



# WEST MAIN COMPANY

2023 STRATEGIC SOCIAL MEDIA PLAN

CREATED BY: ALEA DURST

DECEMBER 16, 2022



# OUTLINE

- pg. 3** - Background
- pg. 4** - Reputation
- pg. 5** - Social Media Mission Statement
- pg. 6** - Brand Voice
- pg. 7** - Social Media Audit
- pg. 8** - Social Media Competitor Analysis
- pg. 9** - SWOT and Strategic Implications
- pg. 10 & 11** - Social Media Goals & Objectives
- pg. 12** - Key Audience Members
- pg. 13** - Channel and Content Plan
- pg. 14** - Evaluation/Measurement / Social Media Strategies and Tactics
- pg. 15** - Social Media Budget
- pg. 16** - 2-Month Content Calendar
- pg. 17** - 4 Content Samples

# COMPANY BACKGROUND

---


West Main is a family-built company started by two sisters and is located in Marion, Kansas.

In 2019, Grace and her sister started West Main Company determined to provide our small community with stylish clothing without breaking the bank. As individuals, we always had a heart for fashion. They have had an incredible time turning a passion into a business. When they started the business, Grace was a senior in high school and Megan was a stay-at-home mom to 3 kids. Megan decided to depart from the business and focus on her children in July, of 2021. Due to Megan and Grace's decent sized age gap, they were able to combine their interests and styles to provide our customers with a wide variety of clothing to choose from. One of their goals is to maintain that variety so that each customer finds exactly what they need to fit their style.


# BRAND REPUTATION

☆☆☆☆☆ **5 out of 5 Facebook Rating**


The reviews for West Main Company are extremely positive and pleasant. Customers rave about the customer service and reasonable pricing. Customers also talk highly about what a wonderful addition it is to the small town community. All and all this is a highly praised boutique and is a must stop for all clothing lovers.

 **Shayla Rahe** recommends West Main Company.  
January 7, 2021 · 🌐



Cute clothes! Great prices!

 **Tammy Hayes Ensey** recommends West Main Company.  
July 4, 2020 · 🌐

A wonderful boutique full of trendy clothes, jewelry and home decor. We love this addition to the Marion community!

 **Darla Jo Craighead** recommends West Main Company.  
November 30, 2019 · 🌐

This is hands down the cutest boutique I've ever been to! Megan and Grace have done an amazing job! Just what this little town needed! Soooo many cute things!

  4





# SOCIAL MEDIA MISSION STATEMENT

## *Mission Statement:*

West Main provides trendy, good quality, boutique items at a more affordable price.

## *Social Media Mission Statement:*

West Main strives to use social media as a way to raise awareness about sales, new products, and social events. Along with using platforms as a way to reach a greater audience through online shopping.



# Brand Voice

## Warm

West Main strives to have a warm and welcoming brand voice.

This allows for a personal connections with customers inside the store and online.

Whether they are posting new items or sharing life updates they strive to share it in a warm tone.

## Fun & Enthusiastic

West Main wishes to share all content in a fun and enthusiastic manner. Engaging customers through a playful and fun tone.

From sharing giveaways, new items, and customer reviews West Main wants to have a fun and enthusiastic voice.

## Persuading

West Main strives to have a persuading brand voice. From promoting sales, new products, and so much more. West Main wishes to use engaging words to push a persuading tone.



# SOCIAL MEDIA AUDIT

## Internal Social Media Analysis:

**Facebook:** Existent account and highly active. Primary form of communication with customers.

**Instagram:** Secondary form of communication with others. Owner Grace also uses this account as a semi personal account.

**Tik Tok:** Account is present but not often used. The two posted videos have upwards of seven hundred views.

**Twitter:** No account / not active.

## External Social Media Analysis:

**Facebook:** 5 out of 5 rating, 1.6K followers, 1.5K likes, highly active and effective, most used platform.

**Instagram:** 154 posts, 789 followers, following 216, consistent with high engagement, second most used platform. Potential for improvement but overall strong usage, look, and feel.

**Tik Tok:** 20 followers, 112 likes, following 2, least active platform. Large area for improvement especially with current trends.

**Twitter:** No account / not active



# COMPETITOR ANALYSIS

## Doyle Creek Boutique:

**Facebook:** 722 followers, 656 likes, reviews not applicable.

**Instagram:** 1,054 followers, following 662, and 116 posts.

**Tik Tok:** 45 followers, following 3, 77 likes.

## The Rollin J Boutique:

**Facebook:** 41,051 followers, 37,973 likes, reviews not applicable.

**Instagram:** 38.5K followers, following 2,326, and 6,833 posts.

**Tik Tok:** 29 followers, following 28, 17 likes.





# STRATEGIC IMPLICATIONS



## Strengths:

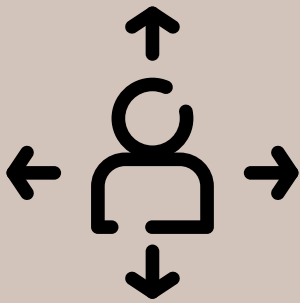
- Established business location, well displayed and decorated.
- Knows her audience and target market.
- Has a strong overall aesthetic and following on Instagram.

## Weaknesses:



- Has had very minimal presence at fair or vendor activities.
- Not the strongest product photography or display on social media.
- Runs the Instagram not only for her personal life but also for the business in one profile.
- Owner is running the business and social media at the same time.

## Opportunities:



- Shopping small has become a trend, along with shopping in boutiques.
- Social media influencers for fashion are on the rise.
- Consumers want to know where their products are coming from making shopping local more appealing.



## Threats:

- Rise in economy with inflation.
- More movement to online shopping and browsing

## Strategic Implications:

Moving forward, West Main Company should first create a social media advertising budget. They will be able to reach a larger audience on social media and engage more directly with their followers. Next, West Main should create a content calendar and pre plan posts for all platforms. Hosting giveaways, sponsorships, using influencer marketing will increase following and reach. Posting engaging story and captions on Instagram and Facebook would be a smart way to increasing engagement with their followers and bringing more brand awareness. Lastly, updating West Main's website would allow for greater reach by allowing customers to shop online and instore.

# GOALS AND OBJECTIVES

## **Goal 1:**

Increase follower engagement.

## **Objective 1:**

Use social media to drive 150 engagements over the next 4 weeks across all social media platforms.

## **Strategy 1:**

Have an ambassador program or create a partnership with two influencers.

## **Tactic 1:**

Find two influencers to share photos or short videos of them in West Main clothing, and sharing their thoughts.

# GOALS AND OBJECTIVES

## **Goal 2:**

Increase website traffic.

## **Objective 2:**

Increase website traffic by 40% over the next six weeks.

## **Strategy 2:**

Attach links to products on stories or posts.

## **Tactic 2:**

Improve and update Instagram so customers can shop directly through the app. Attach direct links to products on every post, and story.

# KEY AUDIENCE

## MEMBERS

### **Primary:**

- Females ages 15-25 years old that live near Marion, Kansas.
- Involved or interested in agriculture or western fashion.
- Looking for affordable and unique pieces.

### **Secondary:**

- Females ages 35-55 years old. Mothers or grandmothers.
- Looking for trendy clothing that fits their price range.
- Enjoy shopping small and supporting local businesses.



# CONTENT

## Recommended Platforms:

- Facebook
- Instagram
- Tik Tok
- Twitter

## Formats:

- Facebook posts/stories/lives
- Instagram posts/stories/lives
- Tik Tok videos/stories
- Twitter

## Target Words and Hashtags:

- #westernfashion
- #shopsmall
- #boutique
- #boutiquefashion
- #shopping

## Featured Content:

- Product photography
- Graphics
- Polls and Q&A's
- Influencer marketing
- Behind the scenes videos
- Live videos
- Videos

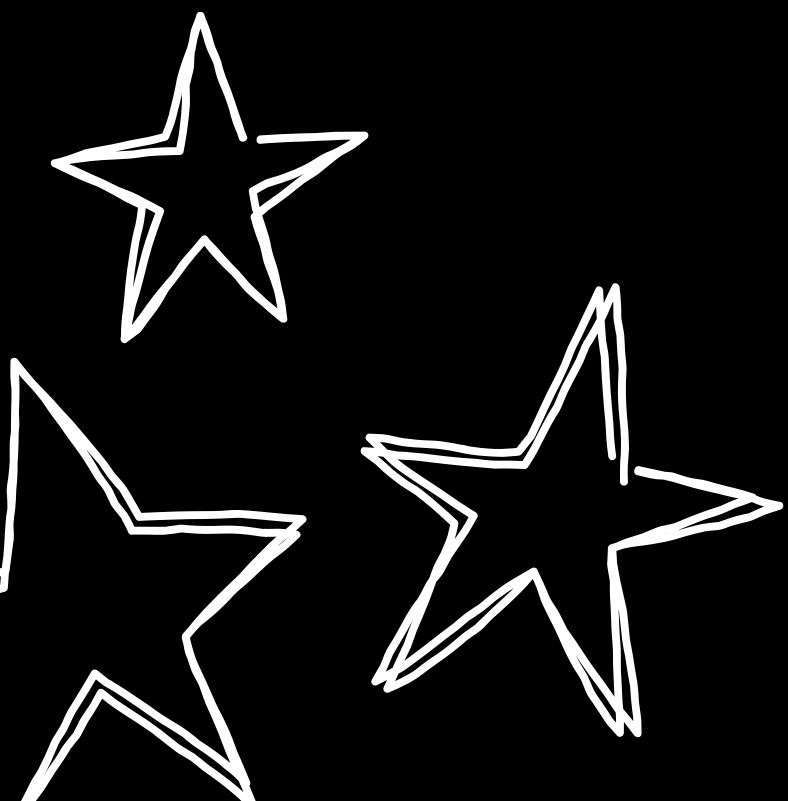
## Potential Partners:

- Events: Craft shows, Country Christmas Market, Flint Hills Rodeo
- Ag with AI, Josie Kay, and other local influencers (influencer marketing)
- Marion City Consul (sponsorship)
- Daily Grace Company, Myra bags, and other companies similar too (sponsorship)

# EVALUATION / MEASUREMENT

## Target Volicity:

- Post 2-4 times a week, across all platforms.
- Stories of new products and the links to them on both Facebook and Instagram.
- Any special events or behind the secens work should be shared if applicable.
- One short form video a week, can be shared on Instagram Reels and Tik Tok.



### Stories & Captions KPI's



- Engagement
- Post Responses
- Comments
- Story Views

### Influencer Marketing KPI's



- Reach
- Product Purchases
- Profile Visits
- Impression
- Number of Followers

### Sponsorship KPI's



- Impressions
- Reach
- Number of Followers

### Giveaway KPI's



- Number of Followers
- Reach
- Impressions
- Amplification Rate

## **Plan:**

West Main company will use their chosen social media budget to push reach on both Facebook and Instagram ads. They will also use this budget to purchase new equipment for product shoots and photo shoots.



## **Plan 1: Cheaper Budget**

\$300 for the year / \$25 a month

- 1 to 2 paid ads a month on Facebook and Instagram
- Left over budget at the end of the month or year can be saved for equipment.

## **Plan 2: Extended Budget**

\$600 for the year / \$25 a month / \$300 for paid photo shoots

- 1 to 2 paid ads a month on Facebook and Instagram
- \$150 for two photo shoots. Photographer, props, locations, ext.

\*All left over budget can be transferred into the next year, or can be used in other places.

# CONTENT CALANDER

Two months worth of pre planned content

- Instagram
- Facebook
- Twitter
- Tik Tok

# 01.

JANUARY / 2023

GOALS:

"New Year, New Products" photoshoot

Push video content and good quality

product photos

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Happy New year post, all platforms	2 Funny story about meeting goals	3	4 Ways to wear it post, styled outfit with one or two products (attach direct links to 11 products) (Instagram and Facebook)	5	5	7 Shop Small Saturday, include a feature product from that week (Tik Tok, Instagram Reel)
8	9 "New year, New products" photo (Instagram, Facebook)	10	11	12	13	14
15	16 Behind the scenes video (Tik Tok, Instagram Reels)	17	18	19	20	21
22	23	24	25	26 New year, New products" photo (Instagram, Facebook)	27	28
29	30 Story of this months best sellers (links attached)	31	1	2	3	4

# 02.

FEBRUARY / 2023

GOALS:

Push video content and good quality

product photos

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30 New Products feature, stories	31	1 Ways to wear it post, styled outfit with one or two products (attach direct links to 11 products) (Instagram and Facebook)	2	3	4 Shop Small Saturday, include a feature product from that week (Tik Tok, Instagram Reel)
5	6 Day in the life as a boutique owner (Tik Tok, Instagram Reel)	7	8	9	10	11
12	13 Graphic (all platforms)	14	15	16 A photo from Grace's day or week, something outside of the shop (realistic, authentic caption) (Instagram, Facebook)	17	18
19	20	21	22	23 Behind the scenes video (Tik Tok, Instagram Reels)	24	25
26	27 Story of this months best sellers (links attached)	28	1	2	3	4

\*Website should be updated weekly with new products, and products that are out of stock.



# CONTENT SAMPLES



Instagram Story

Mothly Best Sellers, with links

## Instagram Graphic

Caption: "Stop by West Main today and grab yourself a trend sweater for the upcoming holiday season. Come get one before their gone! #boutique #winterfashion #trendy"



Facebook Post

Copy: "#waystowearit Looking for a trendy and comfortable Sunday or Holiday look? First grab a pair of our brand new corky Boots, throw on a babydoll dress, some simple gold jewelry and some boot socks and you've got the look for every occasion! Stop by West Main today to grab every thing you need to be stylish this holiday season. #boutiquefashion #shopsmall #trendystyles"



Tik Tok / Instagram Reel cover photo

A day in the life as a boutique owner