



AN IDEA AGENCY



edso

EDSA

ANNUAL STRATEGY

GOALS

GENERATE BUSINESS AND PROFESSIONAL APPEAL

ESTABLISHED AS A THOUGHT LEADER IN THE INDUSTRY

RECRUITMENT

EDUCATE THE GENERAL PUBLIC

ENGAGE CURRENT AND POTENTIAL INFLUENCERS, HOTELIERS, TRAVEL WRITERS,

AND LOCALS ON THE BRAND IDENTITY, PROJECTS, AND COMPANY CULTURE

DRIVE TRAFFIC TO THE WEBSITE AND ENCOURAGE FANS TO LEARN MORE



EACH MONTH

TWO BLOG POSTS THAT LINK TO THE WEBSITE

ADD IN VIRAL CONTENT AND THOUGHT LEADERSHIP PIECES

PROJECT SPOTLIGHTS

COMPANY CULTURE

EMPLOYEE SPOTLIGHTS / INTERNSHIPS

REACH OUT TO INFLUENCERS FOR COLLABORATIONS

HIGHLIGHT AND SUPPORT PR INITIATIVES



PAID STRATEGY

BOOSTED POSTS

FACEBOOK:

Engagement oriented posts that ask a question and encourage participation from current follower audience. The budget will be adjusted depending on how many of those organic posts exist in a given week, but overall should be 2-3 days per post. Boosting can also be used to enhance the reach of special announcements to employee audience.

LINKEDIN:

Boost posts that showcase EDSA as an authority, industry leader, and subject matter expert. These posts will reach 2 audiences: followers of EDSA (reinforcing thought leadership) and reaching new audiences (targeted via interests).

BRAND AWARENESS:

Company video will be perfect to target an audience with broad, general interests. This will help us identify the audience that is most interested in the product. This audience will be the target of subsequent campaigns.

LEAD GENERATION:

Target audience that is most interested (based on data collected via brand awareness objective) and can manifest in two formats:

- Lead generation form - A native Facebook form that keeps the user experience contained within social media and autofills some of the user's information, streamlining the experience.
- Landing Page (w/ contact form) - Driving social traffic to a singular landing page conducive to generating a lead from the user. This information will be communicated to the appropriate team that will reach out to the prospect.



MARCH

Do a series with the DMs, now that we have gathered so many. It can be like “We asked Instagram users around the world where they find design inspiration. And the responses were incredible! We will be highlighting these throughout the month of March. To join the conversation, tag us @edsa and use the hashtag #InspireEDSA.”

LINKEDIN BLOG POSTS:

[Skinny on Street Diets](#)

[Design RX](#)

APRIL

THEME: WORLD ARCHITECTURE MONTH

TARGET: International Reach

SPECIAL HOLIDAYS / EVENTS:

SPECIAL DATES:

Keep America Beautiful Month

Lawn and Garden Month

Week 2 Garden Week

April 22nd - Earth Day (Graphic)

April 29th - Greenery Day

INSTAGRAM: Highlighting an EDSA project in a different part of the world weekly, with client name to emphasize our B2B network

LINKEDIN / FACEBOOK BLOG POSTS:

Culturally-Celebrated Design

Property Audit - Now or Never

EDSA PROJECT COUNTRIES:

Asia Pacific:

Port Ba Son: Ho Chi Minh City, Vietnam: VinpearlLand Joint Stock Company

Anantara Guiyang Resort: Guiyang, China: China Railway Group, Guizhou Tourism, Cultured Development Co. Ltd.

Caribbean:

Caroline Bay: Morgan's Point, Bermuda: Morgan's Point, Ltd.

Marina Village: Paradise Island, Bahamas: Kerzner International

Europe:

Lopesan Baobab Resort: Gran Canaria, Spain: Lopesan Resorts

Viceroy Princes' Islands Istanbul: Büyükada, Turkey: Akdag Turizm Ve Insaat Sanayi Ve Ticaret A.S.

Latin America:

Guacalito De La Isla: Manzanillo, Nicaragua: Pellas Development Group

Mena:

Bluewaters Island: Dubai, United Arab Emirates: Mirage Leisure & Development, Inc.

Cairo Central Park: Cairo, Egypt: OKOPlan Consulting Engineers



MAY

THEME: LANDSCAPE ARCHITECTURE MONTH

TARGET: Industry Professionals

PURPOSE:

To connect with other people in the industry, foster a sense of community, show EDSA as a prominent member of the industry, and make connections for possible partnerships. Make EDSA part of the global conversation.

Highlight the partners we have worked with

SPECIAL HOLIDAYS / EVENTS:

Bike Month

May 5th Cinco De Mayo

May 6th National Tourist Appreciation Day

May 7th National Tourism Day

May 16th - Ramadan

May 18th - National Bike to Work Day

May 28th - Memorial Day

INSTAGRAM CAMPAIGN: Match EDSA's overall marketing campaign for LAM

LINKEDIN / FACEBOOK BLOGS:

Living in Harmony with the Land

Naturalizing History (Case Study)



JUNE

THEME: HISTORY OF THE INDUSTRY, TECHNOLOGY, LEGACY PROJECTS

PURPOSE: To educate those interested in the design / architecture industry about Landscape Architecture and highlight EDSA as a leader in this field

SPECIAL HOLIDAYS / EVENTS:

Friday the 13th

June 21st Summer Solstice / First Day of Summer

INSTAGRAM CAMPAIGN: Posts of the evolution of technology

LINKEDIN / FACEBOOK BLOGS:

Techno-Design

TBD



JULY

THEME: SUSTAINABLE DESIGN IN SUMMER TIME

TARGET: Landowners / Real Estate agents

SPECIAL HOLIDAYS / EVENTS:

July 1st - Canada Day

July 4th - Independence Day

July 22nd Hammock Day - relax and enjoy

INSTAGRAM CAMPAIGNS: Highlight tropical resort projects

LINKEDIN BLOGS: TBD

AUGUST

THEME: STUDENT HIGHLIGHTS / CAMPUS SUGGESTIONS

TARGET: Possible Interns / Employees

PURPOSE: To garner recruitment

SPECIAL HOLIDAYS / EVENTS:

AUGUST 13th Left Hander's Day

Back to School

Highlight Campus Projects

Highlight Design Schools around the world

Highlight some of the schools EDSA people went to

Highlight Design Students work

INSTAGRAM CAMPAIGN: Get architecture students involved by asking current employees what schools they went to and what programs and advice they have for future LA students

LINKEDIN BLOGS: TBD



SEPTEMBER

THEME: LANDSCAPE ARCHITECTURE MATERIALS / DETAILS

TARGET: Vendors / partners

PURPOSE: To highlight details and design elements that the general public may not know about. Showcase vendors EDSA works with. Attract possible partnerships.

Ex - Why specific stone is chosen, due to cultural or environmental reason. Why the coral stone was chosen for Pompano streetscape etc.

SPECIAL HOLIDAYS / EVENTS:

September 9th - 11th - Rosh-Hashanah

September 11th - Day of Remembrance

September 3rd - Labor Day - first Monday

September 21st - International Peace Day

September 22nd - Autumnal Equinox

LINKEDIN BLOGS: TBD



OCTOBER

THEME: URBAN DESIGN 101

TARGET: General

PURPOSE: To promote education in general of Landscape Architecture

SPECIAL DATES:

October 24th - United Nations Day

October 27th - Make a Difference Day

October 31st - Halloween

What really is Urban Design? Why is it important?

The tools EDSA uses

Spotlight Fall interns

LINKEDIN BLOGS: TBD



NOVEMBER

THEME: COMMUNITY

TARGET: General

PURPOSE: To provide education on how design affects community. To give a global perspective on how important landscape architecture is to everyday life

SPECIAL HOLIDAYS / EVENTS:

November 1st All Saint's Day

November 1st-2nd Dia de los Muertos (Day of the Dead)

November 2nd All Soul's Day

November 4th Daylight Savings time ends gain 1 hour of sleep

November 11th Veteran's Day

November 20th Universal Children's Day

November 22nd Thanksgiving Day - fourth Thursday

November 23rd Black Friday - day after Thanksgiving

INSTAGRAM CAMPAIGN: Ask people to share their favorite urban landscapes.

LINKEDIN BLOGS:

<https://www.treehugger.com/urban-design/reduce-blood-pressure-and-hypertention-walkable-cities.html>

<https://www.edsaplan.com/alternative-amenities/>



DECEMBER

THEME: HORTICULTURE

TARGET: Possible partners

PURPOSE: To educate and highlight the plants that EDSA uses for different projects and climates

SPECIAL HOLIDAYS / EVENTS:

December 2nd - Advent begins

December 3rd - Hanukkah lasts 8 days

December 21st - Winter Solstice (shortest day of the year)

December 23rd - Festivus - for the rest of us!

December 25th - Christmas

December 26th - Boxing Day

December 26th - Kwanzaa

December 31st - New Year's Eve

INSTAGRAM CAMPAIGN: Connect with plant vendors

LINKEDIN BLOGS: TBD



JANUARY

THEME: NEW YEAR NEW DESIGNS

TARGET: Industry Professionals

PURPOSE: To highlight EDSA as a Thought Leader in the industry. To give current information on design trends and our thoughts on how they will involve into the future.

SPECIAL HOLIDAYS / EVENTS:

January 1st - New Year's Day

January 21st - Martin Luther King Day

INSTAGRAM CAMPAIGN: TBD

LINKEDIN BLOGS: TBD



FEBRUARY

THEME: INTERNAL LANDSCAPE DESIGN

TARGET: Industry professional

PURPOSE:

Site analysis vs site design vs construction and planning

Highlight China Office

SPECIAL HOLIDAYS / EVENTS:

February 1st - National Freedom Day

February 2nd - Groundhog day

February 5th - Chinese New Year

February 14th - Valentine's Day

February 18th - Presidents Day

LINKEDIN BLOGS: TBD

