

Hill Communications

Spring 2023 Final Presentation

prepared for

 **DENSIFICATION**



Meet Our Team



Luke Elliott
Account Supervisor



Megan Perry
Account Executive



Charlotte Ebel
Account Associate



Lucy Mandel
Account Associate



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Objectives



Research

Research company's current communications strategies and practices in comparison with other industry competitors.



Content Planning

Plan for and curate social media posts and merchandise that includes content for the summer months.



Rebrand

Generate buzz and educate about company's rebranding efforts.



Hypothetical Budget

Hill Communications Budgeting

While Hill Communications operates using semester-long flat fees, our team has created a potential weekly budget to demonstrate the amount that you save using Hill Comm services.

At an hourly rate, the total cost for our services this semester would be **\$3,001.00**.

Task	Time	Cost/Hour	Total Activity Cost
Meeting Time	17.5 hours	\$90	\$1,576.00
Research	2.75 hours	\$75	\$208.00
Brainstorming	8.5 hours	\$90	\$767.00
Writing	5 hours	\$90	\$450.00
Total	33.75 hours	N/A	\$3,001.00

Objective 1: Research

Social Media Audit Prepared for Densification, Inc. 2/28/2023						
			Strategy / Purpose		Post Frequency	
Platform	Page or Group (Insert Link)	Engagement 1-10: Strictly Informing (1-4), Inspiring action (5-6), Engaging (7-10)	Observed	Recommended	Current	Recommended
Facebook	facebook.com/namindofaaghere	2; Rarely to no interaction	Mostly push only; also crossposts auto to Twitter which is a bad practice	Highlight products, highlight STORIES, advertise partnerships, success stories, educate client base	Irregular	Up to 2 times a day, research shows that more than this people turn brands off; organic is not what it once was though - mix with ads
LinkedIn	https://www.linkedin.com/company/densification	2; low interaction, no posts	No posts, origin information given, 288 followers	Post about products, employees, and clients	Irregular	Up to two times a week, showing what employees are doing, as well as how current projects are going
Twitter	https://twitter.com/densification7angens	3; low interaction, very few posts	Holiday posts, site visits, 156 followers	Repost content, more personable	Irregular	Post, or repost, multiple times a day to show accomplishments and progress
Website	http://www.densification.com/	4; lots of important information, not appealing to the eye	Tweets featured on main page, unavailable video, very informational	Change design of website	N/A	

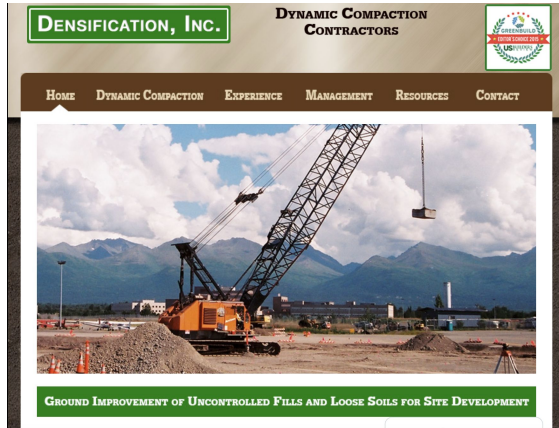
We analyzed Densification Inc.'s social media presence and found that if they post 1-2 times more a week, they would gain much more attention and awareness of their brand on all social platforms.

Objective 2: Content Planning

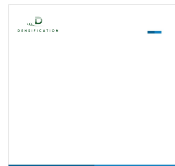
During our client visit and through our research, we were able to gage the type of content that would be most impactful and appropriate for Densification. Together, we decided that social media platforms, such as Twitter, LinkedIn, and Instagram were the best choices for our client.

Social Media Audit Prepared for Densification, Inc. 2/28/2023			Strategy / Purpose		Post Frequency		Content Shared	
Platform	Page or Group (Insert Link)	Engagement 1-10: Strictly Informing (1-4), Inspiring action (5-6), Engaging (7-10)	Observed	Recommended	Current	Recommended	Current	Recommended
Facebook	facebook.com/nameofpagehere	2; Rarely to no interaction	Mostly push only; also crossposts auto to Twitter which is a bad practice	Highlight products, highlight STORIES, advertise partnerships, success stories, educate client base	Irregular	Up to 2 times a day, research shows that more than this people turn brands off; organic is not what it once was though - mix with ads	Appears mostly push of info	More video content; blog posts could be useful
LinkedIn	https://www.linkedin.com/company/densification/	2; low interaction, no posts	No posts, origin information given, 208 followers	Post about products, employees, and clients	Irregular	Up to two times a week, showing what employees are doing, as well as how current projects are going.		
Twitter	https://twitter.com/densification?lang=en	3; low interaction, very few posts	Holiday posts, site visits, 156 followers	Repost content, more personable	Irregular	Post, or repost, multiple times a day to show accomplishments and progress		
Website	http://www.densification.com/	4; lots of important information, not appealing to the eye	Tweets featured on main page, unavailable video, very informational	Change design of website	N/A			

Objective 3: Rebranding



We created various merch mock-ups that could be used by all employees of Densification, Inc., from on-site workers to corporate staff:



Recommendations

Content Variety

- Different posts for different platforms
- Utilize content ideas we provided
- Multimedia content (ex. videos)

Consistency

- Continue to post on platforms
- Utilize LinkedIn as a professional source

Recommendation examples for specific platforms:

- Instagram: “Meet the cranes” posts that explain each crane, when they may be most useful on sites, and past jobs they have completed
- LinkedIn: Interviews with employees, their career paths, and their experiences with Densification, Inc.
- Website: FAQ page with explanatory blurbs and videos

Thank you for a great first semester!

