

SOCIAL MEDIA MARKETING

Vagabond media



FACEBOOK



- The page on Facebook will consist of:
- landing page;
- page that brings together all the materials in clear for users format;
- news
- microformats: picture of the day; figure of the day; quote of the day

A screenshot of the Facebook page for 'The Village Kiev'. The page features a cover photo of a person riding a bicycle on a cobblestone street in a city, with a bus and a building in the background. The page name is 'The Village Киев' and it has 7,505 likes. The page description is 'Медиа/Новости/Издательское дело Интернет-газета о культурной и общественной жизни, развлечениях, услугах, еде и людях в Киеве'. The page also shows a post from 19 hours ago about traffic restrictions on the Pochtovaia Square and a post from 23 hours ago about a festival in Kyiv.

TWITTER



- The page on Twitter will consist of:
- landing page;
- news;
- images



VKONTAKTE



- The page on Vkontakt will consist of:
- landing page;
- discussions;
- news;
- audio/video/photo;
- polls

The screenshot shows the VKontakte profile page for 'The Village Kiev'. The page is in Russian and features a navigation bar at the top with options like 'Новости', 'люди', 'сообщества', 'игры', 'музыка', 'помощь', and 'выйти'. The profile name is 'The Village Kiev' and it is identified as an 'Официальное сообщество' (Official community). The page includes a description of the community as a city internet newspaper, a website link (http://the-village.ru), and a founding date of August 24, 2011. There are 857 messages and a 'предложить новость' (suggest news) button. The main content area displays two news items: one about traffic restrictions on Pochtovaya Square and another about a festival in Kyiv. The right sidebar contains a 'Подписаться' (subscribe) button, showing 4,602 subscribers, a list of subscribers, contact information (email: kiev@the-village.ru), and a bio for Olga Babich, the head of the Kyiv office.

AIMS

- get traffic from social media to the Vagabond Media
- integrate blog with search engine
- built audience loyalty
- creation of brand image



THANK YOU