

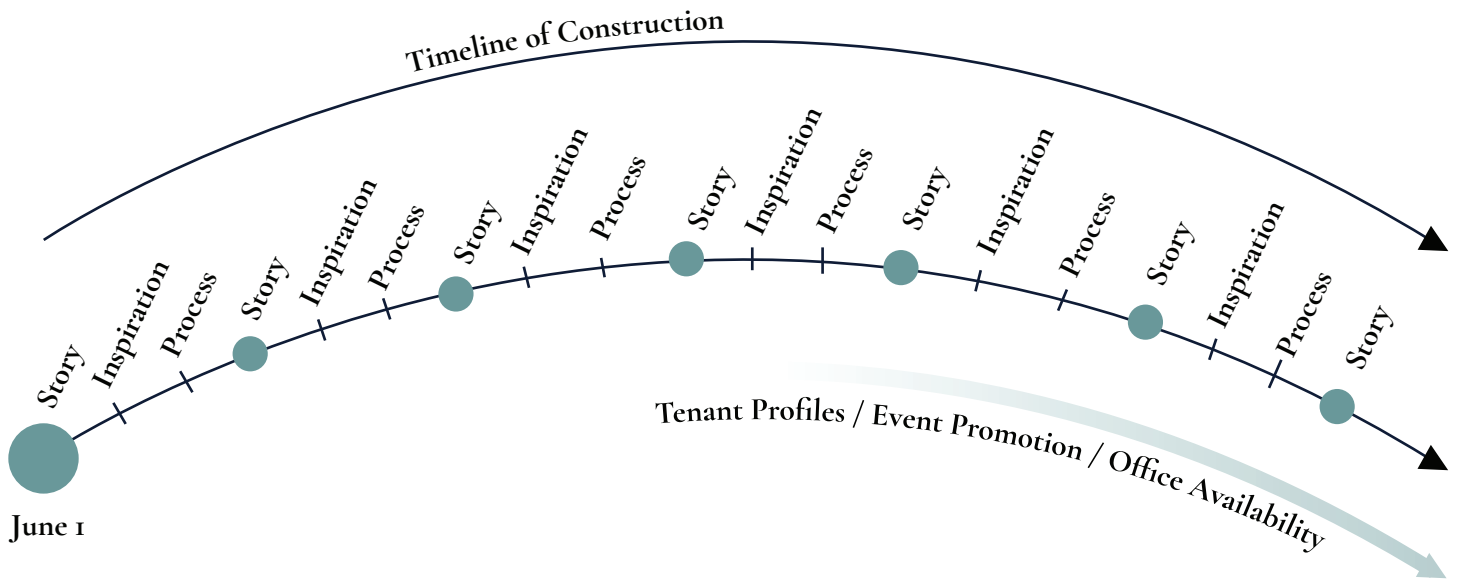
The Argo House

Social Media Campaign Launch

The launch campaign for social media will begin June 1 and is planned to run for approximately 90 days. The campaign will focus on Instagram and Facebook. Instagram will be the primary focus early on with Facebook becoming increasingly important as we get closer to opening and have specific events to promote.

The Argo House social media rollout will follow a Story, Inspiration, Process story arc. Other posts will be strategically inserted into the story arc, but most posts will follow a standard pattern. As our opening day gets closer Tenant Profiles will be integrated into the story arc along with promotion of events and specific office availability.

Initially, we anticipate a new cycle of the Story, Inspiration, Process pattern each week, but will adjust as we monitor engagement analytics.



Story

Telling the unique stories of the Argo House. A mix of history with the intriguing renovation details. Story examples are the custom milled trim or the blue ceiling on the patio.

Inspiration

Sharing examples of other projects and spaces that have been an inspiration to the Argo House. This would be a mix of design inspiration and cross-promotion of other local initiatives like the Nine Rails Creative District or Cuppa.

Process

Updates on the construction process and timelines. These posts will catalogue what is happening when and serve as an archive of the transformation. Initially some of the photos will show past process.

Hashtags

#TheArgoHouse • #NineRails • #DesignCollony • #OgdenArts • #Ogden • #MyOgden • #ThisisOgden • #OgdenReborn
 #Utah • #Architecture • #Design • #Victorian • #Collaboration • #Creative • #Studios • #CreativeSpace • #Entrepreneur

