



Marketing Strategy and Social Media Examples

Joseph Lendacky



REVIEW

CKS SEASON 3 IS A TE TO WOMANHOOD

COMPLEXITIES OF GROWING COMFORTABLE WITH AGING AS A
ER TRYING TO SUCCEED IN A MALE DOMINATED INDUSTRY.

POP CULTURE PLANET | VIA: DANIELLE FORTE



POP CULTURE PLANET

TOP CANNES FILM FESTIVAL LOOKS

SWIPE →



POP CULTURE PLANET

REVIEW

EVEN HIGH-OCTANE ACTION CAN'T SAVE NETFLIX'S ATLAS

ATLAS NOT ONLY HAS A PREDICTABLE PLOT, BUT ALSO FEATURES OVER-
EXAGGERATED ACTING AND DISMISSES SECONDARY CHARACTERS.

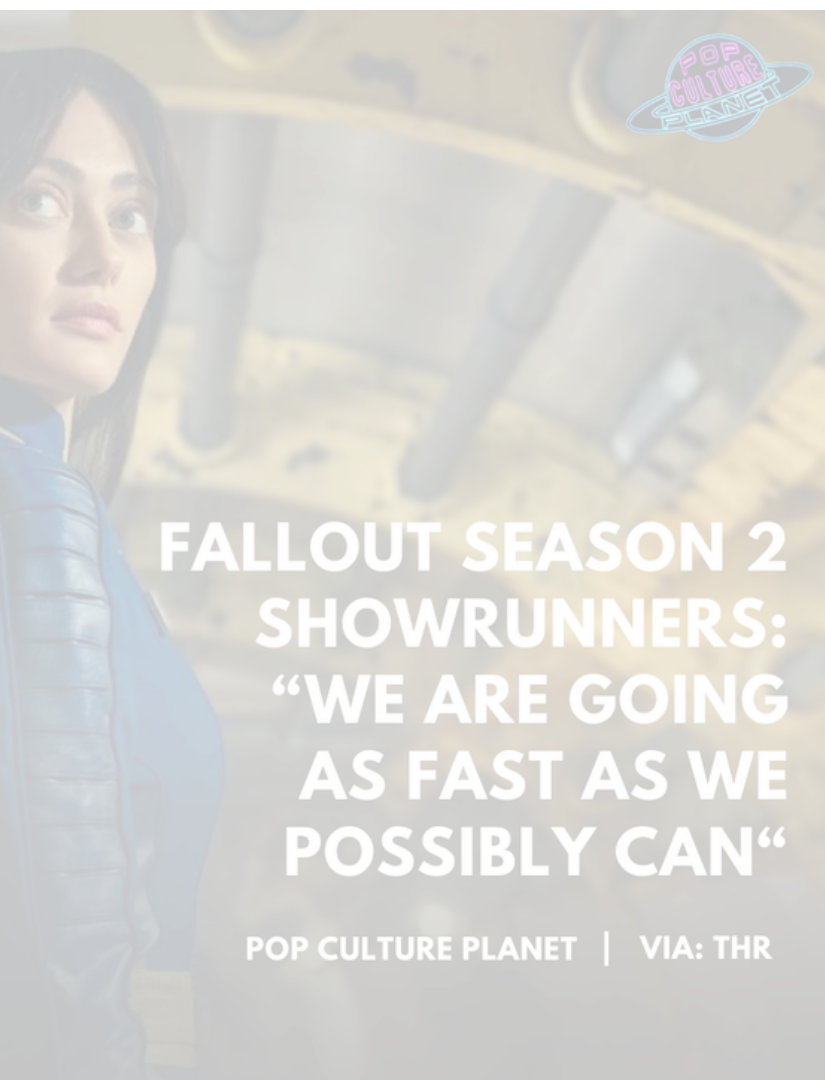
POP CULTURE PLANET | VIA: PAOLA CARDENAS



SAVORING PARIS COSTUME
EXPLAINS HOW FASHION
CHARACTER

“It's important that the
character in their costume
give the best performance
direction of the costumes needed to
arc of the character's journey from h

Shanna Mair



POP CULTURE PLANET

FALLOUT SEASON 2 SHOWRUNNERS: “WE ARE GOING AS FAST AS WE POSSIBLY CAN”

POP CULTURE PLANET | VIA: THR



POP CULTURE PLANET

‘MOANA 2’ MAKES SPLASH WITH FIRST TRAILER

DWAYNE JOHNSON AND AULI'I CRAVALHO REPRISE THEIR VOICE ROLES, SET
TO RELEASE ON NOVEMBER 27, 2024!

POP CULTURE PLANET | VIA: KRISTEN MALDONADO

SWIPE >>



POP CULTURE PLANET

PROM DATES CAST TALK FRIENDSHIP AND POSITIVE QUEER REPRESENTATION

POP CULTURE PLANET | VIA: KRISTEN MALDONADO

SWIPE >>



POP CULTURE PLANET

BRIDGERTON R FOR SEASON 3,

POLIN'S LOVE STORY CONTINUES WITH F

POP CULTURE PLANET | VIA: KRISTEN MALDONADO



**INSTAGRAM
LAYOUT &
DESIGN.**

V.1

V.2

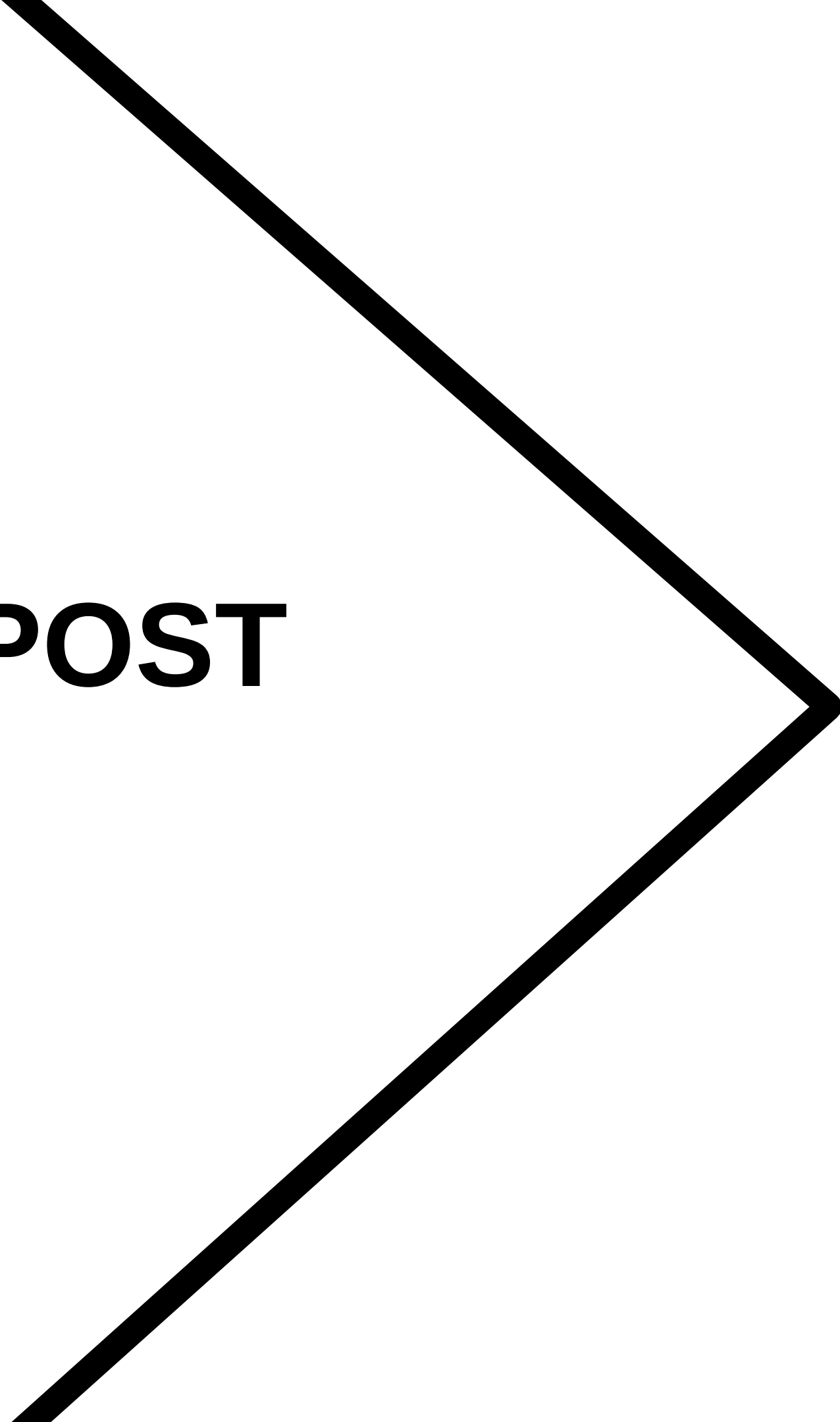


“

[Pop Culture Planet] was inspired by the lack of diversity in the industry and serves as a place to cover the world of entertainment while shining a light on representation and inclusion

Kristen Maldonado, Pop Culture Planet Founder

”



**ARTICLE POST
LAYOUT.**





REVIEW

HACKS SEASON 3 IS A TRIBUTE TO WOMANHOOD

UNVEILING THE COMPLEXITIES OF GROWING COMFORTABLE WITH AGING AS A WOMAN, FOREVER TRYING TO SUCCEED IN A MALE DOMINATED INDUSTRY.

POP CULTURE PLANET | VIA: DANIELLE FORTE



REVIEW

EVEN HIGH-OCTANE ACTION CAN'T SAVE NETFLIX'S ATLAS

ATLAS NOT ONLY HAS A PREDICTABLE PLOT, BUT ALSO FEATURES OVER-EXAGGERATED ACTING AND DISMISSES SECONDARY CHARACTERS.

POP CULTURE PLANET | VIA: PAOLA CARDENAS

A promotional image for Fallout Season 2 featuring a woman with long dark hair wearing a blue leather jacket, looking off to the side. The background shows industrial structures.

**FALLOUT SEASON 2
SHOWRUNNERS:
“WE ARE GOING
AS FAST AS WE
POSSIBLY CAN”**

POP CULTURE PLANET | VIA: THR

A portrait of Shanna Mair with long reddish-brown hair, smiling slightly. The background is a scenic view of Paris, France, showing the city and a river.

**SAVORING PARIS COSTUME DESIGNER
EXPLAINS HOW FASHION COMPLETES A
CHARACTER:**

“

“It's important that the actor feels like the character in their costume to help them give the best performance possible, The direction of the costumes needed to illustrate a clear arc of the character's journey from humdrum”

Shanna Mair

“

SHARP AND TWISTED

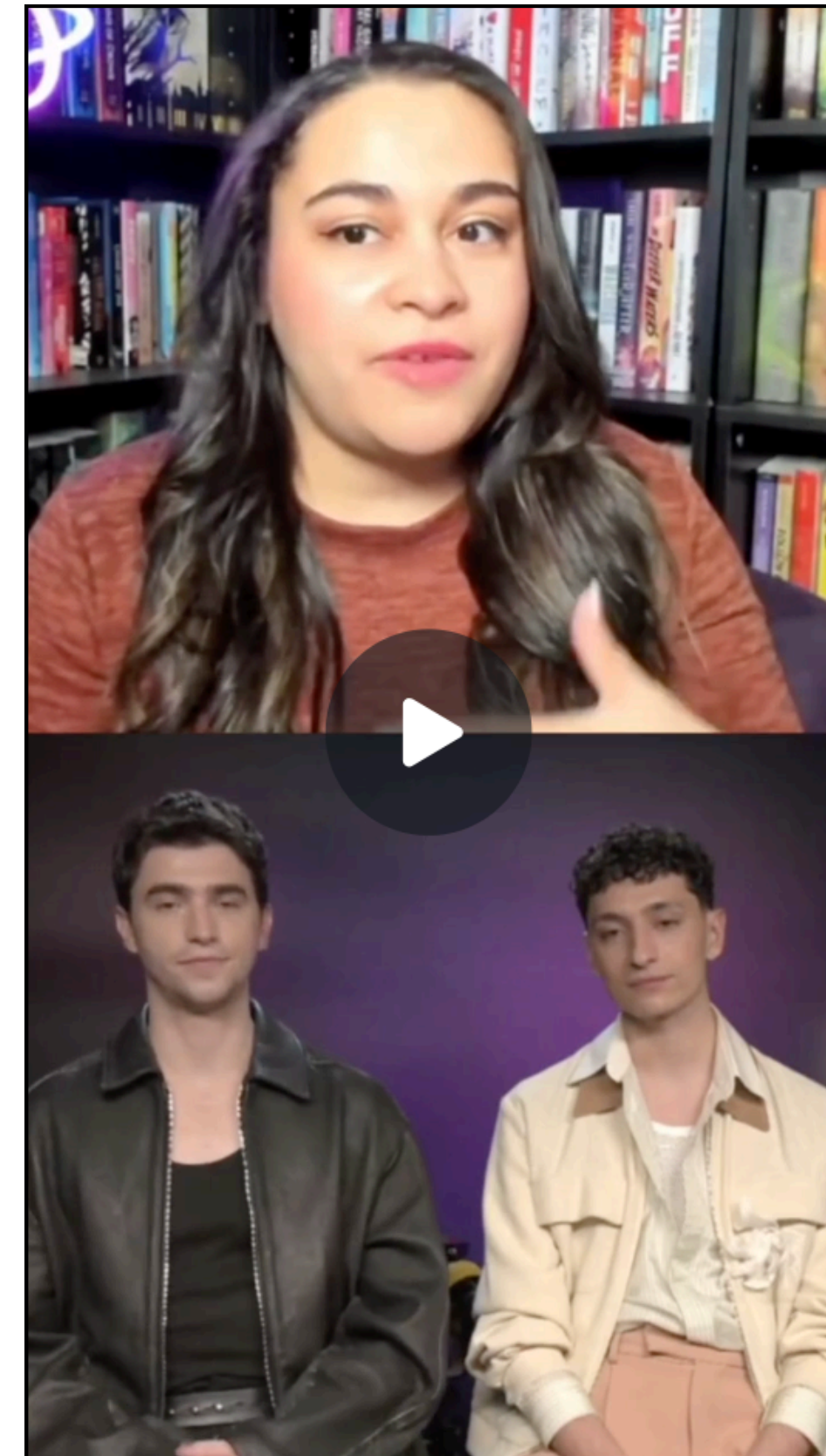
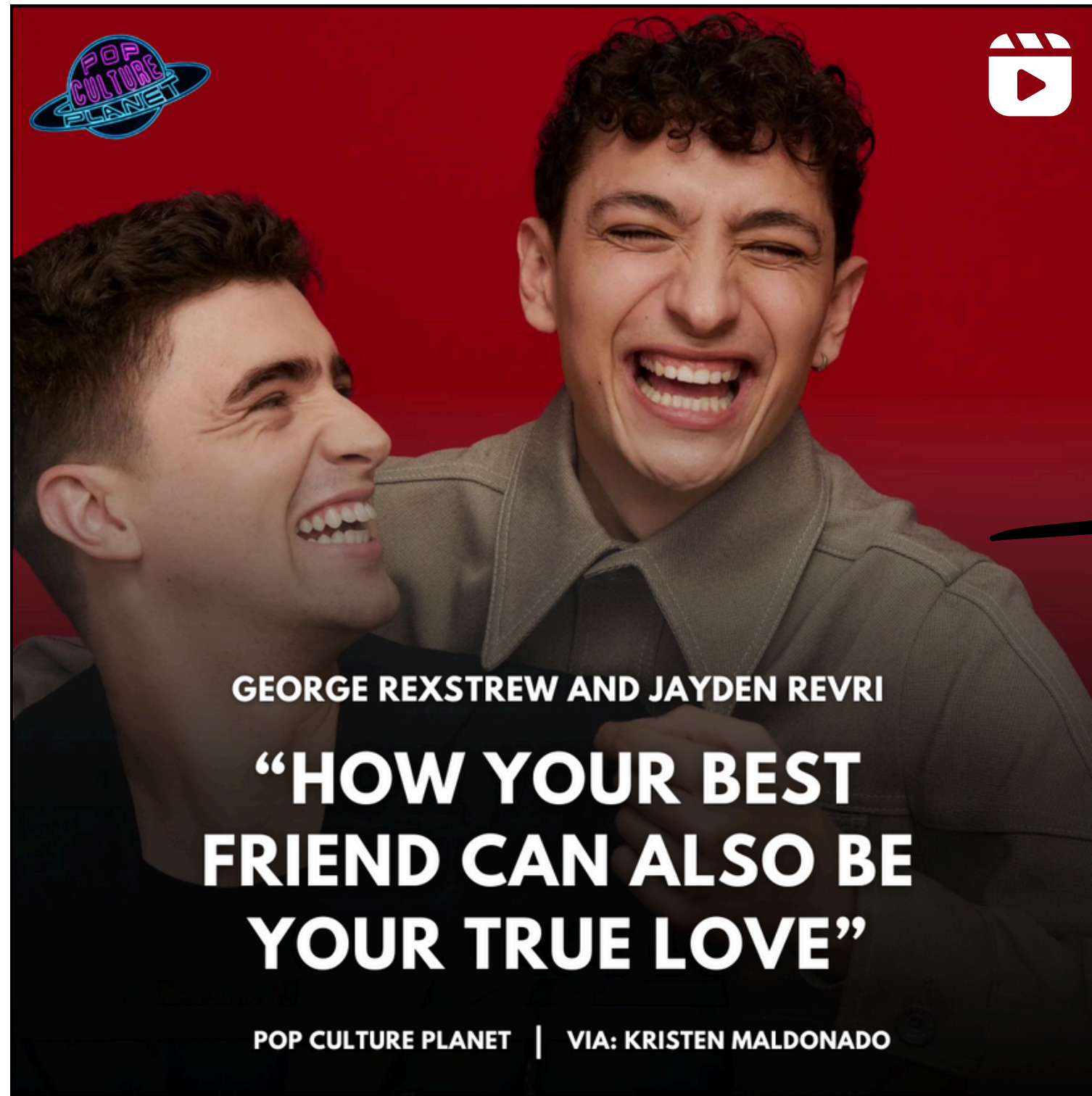
Pop Culture Planet

”

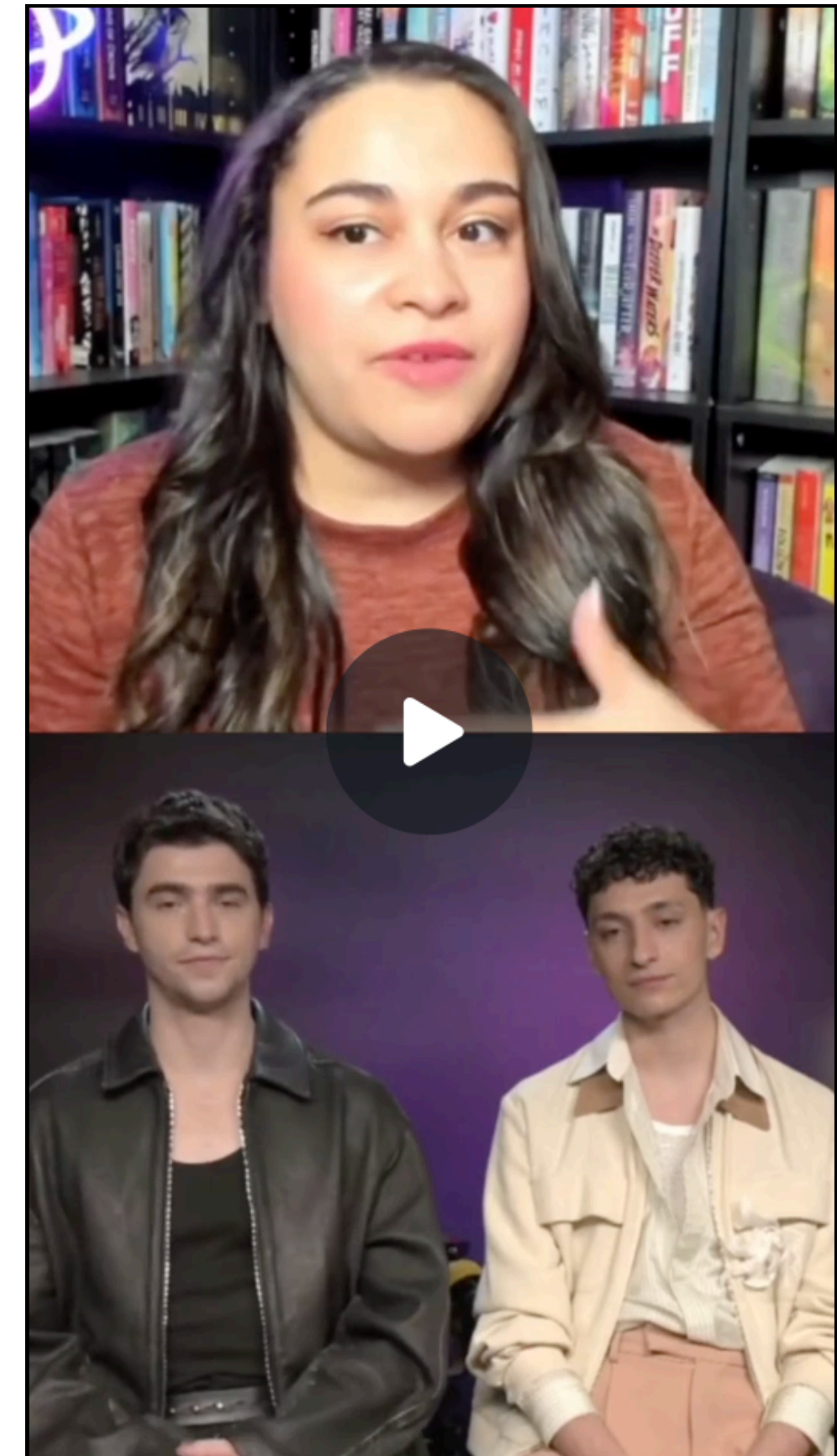
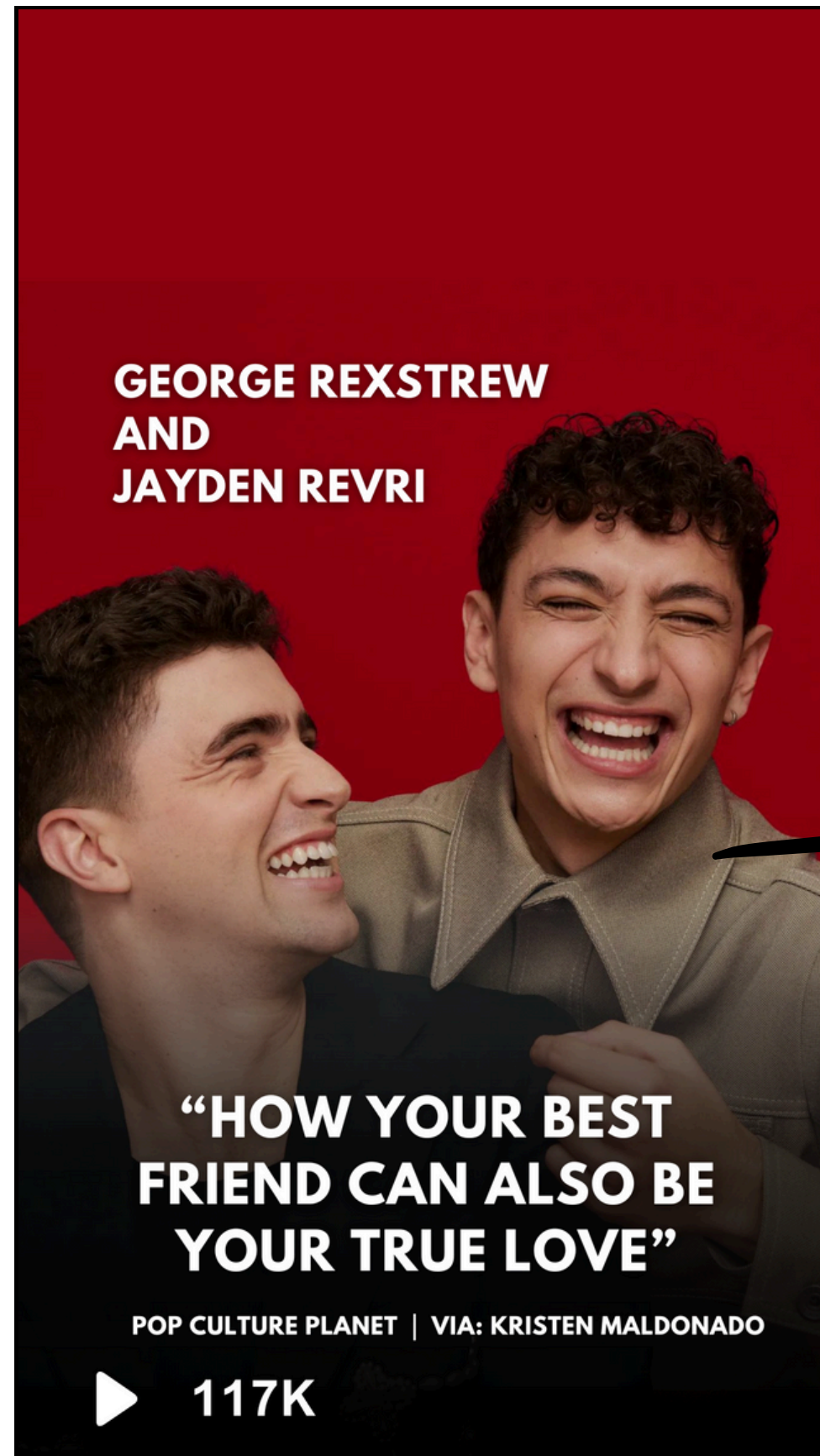


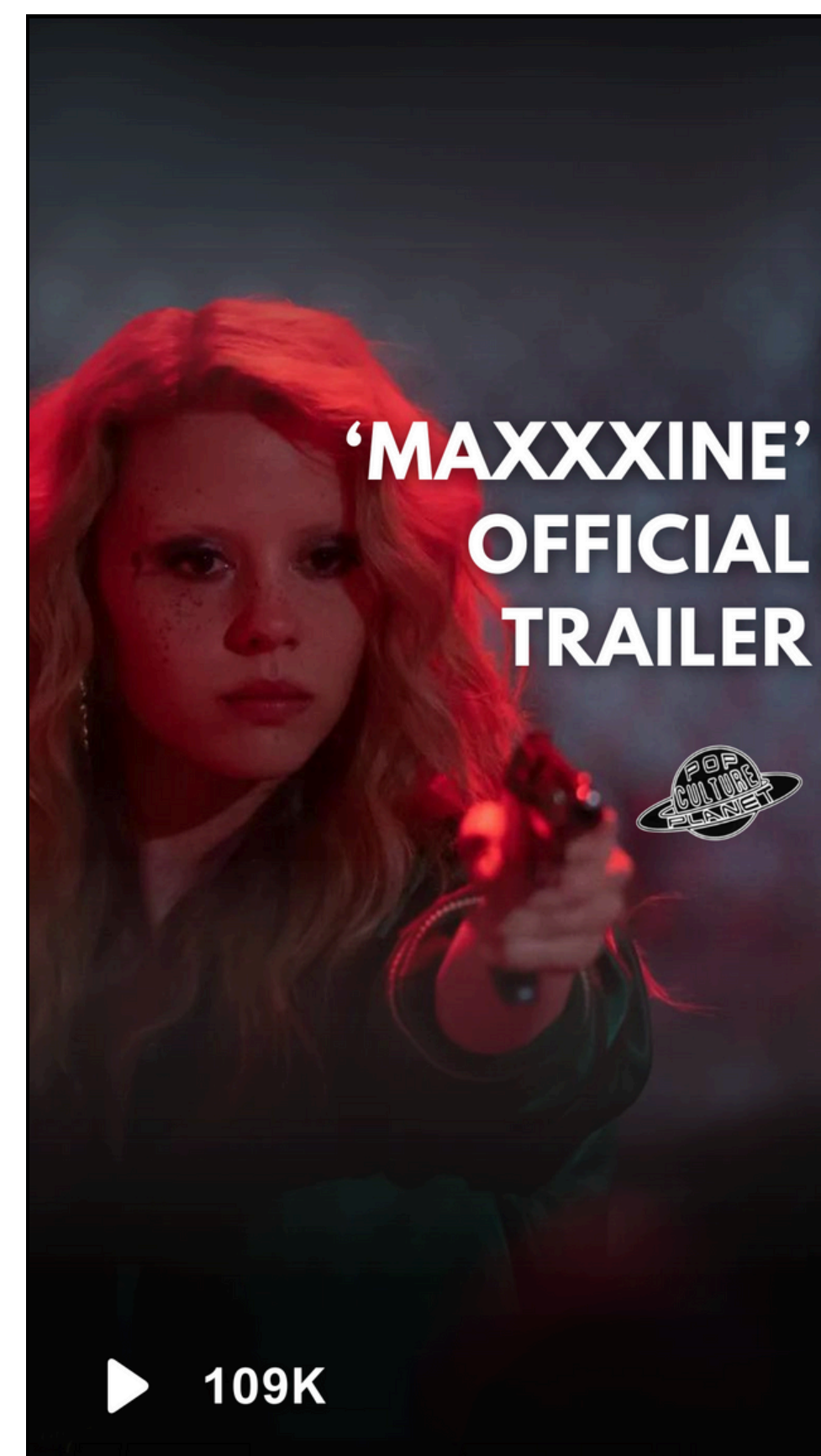
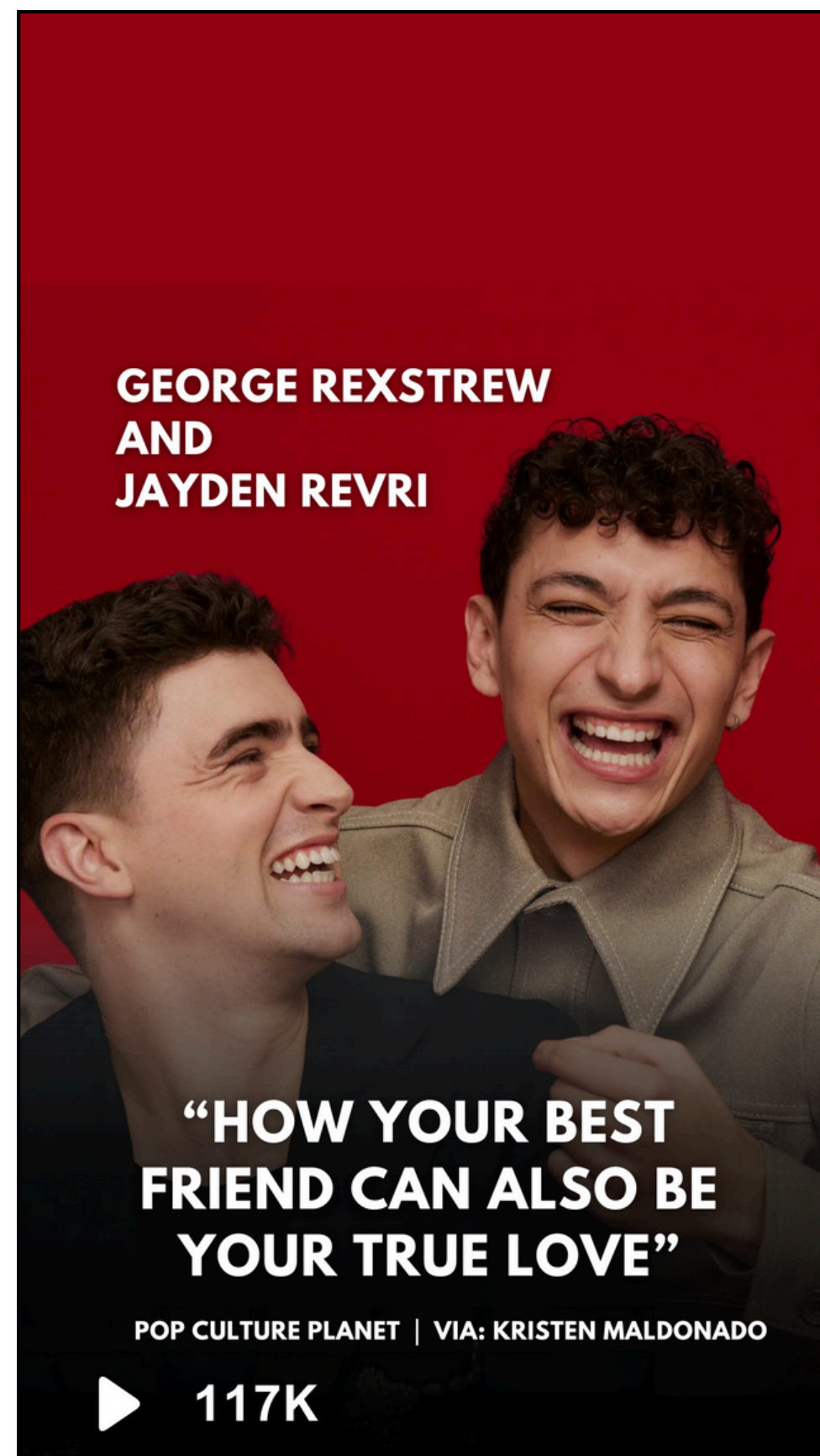
**VIDEO POST
LAYOUT.**

SQUARE INSTAGRAM VIDEO THUMBNAIL



INSTAGRAM REEL VIDEO THUMBNAIL



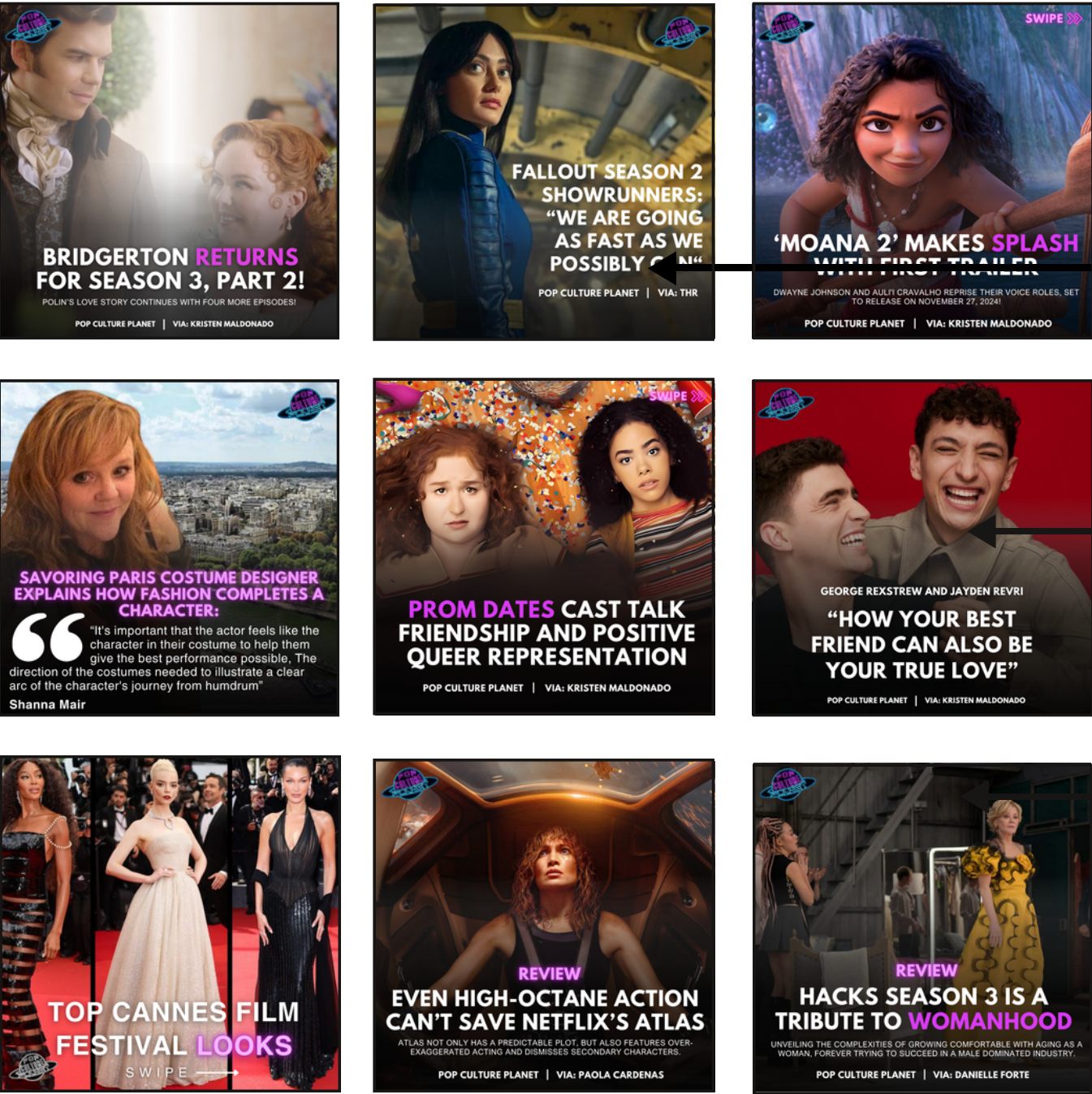




**SOCIAL MEDIA
FEED LAYOUT.**

Instagram Feed

The Instagram Feed will showcase a visually captivating and dynamic mix of content, reflecting Pop Culture Planet's commitment to delivering the best in entertainment news, insightful editorials, and community engagement. Followers can expect a vibrant array of posts featuring breaking news, exclusive interviews, and behind-the-scenes glimpses of the entertainment industry.



Using organic content to increase followers.

Hashtags

Pop Culture Planet will utilize hashtags to optimize their posts, drive traffic to their page, and attract their target audience. Incorporating a blend of broad and niche hashtags related to entertainment, pop culture, and specific topics relevant to Pop Culture Planet, the aim is to enhance discoverability and reach a broader audience. Broad hashtags such as #EntertainmentNews and #PopCulture will enable them to engage in larger conversations, while niche hashtags like #MovieReviews and #TVShowRecaps will target users with specific interests aligned with Pop Culture Planet's content.

News and Coverage

Stay up-to-date with the latest happenings in the world of entertainment! From breaking news about your favorite celebrities to exclusive behind-the-scenes insights from upcoming movies and TV shows, our News & Coverage section ensures you're always in the know. Follow us for timely updates, live event coverage, and insider scoops that keep you at the forefront of pop culture.

Articles and Editorials

Dive deep into thought-provoking articles and editorials that offer unique perspectives on the entertainment industry. Our team of seasoned writers and industry experts analyze trends, dissect performances, and explore cultural impacts, providing you with in-depth content that goes beyond the surface.

Community Building


Engage in fun activities, participate in lively discussions, and share your thoughts on the latest TV shows and movies. Our Community Building section is all about fostering connections and creating a space where fans can celebrate their shared passions. From interactive polls and quizzes to TV/movie reviews, we bring the fun and excitement of the entertainment world to you.

Creating an Instagram feed that tells a story is like painting a masterpiece—one captivating image at a time.

Unknown

←

Popcultplanet



30

Posts

1529

Followers

15

Following

Pop Culture Planet

Where pop culture meets diverse voices 🍌

Founder + EIC @kaymaldo1

...more


linkin.bio/popcultureplanet

Follow

Message


Contact

+0




FALLOUT SEASON 2 SHOWRUNNERS: "WE ARE GOING AS FAST AS WE POSSIBLY CAN"

POP CULTURE PLANET | VIA: TWE




'MOANA 2' MAKES **SPLASH** WITH FIRST TRAILER

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




GEORGE REXSTREWH AND JAYDEN REYRI

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




PARIS COSTUME DESIGNER

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




REVIEW
'EVEN HIGH-OCTANE ACTION CAN'T SAVE NETFLIX'S ATLAS

POP CULTURE PLANET | VIA: PAOLA CASSENAS




SAVORING PARIS COSTUME DESIGNER EXPLAINS HOW FASHION COMPLETES A CHARACTER

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




PROM DATES CAST TALK FRIENDSHIP AND POSITIVE QUEER REPRESENTATION

POP CULTURE PLANET | VIA: KRISTEN MALDONADO



TOP CANNES FILM FESTIVAL LOOKS

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




REVIEW
'HACKS SEASON 3 IS A TRIBUTE TO WOMANHOOD

POP CULTURE PLANET | VIA: KRISTEN MALDONADO

←

Popcultplanet



30

Posts

1529

Followers

15

Following

Pop Culture Planet

Where pop culture meets diverse voices 🍌

Founder + EIC @kaymaldo1

...more


linkin.bio/popcultureplanet

Follow

Message


Contact

+0




'MAXXXINE' OFFICIAL TRAILER

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




'MOANA 2' MAKES **SPLASH** WITH FIRST TRAILER

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




GEORGE REXSTREWH AND JAYDEN REYRI

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




PARIS COSTUME DESIGNER

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




REVIEW
'EVEN HIGH-OCTANE ACTION CAN'T SAVE NETFLIX'S ATLAS

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




SAVORING PARIS COSTUME DESIGNER EXPLAINS HOW FASHION COMPLETES A CHARACTER

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




PROM DATES CAST TALK FRIENDSHIP AND POSITIVE QUEER REPRESENTATION

POP CULTURE PLANET | VIA: KRISTEN MALDONADO



TOP CANNES FILM FESTIVAL LOOKS

POP CULTURE PLANET | VIA: KRISTEN MALDONADO




REVIEW
'HACKS SEASON 3 IS A TRIBUTE TO WOMANHOOD

POP CULTURE PLANET | VIA: KRISTEN MALDONADO

Twitter Post Layout

213.1K posts


Posts Affiliates Replies Highlights Media



PopCulturePlanet @Popcultplanet

Dead Boy Detectives stars George Rexstrew and Jayden Revri talk about how your best friend can also be your true love. ❤️❤️

Link in bio for more at popcultureplanet.net.

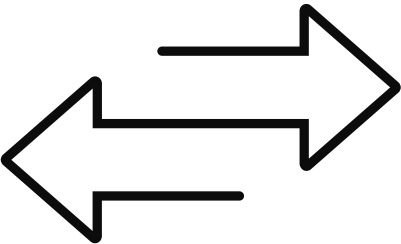


20

32

219

29K



12:17

← Post



PopCulturePlanet @Popcultplanet

Follow

First Look at the Bridgerton Season 3, Part 2 Trailer!
Set to release June 13th, 2204

Polin's love story continues with four more episodes.



6:08 PM · 6/9/24 From Earth · 151K Views

139 Reposts 23 Quotes 2K Likes 187 Bookmarks



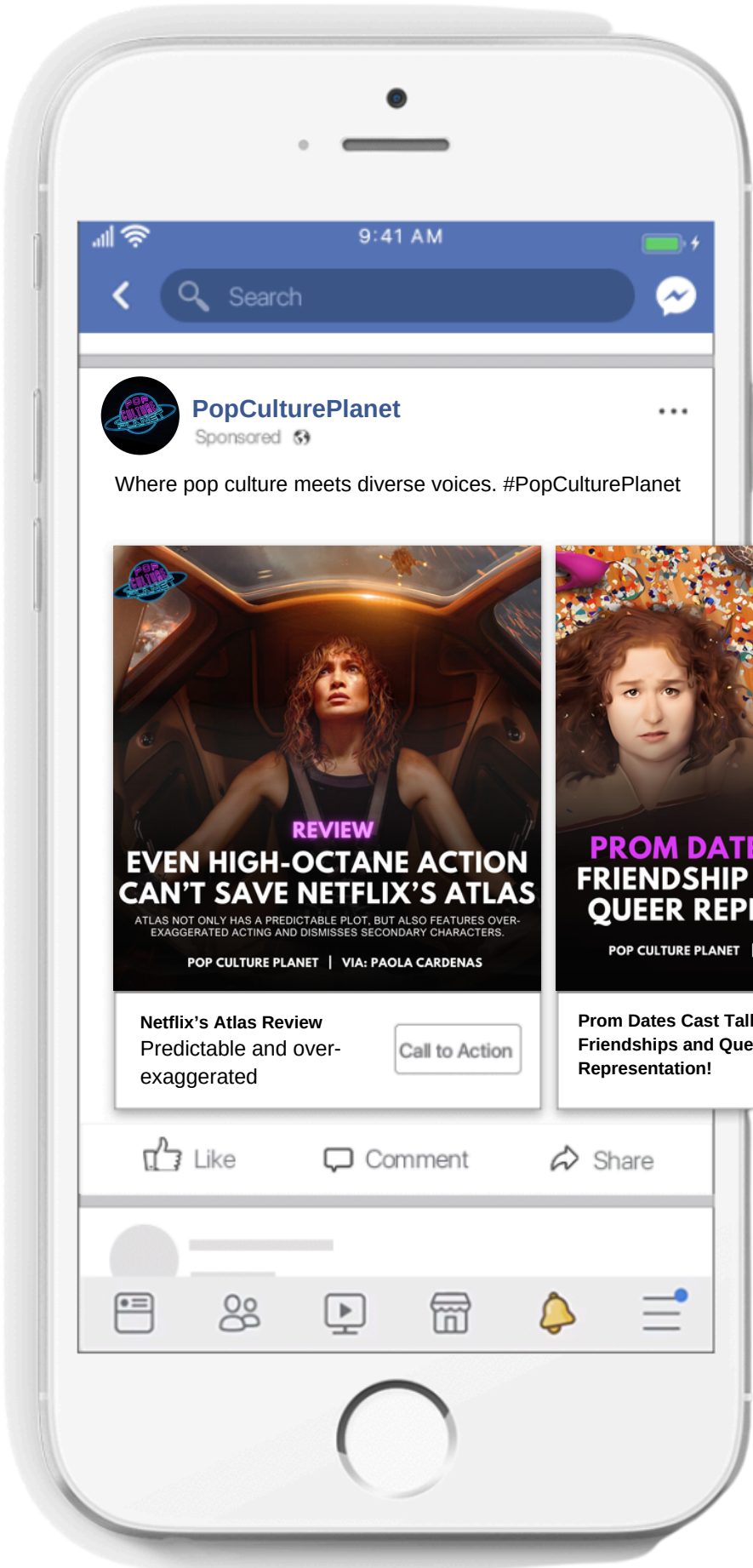








Facebook Feed



Netflix's Atlas Review
Predictable and over-exaggerated

Call to Action



Prom Dates Cast Talk
Friendships and Queer Representation!

Call to Action



George Rexstrew and
Jayden Revri Talk
Friendship and Love

Call to Action

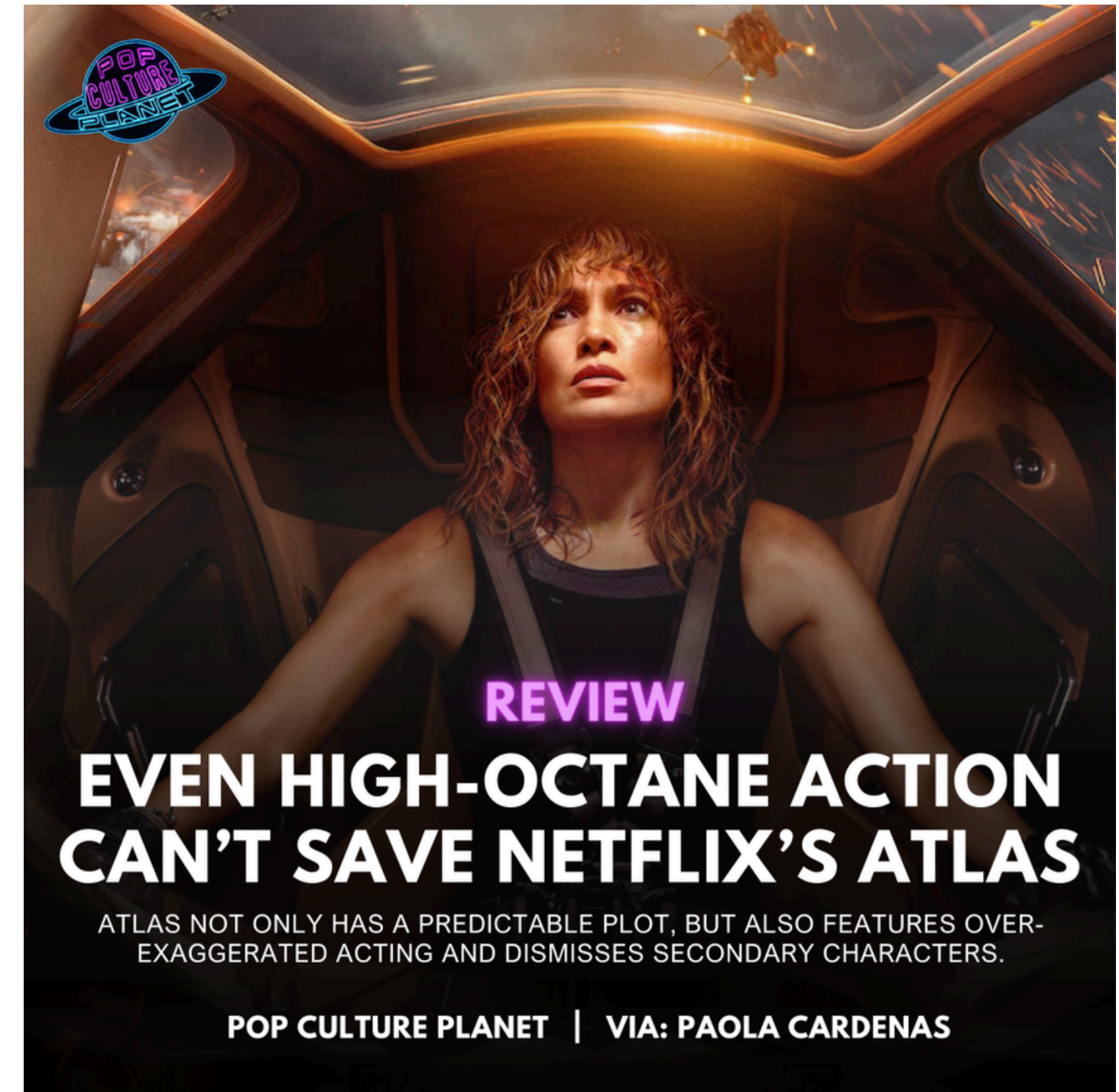


'Moana 2' Official
Trailer!
Releases Nov. 27, 2024

Call to Action



**COMMUNITY
BUILDING POST
EXAMPLES.**





POP CULTURE PLANET

REVIEW

CKS SEASON 3 IS A TE TO WOMANHOOD

COMPLEXITIES OF GROWING COMFORTABLE WITH AGING AS A
ER TRYING TO SUCCEED IN A MALE DOMINATED INDUSTRY.

POP CULTURE PLANET | VIA: DANIELLE FORTE



POP CULTURE PLANET

TOP CANNES FILM FESTIVAL LOOKS

SWIPE →



POP CULTURE PLANET

REVIEW

EVEN HIGH-OCTANE ACTION CAN'T SAVE NETFLIX'S ATLAS

ATLAS NOT ONLY HAS A PREDICTABLE PLOT, BUT ALSO FEATURES OVER-
EXAGGERATED ACTING AND DISMISSES SECONDARY CHARACTERS.

POP CULTURE PLANET | VIA: PAOLA CARDENAS

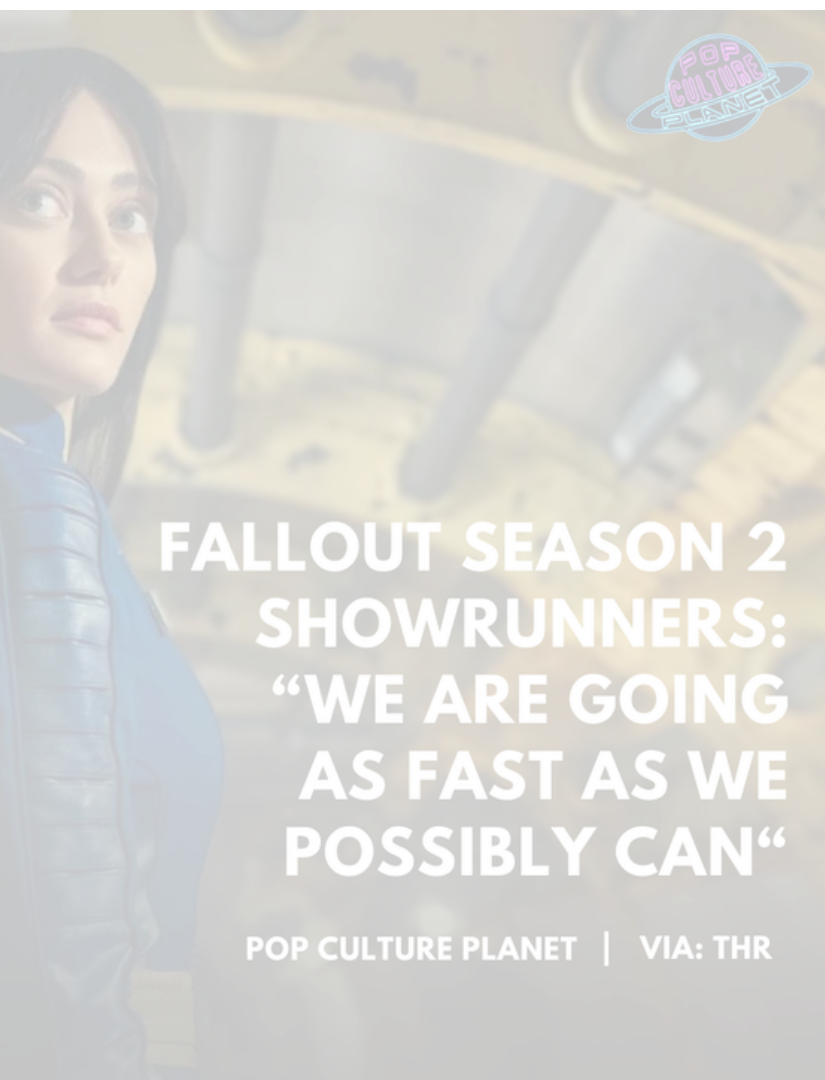


POP CULTURE PLANET

SAVORING PARIS COSTUME EXPLAINS HOW FASHION CHARACTER

“It's important that the
character in their costume
give the best performance
direction of the costumes needed to
arc of the character's journey from h

Shanna Mair



POP CULTURE PLANET

FALLOUT SEASON 2 SHOWRUNNERS: “WE ARE GOING AS FAST AS WE POSSIBLY CAN”

POP CULTURE PLANET | VIA: THR



POP CULTURE PLANET

GEORGE REXSTREW AND JAYDEN REVRI

“HOW YOUR BEST FRIEND CAN ALSO BE YOUR TRUE LOVE”

POP CULTURE PLANET | VIA: KRISTEN MALDONADO



POP CULTURE PLANET

SWIPE →

PROM DATES CAST TALK FRIENDSHIP AND POSITIVE QUEER REPRESENTATION

POP CULTURE PLANET | VIA: KRISTEN MALDONADO



POP CULTURE PLANET

BRIDGERTON R FOR SEASON 3,

POLIN'S LOVE STORY CONTINUES WITH F

POP CULTURE PLANET | VIA: KRISTEN MALDONADO