

# Bluxesive Social Media Strategy



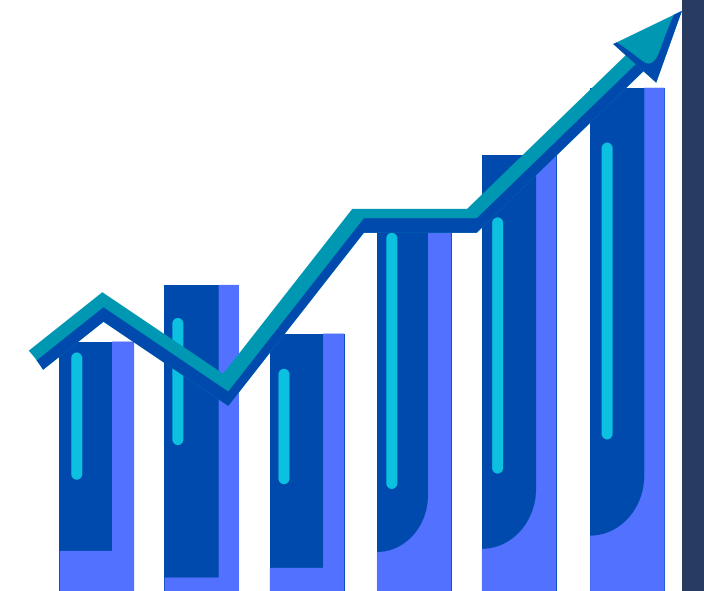
A Strategy to Improve Bluxesive's Social Media Efforts





## 3 Benefits of Developing a Social Media Strategy

- 1. Increased brand visibility:** Significantly boost brand visibility by reaching a larger audience and increasing brand awareness through targeted content and advertising.
- 2. Improved customer engagement:** Enables businesses and creators to actively engage with their customers, fostering relationships, and gathering valuable feedback.
- 3. Enhanced market insights:** Gather valuable market insights by monitoring conversations, trends, and customer preferences to help you make informed decisions and stay ahead of the competition.





# Social Media Strategy Steps

**Step 1** - Internal Audit

**Step 2** - Identify Target Audience and their Needs.

**Step 3** - Set Achievable Goals.

**Step 4** - Be Active and Engaging Online.

**Step 5** - Sample Content Calendar

**Step 6** - Track Your Results





STEP 1

# Internal Audit

## What is working?

- **High Quality Products** - Bluxesive has access to high quality clothing and timeless pieces that have the potential to appeal to a wide audience.
- **Strong Niche** - Having a very strong niche allows for a more focused customer base, increased chances of being a market leader, a better understanding of customer needs and wants, fewer competitors to face and potential for higher profit margins.





## Internal Audit

### What needs to improve?

- **Low Quality Videos and Poor editing** - There is a lack of quality of photos and videos. The videos are not visually appealing - edits are too simple and there is a lack of diversity.
- **Lack of Clear Direction** - Linked to the point above. Although there is a wide variety of content; it here doesn't seem to be a clear plan and direction. The products seem to only be aimed at one demographic as opposed to a wider audience.





## Identify Target Audience and their Needs

### »» Who is our Ideal Customer?

If we want to build a relationship with our audience, we need to know who they are. In order to identify our ideal audience member, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



Classy Fashionlover

The Classy Fashionlover is a busy professional who values both style and functionality in her daily life. She seeks products that seamlessly integrate into her fast-paced routine, allowing her to maintain a sense of balance between work, social life, and self-care. She is passionate about wellness and self-care. She enjoys fitness activities such as yoga and running, but she also appreciates downtime with a good book or a podcast. She's tech-savvy and keeps up with the latest trends in fashion and lifestyle.





## Identify Target Audience and their Needs

### ➤➤ Psychographics



Classy Fashionlover

- **Lifestyle:** She is a young professional who values a work-life balance. She enjoys both outdoor activities and indoor relaxation.
- **Interests:** Fitness and wellness are integral parts of her routine. She also appreciates luxury experiences, from spa days to high-end dining.
- **Hobbies:** She is into yoga, pilates, and occasionally participates in boutique fitness classes. She enjoys exploring new wellness trends and products.
- **Values:** She values self-care, stress reduction, and investing in products that enhance her overall well-being.



## Identify Target Audience and their Needs

### » Behaviours



Classy Fashionlover

- **Tech-Savvy:** She is well-versed in technology and appreciates products that seamlessly integrate into her digital lifestyle.
- **Brand Conscious:** She is discerning about the brands she associates with, favoring those that align with her values and offer a touch of luxury.
- **Social Media Presence:** Active on Instagram and Pinterest, she follows influencers and brands in the wellness and lifestyle space.
- **Shopping Behavior:** She is willing to invest in high-quality products that enhance her wellness journey. She appreciates exclusive or limited-edition items.



## STEP 2

# Identify Target Audience and their Needs

## »» When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?

Interactions are any moment a brand engages with an audience member..

In order to build a strong relationship with our audience, all our interactions need to be **consistent** and **meaningful**.

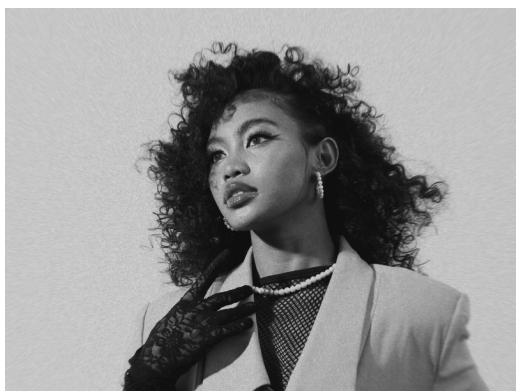
In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that the target audience will find meaningful.





## Identify Target Audience and their Needs

### ➤➤ What does the **Classy Fashionlover** **NEED**?



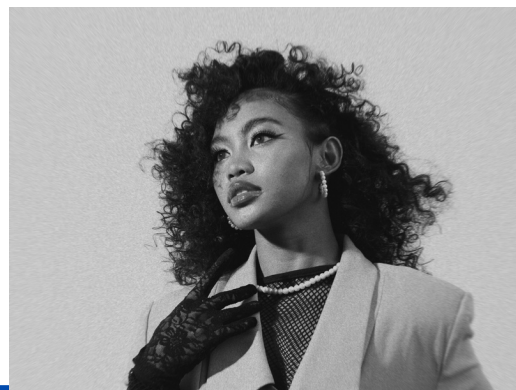
Classy Fashionlover

1. **Holistic Wellness:** She seeks products that contribute to her overall well-being, addressing both physical fitness and mental health.
2. **Luxury and Quality:** She values premium, high-quality products that offer a touch of luxury in her wellness routine.
3. **Seamless Integration:** Olivia looks for products that seamlessly integrate into her tech-savvy lifestyle, providing convenience and efficiency.
4. **Exclusive and Conscious Branding:** She prefers brands that align with her values, are environmentally conscious, and offer a sense of exclusivity.



## Identify Target Audience and their Needs

### ➤➤ Developing Clear Principles Based on Your Audience's Needs



Classy Fashionlover

Because the Classy Fashionlover needs...	The experiences must be...
Wants to experience <b>Holistic Wellness</b>	Meaningful
Wants to experience <b>Luxurious</b>	High Quality
Wants to experience <b>Seamless Integration</b>	Adaptable
Wants to experience <b>Exclusive and Conscious Branding</b>	Informative



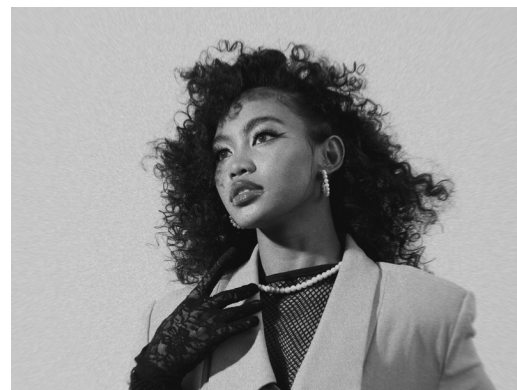


## Identify Target Audience and their Needs

**What Activities is the Classy Fashionlover likely to be involved in?**

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding their potential activities will ensure Sonya has engaging content for her target customers.



**Classy Fashionlover**

Stages	DREAMING	PLANNING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews	Buying Clothing	Review Experience





# STEP 2

## Identify Target Audience and their Needs

➤➤ **What Features should Knight Studios Include across their Social Media Platforms?**



**Classy Fashionlover**

Stages  
Activities  
Interactions

DREAMING	PLANNING	EXPERIENCING	SHARING
Get Inspired	Read Reviews	Buying Clothing	Review Experience
Consistent High quality picture and video content	Authentic reviews by trusted celebrities/influencers and strong brand positioning	Reposting user-generated content to encourage posting	Review and Rating Options - Text or Media

Experience Principles: **Meaningful, High-Quality, Adaptable, Informative,**







# Set Achievable Objectives

STEP 3



It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound. SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators.

Examples:

- **Grow Instagram Followers:** Grow to 5,000 followers by 31st March, 2024.
- **Increase Instagram Engagement:** Achieve an average of 500 likes on each post within the next 3 months.





# Be Active and Engaging Online

## STEP 4

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.





# Be Active and Engaging Online

STEP 4

## Content Strategy

### Instagram

- **Visual Storytelling:** Leverage Instagram's visual nature to tell a compelling story about the luxury and wellness experience with Bluxesive. Showcase high-quality images and videos of the products in action, emphasizing their premium features.
- **Influencer Partnerships:** Collaborate with fitness and wellness influencers who align with Bluxesive's values. Encourage them to share their experiences with Bluxesive products, creating authentic content that resonates with their followers.
- **Interactive Content:** Utilize Instagram Stories and Reels for interactive content. Conduct polls, Q&A sessions, and behind-the-scenes glimpses to engage the audience and build a sense of community.





# Be Active and Engaging Online

STEP 4

## Content Strategy

### Facebook

- **Educational Content:** Share informative content on Facebook, highlighting the holistic benefits of Bluxesive products. Create articles or videos that explain how the products contribute to overall well-being and seamlessly fit into a fashionable lifestyle.
- **Facebook Groups:** Establish a Facebook Group centered around wellness, fashion, and Bluxesive. Encourage community members to share their experiences, ask questions, and engage with exclusive content and promotions.





# Be Active and Engaging Online

STEP 4

## Content Strategy

### TikTok

- **Short-Form Content:** Create catchy and energetic short-form videos on TikTok showcasing the fashionable side of Bluxesive products. Use trending music and dance challenges to increase visibility among the younger demographic.
- **User-Generated Content (UGC):** Launch TikTok challenges encouraging users to create content featuring Bluxesive products. Reward the best entries with exclusive discounts or giveaways, fostering a sense of participation and community.







# Sample Instagram Calendar

STEP 5

## Weekly Content Calendar Sample

### Monday: New Arrival Spotlight

- Content Type: High-quality image carousel or video showcasing the latest clothing arrivals.
- Caption: Introduce the week with a sneak peek into the newest additions to the Bluxesive collection. Encourage followers to explore the website for more details.

### Tuesday: Style Tips & Trends

- Content Type: Carousel or infographic featuring fashion tips, styling ideas, or showcasing a current fashion trend. Incorporate Bluxesive clothing into the style inspiration.
- Caption: Provide fashion advice and highlight how Bluxesive pieces effortlessly align with the latest trends.





## Sample Instagram Calendar

### **Weekly Instagram Content Calendar Sample**

#### **Wednesday: Influencer Takeover**

- Content Type: Instagram Stories or IGTV featuring a fashion influencer or brand ambassador showcasing their favorite Bluxesive outfits.
- Caption: "Take a peek into [Influencer's Name]'s wardrobe! Swipe up to shop their Bluxesive looks and get exclusive styling tips."

#### **Thursday: Flash Sale Announcement**

- Content Type: Eye-catching graphic announcing a 24-hour flash sale on selected clothing items.
- Caption: "🚨 Flash Sale Alert! Enjoy exclusive discounts on your favorite Bluxesive styles for the next 24 hours. Limited stock, shop now!"





## Sample Instagram Calendar

### Weekly Instagram Content Calendar Sample

#### Friday: Fan Feature Friday

- Content Type: User-generated content (UGC) showcasing a customer wearing Bluxesive clothing.
- Caption: "Fan Feature Friday! Tag us in your Bluxesive looks for a chance to be featured. Showcasing [Username]'s stunning style today!"

#### Saturday: Behind-the-Scenes

- Content Type: Instagram Stories or Reels offering a behind-the-scenes look at the design process or a day at the Bluxesive headquarters.
- Caption: "Sneak peek into the creative process at Bluxesive. Comment with your favorite emoji if you love seeing behind the scenes! 🎥✨"





# Sample Instagram Calendar

STEP 5

## Engagement Strategy

- Engage with Followers: Respond promptly to comments and direct messages, fostering a sense of community.
- Use Relevant Hashtags: Incorporate trending and branded hashtags to increase discoverability.
- Consistent Aesthetics: Maintain a cohesive visual theme across posts to enhance brand recognition.
- Utilize Instagram Shopping: Tag products in posts and stories to streamline the shopping experience.







# Track Your Results

STEP 6

## Key Performance Indicators (KPIs)

- **Follower Growth Rate:** Monitor the monthly increase in followers.
- **Engagement Rate:** Track likes, comments, and shares on posts.
- **Thought Leadership:** Measure the number of mentions and profile views.
- **Content Reach:** Analyze the reach of posts through impressions and shares.





# Track Your Results

STEP 6

**What should I continue doing?** Best tracked after 3 months of consistent posting.

<b>Instagram/TikTok/Facebook</b>
<b>What's working:</b>
<b>Why is it working:</b>
<b>Action items:</b>





# Track Your Results

## STEP 6

**What should I STOP doing?**

<b>Instagram/TikTok/Facebook</b>
<b>What is not working:</b>
<b>Why is it not working:</b>
<b>Action items:</b>





# Track Your Results

STEP 6

**What should I START doing?**

<b>Instagram/TikTok.Facebook</b>
<b>What can I do:</b>
<b>Why will it work:</b>
<b>Action items:</b>





**Thank You**