

The Self Effect

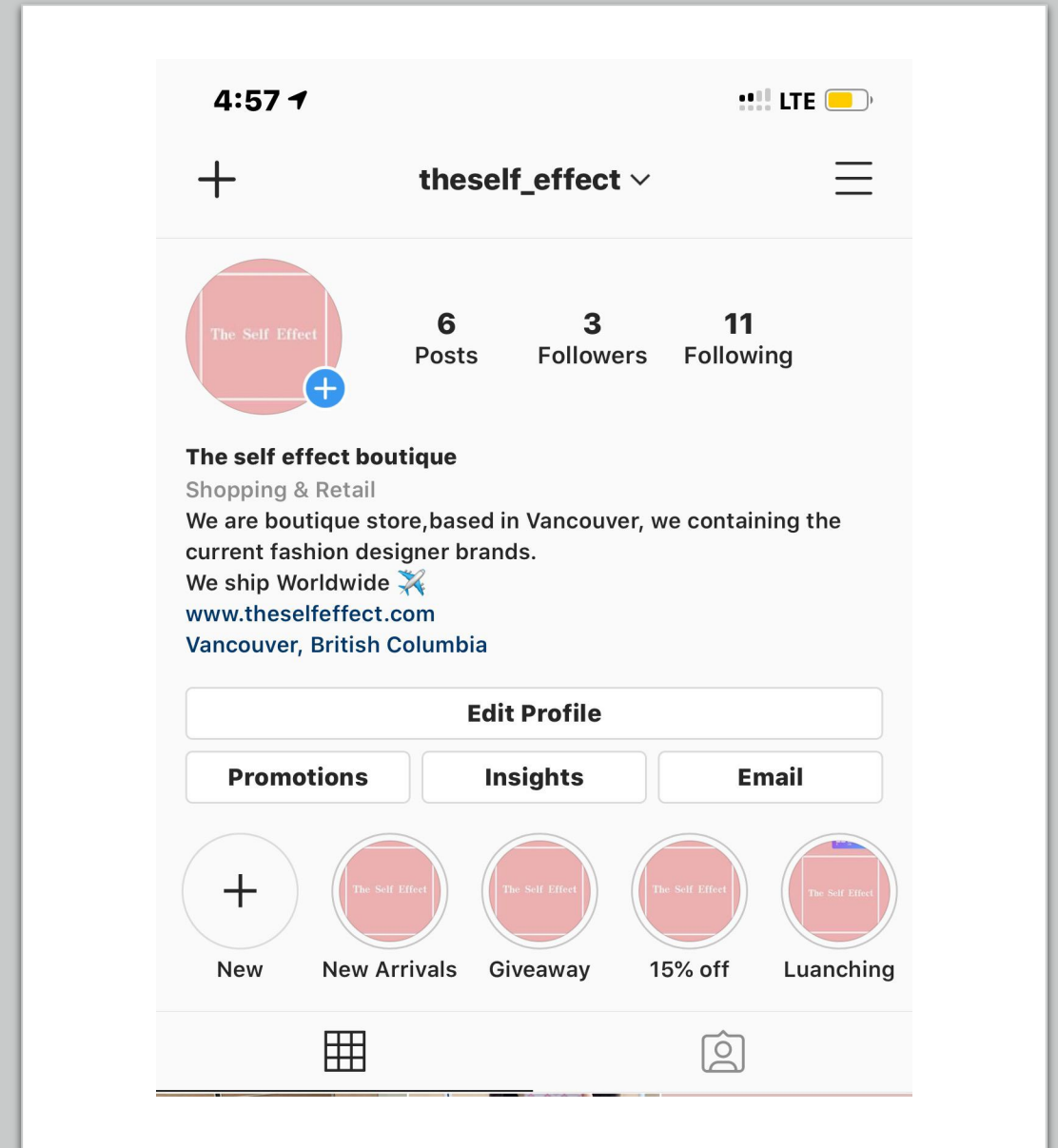
# Social Media Strategy

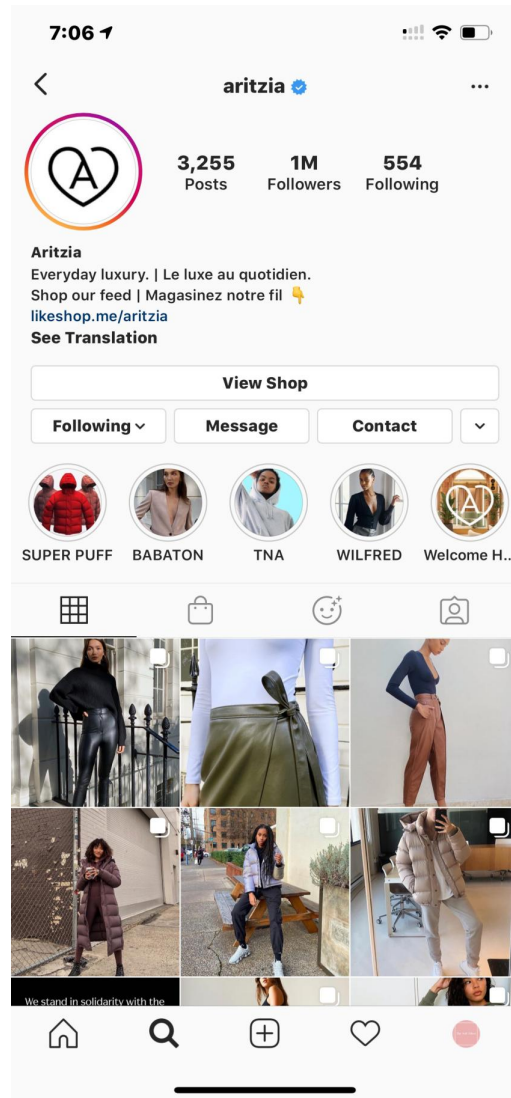
Final Project

Chloe Gao

# Instagram Account Creation

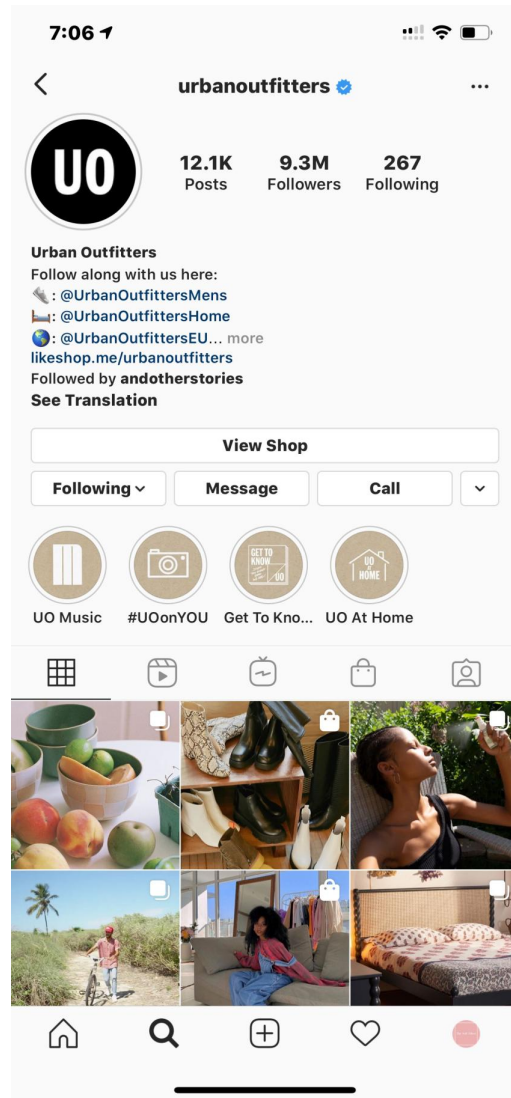
- @theself\_effect





# Following Brand -Aritzia

-Aritzia is a very famous women's Boutique retail store in North America, founded in Vancouver. In the minds of our consumers, this brand is a success. Their social media accounts are doing well, Posting everything and communicating with customers. Their posts are comfortable, casual and engaging.

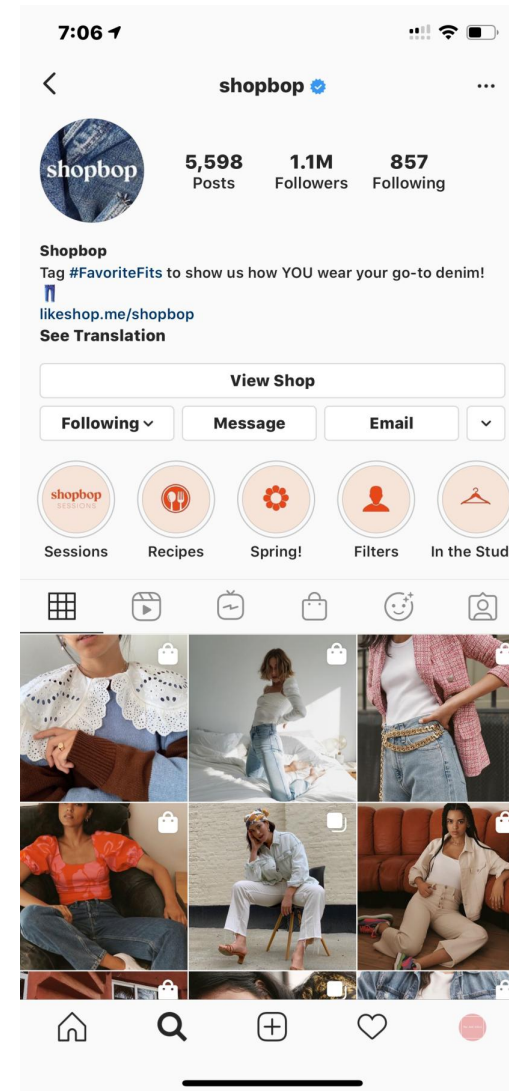


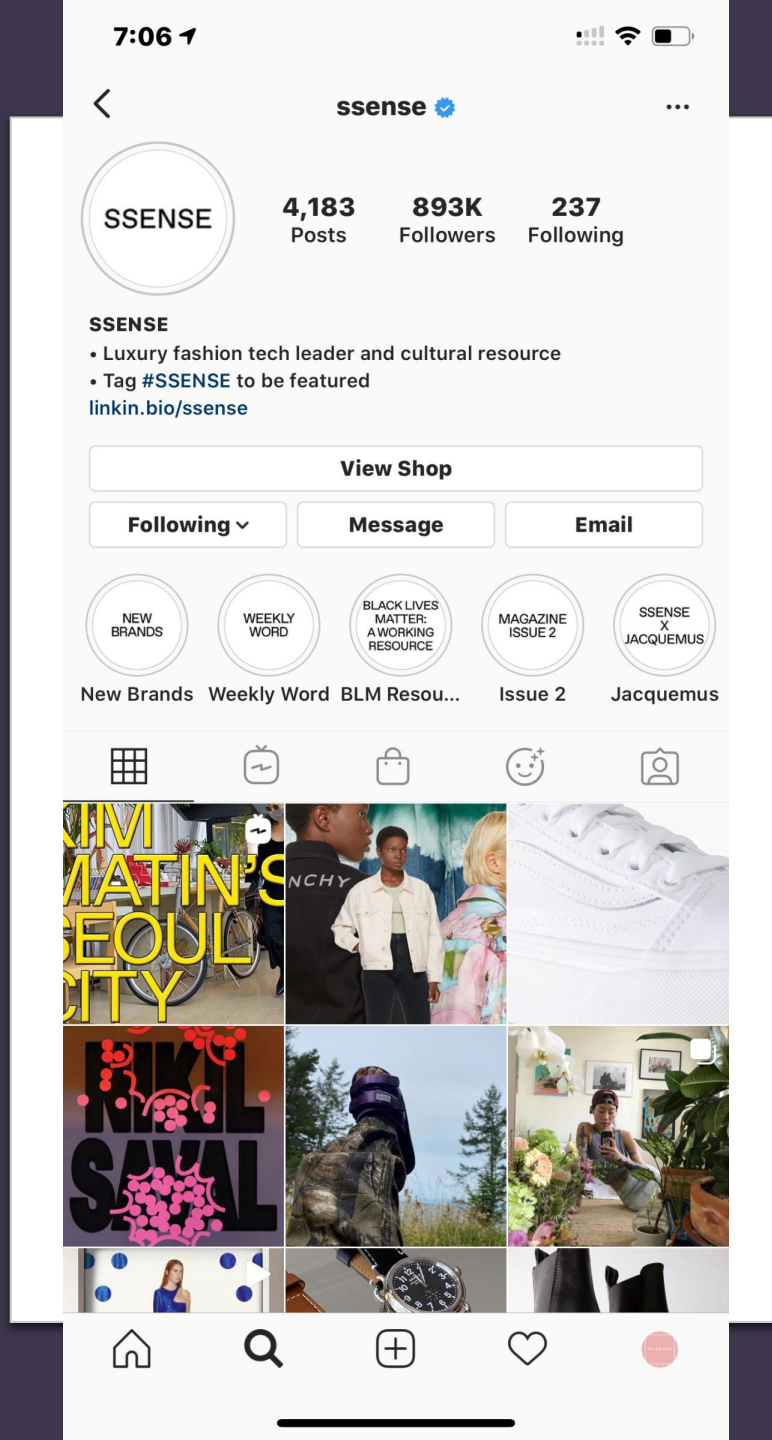
# Urban outfitters

- This brand is also a collection of brands popular among young people, including many popular sports brands, lifestyle brands, and young brands. At the same time, their social media operation mode is very attractive to me. They will have deeper communication with customers and release brand information, discount information and product matching. The whole feeling is very relaxed, very suitable for young people's life.

# Shopbop

- Shopbop is a modern online retail destination that offers a comprehensive, carefully selected collection of clothing and accessories from the most important contemporary and designer pieces in the industry. They may be facing the upper and middle customer groups, their social media will be relatively calm, without losing the atmosphere of life. There is also an Instagram store for customers to shop.





# Ssense

- SSENSE is an e-commerce, physical luxury and streetwear retailer based in Montreal, Canada. Their target group is also the upper and middle customers. Most of their customers are young people who pursue fashion and personal style. Their social media are very interesting and they will have interesting posts, as well as brand stories and designer backgrounds. It also contains all the information that customers need.

# Strategic Objective

- Purpose the your social media account
  - To shorten the distance between brands and customers (Increase social community size, Increase customer service and satisfaction)
- The innate equality and the convenience of communication on social media enable brands and customers to interact better, blend together, and form a good brand image. In addition, social media is a natural customer relationship management system. By looking for users to discuss or complain about the brand or product, users can quickly give feedback and solve their problems.



# Purpose the your social media account

- Increase Brand awareness

- Build brand awareness and promote word of mouth.

Accumulate a few strong, there are many fans of social media sites account, when what fresh topic and brand products, a post can quickly convey to tens of thousands of people, including influential people on the Internet, social media, and their management if they can a secondary drive can make your information spread quickly, in this way, your brand and product articles will appear on more accounts, your brand account can have more discussion.



# Planning

- Once every other day. It will not be too vigorous in the early stage, and the frequency in the late stage will decline, but it will gradually increase in the late stage, so as to maintain consistency and not to corporalize and commercialize Instagram. After all, Instagram is a famous platform, and users don't like to see cold things.

# Gain followers

- To regularly update quality content and increase user stickiness, it is necessary to have quality content, give priority to pursuing hot spots, innovate gameplay and make it easy for users to imitate, make scenes close to users' lives, and it is better to add some humor or jokes.
- Videos and posts focus on consistency and user interaction. We will find that the content of posts is generally consistent before and after, and when users make high comments, we will pay attention to the interaction with users' answers, which gives users a feeling of intimacy.
- Personalize, understand the importance of tracking influencers' traffic and pay attention to account name, so that more people will remember you or be willing to pay attention to you. Secondly, learn to interact with platform influencers, so that the traffic of the experts will be diverted to their own accounts.



# Brand Voice

## -The Lover

- Look for love or friendship
  - Express gratitude to others
  - Become more attractive
  - Happy feeling
  - Including elegant script fonts or handwritten fonts can appear. It can be friendly, it can be edgy and erotic, and in any case, marketing is consumer-centric, making them feel special and always emotionally powerful. This is also an important part of our business plan. Maintain a good relationship with the customers they serve, and provide customer service can make customers fall madly in love with the brand.
-

# SMART Goal

- S: I want to operate this social media account as a successful social media account, so that I can use this social media account to bring good opportunities to the brand and become a popular social media account for the brand.
- M: I will complete the necessary tasks and gain relevant experience within a year to measure your goal of acquiring skills that will impact your successful social media account.
- A: I had six months to effectively get 20,000 to 40,000 followers. I can make my account a branded social media account in Vancouver within a year, which I think is feasible.
- R: I can sort out the account analysis and post feedback every month, and improve the analysis results and methods timely. For example, in a bad response to the post in the analysis of the reasons for failure, timely correction.
- T: In six months to a year, I can finish this project, and in two years, I can be influential in Canada and attract more customers from all over the world.
- I think if I keep working hard and follow my goals, I can analyze mistakes and change strategies in time. It should be done within 2 years.



# Target Audience - Demographic

- Male and Female
- Liberal
- Caucasian, Black, Asia
- Christian faiths, spiritual, or non-denominational
- The age is between 18 and 30
- Middle income (no less than \$1000 per month)
- College students
- Work or fashion-related people



# Psychographic

---

- People who pursue their dreams
- Avid traveller—domestic and international
- In addition to an active lifestyle outdoors, he has a yearly membership at the local gym
- Values quality over quantity in relation to food.
- Not so constrained and more arbitrary
- Enjoys social media but it doesn't dominate his day
- like the music culture( in North America)
- like fashion brands
- Pursuit of fashion



# Geographic

- North America
- 2-3 million people
- local people
- Living modern city
- Living downtown
- Middle class neighborhood
- New york, Vancouver, La, Tokyo...  
(people from other countries will also buy on website)





# Behaviors

- More than \$3,000 a year is spent on clothes
- Boutiques, Lifestyle brand
- Most of what you buy are trendy items.
- Pick classic, basic pieces for each season and pair them with a few trendy pieces
- Care about self image, like fashion, focus on quality rather than quantity
- View shopping as a leisure activity.
- Like to try different styles of fashion pieces
- Increased confidence and comfort level with shopping online



## Brands with similar target audiences

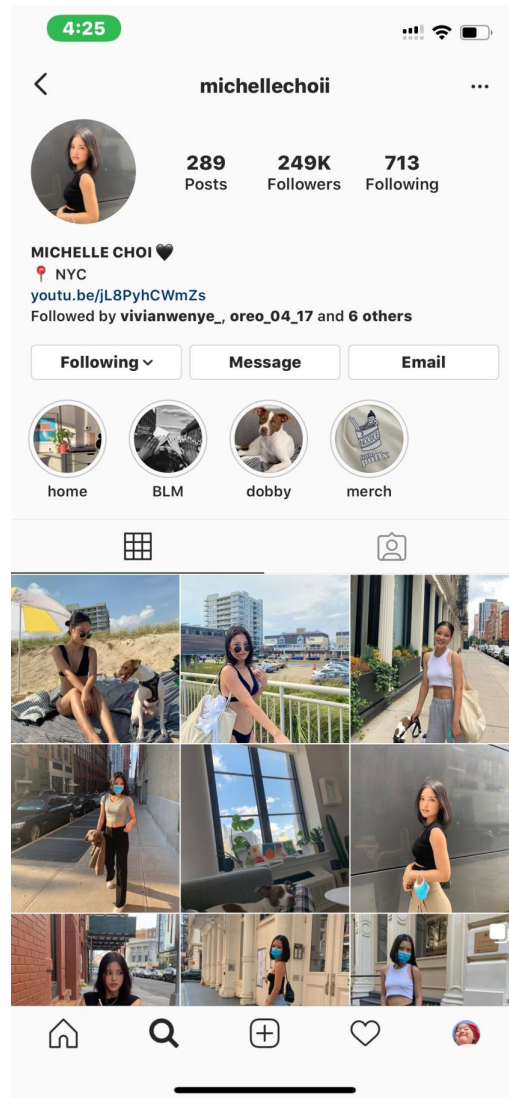
- @urbanoutiftters
- @Aritzia
- @Oak+Fort
- @W Concept



OAK + FORT

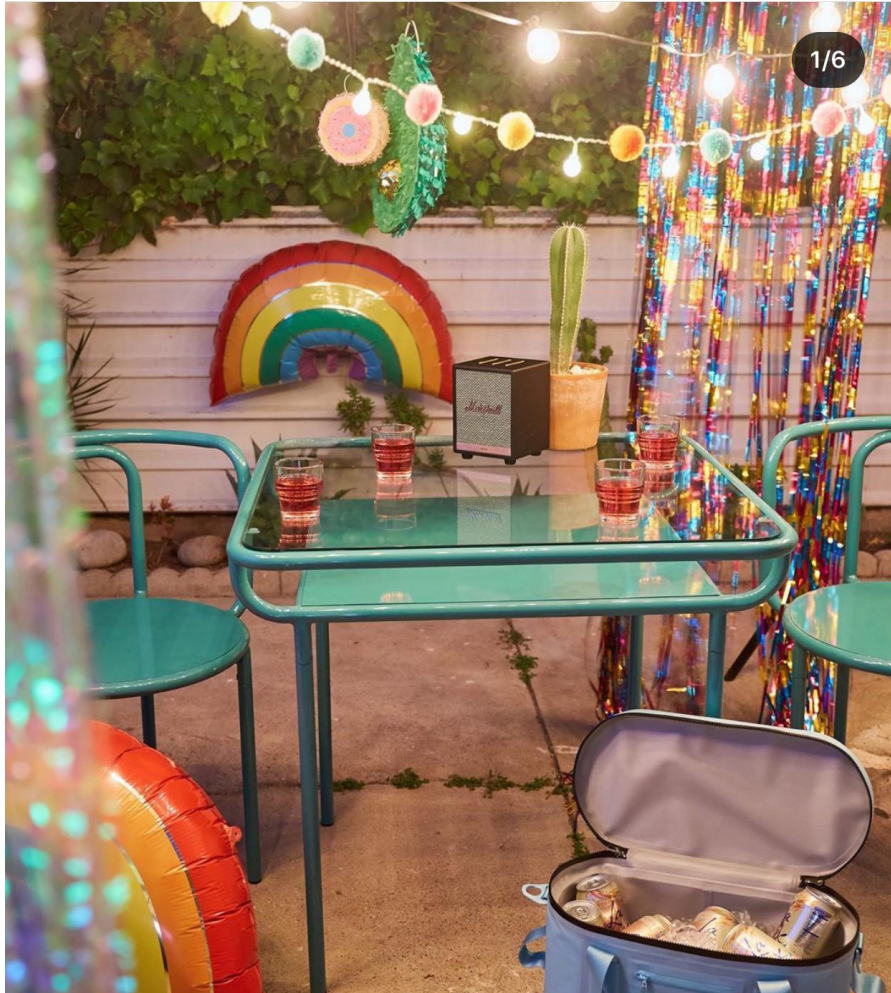
**URBAN OUTFITTERS**

*Aritzia*



# Michelle choii

- She is Michelle, who grew up in California, graduated from the university in Seoul, South Korea, and now works in New York. She's a Youtuber, and on her channel, she shares how she spent her 20s in conversations about mental health, fitness, beautiful clothes and life in New York City. She will often share her clothes, cosmetics, life. Having a positive attitude and positive energy attracts many followers.



# Competitors Analysis @urbanoutfitters

- They promise to interact with customers online, their voice online, as well as encourage user-generated content, while releasing promotional campaigns, and branding messages
- Urban Outfitters constantly encourages and monitors customer feedback through its social channels. Encourage two-way communication on social media, respond to customer comments, and monitor brand conversations to ensure no comments are ignored.
- It is aimed at a younger audience. Most of the images are textbooks for teenagers and college students: the decor of the dream dorm, the lines of the Jenners and the cute scenes that would captivate any 19-year-old. Urban Outfitters' campaign reads like a playground for young people.



# @Aritzia

- Employee involvement: The importance of ensuring employee engagement and engagement is obvious. Aritzia created this sense of engagement by giving her employees celebrity status on her social media pages. StaffStyle has thousands of posts, most of them from Aritzia's staff showing off their fashion choices during their shifts. '
- Customer interaction: Just as Artizia makes sure its employees get involved, so does its customers. Aritzia provides information to popular bloggers, retweet or post photos of them wearing Aritzia clothes, and launches a conversation with clients on these social platforms.
- Product development and design: This is where Artizia comes in handy on social media. If the company is looking for immediate feedback on its new down jacket or comfy knit sweater, a quick Posting on Instagram will get more than 200 comments.



## @Aritzia

- Supply Chain and Operations: Aritzia is very clear and transparent about its supply chain operations. On the company's website, it is easy to get a list of countries where the company owns suppliers and manufacturers. This transparency, coupled with Aritzia's focus on the environmental footprint, encourages customer stakeholders, any key members of the supply chain, to trust Aritzia and its business operations.
- A glance at Aritzia's social media platform reveals that the brand embodies the image of a modern woman. The company's Instagram page features photos of real customers wearing Aritzia.





# Key Learning

- To be honest, I think it is very difficult to manage social media accounts. I haven't seen many substantive results, for there are only a few followers, and posts with higher participation should be giveaway campaigns.
  - In hindsight, I should have done more to get users' attention, attract customers, interact with influential people, comment more, post more like participants, add more hashtags. Improve the quality of your content. Take the opportunity to attract followers.
-



# Important aspect of a social media strategy

- Make a detailed plan

-Find the brand story you want to tell, and whether you want to promote a product on social media or make social media a tool for customers to interact and communicate with you.

- Publish content

-Publish live content for specific events and interact with followers. While sharing or promoting a product, publish content for your followers

- Retention of consumers

-Social media is a place to connect and trust with others. To develop a strategy for maintaining a good relationship with your customers, you need to continue to provide them with help and services after they click on the links you post and make the purchase.

- The first thing you need to do is establish a "presence" that lets people know you're there and then invites potential customers to get to know you better. It's not up to you to decide when they buy, it's up to them. In any case, let them know that you are willing to help them, whether they want to buy your product or not.