



## Social Media Strategy Job Description

Apply: Email [Virginia@joinfital.com](mailto:Virginia@joinfital.com)

### Project Stuff

#### Industry Problem:

Finding the right fit is the biggest roadblock shoppers face online and It's also the main reason cited by retailers for lost revenue and increased returns. Most importantly it has a massive impact on the environment, being one of the largest contributors to landfill waste.

#### Customer Problem:

**I am a** 20-something, socially conscious, female who values time and efficiency and **I am trying to** Buy clothing online for the best price for an item **But** I don't know my size or the quality of clothing **Because** Sizes aren't standardized across retailers and there aren't enough aggregated data or verified reviews (can't feel the quality in person and returns are painful) **Which makes feel** body shamed, frustrated, and most importantly unconfident.

#### What we do:

The goal of Fital is to be the go-to shopping browser extension for discovering and recommending the fit of clothing and shoes. We do not sell any clothes, but rather help shoppers to find the perfect size and product.

#### About Me:

I am the CEO and Founder of FITAL. I currently live in San Francisco but try to get to tahoe for some ski laps! Before founding FITAL I worked in banking and product development. When I'm not busy building my company I love to ski and be outside. Passionate about UX UI design and looking for a partner to help bring this to life.

#### About You / What we are looking for:

A systems thinker who understands how each design choice influences the larger whole. You know how to create content that catches peoples eyes but also their emotions. You can take

disparate inputs with no structure to create a product experience that customers truly love.

### How we'll work together:

I'm a real time collaborator and a verbal processor so I love to jam on a call. My goal is to kick this project off with you and walk you through our company history, branding and needs. But don't worry, I'm always available for questions that might come up as you are designing. You can always text me if I'm ever slow to respond via email. I love to pre-read so whenever you finish your designs...send them my way so I can take a look at them, get my questions in order and prep for our call! Your time is important to me and I will always come prepared!

### Our Company Values:

Codifying what type of company and culture we wanted to build is paramount to us. These values define how we approach our work every single day:

- Work should feel like play
- Clear is Kind, always
- Stir the pot, regularly
- Do the right thing when no one's watching
- All hands on-deck

### What you'll get out of it:

(1) You'll be working with a rocketship and designing the foundation of our social experience. Its not everyday you get to be the design lead. (2) You will create a name for yourself by bringing a level of design polish never before seen in this category while developing a spicy brand (in an otherwise boring space!) (3) You will get exposure to real business problems every company faces (growth) that you can take with you to start your own company (or to help scale another). (4) You'll work directly with a founder and CEO! (4) You can use these designs for your portfolio for future reference for employment purposes If you want to go back to corporate america but we recommend startup world 😊 We are also looking to build out a design team for full time employment in Q3.

# Deliverables

## Detailed-ish Deliverables

UX strategy that culminates with a succinct social roll out. Target deliverable is 12 UI mockups.

1. **Social media strategy:** Develop a comprehensive social media strategy for our launch. Determine key messages, platforms to focus on, and desired outcomes (e.g., brand awareness, engagement, conversions).
2. **Brand assets:** Use current brand assets and create playbook for social assets. Consistency across social media profiles is essential for building brand recognition.
3. **Content calendar:** Create a content calendar outlining your social media posts and campaigns leading up to and following the launch. Plan and schedule content in advance to maintain a consistent presence and effectively engage our audience.
4. **Engaging content:** Develop a variety of engaging content types such as images, videos, animations, infographics, and interactive posts. Craft compelling captions and call-to-actions to drive audience interaction and encourage sharing.
5. **Visual assets:** Design eye-catching visuals that align with your brand and the preferences of your target audience. These visuals could include social media post graphics, cover photos, profile pictures, and banners.
6. **Hashtags and keywords:** Identify relevant hashtags and keywords that are popular within your industry or niche. Incorporate them strategically into your social media content to increase visibility and reach a wider audience.
7. **Influencer partnerships:** Consider collaborating with influencers who have a significant following in the target market. Research and reach out to relevant influencers who can help amplify your message and increase brand exposure.

## Payment:

Payments can be made via electronic transfer, zelle, venmo etc. Thinking

## Brand Stuff

Check out our powerpoint presentation: [here](#)

## Who is it for?:

At the start the Fital will be focused on women. The target age range is 18-35. Specifically millennials and Gen Z shoppers who do a majority of the clothes shopping online.

- **User's Motivations & Goals:** Finding the right fit and product at the right time, being environmentally conscious, and getting the best deal, collecting inspiring clothing content for future purchases
- **Users Frustrations:** Returns, spending too much time researching the product, keeping track of different orders, purchasing a poorly fitting item, and having to return the product or keep it.
- **Frequently used Apps:** Rakuten, Blue Bottle, Amazon, Instagram, Pinterest

## Brand Role:

The role of FITAL is to be the customers' smart, fashionable friend that has their best interest at heart when shopping for clothing or other items. They offer sage advice.

## Value:

Value Proposition: Instead of struggling to find the right size and purchasing several items to ensure proper fit, FITAL will allow people to discover and pick the perfect product for them as they shop.

Emotional Value proposition: After using Fital, people will feel more comfortable and confident in their purchasing decision and clothing options while also feeling in control of their closet.

## Brand Tone:

The brand tone is:

- offbeat humor and a conversational voice
- Confident and assuring
- undeniably casual — the way you might talk to your best friend.
- Bold & direct

The brand tone is **not**

- Wishy washy or indirect
- Pandering or over complementary
- Gimmick or “sales-y”

## Brand Behaviors:

Our brand will

- Converse with customers in a best friend manner, affirming and a conversational tone
- Anticipate negative emotional reactions a customer might have while trying on clothes and offer ways to mitigate these reactions

- Help people feel less body insecure and more self assured


### **Where will the Brand Be?:**

- Web application first, eventually for mobile
- Browser extension
- Social Media (Instagram, Facebook, Tik Tok, LinkedIn)
- PR packaging

### **Complete Brand Overview:**

- [Link Here](#)

### **What is the customer journey?:**

 Customer Journey Fital