

Complete Group Social Media Proposal

What are we proposing?

The proposal aims to amalgamate the *complete_interiors_act* Instagram account into the main *completeframetruss* account by maintaining *complete_interiors_act* as a redirect, ensuring its followers transition smoothly. This will involve updating bios, cross-posting content, and possibly offering exclusive content to entice followers. A Business Meta Account will centralise Instagram and Facebook marketing for better management and insights. The project will include regular meetings, planning, task assignments, and budgeting to ensure a smooth process. By focusing on *completeframetruss*, we leverage its larger, more engaged following, while reducing account complexity and strengthening brand consistency.

Tasks:

List the types of tasks we will need to complete to “amalgamate” these two social media accounts - list out reasons of why we would choose a social media account over another. Remember to include project management as a task - this covers time for meetings, emails, etc.

Amalgamation

For combining two accounts like this you need to keep in mind that the value of Instagram followers is of how authentic and interested they are in the type of posts you will be making. Since these 2 accounts are vastly different it would be rare for there to be an overlap in interest between the two followings.

The best course of action to amalgamate the two accounts successfully would be to make *completeframetruss* the main account as it is more sophisticated with a larger following. Although the *complete_interiors_act* account shouldn't be ignored and act as a redirect towards the main account and not deleted.

- Adding the main @ to the *complete_interiors_act* account bio.
- Creating a Post/Reel/Story for the current following base of *complete_interiors_act* to encourage them to follow the main account.

This should be completed on both Instagram and Facebook.

The announcement post should be pinned to the top of the *complete_interiors_act* account to make sure it is known and clearly visible. During the transition between the 2 accounts you should cross post content to ease the followers in before completely stopping the posts on the interior account.

Possibly offer exclusive content to make the new account look more enticing for the potential followers. This could include insight into early/upcoming product launches.

Why not delete it?

Deleting *complete_interiors_act* would erase its follower base, and because both audiences are likely different, maintaining this account as a redirect helps retain potential followers who may not yet be aware of the new direction.

Business Meta Account

Create a business meta account to manage both Instagram and Facebook marketing and advertising in the one place. This will centralise all activities allowing you to manage multiple platforms and track insights and trends thoroughly.

Less Complexity:

Managing one set of accounts is easier and more efficient than managing multiple through different platforms.

Single Account Focus:

Focusing efforts on one set of accounts will improve consistency, allowing the brand to build a stronger voice and identity in a competitive market.

Project Management

- Meetings
- Emails
- Planning
- Task Assignment

Management of social media accounts:

What would this entail? What are possible things we can do to improve their social media accounts?

Regularly checking analytics for insights into how well the post or reels have been performing. Which content types, formats and posting times resonate the best with your audience. Then refining those elements such as visuals, hashtags and wording to make it more engaging and give it further reach.

Visuals

- Test different types of graphics to see which grab more attention.

Post Scheduling

- Determine when your audience is the most active and post according to those time frames.

- Post regularly to keep engagement to a maximum.

Formats

- Experiment with different formats like images, videos, text based posts and stories to see which ones have the best reach and perform the best.

Hashtags

- Incorporate trending hashtags that align with the content being posted.

Engagement

- Actively engaging with followers and responding to comments and messages (more of the account owners job).

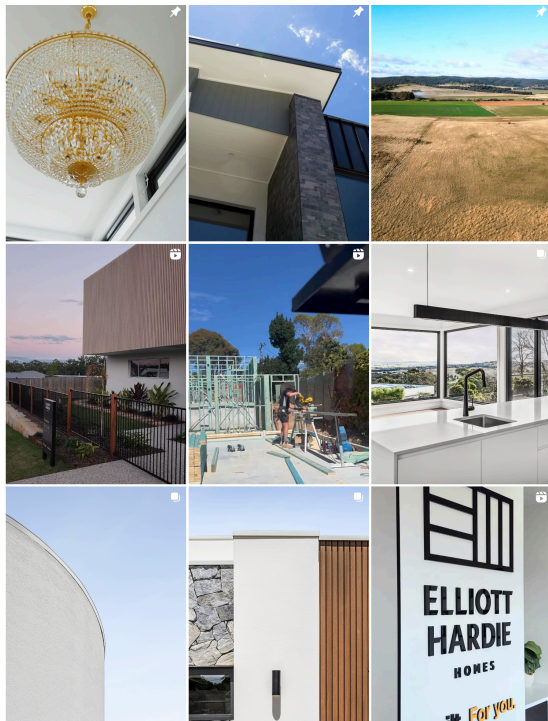
Examples

List some examples of other companies similar to Complete Group. List their instagrams and examples of their content. Analyse the posts and the look and feel.

Elliot Hardie - Modern & Sleek

https://www.instagram.com/elliott_hardie_homes/

Content Example:



Classic Constructions - Modern & Clean

<https://www.instagram.com/classicconstructions/>

Content Example:



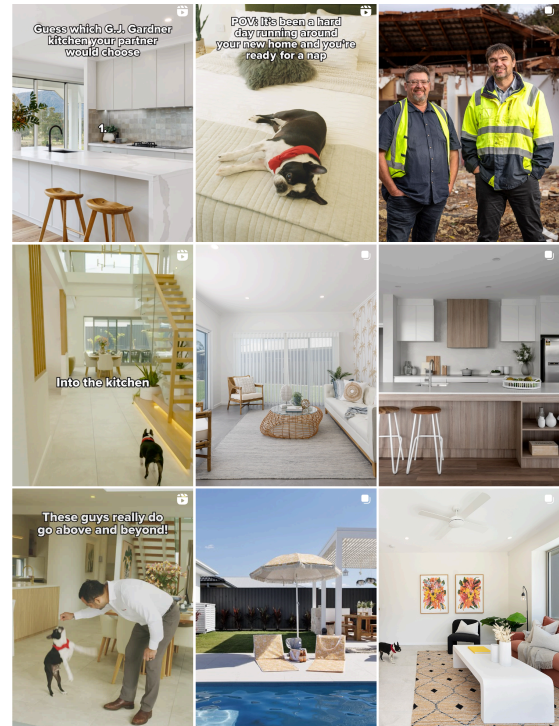
Vaughan Constructions - Casual & Formal
<https://www.instagram.com/vaughanconstructions>

Content Example:



G.J Gardner Homes - Busy but creative
<https://www.instagram.com/gjgardneraus>

Content Example:



Steps to complete

- Get Complete Group to create a Business Meta Suite account and add digital team Facebooks.
- Connect Facebook and Instagram accounts to Business Meta Suite.
- Establish "completeframetruss" as the central brand account. It will become the primary point of focus moving forward.
 - Change the username to "completegroup"
 - Change profile picture to the new design
 - Change the bio accordingly e.g.



completegroup

Follow

Message



106 posts

429 followers

199 following

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- Add the username of the main account (@completegroup) to the bio of the "complete_interiors_act" account to encourage followers to migrate.

- Post a clear, engaging announcement on “complete_interiors_act” (can be a Post/Reel/Story) explaining the shift to the main account and why it’s happening.
 - Pin the announcement post to the top of the feed on “complete_interiors_act” to make sure it's clear to see.
 - Over a transitional period (e.g., 2-4 weeks), cross-post relevant content from "completegroup" to "complete_interiors_act".
 - **Optional:** Create exclusive offers, sneak peeks of upcoming products/projects, or insider content to attract followers to the new account.
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- Test different graphic designs, photo styles, or video types to identify what resonates most with the followers.
 - Study analytics to determine the best times your audience is most active and schedule posts accordingly.
 - Refine visuals, hashtags, and posts based on the analytics. Focus on:
 - Better visuals (e.g. brighter colors, improved design)
 - New hashtags based on trending topics
 - More engaging captions that drive interaction
 - Periodically conduct reviews of the strategies:
 - What’s working?
 - What needs improvement?
 - Are there any changes in audience behavior or trends?