

Communications Plan: Disney+

Manjunath Kathiravan

Abstract:- The main motive of this report is to develop social media marketing planning. Disney+ has been adopted to understand and evaluate its social media marketing plan. Therefore, this report helps to understand and examine the customer journey of Disney+ through which the awareness of the brand and its services are analysed that are offered to their consumers. The consumers also evaluate and explore the different benefits and subscription plans which are offered by the brand to satisfy the need and demands of their audiences. Disney+ also stream an online video at an affordable price which also motivates and encourages consumers to be loyal to the brand for a long period of time. The analysis of the social media audit of Disney+ has assisted in understanding the activities that are done on Instagram between 1 September 2022 to 30 September 2022. Disney+ gains the highest likes on their feeds are 4862 and the

lowest likes are 128. Ultimately, it has been evaluated that the brand receive the highest likes on their feeds by sharing the videos is 4862 and has maximum engagement in the organisation is 38896.

I. INTRODUCTION

Disney+ is an American subscription video-on-demand over-the-top streaming service that is owned and operated by the Media and Entertainment Distribution, which is a division of the Walt Disney Company. Disney+ also known as Disney Plus that is launched in 2019 in the United States and streams online videos at an affordable price. It is a streaming house for different shows and movies from Marvel, Star Wars, Disney, Pixar, National Geographic and many more shows (Disney+, 2022).

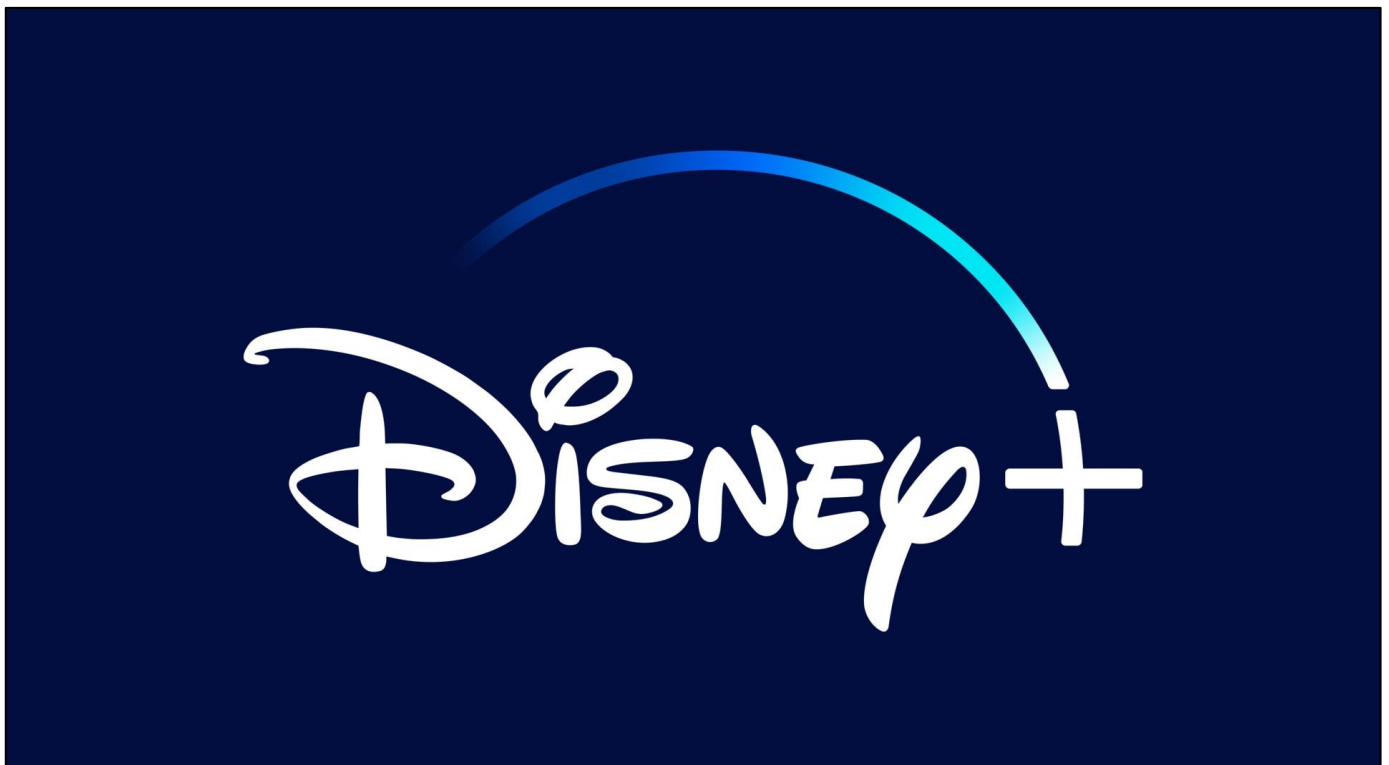


Fig 1: Logo of Disney +
Source: (Disney, 2022)

In the international market, it also involves general entertainment within the brand. The company also provide streaming services to their consumers from the Walt Disney Company, Disney+ is a different part of the Disney Media and Entertainment Distribution Segment. The brand also provides services which offer the growing collection to their

efficient audiences that include exclusive original services such as length films, short movies, documentaries, and animated series. The brand is currently available in more than 150 countries across Asia/Pacific, North America, Latin America, Europe, and Africa (Disney+, 2022).

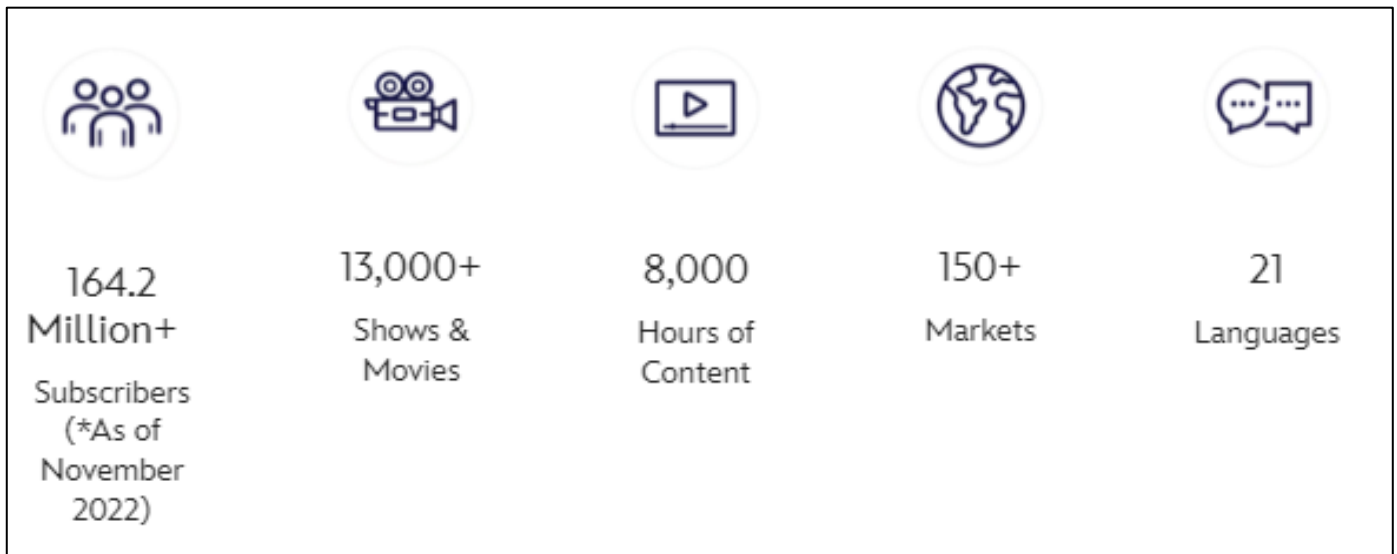


Fig 2: Company Statistics of Disney+
Source: (Disney+, 2022)

According to the graph presented below, it has been analysed that the company is earning an average monthly revenue of 3.91 US dollars per paying subscriber, in the fourth quarter of 2022. Moreover, it has been analysed that the revenue of the company has decreased from 4.12 dollars

in the last quarter of the year 2021 (Statista, 2022). The company has made several smart decisions with their digital marketing strategies where the brand reconnects with its audiences with the help of displaying old content to them.

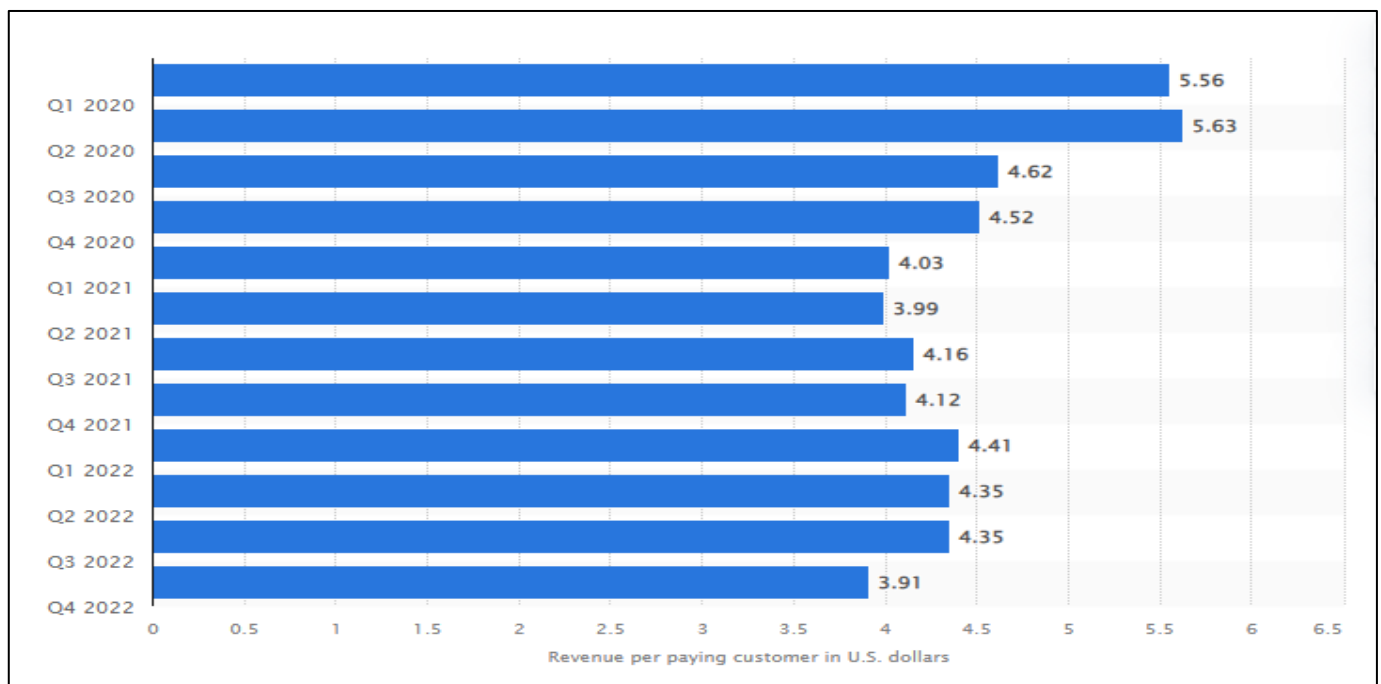


Fig 3: Average Monthly Revenue of Disney Plus
Source: (Statista, 2022)

Disney+ presents and promotes online video streaming services which are full of quality stories and content that are screened to their audiences. The main target market of the company is children and the young generation where it displays stories to make life more fun and exciting. The report includes the customer journey of Disney+ the association of customer journey mapping. After understanding the customer journey of Disney+, an audit of the social media is included

in the further report that assists in evaluating the activities of the social media platform from 1st September 2022 to 30th September 2022. Moreover, the social media campaign is based on the social media audit that is reflected in the report. Along with this, by analysing the 6M frameworks, the planning of the social media campaign is developed effectively.

II. MAPPING THE CUSTOMER JOURNEY

Customer journey mapping is a systematic procedure of creating a customer journey map where the interaction of consumers is analysed with the brand. It also assists to analyse the interest and demands of the consumers which helps to expand the business in the competitive international market (Micheaux and Bosio, 2019). Customer journey mapping is essential and beneficial as it is a strategic approach for analysing the expectations of consumers. Along

with this, it also assists the consumer to satisfy the need and demands of the consumer and attain the interest of the consumers for expanding the business (Patti, et al., 2020). With the help of customer journey mapping, it assists the marketers of Disney+ to target their potential consumers for evaluating their different touch points. Furthermore, to attain the interest of consumers the brand needs to make its websites more effective and target the market and expand its business through different social media platforms (Rudkowski, et al., 2020).

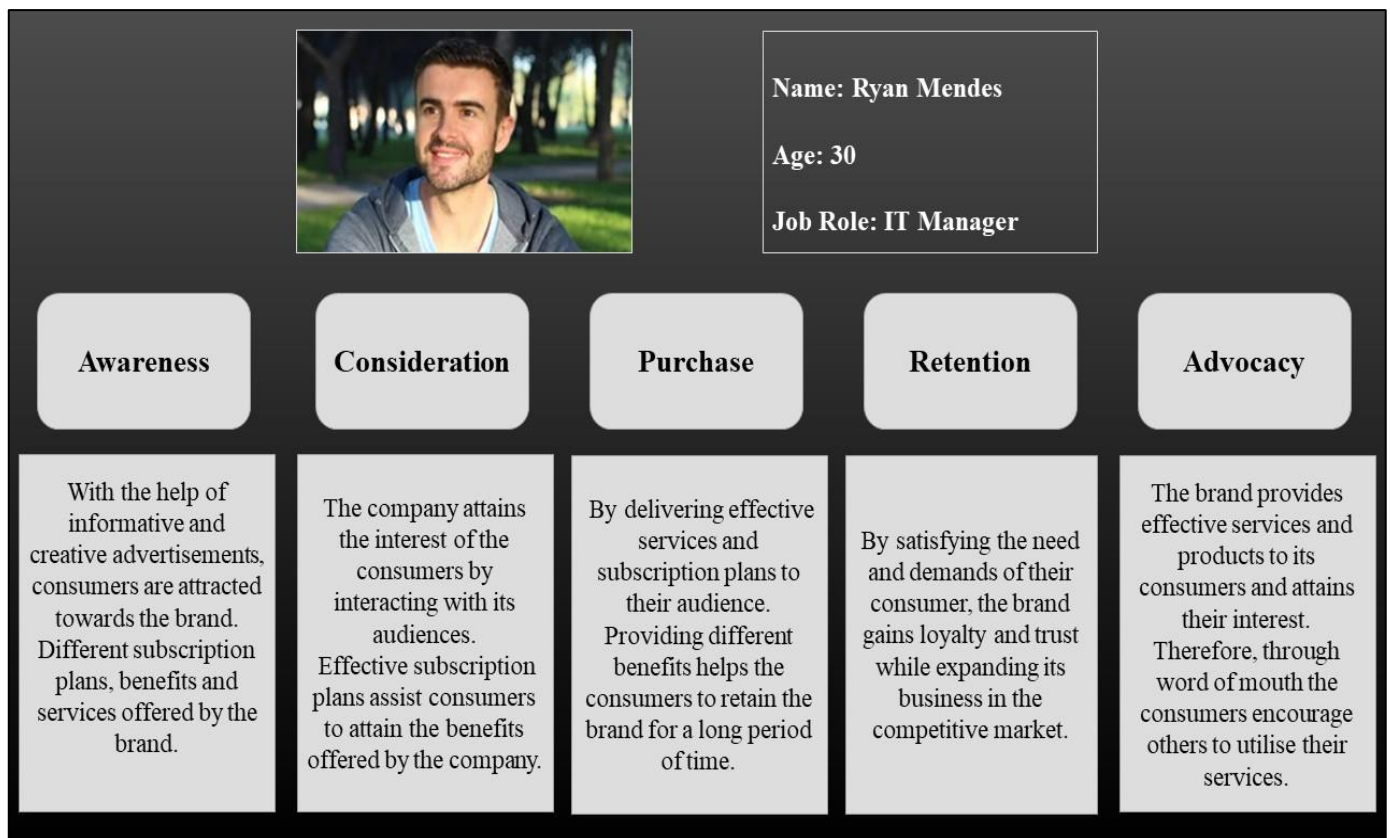


Fig 4: Customer Journey Mapping

- **Awareness:** It is the initial stage of the customer journey where the consumers analyse and identify the brand in the competitive market. It also ensures to provide awareness about the products and services that are offered by Disney+. With the help of effective and innovative advertisements on different social media platforms encourage consumers to purchase the subscription plan for enjoying the services provided by the brand.
- **Consideration:** It is the second stage that helps to understand and examine the demands and requirements of the consumers to satisfy their needs. Moreover, consumers also analyse and judge the subscription plan and services of the different brands offering original series and movies. With the help of this, the audiences evaluate and explore the different subscription packages that include several benefits to their consumers for retaining them for a long period of time.
- **Purchase:** In this stage, the consumer analyses the prices of the different subscription plans and retain the consumers for a long period of time within the company.

After analysing the subscription plans and their benefits the consumer makes the purchase from the brand and utilises the products and services that are offered by Disney+.

- **Retention:** Retention is the stage where the consumers are building trust and loyalty with the brand. Moreover, in this stage, the audiences are happy with the services and products that are offered by Disney+ in the competitive market and gain the trust and loyalty of the consumers.
- **Advocacy:** This is the last stage of the customer journey where the audience encourages and motivates other consumers to purchase and utilise the services and products of the brand. Therefore, the consumer can share their positive or negative views and opinions with others which assists the brand to expand its business in the competitive market.

III. SOCIAL MEDIA COMMUNICATION PLAN

It is necessary and essential for the company to expand their business in the international market for growing effectively in the long term. Along with this, to analyse and evaluate an efficient and effective social media communication plan, it is important to understand and implement the 6M frameworks which include mission, market, media, money, message and measurement.

- **Mission:** The main purpose of the brand is to develop a social media plan to understand and evaluate the mission of the company. The mission assists the brand to improve and enhance its revenue, sales, new shows and movies, service quality and many services. An effective social media plan helps to analyse and understand the main target and goals of the brand. It helps the company to attain the interest of consumers and expand its business effectively. Mission assists the brand to manage its work and schedule them accordingly which highly distracts the brand to interact with its consumers. Along with this, it also ensures that the brand is associated with its consumers to expand the business in the competitive market.
- **Market:** A competitive market is an essential place where efficient and potential consumers of the company are highly targeted to consume the services of the brand. It is a place which helps the brand to attain the interest of the consumers by communicating and interacting with their target audience to increase the revenue, sales and growth of the company. Thus, it helps the brand to promote and share its ideas and thoughts with its target market for building their interest.
- **Media:** In the current market, there are various social media platforms where the brand can interact and prepare effective information to attain the interest of the consumers. Moreover, an effective social media platform helps the brand to expand its business in the competitive market through a social media plan. Media is an effective medium to interact and communicate with its consumers and improve the awareness of the brand in the international competitive market. Thus, with the help of different media, the consumers ensure to analyse the effective information that is delivered by the company to fulfil the need and requirements of the consumers. The information that is shared with their consumers needs to be related to the services provided by the brand. Therefore, the selection of an appropriate social media platform is essential to improve the communication and interaction between the consumer and brand in the campaign planning to target their audience effectively.
- **Money:** Money is an important component in the 6M frameworks of the social media plan as it helps to analyse, manage and run the campaign planning effectively. For starting an effective social media campaign planning it is essential to accumulate and identify the budget that is required to run the campaign effectively in the competitive market. Therefore, money is considered an essential medium to make a friendly budget to run the campaign on the social media platform and chose their target market.

- **Message:** Framing and developing an effective message is important to attain the interest and expectations of consumers with the help of social media campaigns. The creation and framing of the appropriate message can be easy and simple to understand the meaning of the message to their target audience. Thus, the brand can ensure to fulfil the need and demands of their consumer and satisfy their expectations. Along with this, it is essential and necessary for the brand to frame and prepare a systematic and unique message that also ensures to attain the interest of their target audiences.
- **Measurement:** The measurement is assumed as the last stage of the social media campaign where the brand can understand and evaluate the process of the campaign carrying out. It is essential to examine making the campaign process successful and it helps to achieve its appropriate result. It assists to analyse and evaluate the detailed information related to the campaign of Disney+.

IV. CONCLUSION

Based on the above-detailed information, it can be concluded that Disney + is an American video online streaming platform where the brand connects with its audiences to satisfy their needs and demands. The company ensures to expand its business in the international market through innovative and creative social media campaigns and advertisements. Effective advertisements assist the brand to gain the interest, trust and loyalty of the consumers which also increases the percentage of watching their original shows, series and movies. Therefore, a social media audit is an effective strategy which assists to understand the regular activities of the brand that has been done from 1st September 2022 to 30th September 2022. Through analysing and examining their social media audit, it is understood that Disney + is regularly active with its activities. It also displays different videos, images and reels to provide the details and descriptions of their shows, series and movies.

During the social media audit, it has been examined and analysed that the company is highly active on their Instagram social media platform where they interact and communicate with its audiences to fulfil their needs and demands. It is also been examined that before launching the series, movies and shows the brand highly indulge the interest of consumers regarding the same. Along with this, with the help of social media audit, the activities of Disney + have been gained with its likes, shares, comments and engagement with its consumers. Through this, consumers can analyse the reaction of other consumers through the comments and shares included in the social media platform. With the help of social media marketing plans, Disney+ ensures to improve and increase their performance, revenue and sales of the company with the help of 6M frameworks which include mission, market, media, money, message and measurement. It has been evaluated that the framework assists the brand to plan its effective future social media campaigns for expanding and growing its business in the competitive market.

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