PLENTY
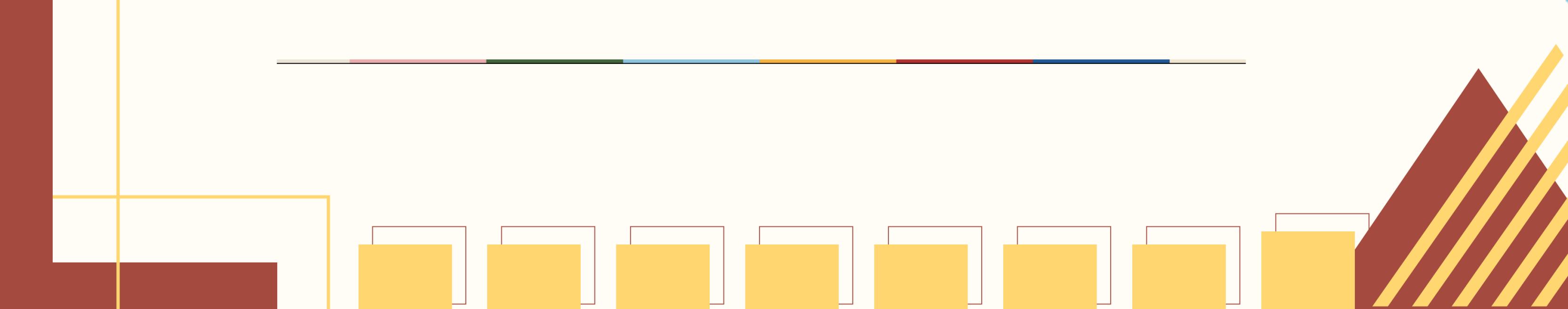
MERCANTILE

EXECUTIVE SUMMARY

This social media marketing plan outlines a comprehensive strategy to elevate Plenty Mercantile's brand awareness, foster community engagement, and drive traffic to both the physical store and online platform. By leveraging a multi-channel approach that includes Instagram, Facebook, TikTok, Pinterest, and Yelp, we aim to:

Increase brand awareness: Expand Plenty Mercantile's reach to a wider audience, particularly in the Oklahoma City metropolitan area.

Boost engagement: Encourage active participation from the target audience through interactive content, contests, and community-focused initiatives.

Drive traffic: Direct potential customers to both the physical store and online platform by utilizing strategic calls to action and targeted promotions.

EXECUTIVE SUMMARY CONT.

To achieve these objectives, we will focus on:

- **Content creation:** Developing visually appealing and engaging content that resonates with the target audience, including behind-the-scenes footage, product highlights, and lifestyle inspiration.
- **Community building:** Fostering a sense of community through interactive content, contests, and collaborations with local influencers.
- **Platform optimization:** Leveraging the strengths of each platform to maximize reach and engagement.
- **Paid advertising:** Implementing targeted advertising campaigns to reach a wider audience and drive website traffic.
- **Measurement and optimization:** Tracking key performance indicators and making data-driven adjustments to the strategy.

By executing this plan, we anticipate a significant increase in brand awareness, customer engagement, and website traffic, ultimately contributing to the growth and success of Plenty Mercantile.

BRIEF OVERVIEW

Plenty Mercantile is a vibrant retail store/giftshop and events venue in Oklahoma City, offering a unique blend of merchandise, including gifts, home decor, and local artisan products. The brand's strong commitment to community, sustainability, and unique shopping experiences sets it apart from competitors.

To further enhance its brand presence and drive business growth, a robust social media strategy is essential. By leveraging the power of social media, Plenty Mercantile can:

BRIEF OVERVIEW CONT.

- **Connect with the local community:** Foster a sense of belonging and loyalty among customers.
- **Showcase unique products and experiences:** Highlight the store's offerings and inspire potential customers.
- **Drive foot traffic and online sales:** Encourage customers to visit the physical store and shop online.
- **Build brand awareness:** Increase visibility and reach a wider audience.
- **Improve customer service:** Respond to inquiries and feedback promptly and effectively.

Through a combination of organic and paid social media efforts, Plenty Mercantile can strengthen its brand identity, increase customer engagement, and ultimately drive sales and revenue.

SOCIAL MEDIA PRESENCE

Audience interaction and sentiment

Plenty Mercantile has in-depth social media experience. The store takes viewers on a journey displaying how the Plenty stores are opened, products are made and the company's global impact.

Plenty is on Instagram, Facebook, Pinterest, and Yelp. Followers show unwavering support for Plenty Mercantile, creating a positive atmosphere that encourages growth. Their enthusiasm is reflected in the flood of comments, likes, and requests to expand Plenty stores into new cities. Engagement is highest with Plenty's captivating reels and carousels, where followers share their excitement and appreciation, amplifying the brand's presence and community connection.

Engagement Metrics
While plenty Mercantile's Instagram metrics show a high impression rate, there's a clear need for improved interaction. The account receives the majority of interaction through likes, but a significant number of viewers are passive, merely viewing content without engaging. This presents a challenge for us to find ways to engage these viewers and turn them into active participants.

SOCIAL MEDIA PRESENCE

Content Strategy

Plenty's Instagram has a consistent color scheme and an overall grid. However, the captions are lengthy and contain multiple topics of conversation. Additionally, the verbiage has extra words.

"The Venue hibernates during Christmas because all hands are on deck for the shop and so we turn The Warehouse into a holiday stock overflow - and this year we realized we could let you shop from there too! Everything in The Warehouse is stocked on the shop floor, but back here you'll see them in higher quantities and sometimes it's even easier to spot your must-haves. So if you visit the flagship shop in @autoalleyokc - come on back to the back and shop the bins. The rooftop will be open for viewing throughout the season too! ✨"

In this post "and so" could have been removed to start another sentence with "we". An option for the last sentence would be a separate post for the rooftop. Exercising conciseness is vital because, generally, social media users have short attention spans.

In an effort to drive traffic to the Plenty Instagram page, website, and store, consistent tagging could be helpful. This would look like following the format on November 16, 2024 post. This format let's users know there are multiple locations whereas solely tagging the places where Plenty is located drives traffic to outside business.

Further asking users to click a link in bio could be more valuable than listing the website. Asking users to click the link in the bio lets users know of everything offered by Plenty. This idea is solely supported by the notion of Instagram removing hyperlink availability when websites are listed in captions.

💙 CLICK & ORDER:
📍plentymercantile.com for ship or pickup

💛 FLAGSHIP STORE & VENUE:
📍807 N Broadway in @autoalleyokc

🤍 RESERVE STORE:
📍120 N Robinson in @firstnationalokc

❤️ AIRPORT STORE:
📍By Gate 8 at @flyokc with @paradieslagardere

https://www.plentymercantile.com

Plenty has moments where carousels and consistent hashtags are used; however recently the two interactive and useful tools have not been exercised on recent posts. Carousels are helpful because studies show a high interaction rate with content placed in carousels. Hashtags drive users to specific content. Often, people are looking for niche products or content and hashtags aid in the ability to have a strong social media presence.
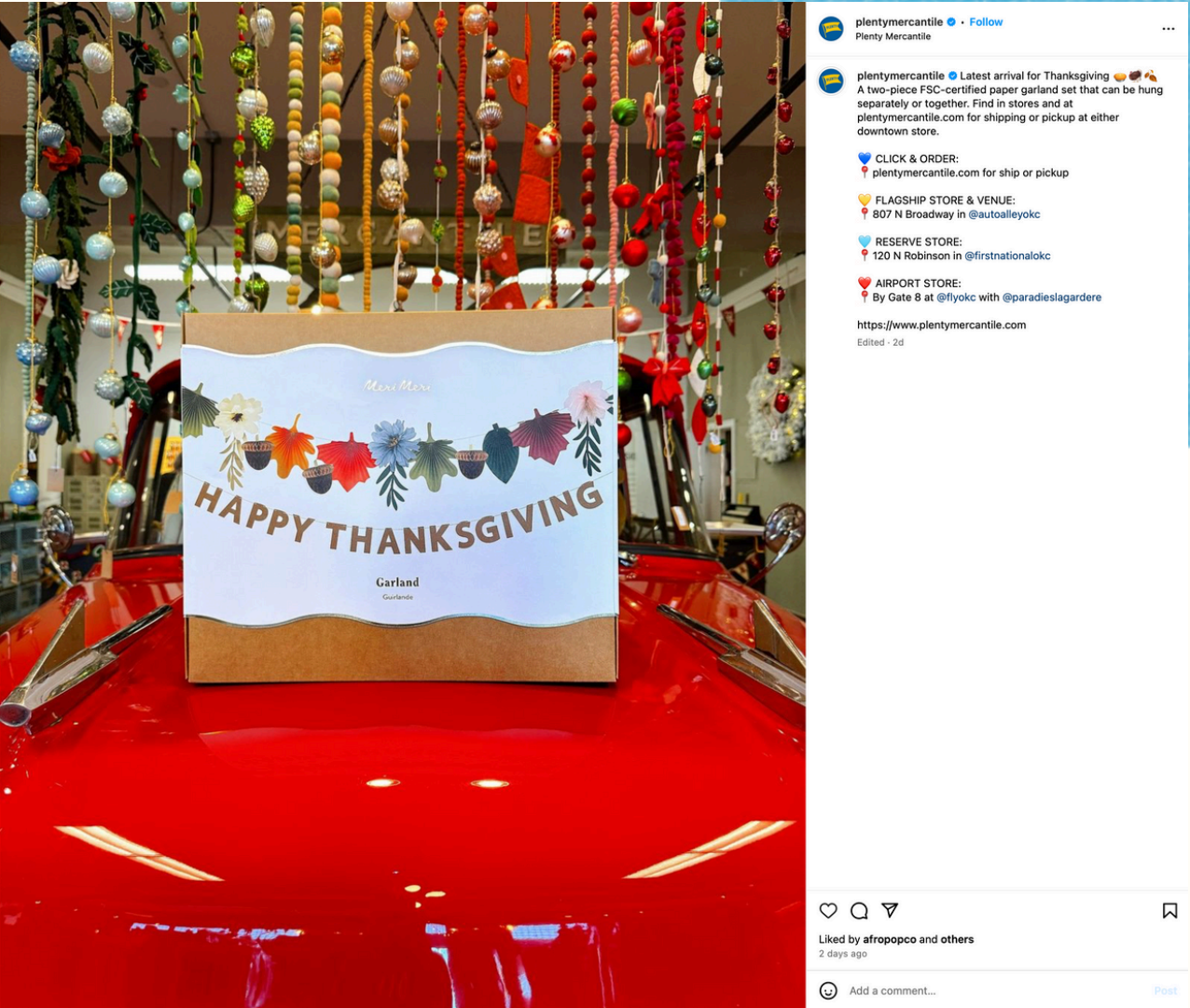
SOCIAL MEDIA PRESENCE

Comparative Analysis

Plenty Mercantile is comparable to a gift shop in Texas called Spice Village. This shopping destination features personable posts that include humor and advice on what to purchase for different occasions. Plenty does an excellent job of promoting its B Corp status and sustainability initiatives. By combining global awareness with support from local shoppers, Plenty can effectively bridge the gap between building community and positively impacting the planet.
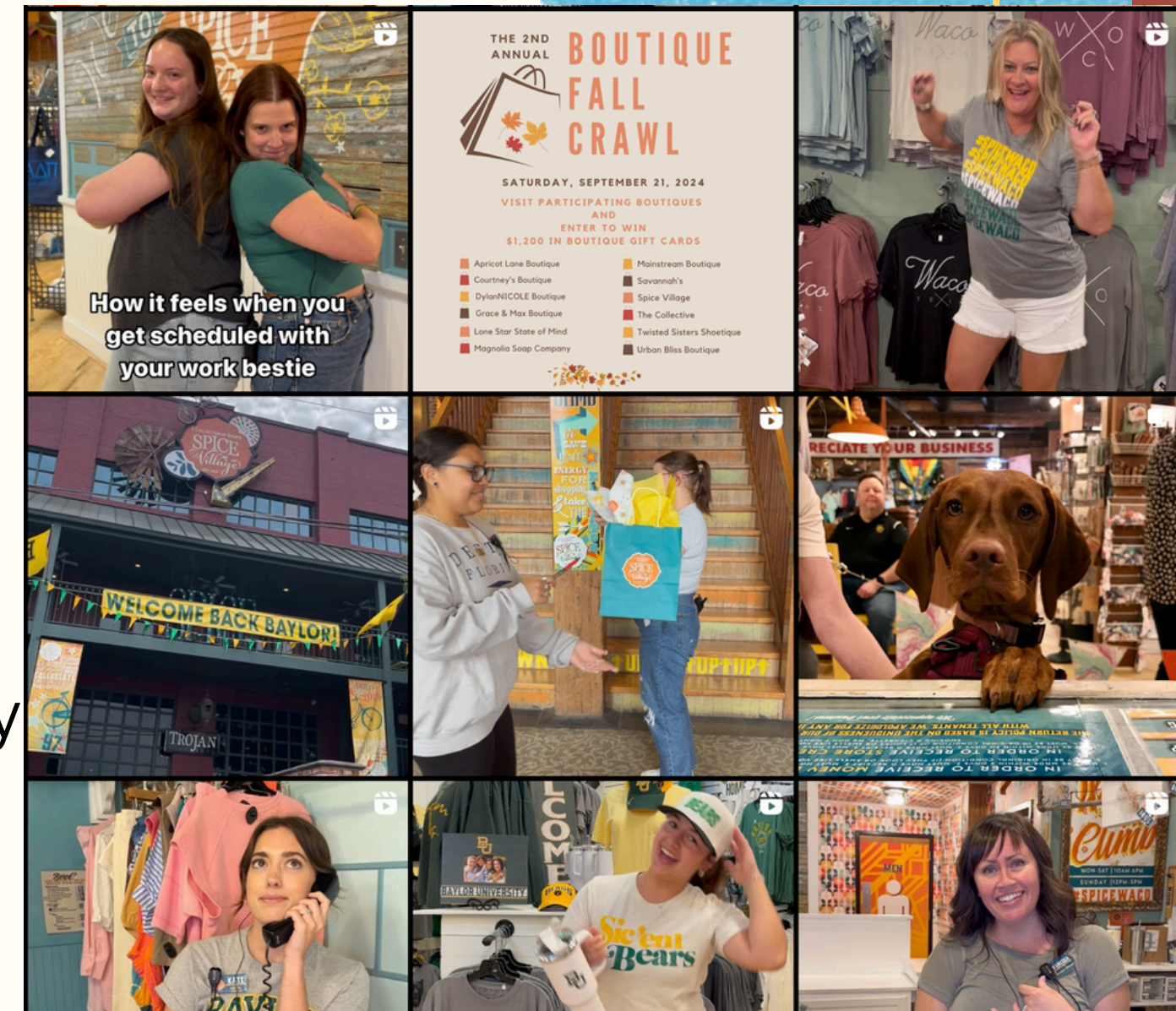
COMPETITIVE ANALYSIS SWOT

Strengths
- Family Oriented: mother-daughter team
- Sustainability: commitment to the environment
- Thoughtfully/ Quality Goods: provide carefully chosen, ethically sourced goods

Weaknesses
- Small Business: premium goods may limit appeal
- Limited Brand Recognition: not known outside of OK
- Dependance on Physical Stores: more susceptible to e-commerce change

COMPETITIVE ANALYSIS SWOT CONT.

Opportunities

- Partnerships/ Collaborations: partnering with other sustainable brands/influencers
- Expanding Locations: expanding storefronts
- Market Education: inform customers about sustainable shopping advantages

Threats

- Consumer Trends: Preferences are shifitng away- finanical limitations
- Market Saturation: niche market becomes overcrowded
- Competition: larger, well-established sustainable brands

GOALS

Increase Brand Awareness

Boost Engagement and Community Connection

Drive Traffic to the Store and Website

OBJECTIVES & STRATEGIES

INCREASE BRAND AWARENESS

Objective: Grow the online visibility of Plenty Mercantile and establish a recognizable brand identity within Oklahoma City and surrounding areas.

Strategy: Use popular Oklahoma City-related hashtags (#OKC, #ExploreOKC, #ShopLocalOKC) along with branded hashtags like #PlentyAtPlenty in every post.

BOOST ENGAGEMENT & COMMUNITY CONNECTION

Objective: Create a more engaged and loyal online community through meaningful interactions and content that resonate with the local audiences.
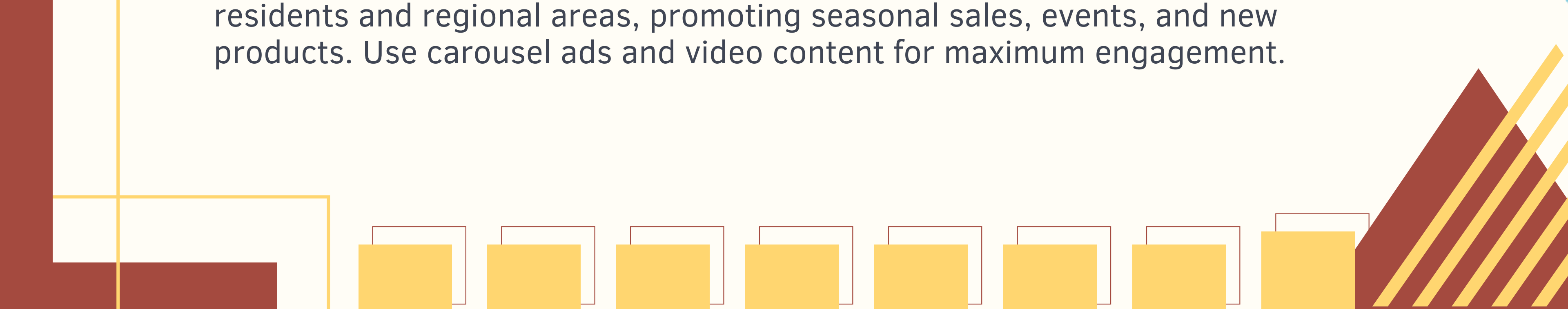
Strategy: Partner with local influencers, bloggers, and micro-influencers in Oklahoma City who align with Plenty Mercantile's brand values. Have them share content or host giveaways on their social channels, showcasing the products.

DRIVE TRAFFIC TO THE STORE AND WEBSITE

Objective: Increase foot traffic to the physical location and online sales by directing social media followers to both platforms.

Strategy: Run targeted Facebook and Instagram ads focused on Oklahoma City residents and regional areas, promoting seasonal sales, events, and new products. Use carousel ads and video content for maximum engagement.
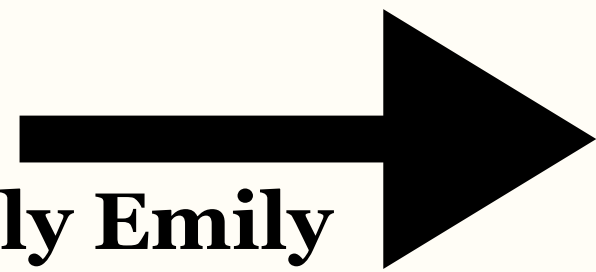
PERSONAS

PRIMARY TARGET AUDIENCE

THE PRIMARY TARGET AUDIENCE INCLUDES WOMEN AGED 25 TO 45 WHO ARE ENVIRONMENTALLY CONSCIOUS AND VALUE HIGH-QUALITY, SUSTAINABLE PRODUCTS.

SECONDARY TARGET AUDIENCE

THE SECONDARY TARGET AUDIENCE INCLUDES MEN AGED 25 TO 40 WHO OFTEN GO SHOPPING FOR MEANINGFUL GIFTS, HOME DÉCOR, OR PRACTICAL ECO-FRIENDLY PRODUCTS LIKE REUSABLE GOODS AND OUTDOOR GEAR.
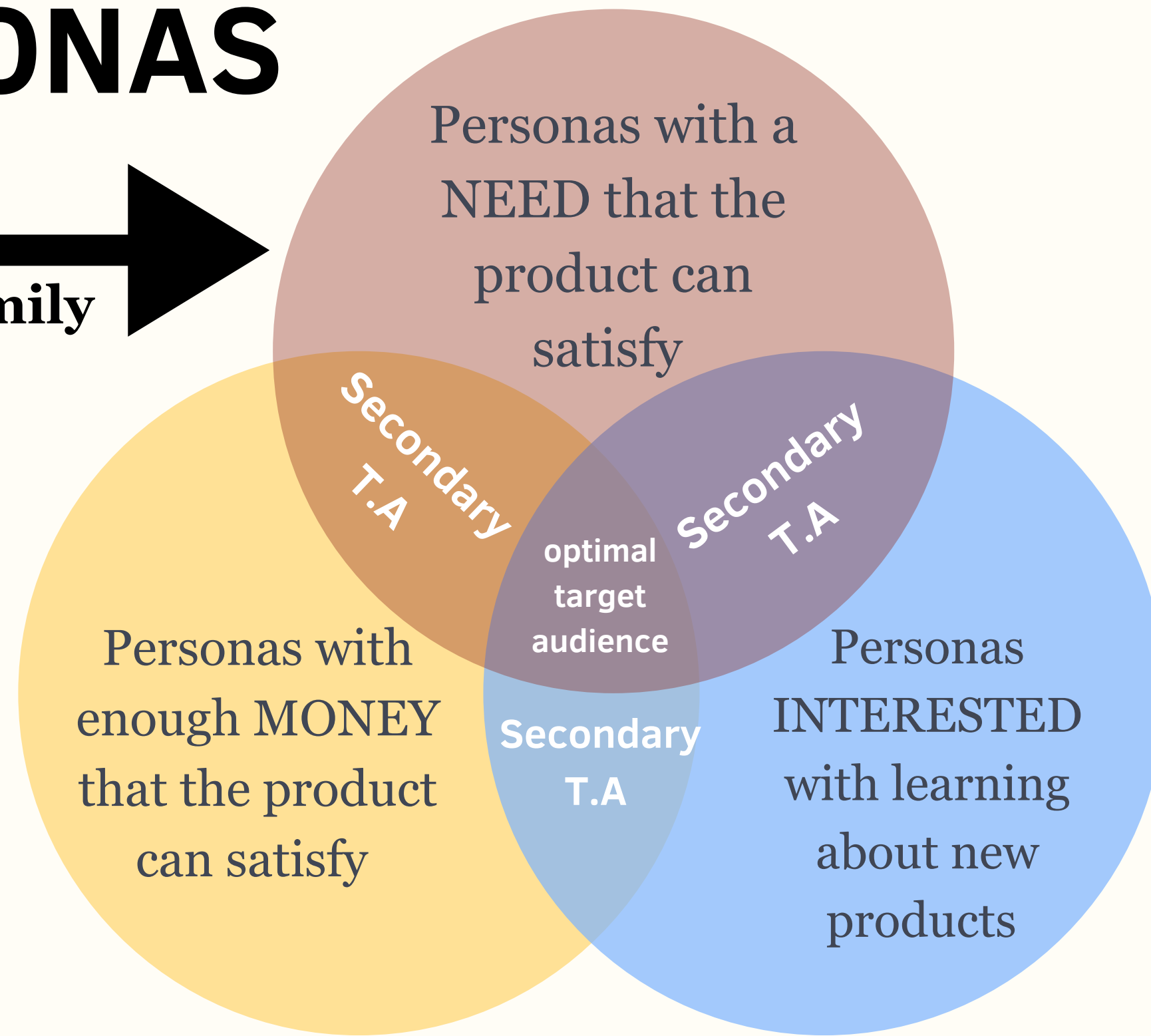
PERSONAS

Eco-Friendly Emily →

Community-Oriented Lori →

← **Adventorous Jake**

Personas with a NEED that the product can satisfy

Personas with enough MONEY that the product can satisfy

Personas INTERESTED with learning about new products

Secondary T.A

Secondary T.A

Secondary T.A

optimal target audience
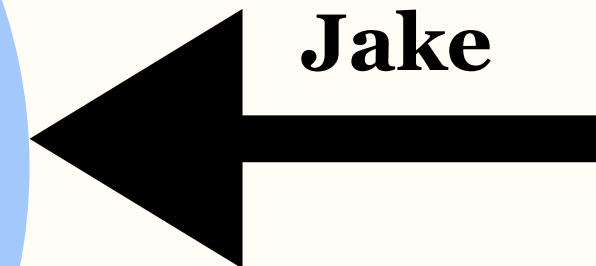
Eco-Friendly Emily

PAIN POINTS

- Struggles to find truly unique and meaningful items in a market saturated with mass-produced goods.
- Limited time during her busy workweek to explore new boutiques or products.
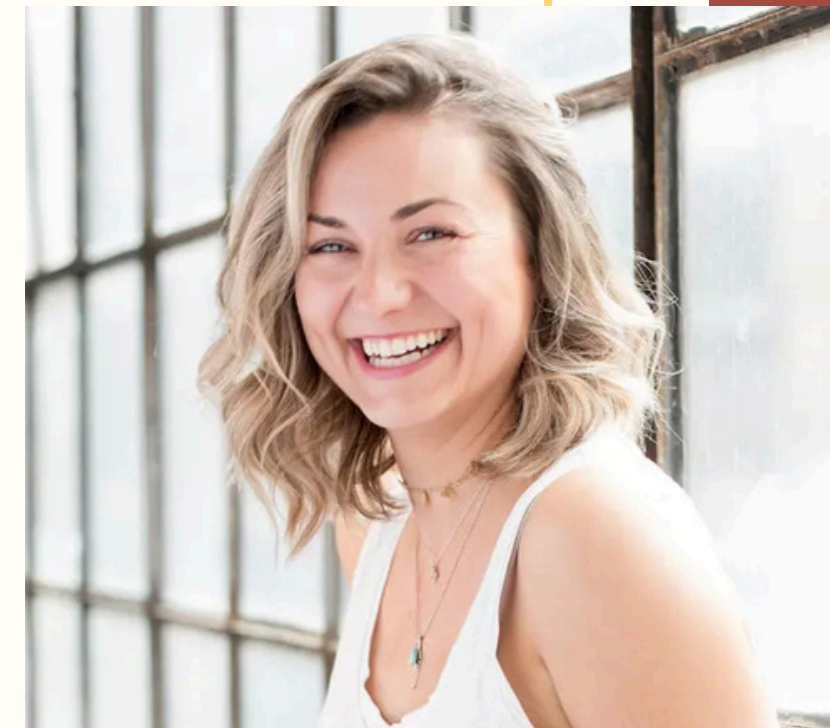
MOTIVATIONS

- Wants to support her community and promote sustainable practices through her shopping habits.
- Feels fulfilled when she can give gifts with personal meaning that reflect her creative spirit.

BEHAVIORS

- Frequently visits local shops and markets to discover new eco-friendly and artisan-made products.
- Shares her finds and creative ideas with friends on social media, promoting the brands she loves.

GOALS

- To live and shop in alignment with her values, prioritizing sustainability and community.
- To inspire others in her circle to adopt more intentional and sustainable lifestyles.

Adventorous Jake

PAIN POINTS

- Struggles to find high-quality, eco-friendly products that are stylish and functional.
- Limited time to browse or research products due to a busy work schedule.

MOTIVATIONS

- Wants to live a lifestyle that aligns with his values, particularly environmental stewardship.
- Feels satisfaction when supporting local businesses and contributing to his community.

BEHAVIORS

- Regularly visits local shops and farmers' markets to support small businesses.
- Researches products online before purchasing to ensure they meet his environmental standards.

GOALS

- To live a sustainable lifestyle without compromising on quality or style.
- To find products that make outdoor activities more enjoyable and practical.

Community-Oriented Lori

PAIN POINTS

- Difficulty finding high-quality, sustainable products that cater to her family and social life.
- Limited time for shopping due to a busy schedule juggling family, PTA, and community activities.

MOTIVATIONS

- Desires to create warm, memorable experiences for her family and guests through thoughtful details.
- Feels a sense of pride in supporting local businesses that align with her values.

BEHAVIORS

- Frequently hosts events at home, requiring unique and thoughtful décor and gifts.
- Shops for practical yet stylish products for her family and household.

GOALS

- To discover unique, high-quality products for hosting events and enriching her home.
- To align her shopping habits with her values, prioritizing sustainability and ethical practices.
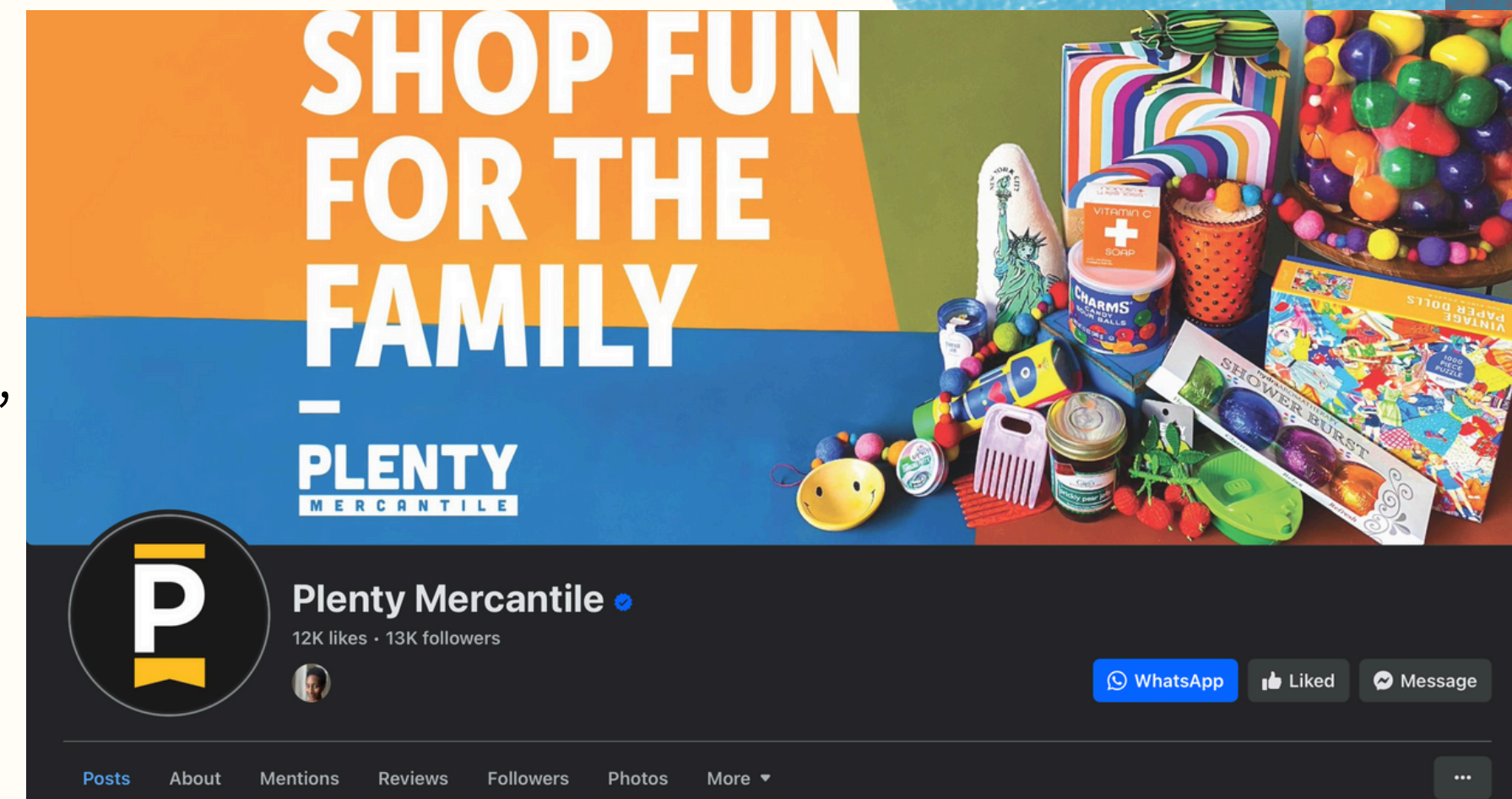
SMM TACTIC & TOOLS

Plenty Mercantile can enhance its social media presence by focusing on visually impactful storytelling, community engagement, and consistent content aligned with its sustainable brand values. Strategies include showcasing products and behind-the-scenes moments via Canva designs and Instagram Reels, fostering trust through interactive polls, live Q&As, and user-generated content campaigns with branded hashtags. Highlighting seasonal specials and local partnerships will deepen ties with the OKC community. Sustainability-focused ads and collaborations with eco-conscious influencers can amplify the brand message. Using scheduling tools like Later and Instagram Stories ensures efficient content planning and execution, boosting online visibility and audience connection.

IMPLEMENTATION

Instagram & Facebook

Overall a content calendar is vital. One of the key strategies to improve engagement is to personalize customer interactions. By prompting questions, comments, and interaction through calls-to-action (CTAs), we can make our followers feel like part of the Plenty family. This can be further enhanced by responding to feedback from followers, creating a sense of belonging. Lastly, Plenty could consider personalizing interactions with consistent customers, potentially featuring them with Plenty products in stories. This personal touch could make them feel valued and special, prompting them to share and increasing brand awareness.

SHOP FUN FOR THE FAMILY
PLENTY MERCANTILE

Plenty Mercantile
12K likes · 13K followers

WhatsApp   Liked   Message

Posts   About   Mentions   Reviews   Followers   Photos   More ▾

CONTENT DEVELOPMENT APPROACH

Platform-Specific Needs

Instagram

Audience Needs: Visually appealing content, concise captions, interactive elements.
Content Gaps: Lack of concise captions and underutilization of carousels and Reels.

Plan

Visual Stories: Use short Reels to showcase behind-the-scenes product creation and seasonal specials.
Carousel Posts: Create themed carousels such as "Top Holiday Picks," "Plenty's Sustainability Journey," or "Local Partnerships Spotlight."
Interactive Features: Add polls, Q&A stickers, and "Tap to Shop" tags in Stories.

Example Post:
Caption: "✨Discover the magic of sustainability! Our rooftop garden 🌱 and handmade products are here to inspire you. Swipe 👉 to see the journey behind our goods! #PlentyAtPlenty"
Content: Carousel with images of the rooftop garden, team crafting products, and finished items.

Facebook

- **Audience Needs**: Longer posts with detailed stories, community-focused content, and event announcements.
- **Content Gaps**: Overlap with Instagram but limited community-specific interaction.

Plan:
- **Community Engagement**: Post about local events Plenty sponsors or hosts, and share testimonials from OKC customers.
- **Exclusive Content**: Feature a "Plenty Spotlight" series where team members or local collaborators are highlighted.

Example Post:
Caption: "Meet Sarah, our sustainability guru! 🛠️ She ensures every Plenty product is eco-friendly and meaningful. Visit us in @autoalleyokc to see her work in action! 💚 #ShopLocalOKC"
Content: Image of Sarah working in the store, with a short video interview.

Pinterest

- **Audience Needs**: Inspirational, themed boards such as eco-friendly living, gifting ideas, and sustainable decor.
- **Content Gaps**: No clear emphasis on gift guides or DIY tutorials.

Plan:

- **Themed Boards**: Create boards for "Sustainable Gifting Ideas," "OKC Local Finds," and "Home Decor with Plenty."
- **Video Pins**: Use short clips of products in use (setting up holiday decor).

Example Pin:
Title: "Sustainable Holiday Gifting Ideas 🎁"
Content: Carousel with product photos, links to the Plenty Mercantile website, and step-by-step DIY gift-wrapping tutorials.

Content Restructuring for Cross-Platform Use

- **Instagram to Facebook:**

Convert short captions on Instagram into expanded stories on Facebook with added context (how products are sourced).
Use Instagram Stories as teasers for Facebook-exclusive events or posts.

- **Pinterest to Instagram:**

Break down Pinterest boards into themed Instagram carousels ("3 Ways to Decorate with Plenty").
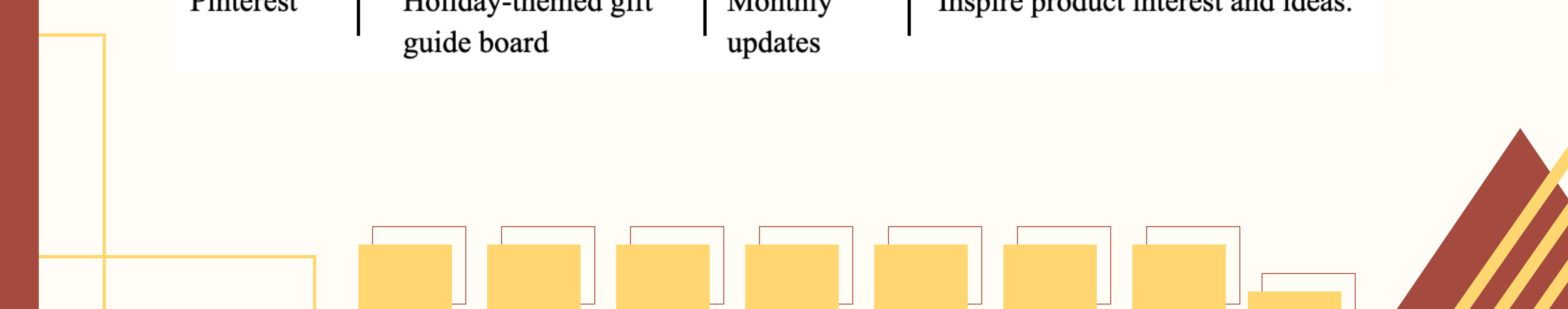
- **Instagram to Reels and Stories:**

Take carousel posts and turn them into animated Reels with transitions and music to increase engagement.

Example Content Calendar

Platform	Content	Frequency	Objective
Instagram	Reels showcasing new products	2x per week	Drive traffic to stores and websites.
Facebook	Customer testimonial and event post	1x per week	Boost engagement and community loyalty.
Pinterest	Holiday-themed gift guide board	Monthly updates	Inspire product interest and ideas.

MONITORING APPROACH

Tracking

1. **Identify Key Metrics to Monitor:**

    - Engagement metrics: Likes, comments, shares, and saves on posts.
    - Follower growth: Weekly and monthly increase across Instagram, Facebook, and Pinterest.
    - Traffic sources: Visits to the website originating from social media.
    - Hashtag performance: Performance of branded and local hashtags (#PlentyAtPlenty, #ShopLocalOKC).

2. **Tools for Tracking:**

    - Use Hootsuite or Sprout Social for an aggregated view of engagement metrics.
    - Leverage Google Analytics to monitor referral traffic and conversion rates from social platforms.
    - Employ Instagram and Facebook Insights for post-specific analytics, such as reach, impressions, and interactions.

3. **Monitor Competitors:**

    - Conduct regular reviews of social media activity from competitors in the local and sustainable retail space.
    - Track their use of hashtags, content themes, and follower growth to identify opportunities for differentiation.

MONITORING APPROACH

Measurement

1. **Quantitative Metrics:**

   - Engagement Rate: Percentage of users interacting with posts compared to total followers.
   - Reach & Impressions: Number of unique viewers and total views for posts and stories.
   - Content Frequency: Number of posts per week and user interactions.
   - Event Participation: Measure user engagement in social media-hosted events like giveaways or polls.

2. **Qualitative Metrics:**

   - Sentiment analysis of comments and direct messages to understand audience perception.
   - Identify recurring themes in user feedback (e.g., preference for specific products or content types).
   - Monitor UGC trends, especially related to branded hashtags like #PlentyAtPlenty.

THANK YOU