



**@LucasCircello**

Social Media Marketing Campaign

# ABOUT

**The current social media campaign** for @LucasCircello will be launched during a one week period on personal social media channels to promote their recent SS22 collection 'Haus of Camp' showcasing design, technical, and creative direction skills.

Lucas Circello is a queer creative, with skillsets and disciplines that expand into fine art, fashion design, styling, and creative direction. Ultimately product offerings will include seasonless gender-neutral apparel at a designer/contemporary price point in addition to art prints and illustrations. Future outlook for the brand will consist of extensions in the form of capsule collections catered specifically to diverse, under-represented markets such as that of the trans masculine community. In addition to editorial publications, styling-related content, and other artistic and creative endeavors.

**@LucasCircello's brand is:**

- Queer
- Bold/Graphic/CAMP
- Classic
- Clean/Fresh/Innovative

Circello's design aesthetic is intrinsic to their identity as a queer person and nuanced with reference to sociological paradigms, art movements of the past, and contemporary media. Their personal style is eclectic and diverse - Taking on new forms and aesthetics like a chamomile.

# ANALYTICS

**lucascircello** Professional Dashboard Tools and resources just for creators.

36 Posts 982 Followers 1,120 Following

Artist  
haus of camp SS22 | fashion | femmefantasy  
linktr.ee/lucascircello

Ad Tools Insights Add Shop

Philly NJ Outfits Vinyl NY

7 Stories

Post photos or videos to see new insights.

### Insights Overview

You reached **+17.6%** more accounts compared to Nov 14 - Nov 20

Accounts reached **513** +17.6%

Accounts engaged **14** +40%

Total followers **982** -0.3%

### Content You Shared

7 Stories

### 982 Followers

-0.3% vs Nov 20

### Growth

- Overall
- Follows
- Unfollows

Thursday, Nov 25

| Date   | Overall | Follows | Unfollows |
|--------|---------|---------|-----------|
| Nov 21 | 1.5     | 2.0     | 0.5       |
| Nov 22 | 2.0     | 0.5     | 1.5       |
| Nov 23 | 0.5     | 0.5     | 0.0       |
| Nov 24 | 1.0     | 1.0     | 0.0       |
| Nov 25 | 3.5     | 0.5     | 3.0       |
| Nov 26 | 1.0     | 0.5     | 0.5       |

### Top Locations

of your followers

Philadelphia 18.7%

### Content interactions

15 Content interactions +7.1% vs Nov 14 - Nov 20

### Post Interactions

vs Nov 14 - Nov 20 -100%

### Top Posts

Based on likes

Post photos or videos to see your top-performing posts by the highest number of interactions.

| Post | Likes |
|------|-------|
|      | 414   |
|      | 338   |
|      | 268   |
|      | 238   |

### Story Interactions

vs Nov 14 - Nov 20 +66.6%

Replies 15

### Top Stories

Based on replies

| Story | Replies |
|-------|---------|
|       | 15      |
|       | 15      |
|       | 15      |
|       | 15      |

### Content reach

Stories 490  
Posts 39

Followers Non-Followers

### Top Stories

Based on reach

| Story | Reach |
|-------|-------|
|       | 414   |
|       | 338   |
|       | 268   |
|       | 238   |

### Impressions

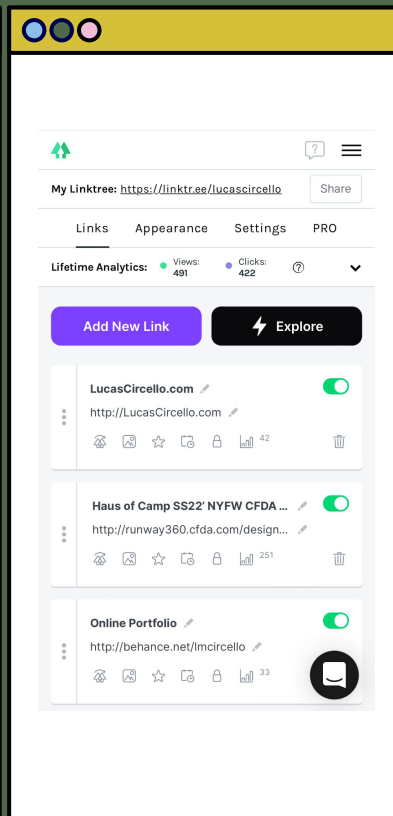
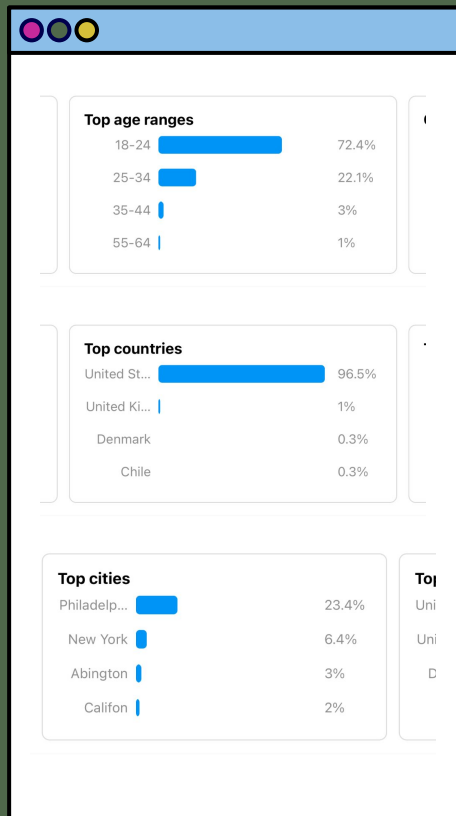
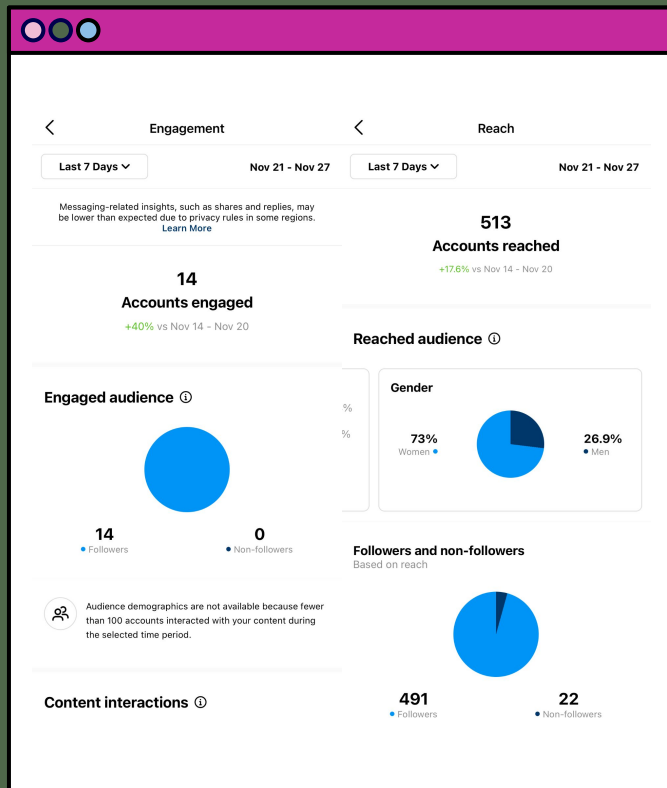
vs Nov 14 - Nov 20 +66.6%

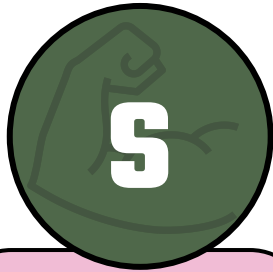
2,610 -12.6%

### Profile Activity

Profile Visits 59 -26.3%  
Website Taps 0

# ANALYTICS CONT.





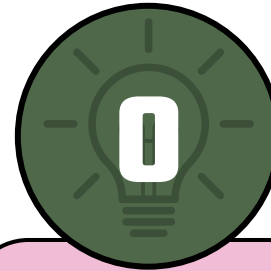
## Strengths

- **Inclusivity and diversity at the forefront.**
- **Queer owned**
- Multi-talented; Disciplines expanding from design and fine art, to creative direction and styling.
- Gender-neutral
- Personable, and authentic
- Attainable



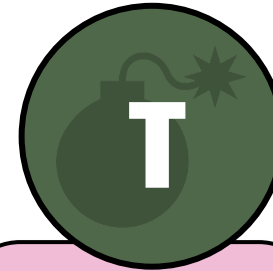
## Weaknesses

- **No product offerings**
- **Lack of diverse social media presence**
- Niche audience
- No established LLC
- **Infrequent development, and post rate.**



## Opportunities

- **Develop core competencies; illustration prints, staple garments.**
- Collaborations with other brands and influencers within and outside of fashion.
- **Online retail space**
- Advertisement and promotion spanning wider social media channels , and prominent traditional mediums.



## Threats

- **Other influencers offer similar content.**
- Queer artists and creatives striving for like-minded output.
- Other brands have established core competencies, and audience.

# GOALS

## Increase Brand Awareness

Increase followers, reach, mentions, shares, RTs.

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## Drive Traffic

To personal website, portfolio, and other social media channels.

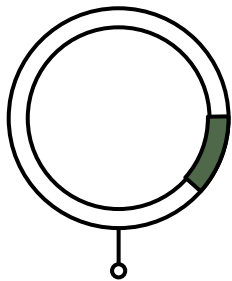
## Increase Brand Engagement

Likes, shares, comments, mentions, and replies.

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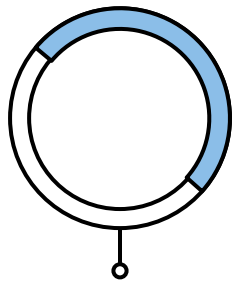
## Build a Diverse Community

# METRICS & KPI



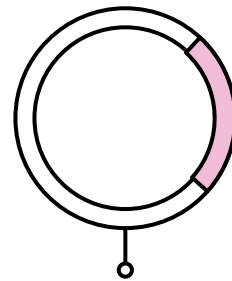
**20%**

Increase of traffic to  
personal website



**50%**

Increase of brand  
awareness; followers, reach.



**30%**

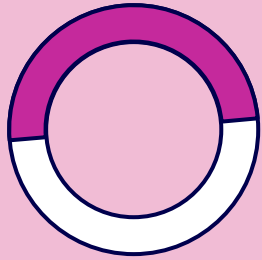
Increase in engagement;  
likes, shares, comments

|  | Specific | Measurable   | Attainable   | Relevant  | Time  |
|--|----------|--|--|---|---|
|  | <b>S</b> | Increase brand awareness and engagement by creating a more prominent story through social media channels and campaigns. Develop personal narrative that will allow for followers to garner a more authentic and attainable experience. |  |   |   |
|  |          | <b>M</b>   | Reach will increase on social media platforms such as Instagram by 50%, and engagement will increase by 30%. Website traffic will increase by 20% overall, and followers on social media will increase by 25%. |   |   |
|  |          |  | <b>A</b>   | Increase post rate by 100% for a minimum of two posts weekly. Establish a diversified community, with core audience attained. Introduce an online retail space. |   |
|  |          |  |  | <b>R</b>  | Increase likes, comments, saves, replies, profile visits, and website taps.   |
|  |          |  |  |   | <b>T</b>  |
|  |          |  |  |   | Within one week increased social media presence will be achieved, and remain consistent beyond initial campaign. In one year the motion for an online retail experience will be underway and set to launch in 2023. |

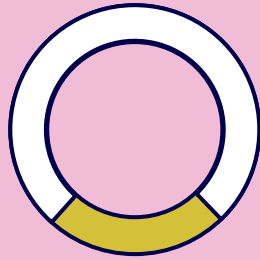


# TARGET AUDIENCE

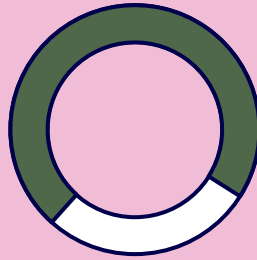
## GENDER



**35%**  
Female



**20%**  
Male



**45%**  
Non-Binary

## AGE

18-35



36-50



## Interests



# CUSTOMER PERSONAS



## Sierra Divine

"It's important to see oneself represented not only in the market, but within our own social circles - we need like-mindedness to connect and formulate sense of self."



**Age:** 18

**Gender:** Female - Trans Feminine

**Pronouns:** She/Her/Hers

**Sexual Orientation:** Heterosexual

**Location:** New York, New York

**Occupation:** Student

**Marital Status:** Single

**Hobbies/Interests:** Makeup, Fashion, Dancing

**Lifestyle:** A social butterfly, spending their time sneaking into queer spaces, and competing in ballroom events.

**Values:** Chosen family, civil justice

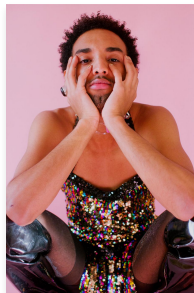
**Favorite Brands:** Chromat, Pyer Moss, and Second-hand thrift

**Pain Points:** Queer fashion that is exclusively pride-centric.



## Rae Evant

"Art is meant to be expressive. Fine art, fashion, music, etc aren't derived mediums meant to be subjected to societal archetypes. Masculine vs feminine is a spectrum, not a binary."



**Age:** 24

**Gender:** Non-binary

**Pronouns:** They/Them

**Sexual Orientation:** Bisexual

**Location:** Chicago, Illinois

**Occupation:** Freelance artist, and model

**Marital Status:** Polyamorous Relationship

**Hobbies/Interests:** Art; painting & 3D sculpture, photography, and lives shows.

**Lifestyle:** Introverted; all consumed by the intention and motive behind their art.

**Values:** Strong relationships, and freedom of expression.

**Favorite Brands:** Patrick Church NY, Lockwood51

**Pain Points:** Gendered sections within fashion brands.



## Amy Goode

"Ensuring that creatives of all intersectional identities; trans, non-binary, black, asian, and differentially disabled are promoted and celebrated is pivotal in creating an authentic, exciting, and diverse cultural environment."



**Age:** 31

**Gender:** Female

**Pronouns:** She/Her/Hers

**Sexual Orientation:** Homosexual

**Location:** San Francisco, California

**Occupation:** Editor for OUT Magazine

**Marital Status:** Partnered

**Hobbies/Interests:** Literature, Film, Art

**Lifestyle:** Enjoys a night spent in with her partner just as much as a night out with good company, food, and cocktails.

**Values:** Women's rights, loyalty, and compassion.

**Favorite Brands:** Opening Ceremony, Charles Jeffrey, Jacquemus, Rodarte

**Pain Points:** Lack of diverse identities present within fashion marketing.

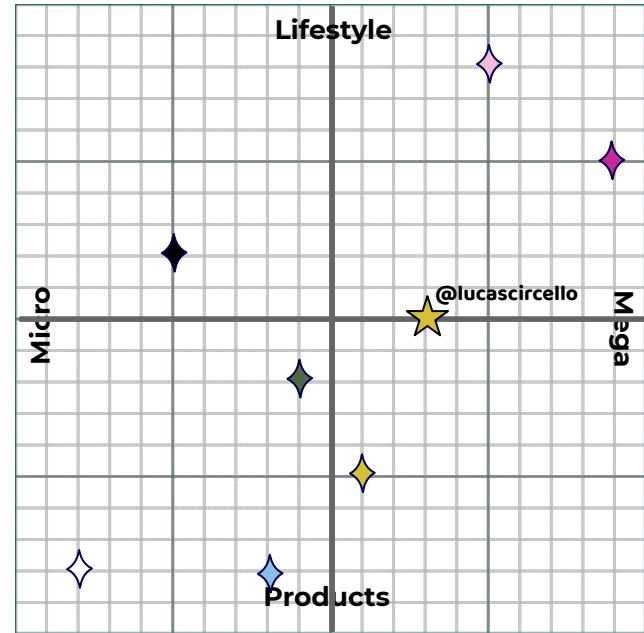
# POSITIONING

## Key Competitors

- ◆ **@bretmanrock** - 18M mega  
Queer lifestyle Influencer
- ◆ **@wisdm** - 1.9M mega  
Fashion Influencer
- ◆ **@christiancowen** - 290K macro  
Queer fashion designer
- ◆ **@patrickchurchny** - 142K macro  
Queer artist and fashion brand
- ◆ **@openingceremony** - 1.3K macro  
Gender neutral fashion retailer
- ◆ **@marko\_monroe** - 91.1K micro  
Queer fashion designer and celebrity stylist
- ◆ **@lockwood51la** - 49.6K micro  
Queer apparel brand



Offering



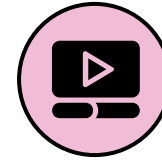
Influence

# DISTRIBUTION CHANNELS



## Instagram

Primary focus utilizing a combination of media; photos & videos. Implementing seamless carousel style posts. BTS scenes and subsidiary story posts.

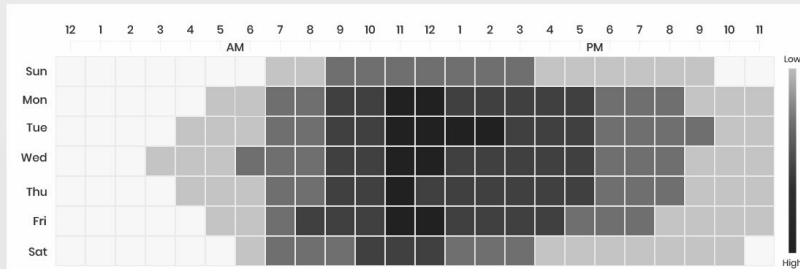


## Youtube

Promote existing content.



## Key Times to Post



### Best Days To Post On Instagram:



### Worst Day To Post On Instagram:



# INFRASTRUCTURE




## Target Trend Methodology:

- Inclusivity
- Conversational marketing facilitates a personal, instant connection between marketers and customers.
- Seamless carousel posts.
- Social media stories.

## Calendar:

One carousel post per day at indicated peak post time followed by story post(s) for seven consecutive days.


# CONTENT: INITIAL STATIC POST



lucascircello Looking camp right in the eye...

Let me officially reintroduce my first gender-neutral novelty evening wear collection titled: Haus of Camp which began as a deep sociological study centric to the LGBTQ+ community during the 1980's in New York, and evolved into an introspective reflection on the essence of identity and pride. The ballroom scene was a place where individuality was celebrated, and queer folk could be unapologetically themselves.

Haus of Camp is defined by eccentrics, and border-line tacky glamour. Camp itself is subjective, and is never to be taken too seriously. Shaped by the desire to pay homage to the pioneers who paved the way for queer youth today - Haus of Camp was designed for queer creators, drag artists, and those who reject conventionalized notions. It is a love letter to queer youth, the queer community at large, and the young non-binary femme presenting queer kid who refused to accept societal dissonance.



Photography:  
@beckasphotography.jpg  
Makeup:  
@makeupxloganjames

To learn more visit [LucasCircello.com](https://lucascircello.com) at the link in bio.

#hausofcamp #ss22 #cfda #RUNWAY360 #queer #queerart #fashion #fashiondesign #genderneutral #createdirection #lgbt+ #80s #gay #lesbian #trans #nonbinary #drag #dragqueen #disco #newyork #vogues #femme #pose #pride #community #ballroom #artist #creator #makeup





lucascircello Category is club kid couture!

Look one features a silk taffeta ruffled under-arm harness. A cabaret mesh tank top. A faux leather under-bust bustier, and a pair of cotton twill bell bottom trousers with contrasting side seam stripe.



Photography:

@beckasphotography.jpg

Makeup:

@makeupxloganjames

Garment design & creative direction:

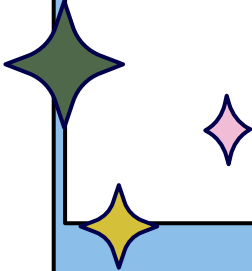
Yours truly

To learn more visit [LucasCircello.com](http://LucasCircello.com) at the link in bio.

#hausofcamp #ss22 #cfda #RUNWAY360 #queer  
#queerart #fashion #fashiondesign  
#genderneutral #creativdirection #lgbt #80s  
#gay #lesbian #trans #nonbinary #drag #dragqueen  
#disco #newyork #vogue #femme #pose #pride  
#community #ballroom #artist #creator #makeup #clubkid

# CONTENT: INITIAL CAROUSEL POST

# CONTENT CONT.





# CONTENT: STORIES

## COLLABORATOR HIGHLIGHT



**BECKA MESCHLER - PHOTOGRAPHER SHE/HER**  
 AGE: 22  
 FASHION DESIGNER AND PHOTOGRAPHER EARNING HER BACHELOR'S OF SCIENCE IN FASHION DESIGN WITH A KEEN INTEREST IN COSTUME AND WOMEN'S WEAR DESIGN. BECKA IS CURRENTLY ENROLLED IN THE DISNEY COLLEGE PROGRAM WORKING IN WALT DISNEY WORLD IN MERCHANDISE. SHE IS ALSO THE OWNER OF 'BECKA'S PHOTOGRAPHY' AN ETSY SHOP SELLING PHOTOS FROM PAST ADVENTURES, STICKERS AND OTHER ARTISTIC AND NOVELTY PIECES.

**PHOTOGRAPHY:**  
 @BECKASPHOTOGRAPHY.JPG  
**FASHION DESIGN:**  
 @BECKAMESCHLERFASHDES  
**PERSONAL:**  
 @BECKAMESCHLER.JPG

### COLLABORATOR HIGHLIGHT



**BRIAN CONNOLLY - MAKEUP ARTIST BE/HIM**  
 AGE: 30  
 MAKEUP ARTIST AND FASHION DESIGNER WITH A PASSION FOR CREATING VISUALS. BECKA'S KNOWLEDGE OF MAKEUP ARTISTRY COMPLETES THE CIRCLE OF COLLABORATION IN HER FASHION AND PHOTOGRAPHY. BECKA AND BRIAN HAVE COLLABORATED ON SEVERAL PROJECTS, INCLUDING ONE OF A KIND MAKEUP PRODUCTIONS.

**MAKEUP ARTISTRY:**  
 @BRIANCONNOLLYMAKEUP  
**CREATING MAKEUP:**  
 @BRIANCONNOLLY

### COLLABORATOR HIGHLIGHT



**STEFAN STEIER - WHO IDENTIFIES AS THEY**  
 AGE: 27  
 STEFAN STEIER IS A LOCAL FASHION DESIGNER, MAKEUP ARTIST AND PHOTOGRAPHER. BECKA, BRIAN, STEPHEN AND STEPHANIE, PROFESSIONALS OF LOCAL MAKEUP AND CLOTHING DESIGN, HAVE BEEN WORKING TOGETHER SINCE HIGH SCHOOL AND WITH BECKA SHE HAS GROWN INTO A WIDE PASSION FOR THE ART. AND HAS PROVIDED OVER A FEW OF THE OCCASIONS AND COLLECTIBLES FOR THE HAUS OF CAMP. MAKEUP ARTISTRY AND PHOTOGRAPHY ARE CURRENTLY BEING USED BY THE COLLECTIBLES AND BEING USED IN THE FUTURE.

**THE BEAKING AND PHOTOG:**  
 @STEFANSTEIER

### COLLABORATOR HIGHLIGHT



**MATTIA GHERA - VIDEOGRAPHER BE/HIM**  
 AGE: 22  
 MATTIA IS A TRANSMEDIA CREATOR AND VIDEOGRAPHER WHOSE WORK IS A MIX OF FASHION AND ART. BECKA'S KNOWLEDGE OF VIDEOGRAPHY COMPLETES THE CIRCLE OF COLLABORATION IN HER FASHION AND PHOTOGRAPHY. BECKA AND MATTIA HAVE COLLABORATED ON SEVERAL PROJECTS, INCLUDING ONE OF A KIND MAKEUP PRODUCTIONS.

**VIDEOGRAPHY:**  
 @MATTIAGHERA

### COLLABORATOR HIGHLIGHT




**ALAN LEARY - ARTIST BE/HIM**  
 AGE: 22  
 ALAN LEARY IS A FASHION DESIGNER AND PHOTOGRAPHER. BECKA'S KNOWLEDGE OF PHOTOGRAPHY COMPLETES THE CIRCLE OF COLLABORATION IN HER FASHION AND PHOTOGRAPHY. BECKA AND ALAN HAVE COLLABORATED ON SEVERAL PROJECTS, INCLUDING ONE OF A KIND MAKEUP PRODUCTIONS.

**PHOTOGRAPHY:**  
 @ALANLEARY

Weekly Newsletter Coming Soon!

**LUCAS CIRCELLO**

**Project Spotlight**



**Haus of Camp**

To view, Lucas Circello's SS21 collection visit the 'Haus of Camp' tab.

'Haus of Camp' debuted during the NYFW Future Fashion Graduate Showcase on September 7th.

Subscribe at [LucasCircello.com](http://LucasCircello.com)  
 Link in bio!

sappy post;

This is so stupid but the love, appreciation, and kind words I've received in response to this collection has left me feeling warm and fuzzy, this was an immense labour of love over the course of a year and a half every like, comment, share, save and dm means the world to me and never goes unappreciated, this little queer femme non-binary being is immensely grateful.

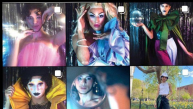
**L. lucascircello**  
 Artist  
 Haus of Camp SS21 | fashion | femmelatartay  
[linktr.ee/lucascircello](https://www.instagram.com/lucascircello/)

**Edit Profile**

Ad Tools Insights Add Shop


41 Posts 1,000 Followers 1,128 Following

Play Mj Outfit Tryout NY



I also just reached 1K, so cheers to that, and thank you for your unconditional support - from the bottom of my

CHECK OUT THE FULL COLLECTION TRAILER OVER ON MY YOUTUBE!

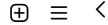


'Haus of Camp' SS22 Lucas Circello  
[youtu.be](https://www.youtube.com)

**YOUTU.BE**

# RESULTS

lucascircello ▾



Insights



Followers



Engagement



Reach

Professional Dashboard  
Tools and resources just for creators.

Last 7 Days ▾

Nov 28 - Dec 4

Last 7 Days ▾

Nov 28 - Dec 4

Last 7 Days ▾

Nov 28 - Dec 4

Last 7 Days ▾

Nov 28 - Dec 4



43 Posts  
1,005 Followers  
1,128 Following

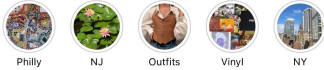
L. he/she/they  
Artist  
haus of camp SS22' | fashion | femmefantasy  
linktr.ee/lucascircello/

Edit Profile

Ad Tools

Insights

Add Shop



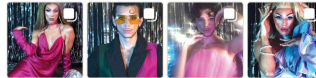
## Insights Overview

You reached **+834%** more accounts compared to Nov 21 - Nov 27

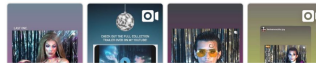
|                  |       |         |
|------------------|-------|---------|
| Accounts reached | 4,795 | +834%   |
| Accounts engaged | 866   | +4,800% |
| Total followers  | 1,005 | +1.8%   |

## Content You Shared

7 Posts



19 Stories

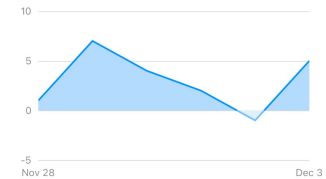


1,005 Followers

+1.8% vs Nov 27

## Growth

- Overall: 18
- Follows: 27
- Unfollows: 9



## Top Locations of your followers



## Content interactions

1,634

Content Interactions

+10,793% vs Nov 21 - Nov 27

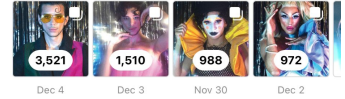
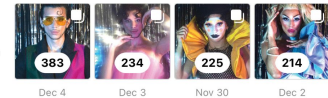
## Post Interactions

vs Nov 21 - Nov 27

|          |       |
|----------|-------|
| Likes    | 1,388 |
| Comments | 126   |
| Saves    | 28    |

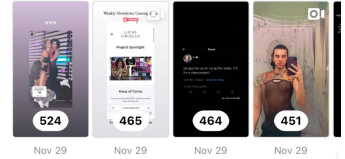
## Top Posts

Based on likes



## Top Stories

Based on reach



## Impressions

vs Nov 21 - Nov 27

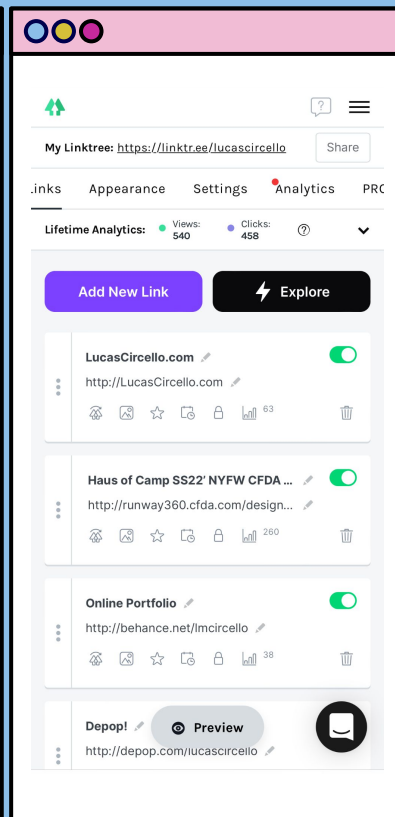
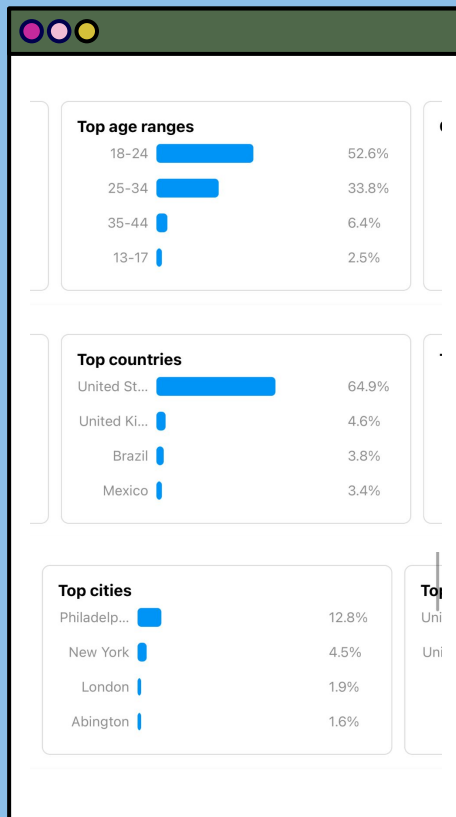
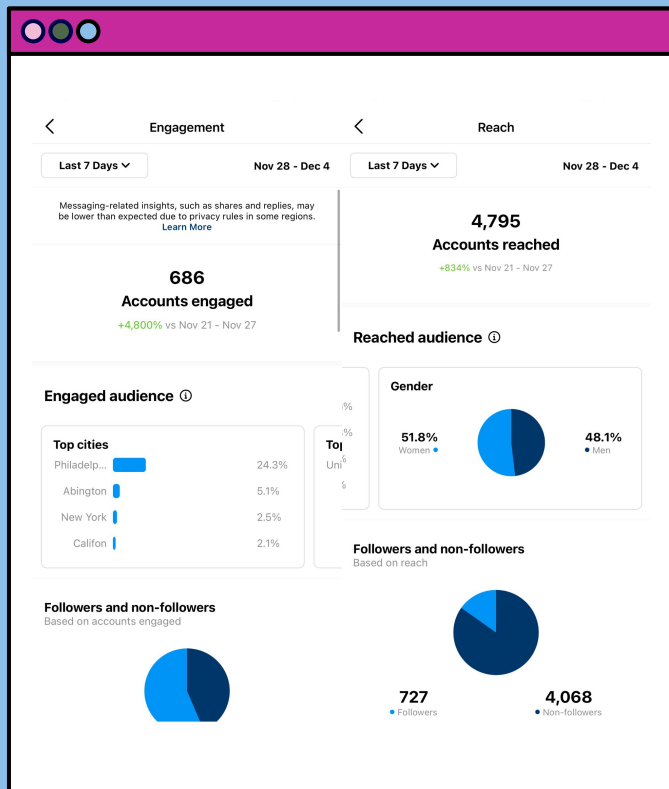
18,736

+617%

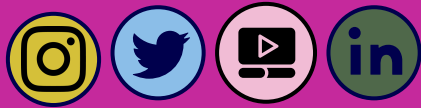
## Profile Activity

|                |       |         |
|----------------|-------|---------|
| Profile Visits | 1,170 | +1,883% |
| Website Taps   | 36    | --      |

# RESULTS CONT.



# THANK YOU!



LucasCircello.com  
Lmcircello@gmail.com

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Instagram: @LucasCircello  
Twitter: @Lucas\_Circello  
Youtube: Lucas Circello  
LinkedIn: Lucas Circello

