

How To Perfectly Crack An Egg

<https://www.facebook.com/tania.joseph.52/videos/1929401547076150/>

Background:

This is a funny short video that shows multiple attempts at perfectly cracking an egg. The video includes egg puns and concludes with a question to further engage the audience.

Marketing Plan Goals and Objectives:

My primary goal was to go viral and make people laugh. Egg cracking doesn't come easy to many people and this video shows the struggles individuals may face. My measurable objective was to reach over 150 people and go beyond the viral view standard for our class.

Metrics:

Twitter Metrics

Impressions	762
Media Views	78
Total engagements	22
Likes	4
Detail expands	7
Retweets	2

Facebook Metrics

Shares	3
Reactions	1
Views	140

Snapchat Metrics

Views	77
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YouTube Metrics

Views	61
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Analysis:

Overall, I think native video uploads really help increase views. When I first uploaded my video to Facebook using the YouTube link I only received 47 views in contrast to my native upload which received over 100 views. The same applied for Twitter, I received way more views and impressions

with a native upload. Native uploading definitely maximizes video engagement, discovery, and distribution. I also think that allowing the post to be public also helped because once the video was shared it can reach a wider audience. Reflecting on my media planning campaign, I think it went really well! hope to research peak times for posting and find other creative ways to engage viewers for my future marketing plans. This campaign confirms that in order to do this, content must be easily accessible and distributed across multiple platforms.