

# Social Media Marketing Strategy

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**Beach Glam Beachwear**  
3,178 Tweets

**Beach Glam Beachwear**  
@beachglam\_Store

Hand-made Luxury #Beachwear #Resortwear brand inspired by global travels. Beach Glam makes you look chic & fab on your next beach vacation or #honeymoon

New York BeachGlam.com Joined March 2013

545 Following 493 Followers

**Follow**

**Beach Glam**

beachglam.com @BeachGlam - Hand-made Luxury Beachwear brand inspired by global travels. We <3 all things: beach, glam, sparkle, and fab. Free US shipping.

1.4k followers · 229 following  
26.1k monthly viewers

Shop Created Saved

ifts by Beach Glam 1 Pins  
Honeymoon Gift Ideas 120 Pins  
Beach Glam Beach H... 39 Pins  
Beach Glam Beach Bl... 44 Pins  
Resort E 52 Pins



Instagram

Search

beachqlam\_store **Follow**

1,247 posts 11.2k followers 5,871 following

**BEACH GLAM BEACHWEAR**  
Vacay Swag for ALL 🌴👙👚👗👠  
Turn heads on the beach 🌊👀👗  
One size Beachwear & Accessories  
Kaftans | Sarongs | Hats  
Luxe Travel Obsessed 🌴👙  
Shop 🛒  
www.beachglam

Last one le... Vacation l... Coverups

**Beach Glam**  
@BeachGlam

Home About Photos Iconosquare Pins Videos Posts Community

Create a Page

**Beach Glam**  
Clothing (Brand)

Community

992 people like this  
1,006 people follow this

About

www.beachglam.com  
Clothing (Brand)

Like Share Suggest Edits ...

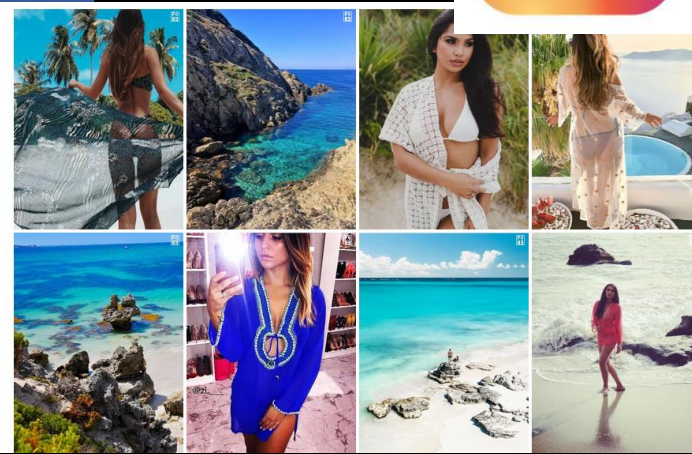
Shop Now Send Message

Photos



**t**

tumblr.





# Social Media Marketing Strategy

<b>Primary Research.....</b>	<b>2</b>
<b>Brand Positioning Statement.....</b>	<b>3</b>
<b>Improving SEO &amp; SEM.....</b>	<b>4</b>
<b>Competitive Landscape.....</b>	<b>5</b>
<b>Competitive Keyword Analysis.....</b>	<b>6</b>
<b>Content Ideas.....</b>	<b>8</b>





# Brand Positioning Statement

## Demographics

- Women aged 21- 35 years old with HH income of \$75,000+ who shop online for swimwear or beachwear

## Target Market

## Psychographics

- Travels to luxury beach destinations
- Recently engaged, planning destination wedding or honeymoon
- Appreciates unique not mass produced goods

## Positioning Statement:

For young women looking for vibrant colored beach coverups and accessories for beach vacations, Beach Glam is a luxury beachwear brand with items handmade by global artisans. The low production quantities, premium quality, and fair price make it easy to shop for unique beachwear outfits or bridesmaid destination wedding gifts.



# Improving SEO & SEM

## Steps to improve SEO & SEM:

- Identify top search competitor websites and social media
- SEO analysis of [beachglam.com](http://beachglam.com)
- Competitive Keyword analysis from Google and all shopping platforms, ex. Etsy, Instagram, Fancy, Overstock
- Content ideas from competitor websites and social media
- Google Search Engine Results Page (SERP) analysis

# Competitive Landscape



## Top 3 Search Competitors:

- 1) Yara Yosif
- 2) Bikini Crush Swimwear
- 3) Beach Bunny



# Competitive Keyword Analysis

**Beach Glam sells  
5 main  
categories:**

- 1) Kaftans**
- 2) Sarongs**
- 3) Headbands**
- 4) Hats**
- 5) Beach Bags**

Kaftan	Search Vol
Kaftan	2146
kaftan dress	1812
embroider dress	519
silk kaftan	462
swimsuit cover up	456
sheer dress	1396
silk tunic	209

Sarong	Search Vol
wrap	425,389
beach wear	32,512
silk shawl	25,276
beach cover up	19,456
sarong	14,976
bridesmaid shawl	10,830
resort wear	10,806

*This is a 2016 keyword analysis from Etsy- one of our online sales platforms*



# Competitive Keyword Analysis

Hat	Search Vol
sun hat woman	562
boho hat	302
beach hat	266
summer hat	159
straw hat	127
pom pom hat	94
bucket hat	115

Headband	Search Vol
hair accessory	979,533
hair band	78,340
elastic headband	69,833
blue headband	60,631
rhinestone headband	44,248
glitter headband	28,856
sparkle headband	19,600

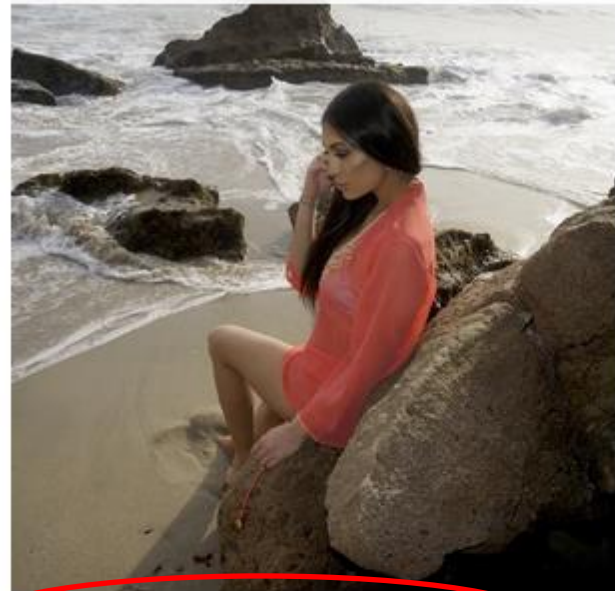
Beach Bag	Search Vol
Beach Bag	3255
Straw Bag	2617
Tote Bag	3679
Bridesmaid Gift	136
Wedding Gift Bag	145
Woven Basket	192
Pom Pom Bag	608

*This is a 2016 keyword analysis from Etsy- one of our online sales platforms*





# Content Ideas



*MAY FOUNDER'S PICK | CORAL AND GOLD BEACH TUNIC*

May 13, 2016

[Read More >](#)



*SPRINKLE SOME SPARKLE | BEACH FASHION JEWELRY*

April 06, 2016

[Read More >](#)



*BEACHWEAR BLUES | TREND REPORT*

November 11, 2015

Similar to Editor's pick and reports from popular fashion magazines

