Bella's ☆ Closet

Social Media Proposal



Table of Contents

I. Introduction.....2

II. Primary Research Summary.....2

III. Secondary Research Summary.....4

IV. Strategy for Implementation.....5

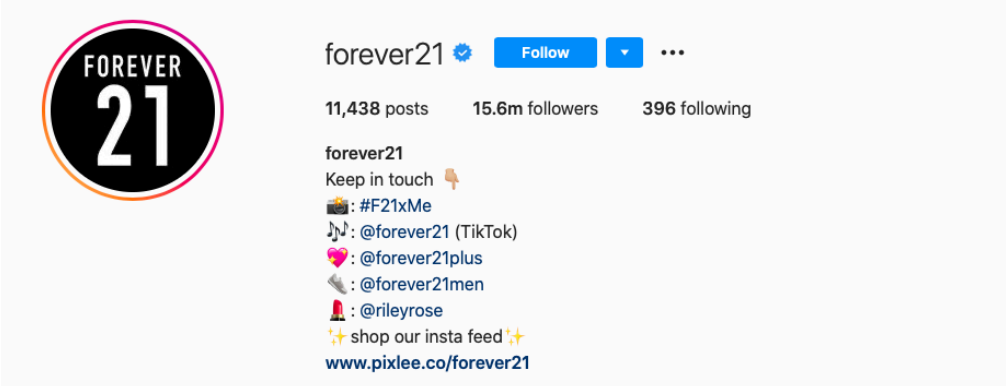
V. Conclusion.....6

Introduction

Bella's Closet is a brand for young women to feel confident, inspired, and in with the latest fashion trends. The presence of Bella's Closet on instagram is intended to be lifestyle like. This can range from casual activities, working out, traveling, and a professional setting. Users enjoy content that they can relate to and are similar to their interests. It is important to effectively target young women and their interests to grow our customer base and page.

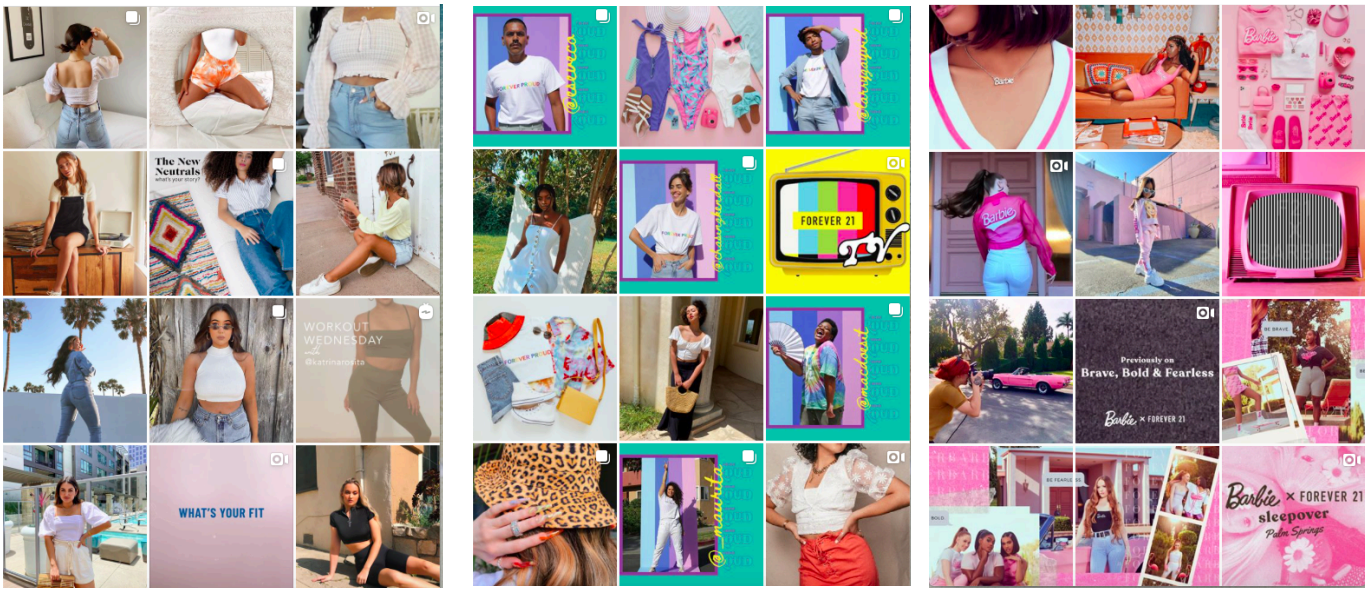
Our team spent the last several weeks conducting research over the Forever 21 Instagram page and the best practices to go about social media marketing. It has been concluded that frequently posting, using influencers to market our products, and interacting with followers will allow the company Instagram to succeed. Based on the research and findings, our team has collected enough data for this proposal.

Primary Research Summary



Upon searching Forever 21 on Instagram, the image above is the first thing users see on the profile. The instagram account is used to target young women in their teens to mid twenties who want to keep up with the latest fashion trends for a decent price. Men are targeted as well, but the main focus of marketing is towards women. The Forever 21 Instagram markets through photos, videos, stories, highlights, and IGTV and connects a link to the specific products marketed in each photo, hence the "shop our insta feed" saying in the bio.

In preparation of the proposal, thorough research has been completed over the Forever 21 Instagram. The Forever 21 Instagram grid theme is currently clean and minimalistic. In past times, it has been very colorful, vibrant, and almost childlike. The screenshots below prove that there is a constant change in theme and filters used throughout Instagram which can create a messy look. There was use of the same vibrant color of pink when collaborating with Barbie and inconsistent colors when posting their usual products. The colors and filters vary depending on what is being marketed. The profile has a large use of carousel posts, Instagram TV, and videos on the feed.



Above are screenshots of the feed currently, when supporting pride month, and when promoting a collaboration with Barbie. Many photos include the hashtag #f21xme to encourage those to post wearing Forever 21 products and be featured on the Forever 21 social media. The captions include a description of the product or products featured in the photo and sometimes include fun questions for followers to interact with.

Forever 21 markets products through all forms of media such as photos, carousel photos, videos, and IGTV. Carousel posts include a max of ten multiple photos or videos, meanwhile, photos and videos can also be posted by themselves. Instagram TV (IGTV) allows users to post videos that exceed one minute and up to sixty minutes. Many photos include the shopping feature which leads the viewer to a page where they can buy the product shown in the photo. This is convenient for customers even though Forever 21 does mention in comments to "search xyz" to find a specific product online. Forever 21 posts an average of 4 times per day, some days weighing more or less than others. When doing a collaboration with another brand or company, Forever 21 may post more content than typically. Forever 21 posts many lifestyle photos of females wearing products on a casual outing, relaxing at a location, being active, etc.

There are positives and negatives to the strategies that Forever 21 uses when social media marketing. The consumer interaction and how often they engage with followers is great, but based on secondary research findings, the page posts almost too often, with an average of five posts per day. Forever 21 influencers may not be heard of, but their collaborations are often with very popular and well known brands.

Secondary Research Summary

Secondary research was conducted to better understand the best practices and strategies when it comes to social media marketing. This research was drawn from peer reviewed documents and industry leading publications, and covers influencer marketing, post frequency, and consumer interaction.

Influencer Marketing

Meaningful partnerships can be quite influential for the success of a business. Influencers can expand the brand name to those who may be unfamiliar with it and therefore, grow the name and help the company gain more customers. Forbes Magazine interviewed the creators of Tilton Fenwick and they mentioned that as their presence on social media grew, “brands took note and reached out for partnerships” and they now have partnerships with popular brands such as Target and Duralee. The Tilton Fenwick creators mentioned that you can reach out to influencers, but it is important to connect with them in real life as well and establish a meaningful relationship. When growing the brand through influencer marketing, it may be difficult to have partnerships with those of larger popularity.

Post Frequency

Posting frequently will not only establish a steady presence online, but also keep customers engaged with the brand. The creators of Tilton Fenwick mentioned in their Forbes Magazine interview that they post to their Instagram feed twice a week, but post “Instagram Stories to stay connected with followers” on the days they do not post to their feed. Posting too often can be detrimental to a brands growth, likewise with posting too little. Finding the perfect amount of posts to make weekly and maybe some days more posts than others, but posting frequently is important to the growth of a business.

Consumer Interaction

Consumer interaction is important for the relationship between the business and its customers. Pavel Cirprian mentions that “53% of marketers are using social media as a two-way conversation and engagement tool”. While this number does not seem that large, it relatively is when you think of the entire industry. Social media provides a rapid way to respond to customers and followers, unlike email which may take longer for customer service interactions. Keeping customers engaged with the content and profile is a way to keep them as loyal customers. Follower engagement can include liking their comments, responding to their comments, encouraging them to direct message the page, including fun questions that they can answer, setting up story polls, etc.

Strategy for Implementation

For Bella's Closet to have an Instagram profile that reaches many people and helps the business become successful, it is necessary to use the research and the strategies that have been found to be noteworthy. The following strategies proposed to be implemented include the following:

- Influencer marketing: partnerships with influencers can help reach a larger and new audience and bring in new customers. Reposting the photos of influencers will not only create a positive relationship between our brand and them, but also expand our customer base. Partnerships can be paid or in exchange for free marchandise.

- Posting frequently: whether that is through the feed or Instagram stories, posting content to the page daily will help to increase brand awareness and follower growth. By posting too much, Bella's Closet will most likely lose followers. Having specific days dedicated to a hashtag and posting to Instagram Stories on other days, will ensure that we are not overwhelming followers feeds.

- Follower interaction: responding to followers service needs or direct messages in a timely manner can ensure that they remain customers. Posting story polls or asking certain questions can engage followers on the page and keep them interested in the brand. Not only responding to the comments on our own profile, but commenting on the photos our followers tag us in, would be great customer interaction as well. Customers using the hashtag #MyBellasCloset in their photos can give them an opportunity to be featured on our social media.

- Giveaways: every month, we can allow our followers to participate in product giveaways. Captioning the photo to "tag X amount of friends and be following @bellascloset and @collaborationpage" will increase our follower growth and customer base. Two product giveaways every month, one a collaboration and the other, our own products. Those that already love our brand, will appreciate monthly giveaways and create excitement for our existing customers.

- Feed posts: having a cohesive and clean feed will enhance the beauty of the products and brand. It is suggested to use a filter on photos, but one that does not have a large effect on the appearance of products. Feed posts themselves will be of models, influencers, and products. The content will surround a typical lifestyle of a young woman, such as traveling, health/working out, professional careers, a social life, ect.

Conclusion

Social media is a platform that allows companies, brands, and people to advertise their products or lifestyle in various ways that show their brand or personality. Though there are many ways to market products, social media has become a recent platform to advertise on and gain more customers. Upon research of the Forever 21 Instagram account through its profile look, types of posts, captions, and attention received, I would like to implement similar strategies and techniques to the Instagram of my own company. Forever 21 has used the Instagram platform to successfully market to its female based customers in various ways for different types of shoppers. Using the primary research findings and those of secondary research, I can ensure that the strategies found will be highly successful when launching Bella's Closet Instagram page.

Thank you for reading through the report. Learning from brands similar to that of ours will allow the brand to be marketed at best and grow successfully. I look forward to working on creating our brand.