

ABSTRACT

CREATIVE PROJECT: Social Media Marketing Plan for Developing an Online Brand Persona

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COLLEGE: School of Journalism and Strategic Communication

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PAGES: 10

This creative project is a study on building a successful social media influencer platform and personal brand on social media. The subject of my project is an aspiring Instagram influencer and content creator of social media brand *Your Daily Dress Up*, wherein she shares her affordable fashion and styling tips on her platform of over 11,000 followers. My content marketing strategy and recommendations for the platform center around the following goals for the analysis: Identifying the most successful content by media type and by content group, as well as understanding which content is reaching the broader *Your Daily Dress Up* audiences at the highest rates and why.