Social Media Strategies

#HMxOSHEAGA

H&M ♡ MUSIC OSHEAGA

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1. Overview

Since our target audience is from teenagers to young adults, we will be focusing on Instagram which is obviously the most effective instead of publishing posts on many social media platforms. We will be using GPS and #HMxOSHEAGA expecting the audience to engage actively. The main goals of this campaign are to raise the loyalty of local consumers and to maintain the brand identity while utilizing Osheaga that is one of the most festive events during the summer in Montreal. The social media campaign will last approximately 3 months (from May 5 to August 6, 2017.)

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2. Communication strategies

2.1 Before the event

We will be launching a brand new account on Instagram since this campaign is very region based. In order to reach to the right audience, we will accomplish the following steps. We need to make sure that we have enough traffic on the brand new account. We will measure the number of followers and engagements.

a) We will announce about the event on the main H&M Instagram account while posting something questionable and abstract so the audience will want to know what it is about spontaneously and at the same time, we will introduce a brand new account @hmxosheaga only for this specific event and we will start to talk about what is going to happen while using #HMxOSHEAGA. This activity will allow us to get closer to local fans and to raise their loyalty to the brand.

b) Once we launch @hmxosheaga, we will start to talk about the event specifically. The hashtag #HMxOSHEAGA will be put on each publication so we can keep the targeted audience on the same track. Also, every post will have a link to official H&M website to increase the traffic.

c) After we raise the awareness of the audience about the event, we will start to collaborate with influencers on Instagram so their followers can also be aware of what is going to happen in Osheaga. We will offer free tickets, the fee to come to the location, and one garment from the most recent collection.

#fastfashion	253,975 posts
#fastfashionstore	7,554 posts
#fastfashionsucks	926 posts
#fastfashions	260 posts

Hashtag

This event is successful when many Instagram users talk about the event while using the same hashtag.

Sample Publication

hmxosheaga
Jean Drapeau

Following

*1 @hm and @osheaga will offer you the most precious moment of this summer

*2 #MrFreeze will let you enjoy tasty ice pops for free!! Share your festivity with people from all around the world!!

*3 #HMxOSHEAGA
Get your outfit here!!

*4 http://www2.hm.com/en_ca/index.html

*1 Main Instagram accounts owned by H&M and Osheaga

*2 Credit to the provider of ice pops

*3 Specifil hashtag to earn engagement from the audience

*4 Link to the official H&M online store to increase traffic

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2.2 During the event

a) We will be using the location system so the audience and we can publish short live videos on Instagram. We will send live videos on @hmxosheaga and at the same time, we will post sneak peaks of the event on @hm which is the biggest Instagram account that they have. This is to achieve one of the goals, that is, to keep the brand image of H&M while sharing the festive moment during the event with people from all over the world.

b) We will put #HMxOSHEAGA on physical posters to lead the audience to post about the event while using the same hashtag. This is to earn the number of engagements on Instagram.
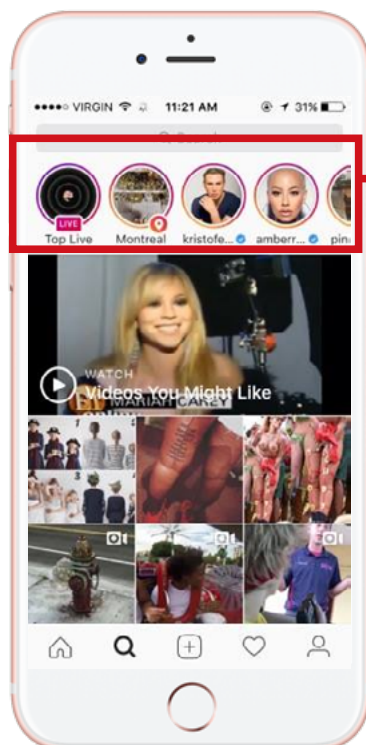
This is an example of live stories on Instagram. Icons that are surrounded by a red circle indicate that people upload their stories in specific locations.

2.3 After the event

a) We will let influencers on Instagram to talk about the event in their own ways. This is because we do not want their posts to sound like a paid advertisement. Therefore, each post will have different contents.

The following map shows how the audience will become consumers through the communication strategies.
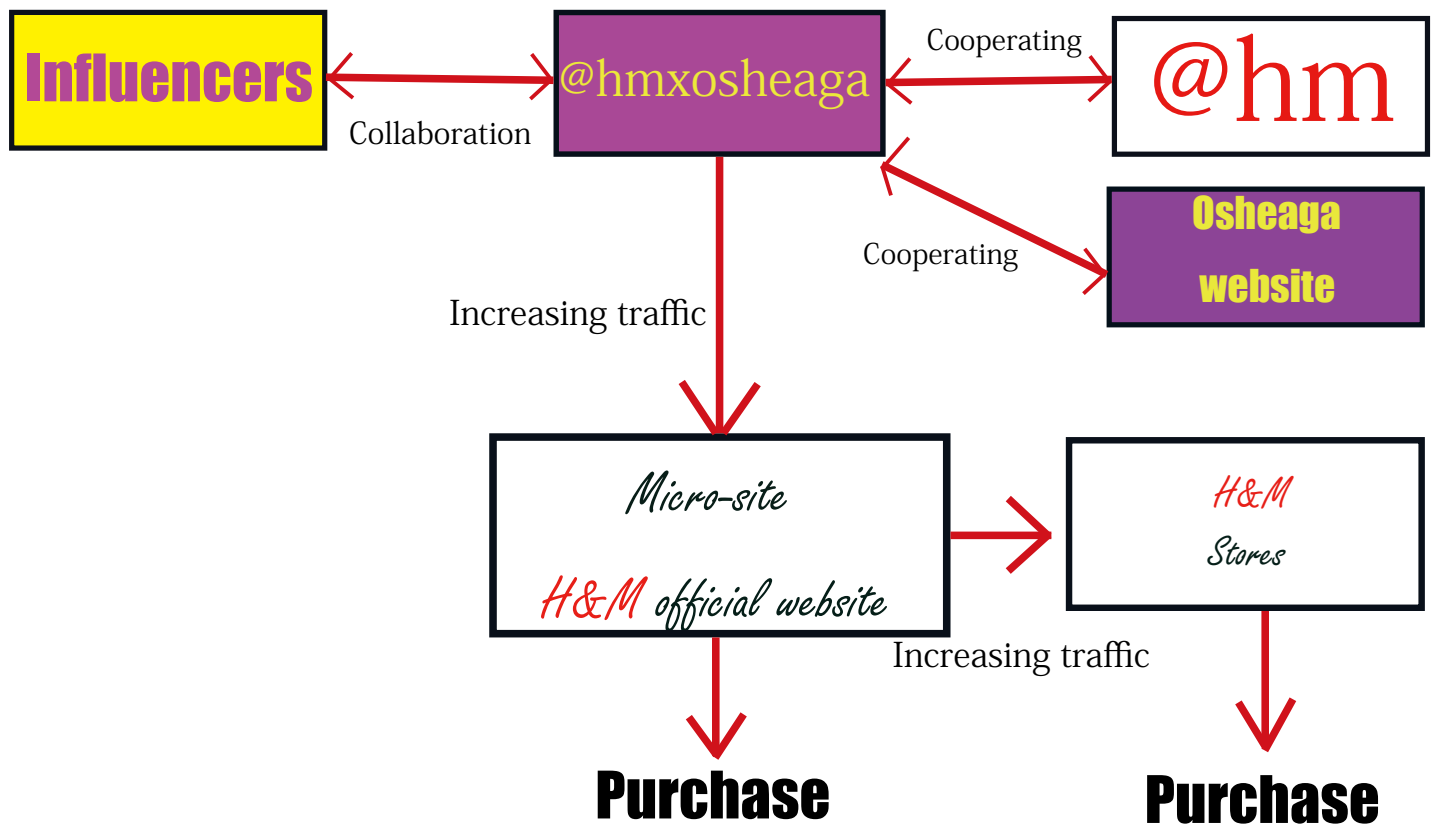
b) We will be measuring how many people are talking about the event and how many people are actually coming to the store after the event. We will use Google Analytics and Iconosquare for efficient research.
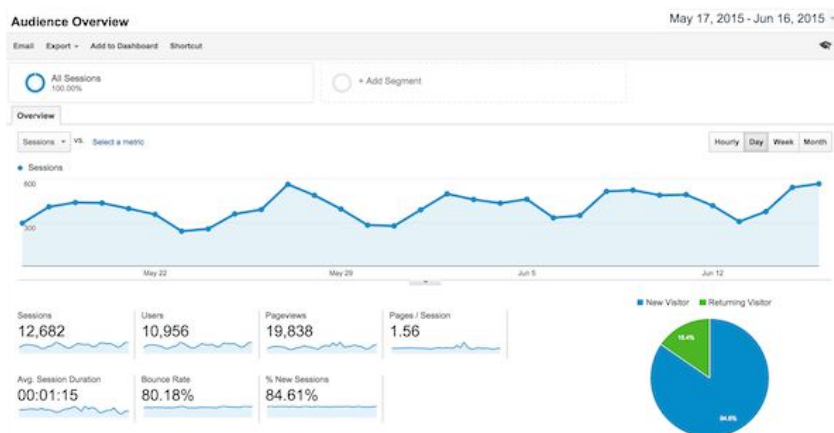
Google Analytics will allow us to keep tracking how the audience reaches to the website.
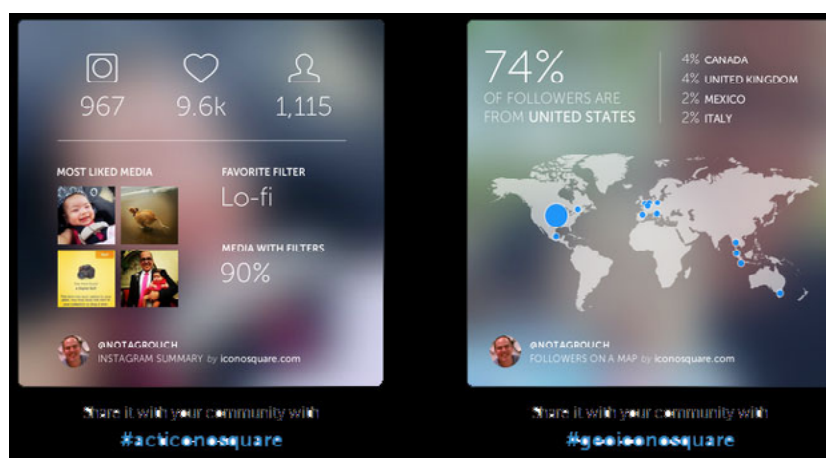
Iconosquare measures the engagement and location of Instagram users from all around the world. We are expecting many reactions by local consumers.

3. Collaborations

We were looking for local influencers who can represent festivity, trendy fashion, and the young generation. However, there are not so many local influencers who are relevant to this specific event. Instead of collaborating with people who are not based in Montreal, we would like to focus on 3 influencers who are in Montreal to build strong connection with local consumers.

a) Claudia Tihan

She is a local influencer in Montreal. Her posts are often about fun times with her friends, art, and traveling. She prefers casual and streetwear as far as we can see on her Instagram publications.

Email: Claudia.t@dulcedo.com Instagram: @claudiatihan

b) Emily Draicchio

She is a journalist of MTLBlog who has made a publication about H&M. She has introduced many fun activities in Montreal. MTLBlog has 5 social media platforms, which are, Facebook, Twitter, Instagram, Google Plus, and YouTube. Collaborating with MTLBlog will work well to raise awareness of the audiences who are active on different social media platforms. Although she will enjoy the event, MTLBlog's profits are based on their sponsorships. Therefore, it is also important to contract a sponsorship with them.

Instagram: @emdraicchio

MTLBlog: https://www.mtlblog.com/author/emily-draicchio

c) Demi Plaras

She is an influencer who is currently in Montreal. Her posts are often about her personal life such as, clubbing, shopping, and traveling. Most of her followers are from teenagers to young female adults. In addition, she often wears garments that are categorized as casual and streetwear which make sense to this specific event and H&M's brand image

Email: demi@dulcedo.com Instagram: @demiplaras

4. Schedule

We must spend time efficiently and effectively in order to keep the audience excited for the event. The whole campaign on social media will be from May 5 to August 6, 2017. Every publication will be posted from 7-9pm when people usually finish working and supper (except during and after the event so the audience can react right away)

Monday	7pm @hmxosheaga
Tuesday	
Wednesday	7pm @hmxosheaga
Thursday	
Friday	
Saturday	9pm @hmxosheaga, @hm
Sunday	7pm @hmxosheaga

@hmxosheaga is made for this specific event so it is important to make this account more active that @hm which is the main account of H&M. However, we should post once a week on @hm so people who are not in Montreal can also be aware of what we are doing.

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5. Consumers' decision making process and behavior

The following figures show the ideal scenario that we are expecting.

5.1 Consumers' decision making process

Need recognition

During the summer, many people tend to look for fun activities. Going to Osheaga to see their favorite musicians is one of the options.

Information search

People start to look for what is going to happen in Montreal in this summer. Therefore, it is very important for us to prepare information that they are looking for.

Evaluation alternatives

At this stage, people compare many different activities that they can do in Montreal. The publications must be interesting enough to attract the targeted audience.

Purchasing

After they attend the event, they will connect the H&M brand image and the festivity of Osheaga on their minds. In order for us to lead consumers to buy products, everything we do has to be very coherent. In addtion, the discount and clerks' attitude will affect customers' purchasing decision.

Post purchasing

They will give us feedback either in a positive or negative way. We might lose control when consumers are not satisfied. Therefore, we must make sure to offer the best service to them.

5.2 Consumers' behavior

Awareness

Activity on @hmxosheaga will raise awareness of the audience. At this stage, the audience is passive so publications must be visually pleasing.

Knowledge

Once they notice our message, then people find rational explanation of the event. People know what is going to happen in the event at this stage.

Liking

Prefering

They decided if they should attend the event at this stage. All publications must be very persuasive in order to keep the audience's attention.

Conviction

After the event, consumers will be emotionally attached to the festive moment of Osheaga. People will believe that H&M is better than other competitors and they will be eager to go shopping at H&M.

Purchasing

The way we showcase products at stores will be important. It will be effective to emphasize products that are introduced by Influencers who are collaborating with H&M. Even after the festival, those products will remind them of a good summer moment at Osheaga.

6. Closing

The main goals of this campaign are to raise the loyalty of local consumers and to maintain the brand identity. In order to achieve these goals, we will follow specific plans which are, what content will be put on publications, when to post, who to collaborate with, why this strategy works, where the audience can find information, and how we make sure if we are talking to the right audience while considering how consumers tend to decide to purchase products and how they tend to behave. We are doing our best to make this event more successful than the ideal scenario.

Dulcedo http://dulcedo.ca/

Google Analytics https://www.google.co.uk/intl/en/analytics/#?modal_active=none

H&M https://goo.gl/5Bk93X

Iconosquare https://pro.iconosquare.com/

Later, The Best Time to Post on Instagram in 2017

https://later.com/blog/best-time-to-post-on-instagram/

Mr, Freeze http://www.mr-freezepops.co.uk/

MTLBlog https://www.mtlblog.com/

Moz, The Absolute Beginner's Guide to Google Analytics

https://moz.com/blog/absolute-beginners-guide-to-google-analytics

MockuPhone https://mockuphone.com/#ios

Notagrouch, Statigram Is Now Iconosquare

http://notagrouch.com/statigram-now-iconosquare/

Osheaga https://www.osheaga.com/en