

# 2018 Social Media Strategy for Adore Designs Q1 January to March 2018

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exclusively for Adore Designs on 12/29/2017*

## **1. BRAND IDENTITY EXPLORATION**

### **Brand Personality**

*Sophisticated, but free-spirited*

### **Brand Descriptions**

*American made*

*American west aesthetic*

*Art-inspired*

*Artisan-designed*

*Museum quality*

*Custom fashion*

*Distinctive lifestyle brand*

*Hand-crafted*

*Native American artistry*

*One-of-a-kind*

*Southwest outerwear*

*Statement pieces*

*Vintage*

*Wearable art*

### **Main Customer Demographics**

*Women*

*40-60 years of age*

*Average income \$75k*

### **Customer Locations**

*Albuquerque, NM, Asheville, NC, Bedford, MA, Nashville, Denver, CO, Lake Tahoe, NM, Lexington, KY, Nashville, TN, Salt Lake City, UT, Santa Fe, NM, Scottsdale, AZ, Seattle, WA.*

***Additional Locations to Consider:*** *Alpharetta, GA, Corte Madera, CA, Dallas, TX, Edina, MN, Leawood, KS, Lone Tree, CO, San Diego, CA, Southlake TX, Tigard, OR,*

### **Customer Characteristics**

*Educated*

*Travelers*

*Affluent*

*Creative*

*Inner-directed*

*Earthy*

## **2. WHERE YOUR AUDIENCE IS ONLINE**

*Your audience actively participates on Facebook, Instagram, and Pinterest.*

<b>Platform</b>	<b>Traffic Metric</b>
Facebook	1.09 billion daily users 79% of 30 to 49-year-olds online use Facebook 76% of all female-identified U.S internet users use Facebook 56% of online users ages 65 and up use Facebook 72% of online users with incomes over \$75,000 use Facebook 74% of Facebook users have some form of higher education
Instagram	500 million daily users 28% of 30 to 49-year-olds online use Facebook 11% of 50 to 64-year-olds online use Instagram 30% of online users with incomes between \$50k-74.9k use Instagram 26% of online users with incomes over \$75,000 use Instagram Female millennials with incomes between \$50k-\$75k and live in urban areas use Instagram more than any other demographic.
Pinterest	175 million monthly users 45% of all female-identified U.S internet users use Pinterest 36% of 18 to 29-year-olds online use Pinterest 34% of 30 to 49-year-olds online use Pinterest 18% of online users 50+ use Pinterest 35% of online users with incomes \$50,000-\$74,999 use Pinterest \$35% of online users with incomes more than \$75,000 use Pinterest

### 3. SOCIAL MEDIA GOALS

#### Facebook

*Goal: We will use Facebook for advertising for three months to increase brand awareness within the geographic areas listed in the brand exploration.*

*Specific Events/Promotions to focus on:*

February 15-17	Nashville, TN	The Vintage Marketplace	
Feb 2018	Seattle, WA	Sailing, Yacht Market	Nautical Duster Coat
Feb 15-25 2018	Scottsdale, AZ	Arabian Horse Show	

**Frequency:**

- 3 posts per week
- post between 1pm to 4pm\*

\*Once we've been posting a while, we can use your own data from Facebook Insights to find your brand's best time to post, and then refine the strategy.

### **Strategy:**

- Boost posts as advertisements with a \$15 per day budget.
- Consider also posting product, accessories, or shipping specials.
- Create a free Mailchimp account and link email signups from Facebook to Mailchimp.
- We'll use the social media content rule of thirds when promoting your company on Facebook: 1/3 of the content promotes your products and converts readers. 1/3 of the content shares ideas and stories from other artisans, Beacon blanket collectors, lovers of Southwestern aesthetic, and 1/3 of the content is based on personal interactions and builds your personal brand.
- Create content and boost posts with key themes intertwined with products that resonate with the specified demographic: nature, southwest, Native American, outdoors, animals, travel, leisure, hand-crafted, and made in America, for example.
- Create contests or specials to increase orders.
- Repost and boost posts with curated content and quotes on Beacon blankets, Native American artistry, handcrafted fashion, Southwestern aesthetics, etc.
- Add the Adore Designs website link to every post.

### **Metrics:**

- Increase fan (Likes) count by 15%.
- Increase link clicks on posts about products by 15%.
- Build an average Post Reach of 150 people per post.

### **Audit:**

- Review Facebook Analytics twice a month to monitor and record strategies. Evaluate if the monetary amount per Facebook post for boosting is enough and is it reaching the audience you want. This will help determine if we need to focus efforts on another strategy.

### **Things to think about:**

- Facebook video posts get higher average engagement than link or image posts.
- The ideal standard for Facebook is to post once or twice per day.
- Use hashtags on FB only for branded campaigns running across all social media platforms, because posts with hashtags get less engagement than those without.

## Instagram

*Goal: We will use Instagram for promoting and sharing your company culture and products for three months to increase followers within the geographic areas listed in the brand exploration.*

### **Specific Events/Promotions to focus on:**

Feb 2018	Seattle, WA	Sailing, Yacht Market	Nautical Duster Coat
Feb 15-25 2018	Scottsdale, AZ	Arabian Horse Show	

### **Frequency:**

- 2 posts per week
- post between 2pm to 3pm or 5pm to 6pm or 7pm to 9pm\*

\*Once we've been posting a while, we can use your own data from Instagram Insights to find your brand's best time to post, and then refine the strategy.

### **Strategy:**

- Rewrite bio to set the tone of the brand and encourage followers.
- If you don't already have an Instagram business account (called Business Tools), upgrade for free because it allows you to run ads.
- Build a consistent, recognizable brand through striking, professional quality images. Emphasis on quality vs. quantity.
- Post photos or videos that offer behind-the-scenes glimpse into your company culture, like images of you sewing, cutting up blankets, etc. so customers can get to know what goes on behind the brand.
- Create a branded hashtag. I recommend #adoredesigns, #westernstyle (178,133 posts on Instagram), #wearableart (627,714 posts on Instagram), and #beaconblankets (149 posts). #southwesternfashion #adoredesignponcho (or capelette, or coat, or vest, etc.) #ownyourfreespirit.
- Create specific viral hashtags. For example, #TBT (Throwback Thursday).
- Identify a few key themes. This will help create a brand identity. I recommend editorial fashion photography shots of your outerwear, west and southwest landscape photos, flat lay photos (images of your blankets, sewing tools, etc), behind the scenes photos, (of you sewing, cutting blankets, etc.), and cute photos (puppies, kitties, and babies) to illustrate the coziness and warmth of your brand.
- Post curated content, or regramming (reposting images on Instagram).

### **Metrics:**

- Increase followers by 10%.
- Increase link clicks on posts by 10%.

### **Audit:**

- Review Instagram Analytics twice a month to monitor and record strategies. Evaluate which aesthetics and themes are resonating the most. This will help determine where to focus efforts.

### **Things to think about:**

- Instagram has very low engagement on Sundays.
- Instagram posts are less sales-y than FB; more creative, arty, and special; emphasis on storytelling.

## **Pinterest**

***Goal:** We will use Pinterest for sharing high-quality images for three months to increase brand awareness within the geographic areas listed in the brand exploration.*

### **Frequency:**

- At least once per day.
- post between 2pm to 4pm and 8pm to 11pm\* and on weekends.

\*Once we've been posting a while, we can use your own data from Pinterest Insights to find your brand's best time to post, and then refine the strategy.

### **Strategy:**

- Add more Boards and post images to help inspire purchase decisions. Boards may include: Wish List, Must Have Accessories, Handmade Outerwear, Artisan Lifestyle, One of a Kind Capelettes, Classic Cardigans, Elegant Vests, Lovely Faux Furs, DeeAnn Carpenter, Luxe Gifts, Beautiful Beacon Blankets, etc.
- Create effective description fields for each board and post to promote serious customer engagement.
- Add a Pinterest Save button to your website so visitors can automatically pin from your site.
- Add a call-to-action to posts to increase pinner engagement.

- Follow boards or accounts from relevant but non-competitive brands in your industry, and make sure to actively like and engage with Pins related to your niche.
- Pinterest is a highly visual medium, so it's worth the effort to use quality imagery.

**Metrics:**

- Increase number of followers by 15%. Monitor new pins from the website after adding Save button to the website.

**Audit:**

- Review Pinterest Analytics twice a month to monitor and record strategies. Evaluate which board and images are being pinned the most. This will help determine where to focus efforts.