

# Leather Honey Leather Care

## *Online Content Assignment*

Although Leather Honey started in 1968 for shoe soles, then moved into equestrian equipment, their main market today is antiques and DIYers. The brand has done a beautiful job in updating the website, with a bright yet rustic feel. The website also provides so many helpful videos and information regarding leather care.

Upon looking into their current social media, it is clear they have failed to maintain most of their socials. Their X is nearly untouched, their Instagram is active but unprofessional, and their Facebook just consists of reposts of customer testimonials. Surprisingly, their TikTok is very well managed. They are consistent and up-to-date with trends. I saw an attempt at matching the website upgrade, but it quickly fell off into a muddy feed of screenshots and customer photos. They have the materials needed, but have yet to use them.

The posts I made are photos pulled off of the website with some slight editing (for a “honey-colored” feel) and I have mimicked the style of the website.

After looking through their following on social media, it was clear the majority of the followers were millennial-aged, which made me feel comfortable using puns in the copy while maintaining the classic voice of the company. The age of the followers did not come as a surprise, as I would expect this age to be most into DIY projects, shopping second-hand and receiving hand-me-downs from the older generations.

The posts I made are intended for Instagram (millennial-aged) and Facebook (millennial and older) to give the feed a much-needed update and brightness.

If I were to continue working with Leather Honey, I would focus more on their 50,000 five-star reviews on Amazon and try to reach the younger generations of thrifters and second-hand buyers. I could name multiple influencers on TikTok who specialize in thrifting leather bags and cleaning them. I would also consider doing a collaboration with a western boot company to tie into the current “cowboy” trend and to the brand’s original roots.



### Post 1: One day before BH&G release

Caption:

We know something you don't...yet.



### Post 2: Day of BH&G release

Caption:

It's all the buzz! Our Leather Care Wipes were named Better Homes and Gardens' best leather care product of 2023. It's not hard to see why -- our wipes make it easy to restore and refresh any beloved leather item. From luxury handbags to treasured baseball gloves, our products make sure leather lives forever.



### Post 3: Day of BH&G release, 1 hour after Post 2

Caption:

We're celebrating being Better Homes and Gardens' best leather care product, and you should too!

Use code "queenbee" for 20% off your next order. Sweet!