Redesigning Adirondack
Adventures: Analyzing Crowd
Culture to Develop Social Media
Marketing Strategies

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#### Introduction

Developing Effective Social Media Marketing for Small Businesses



#### Adirondack Adventures

North Creek, NY







#### Research Questions

How can small businesses effectively take advantage of the numerous, free networking platforms available?

What are potential customers looking for in business generated social media content?

What are the ways in which potential customers conduct their own research on products and services?

How can social media marketing strategies tap into different markets outside of a previously established small niche market?

How can Adirondack Adventures establish its brand through social media platforms?





#### Literature Review

Small Business Social Media Marketing

**Crowd Culture** 

**Social Consumers** 

Consumer Co-Creation

Measuring Consumer Engagement

Value Creation and Consumption

Computational Methods for Socially Significant Data



# Methodology

Observing and Interpreting the Competition







# Project Research

Researching Competitor Websites

Comparing Social Media Sites

Measuring User Engagement

Observing Consumer Behaviours







# Redesigning Adirondack Adventures Brand





# Integrating Twitter & Instagram

Increasing Exposure without Increasing Management Responsibility Too Much



#### Incorporating Consumer Generated Content

For consumers, the consumption and contribution of social media content will lead to a creative co-collaboration.



#### Content Calendar for Adirondack Adventures

Mapping out the social media marketing strategy

Social Platform	Sunday - 23	Monday - 24	Tuesday - 25
Facebook	Candid photos are great, but we also provide professional action shots to document your adventure on the Hudson River Gorge! Share this post and you could win 20% discount on your photo!	Planning a trip with a big group of people? We'll start a group on our page and help you get all the details organized! Comment with questions, direct message us, or give us a call for more information!	The fun doesn't have to stop when you get off the river. Adirondack Adventures offers overnight camping trips for you and your friends! Book your two day excursion and let us know what you'd like on the menu!
Twitter	Retweet us & you can receive 20% off your professional photo of your trip down the river!	Adirondack Adventures will accommodate groups of any size, big or small! Tweet us for more information!	Tweet us your fave camp foods & book an overnight with A2!
Instagram	Candid photos are great, but we also provide professional action shots to document your adventure on the Hudson River Gorge! Share this post and you could win 20% discount on your photo!	Tag us in a picture of your big group and you could get 5% off your trip with a group of 10 or more!	Nothing says summer like camping. Tag us in your adirondack camping pics @adkadventures1 and book your overnight now!

#### Conclusion

Building a community of co-creation and collaboration for Adirondack Adventures



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Significant Data Using Computational Methods." International Journal of Social Research Methodology 16(3):

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