

STRENESE

Social Media Development and Expansion



Social Media Platforms

- Objective
 - Obtain following within the United States on multiple Social Media platforms; expanding and growing the brands domestic recognition
- Develop
 - Instagram
 - Facebook
 - Pinterest

Instagram



- Cultivate following by educating and captivating the user with high quality images depicting the brands overall aesthetic
 - Campaign Photos
 - Behind the Scenes Images
 - Street Wear Photos
 - Print Features
- Create sponsored Ad's through Instagram's internal AD Program
 - Ads will be channeled and marketed towards young women ranging from 25-35 who follow fashion publications and influencers
 - Vogue, Glamour, Who What Wear, The Blonde Salad, etc.
 - Ads will be run on a Monthly/Bi-Monthly bases staying aligned with the allotted budget

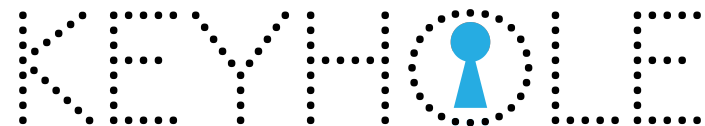
Instagram



- Collaborations and Partnerships
 - Partnering with established pages for crossover promotion
 - Personal Shoppers
 - Stylists
 - Bloggers/Influencers
- “Take Over”
 - Allow temporary control of the brands Instagram account; potentially providing a behind-the-scenes look at certain brand events
 - Promoted on multiple social media accounts

Instagram Analytics

- Analytics software should be installed and utilized to optimize posting tactics
 - Hootsuite, Keyhole, Iconosquare, etc.
 - Schedule updates and aggregate content
 - Provides engagement numbers and audience data; quantifies sentiment and tracks user location
 - Tracks user activity and generates posting times based upon followers activity



Facebook



- Build a community of followers by raising brand awareness through interactive posts
 - Campaign Photos
 - Behind the Scenes Images
 - Print Features
- Create Ads through the FB *Business* platform
 - Target towards set specifics i.e. Location, Demographics, Interests, Behaviors, Connections and Partner Categories
 - Ads are highly targeted and actionable, making it possible to measure results for every ad run
 - Allotted time span will be set in correlation to the set budget

Pinterest



- Cultivate following by educating and captivating the user with curated boards showcasing the brands overall aesthetic
 - Campaign Photos
 - Inspired Images
 - German Aesthetic
- Buyable Function
 - Buyable Pins allow the user to shop product through the use of Cookie and Tracking software linked to the host website
 - Works seamlessly across mobile and web platforms; allowing the company to close the sale right when the user has the impulse to buy