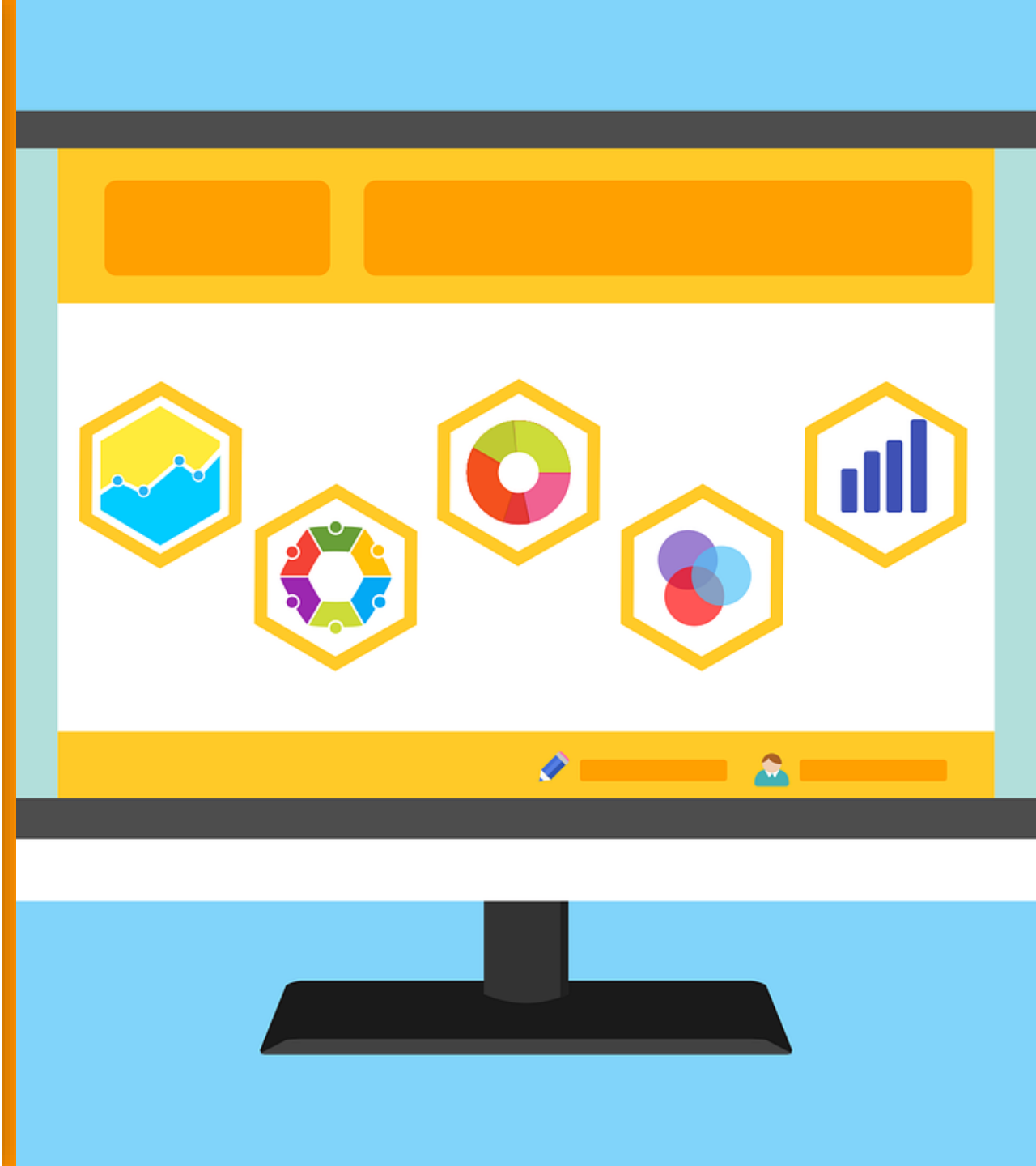
Hochschule Kaiserslautern

Social Media Marketing

Infographic

Sixth Assignment

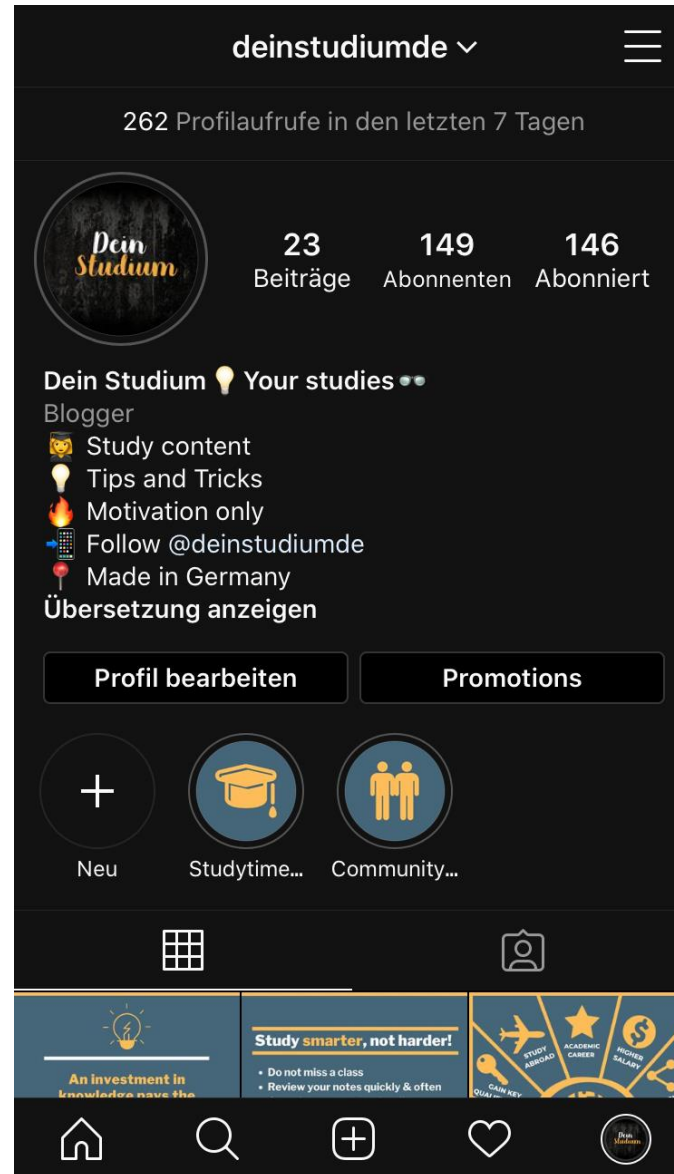
November 27, 2019
Zweibrücken, Germany





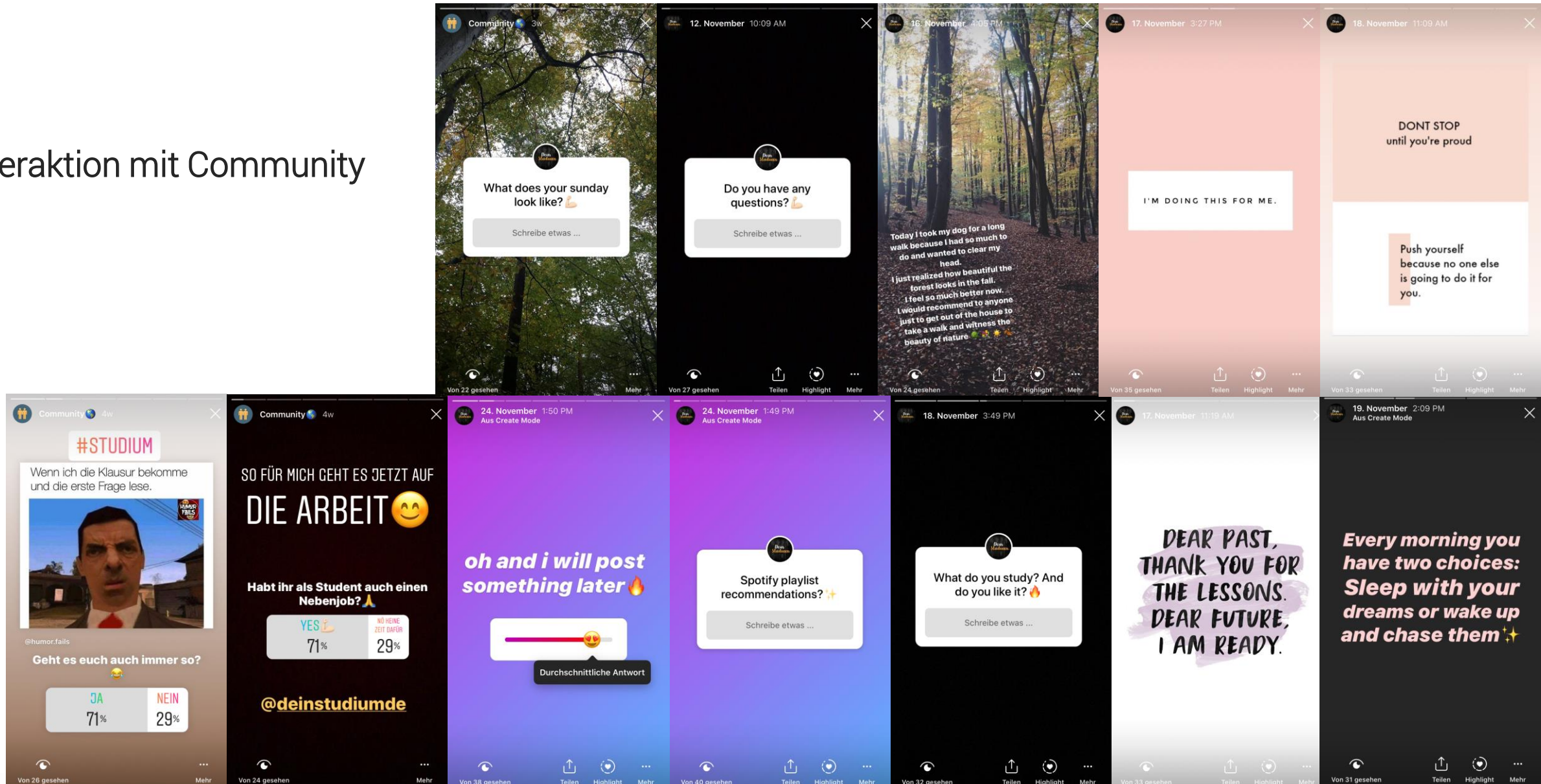
Marketingstrategie

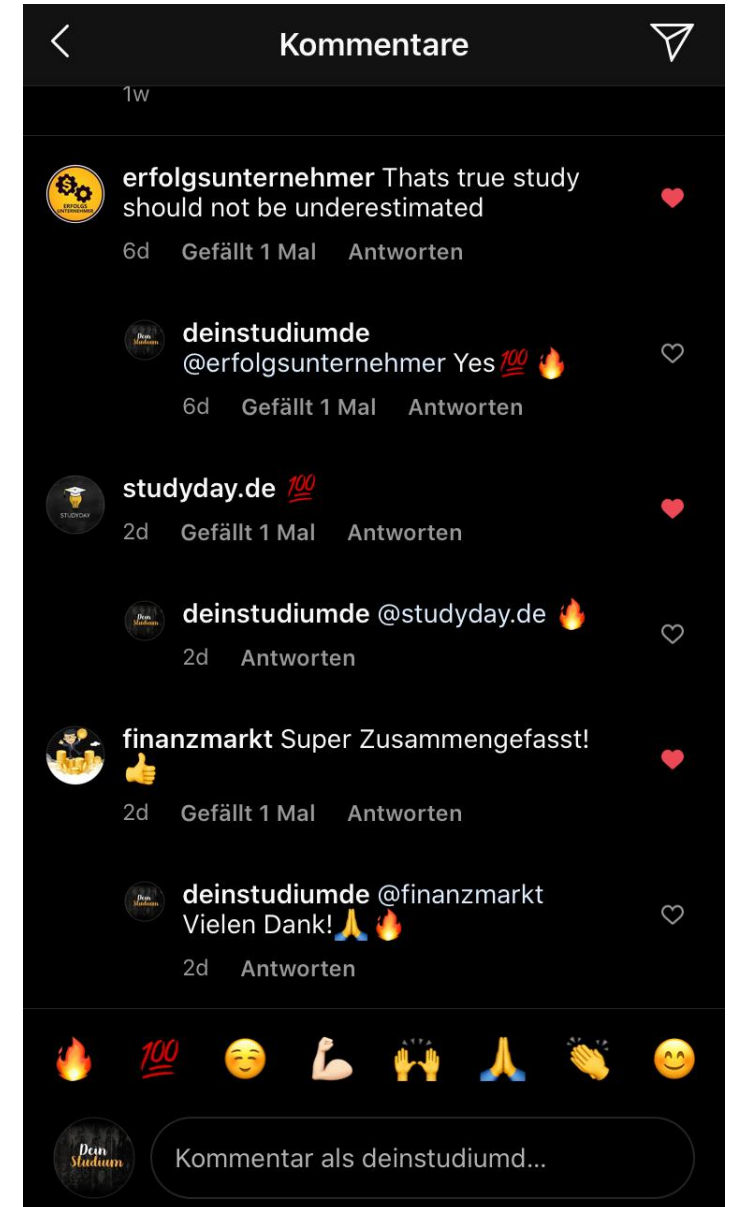
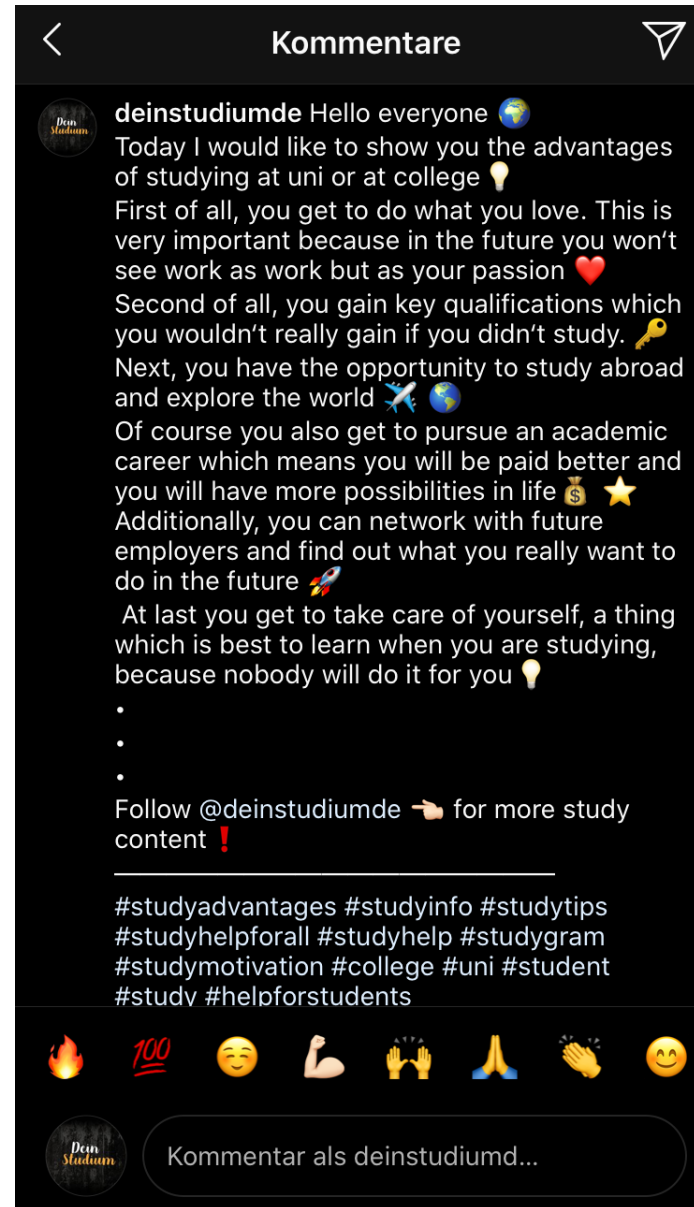
- Instagram-Profil erstellen zum Thema „Studium“
 - Community durch tägliche Posts und Stories aufbauen
 - Start: 21.Oktober
 - Profile abonnieren, die aus der gleichen Nische stammen
 - andere Posts kommentieren und liken
 - bei 100 Abonnenten Profile anschreiben und Shoutouts verteilen
- Infografik im Bekanntenkreis verbreiten



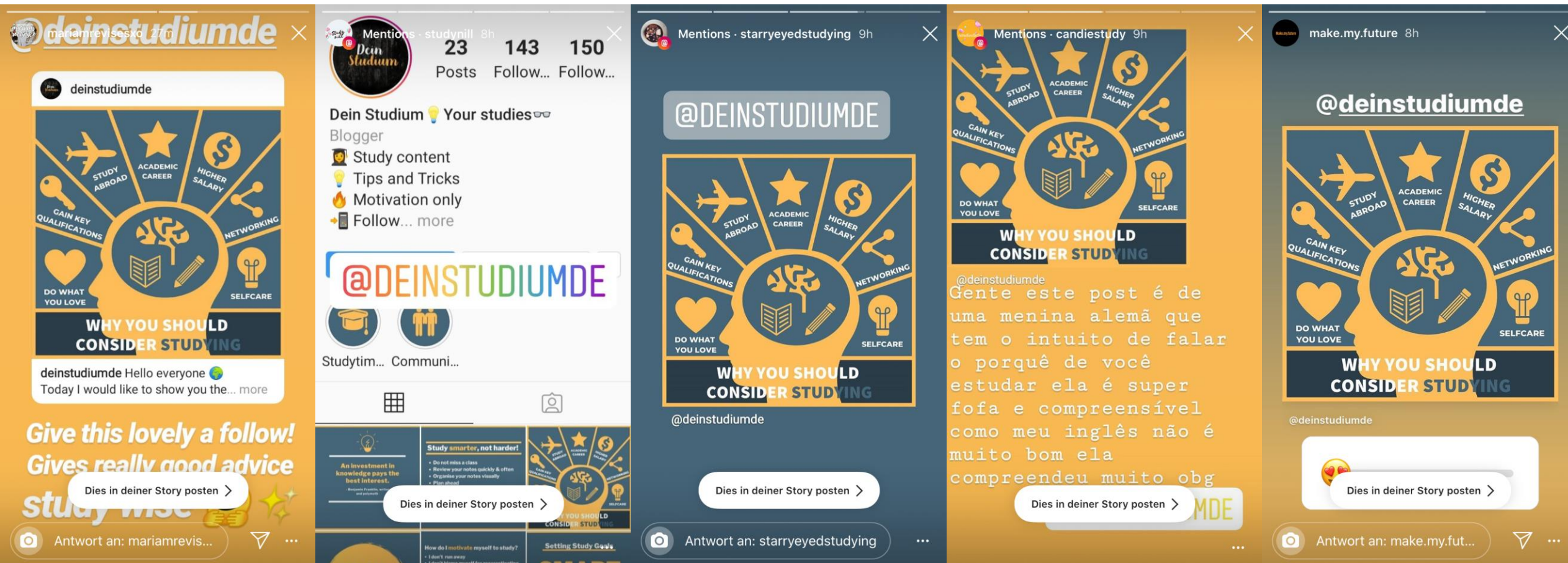


Interaktion mit Community





Story-Erwähnungen



Story-Erwähnungen

The image displays four screenshots of Instagram stories, each featuring a mention of the account @deinstudiumde. The stories are arranged horizontally, showing a sequence of mentions. Each story includes a central infographic titled "WHY YOU SHOULD CONSIDER STUDYING" with icons representing various benefits of studying: Study Abroad (airplane), Academic Career (star), Higher Salary (dollar sign), Networking (globe), Selfcare (lightbulb), Do What You Love (heart), and Gain Key Qualifications (key). The stories also include text prompts encouraging users to follow and like the account, and to share the post in their stories. The first story is from @deinstudiumde, the second from @science.study.notes, the third from @miss_fourrure, and the fourth from @studyblog.2021.

Story 1: @deinstudiumde
Hello everyone
Follow and like this post
@deinstudiumde
Dies in deiner Story posten >

Story 2: @science.study.notes
Follow and like
@deinstudiumde
All the posts are honestly so helpful for motivating you to study by giving you tips and tricks, along with motivational quotes. It's been a tremendous help and the account deserves a high praise
Dies in deiner Story posten >

Story 3: @miss_fourrure
ALLE mal bitte den Post liken! Geht ganz fix
Studenten helfen Studenten
@DEINSTUDIUMDE
Tolle motivierende Beiträge rund um
Dies in deiner Story posten >

Story 4: @studyblog.2021
Motivasyon, çalışma ipuçları içeren bir sayfa.
Göz atmanızı öneririm.
Dies in deiner Story posten >

Fazit

- + positives Feedback erhalten
- + viele aktive Follower
- + Kommunikation mit Follower
- + internationale Reichweite
- Communityaufbau hat länger gedauert wie gedacht
- Wechsel von Deutsch zu Englisch führte zu kleinen Problemen

→ Was lerne ich daraus?

- täglich einen Beitrag posten – nicht zu viele
- 1 bis maximal 5 Stories pro Tag
- Interaktion mit Community – auf DMs und Kommentare antworten
- lange Texte verfassen, um Follower zu catchen
- nicht zu viele Hashtags
- guter Mix aus allgemeinen und nicht zu allgemeinen Hashtags
- in der eigenen Nische bleiben

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Thank You!

Any questions? Feel free to ask.

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