

2021 Social Media Strategy Planning



Key Presentation Points

- 2021 Content
- Strategy Audit
- Content Dive
- Competitor Check:
Princess Luxe
- Website Content
- Focus Areas
- Timeline for Content
Strategy Rollout
- Parting Shots

What we have lined up for this month



Set clear brand identity.

La'mure was missing a key component to solidifying a brand's presence: consistent brand identity. With a solid and consistent brand identity, your audience can begin to resonate with your brand through feelings, thoughts and more.

2021 Content Strategy *Audit*





*Content
Strategy Audit
Highlights*

Best-Performing Content

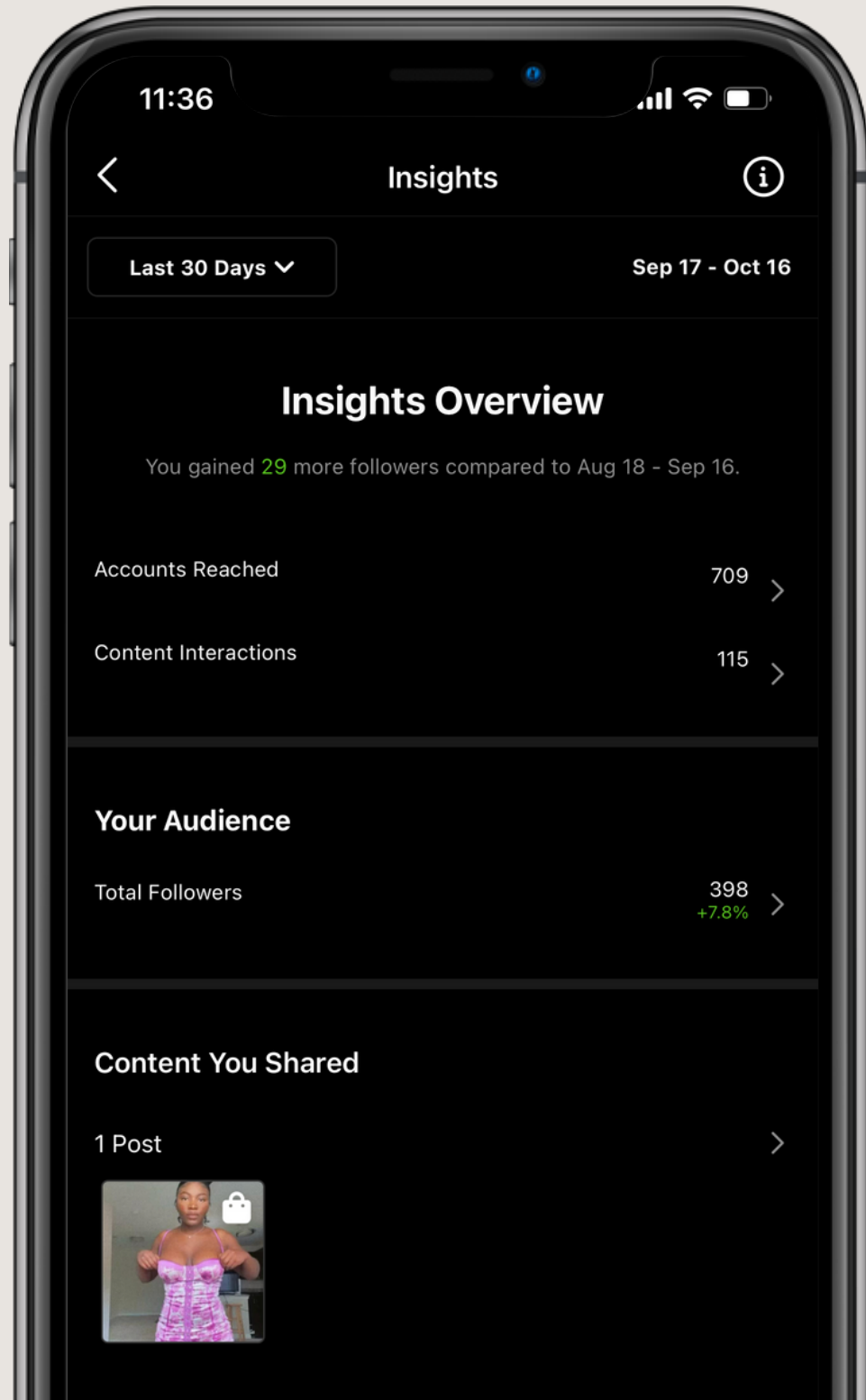
Reels and video footage are both great pieces of content for high interaction and engagement.

Low-Converting Content

Too many back to back videos of the same kind become redundant and predictive. Blurry photos or video, too dark backgrounds.

Content for Archives

We will archive low performing content & replace it with improved content. We will have product images, infographics, clips, reels, live videos and more featured across our accounts.



Overview

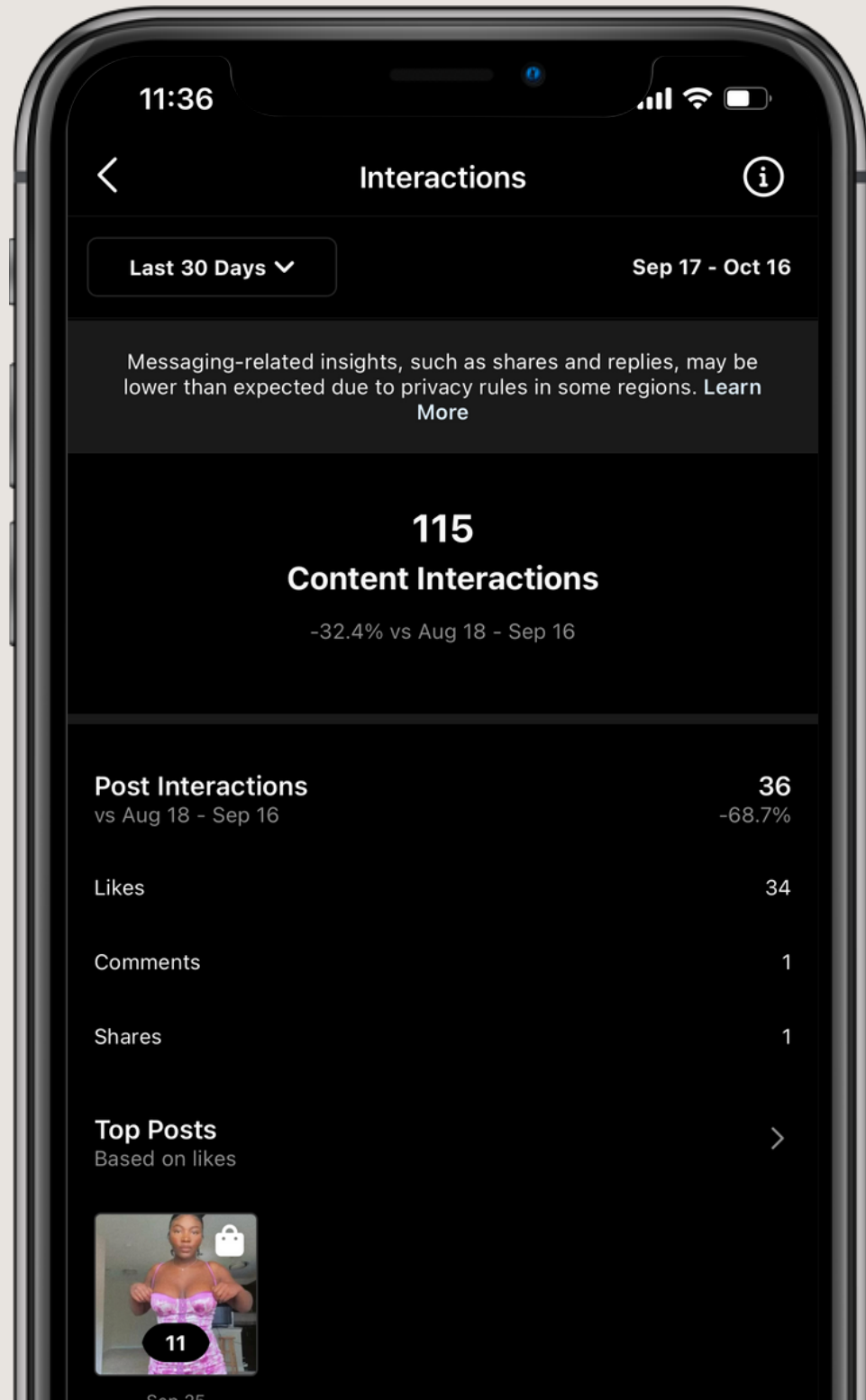


Rebrand, rebuild.

Establish brand identity across bio, highlights, post view, reels, etc. Archive old posts, replace with new & improved posts. Conduct clean-up spree. Unfollow inactive accounts, non-customers and follow new accounts that fit the brand identity and lifestyle.

Instagram To Do





Engagements



In the last 30 days

Likes

34

Top Post Analytics:

123 Accounts Reached

11 Content Interactions

4 Profile Visits

95 Non-Followers, 28 Followers

This content was posted on: September 25, 2021

Interactions

115

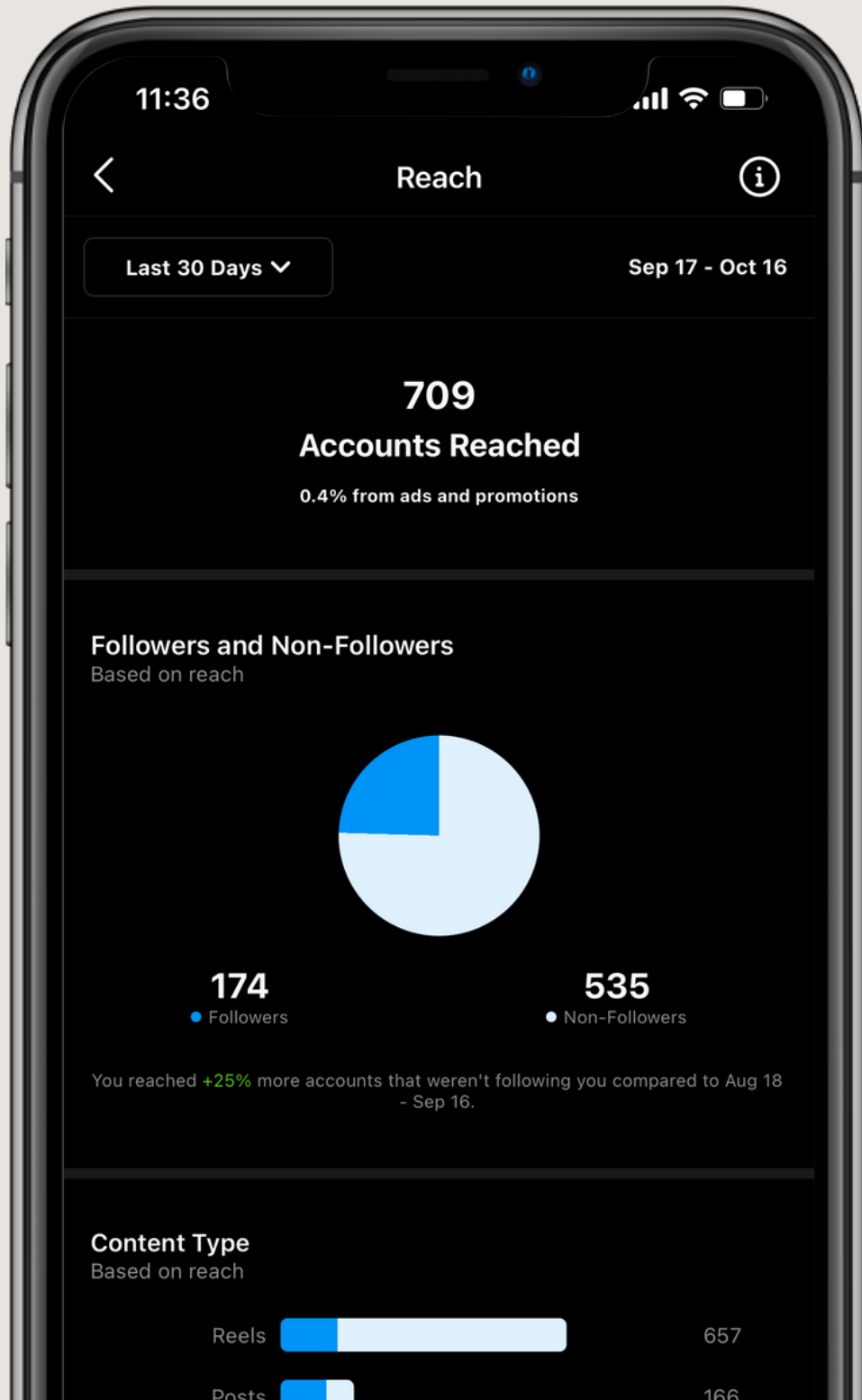
Top Story Analytics

49 Accounts Reached

50 Impressions

2 Sticker Taps

This content was posted: October 15, 2021



Reach



In the last 30 days

Average Highest Comment Amount

47

278 Profile Visits

Impressions

3,113

45 Website Taps



Followers



In the last 30 days

Gained Followers

29

+25% more accounts reached

+7.8% more followers

+44.4% reel interactions

Accounts Reached

709

**Highest Ranking Content
Reel**

508 Accounts Reached

21 Content Interactions

19 Likes

1 Comment

1 Share

This content was posted: September 24, 2021



Competitor Check:

Princess Luxe

Strong Brand Identity

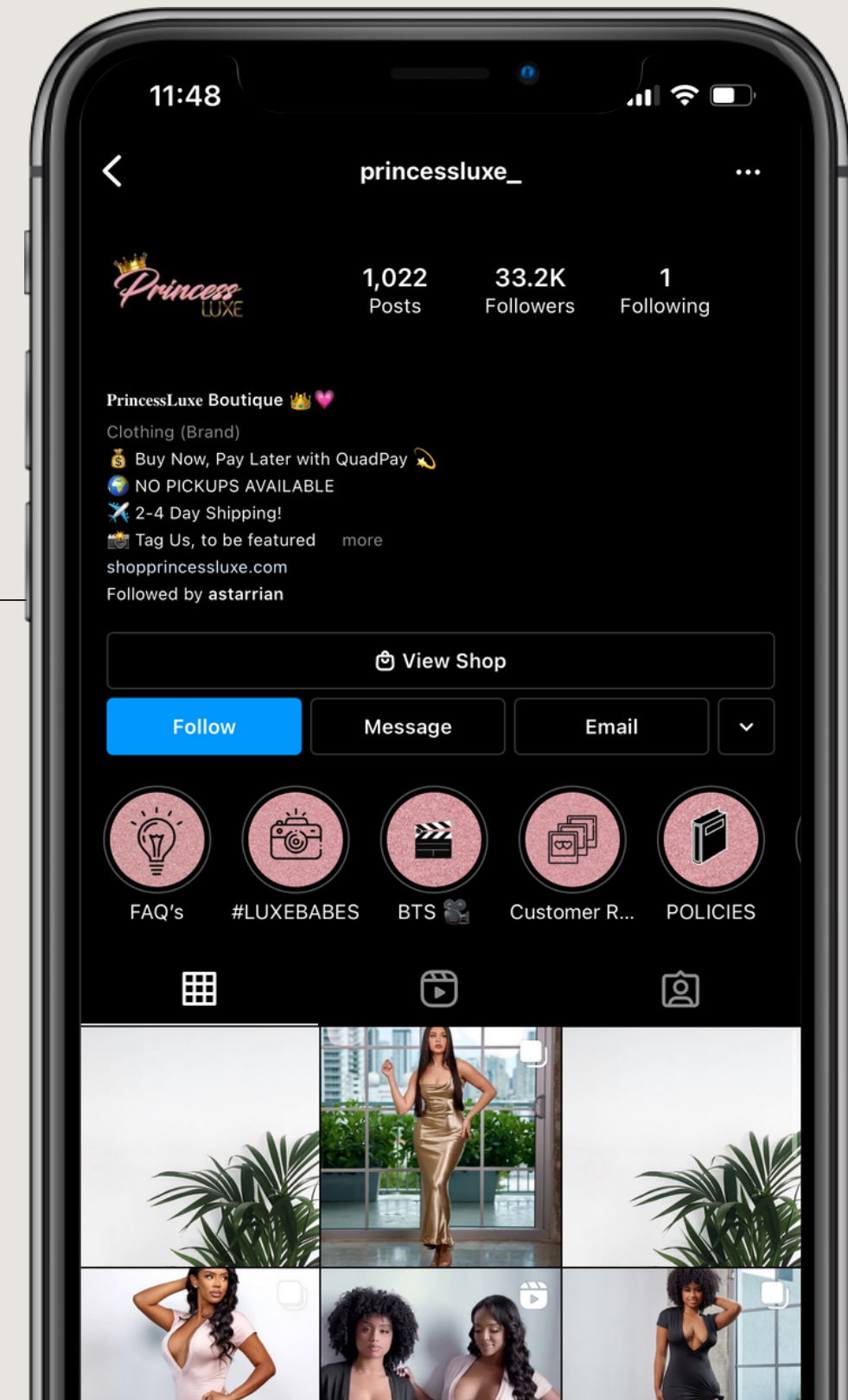
Identity, brand messaging, graphics, layout are all uniform, professional and simple. (The logo is ehh ok)

Strong Follower Presence

They have built a loyal and what seems to be honest and real following, with 33.2k followers and only following their owner profile.

Quality Content

They are creating engaging content that is on brand: pictures, videos and graphics.





Optimized Landing Pages

By optimizing your web pages, we will direct organic traffic to your website when certain keywords are searched across multiple mediums.



Content Curation

With carefully curated content, we will create a custom experience for your audience to engage, interact and learn about your brand & products.



Pillar Content Development

Dividing the content into pillars allows us to categorize and further strategically plan how content will be used and even reused.

Website Content Focus Areas

Untapped Channels: **Avenues to Explore**

Email Newsletter, More Payment Options

Building a strong email list is vital in developing strong customer relationships while meeting sales goals. Seek opportunities to become a merchant under After Pay, Zip or Sezzle.

Tik-Tok & Pintrest

Cross-posting video content between IG Reels, Tik-Tok and Pintrest will all be useful on these video driven platforms, widening your audience and increasing your reach.

Tagged Content + Reviews

Ask audience to tag us in selfies to be reposted on platforms & ask customers to leave reviews. Good for brand loyalty, engagement and new content.

Brand Ambassadors

Collaborating with micro influencers and ambassadors can widen your networks, build brand trust, drive engagement and increase conversions.



e-Newsletter Topics



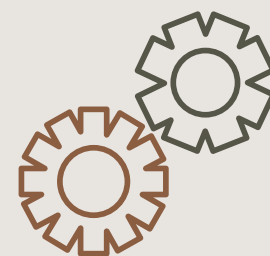
New Product Lauches

Feature upcoming, in stock and even sold out products to build excitement and covert sales.



Promotions & Holiday Deals

Announce special sales and exclusive discounts according to seasons, trends, events and more.



Tutorials & Tips

Provide useful tips and how-to tutorials to educate and inform your audience with staying up to date and on trend.



Create Boards + Pin Ideas

We will use Pinterest to create different boards that are relative to the brand to increase reach & engagement. We will Pin Ideas and create general pins focused on fashion, beauty and lifestyle to build our audience loyalty & engagement.

Topic Based Clips & Videos

We will create clips and videos that can be easily categorized & repurposed across video heavy platforms; i.e. hauls, packaging, unboxing, try on, holiday themed looks, seasonal styles, birthday looks, etc.

Tik-Tok & Pinterest Ideas



Brand Ambassadors Considerations

@AbsolutelyAlexia

Dallas, Texas

2.5K Instagram Followers

100 Tik-Tok Followers

www.time2slay.com

Alexia Calton, MUA, Mom, Fashionista, Beauty Boss; a woman who wears many hats — fashionably of course.



@joyyrentsss

Houston, Texas

2.1 K Instagram

Followers

128 Tik Tok Followers

Grad student, aspiring entrepreneur. Lover of all things fashion, lifestyle and music.



Our New Content Commandments

✔ **Write for the audience.**

We will ensure our content is created with our audience in mind so we gain their trust & loyalty.

✔ **Keep it conversational.**

We will keep our brand's voice exciting and engaging, ensuring we respond to comments, posts, tags and messages in a timely manner.

✔ **Provide value.**

We will provide our audience with how to's and tips on styling, product development, product care and more.

✔ **Find a fresh angle.**

We will ensure we are creating fresh, new engaging content to build our audience and our presence with them.

✔ **Publish consistently.**

We will have a planned strategy for each platform with pre-scheduled posts to ensure we're actively posting and engaging at all times.

✔ **Share strategically.**

We will share posts strategically based on the platform in use and how our audience resonates with content on said platform.



New Tools for the New Quarter

Content tools we will start using

01

Trello

Business Planning with social media & PR manager.

02

Canva

All things design.

03

Facebook Creative Suite, Tailwind

For monitoring and scheduling posts.



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Timeline for Strategy Rollout

Planned activities in support of initiative







Quality content is king!

Together we can make our content shine.