



HUMAN INTERAC TION

Social Media Marketing - JMC 4473

The Team



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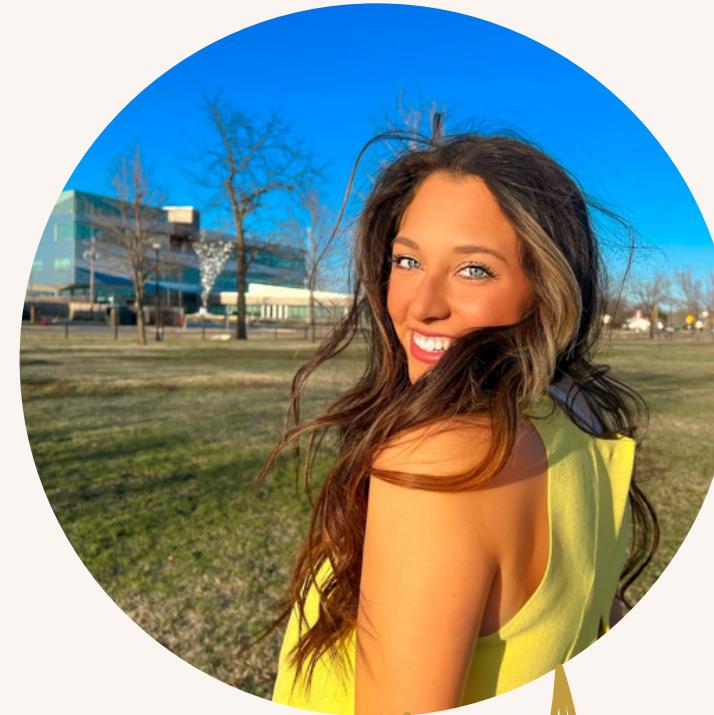
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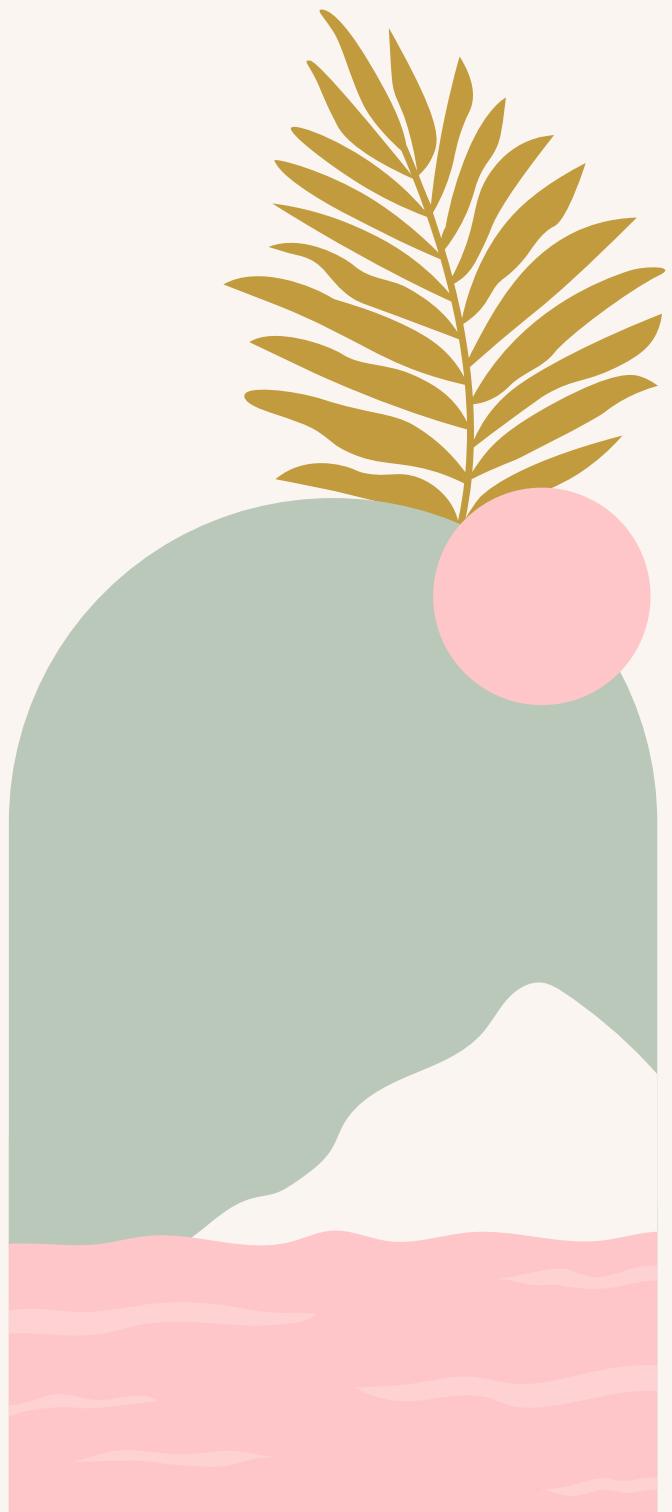
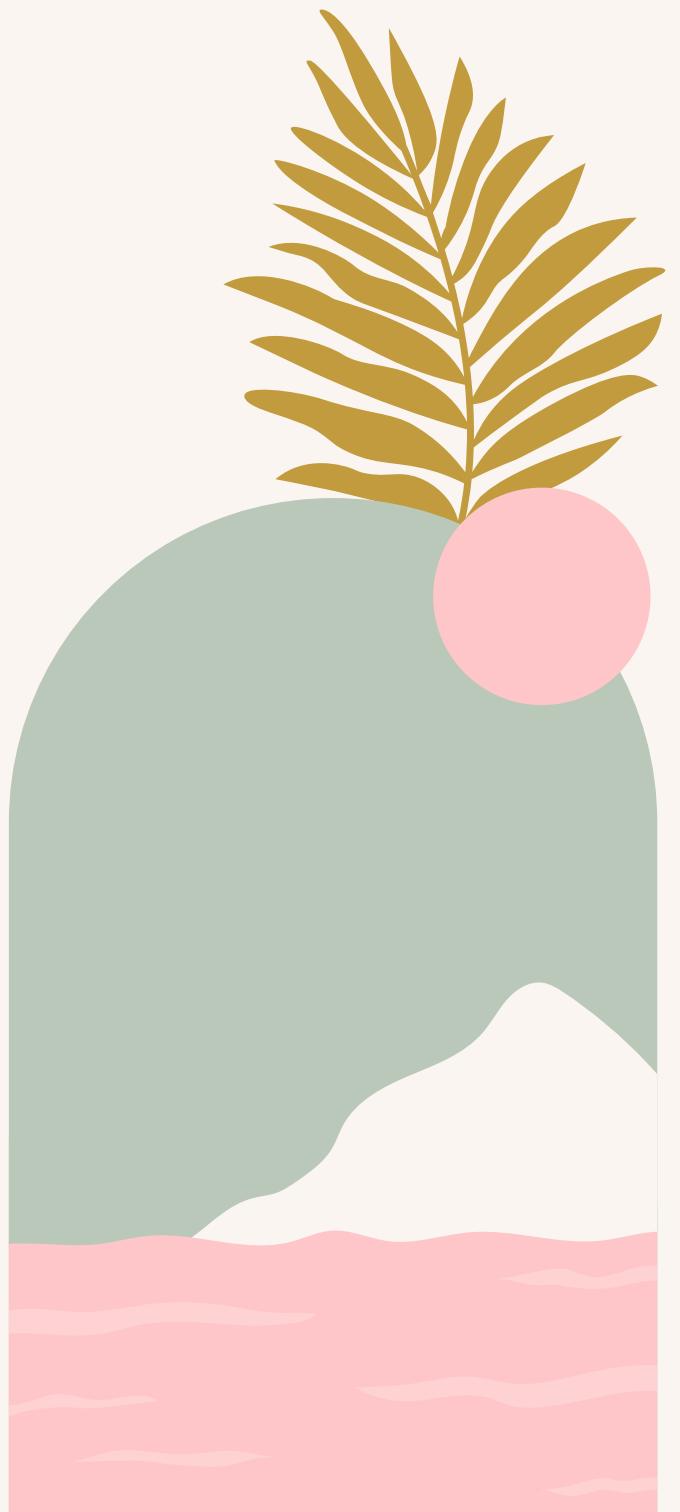


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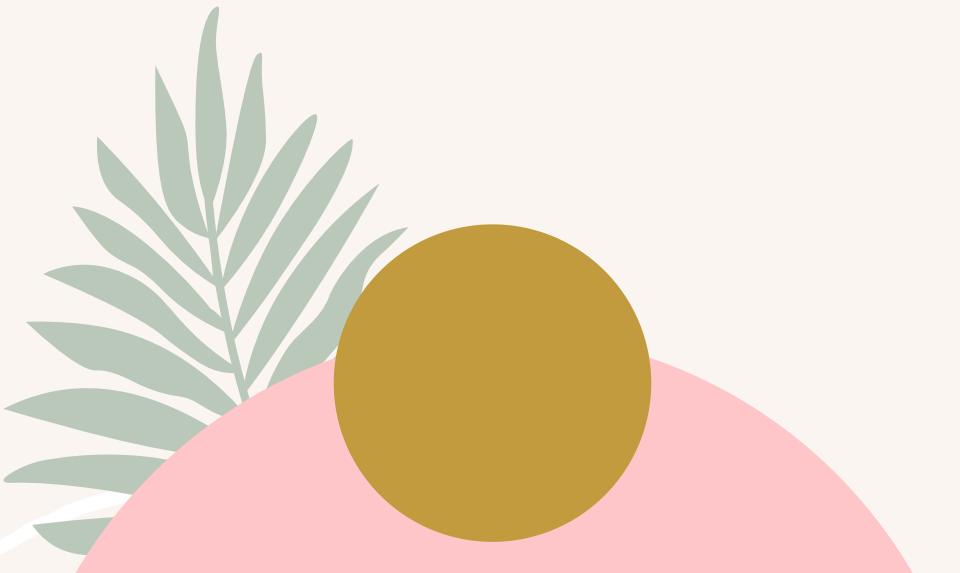
Executive Summary

After auditing Human Interaction's Instagram and Facebook, we found that Human Interaction can improve engagement levels across Instagram and Facebook, and by improving TikTok Human Interaction can connect to a growing younger demographic. The overall goal is to increase brand awareness and engagement within the Norman community.

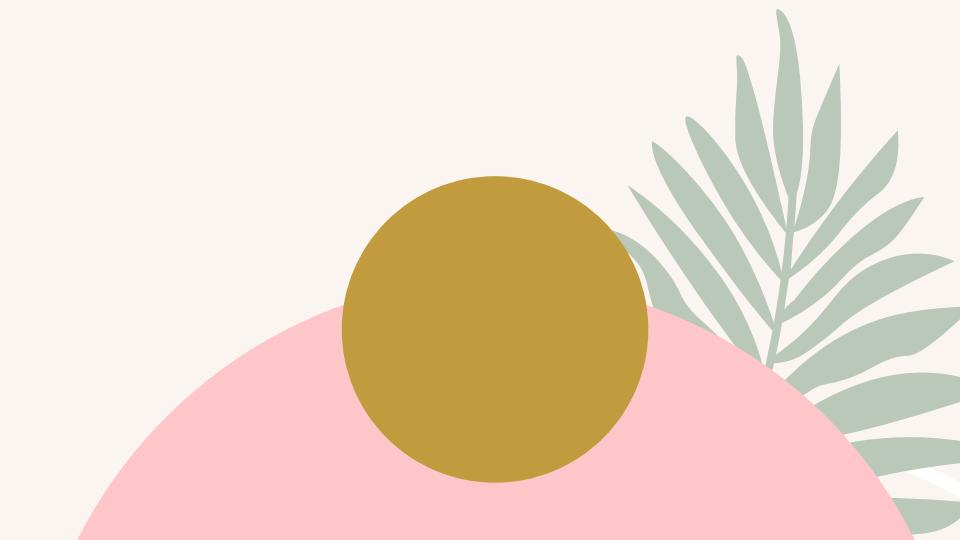
Industry / Category

- Shopping and Retail: vintage, apparel, floral by the stem, Oklahoma small business brands, Oklahoma-specific clothing
- Classified as a boutique
 - Single-establishment store
- Clothing / retail industry is highly competitive in Norman, Oklahoma

Brand/Organization



"HI"
for
short



Slogan:
A place.
With
things.
For people.
Like you.

Brief Overview

Merchandise

Vintage
Clothes

Reworked
Apparel

Candles
& Incense

Oklahoma
Goods

Stickers

Men & Women's
Clothing

Floral by the
stem

Potted
Plants

Stationary

Home Goods

Drinkware

Bath
& Body



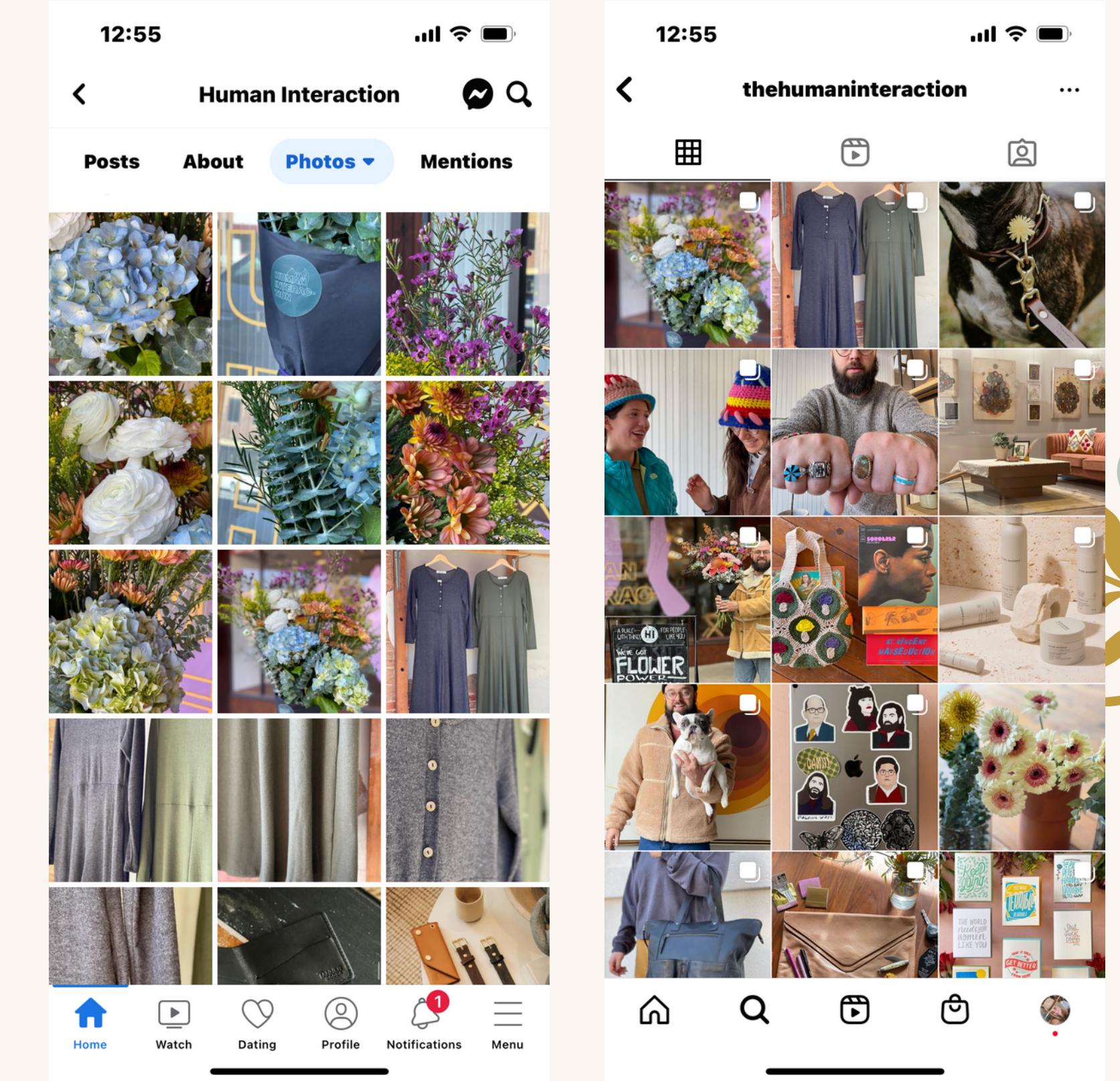
Brand Image

- Personable
- Owned by a couple who wanted to make a store with "all of their favorite things"
- From initial look:
 - Clean
 - Refreshing
 - Calm
 - Hipster
 - Edgy
 - Bohemian
 - Urban



Brand Image

- Social media
 - No filter
 - Natural photos
 - Clothes not on people/mannequins
 - Instagram imagery more personable
 - Owners featured a lot
 - Utilizes natural lighting
 - Lots of animals, plants, clothing pictured
 - No graphics pictured
 - Include reels on Instagram of merchandise



Competitive Advantage

**Capitalize and utilize being close to a college campus! Promote
for game days and special events happening around campus
that would allow for more traffic to flow on social media.**

SMM = Brand Success!

By establishing a cohesive image, we can strengthen the brand!

Stay up to date with the latest trends to appeal more to consumers!

Promote merchandise on socials to help attract more customers!

Oct. 3 - Nov. 1, 2022

Social Media Presence

Instagram

Sentiment

Comments on Instagram lean more positive, complementing the company/product featured or are another account asking them to promote on their account.

Reach

7,579 followers / 11.5 K accounts reached / 1,238 accounts engaged

Company Post 25 post

Feedback

1. Post - 2,576 likes / 71 comments / 103 saves / 33 shares
2. Stories - 13 replies / 24 shares
3. Video - 48 likes / 3 saves

ART

30 min

Oct. 3 - Nov. 1, 2022

Social Media Presence

Facebook

Sentiment

Comments on Facebook lean more positively and compliment the product or ask neutral follow-up questions.

Reach

1,912 followers / 798 reach / 317 engagement

Company Post 25 post

Feedback

1.115 reactions / 4 comments / 6 shares / 73 photo views / 1 link click

ART

30 min

Overview of Competitive Analysis

Online Stores



Human Interaction

Lucca



Savvy

Human Interaction SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Human Interaction has a strong presence and is working building that on Facebook and Instagram.	Location further out from the stadium compared to other boutiques and specialty clothing stores.	Partner with other businesses on Main Street	Further out from the stadium
The company is working to target the target demographic by using different ways to distribute content like Instagram Reels and Instagram Stories.	The company uses features like Instagram Stories but does not use the highlights feature so a lot of the content disappears.	Be involved with Norman Art Walk and other events on Main	Online Shopping

SWOT Analysis

	Strengths	Weaknesses	Opportunities	Threats
Savvy	<p>The company has started a following on Instagram with the target audience.</p> <p>Savvy is taking the right approach by mainly using Instagram.</p>	<p>Less than desirable brand presence on Instagram and Facebook.</p> <p>Instagram is not consistent and does not have a cohesive look.</p> <p>Does not take advantage of all the ways of distributing content on social media.</p>	<p>Instagram has the largest concentration of the target audience.</p> <p>Partner with students at the University.</p> <p>Take advantage of game day and events.</p> <p>Collaborate with other businesses and students to expand their reach.</p>	<p>Lucca and Human Interaction are direct competitors with Savvy.</p> <p>Online shopping and the emergence of online stores like shein are in competition.</p>
Lucca	<p>Lucca has a very strong brand presence and following on Instagram and Facebook.</p> <p>Proven to be working on engaging content for the target audience like Instagram Reels.</p> <p>Committed to going after the target demographic.</p> <p>Located right on Campus Corner (central to students)</p>	<p>Company's profiles are not area-specific, meaning that the profile represents all of the locations across Oklahoma.</p> <p>Some of the posts get lost in the feed/algorithm and get less engagement than desired considering the number of followers Lucca has</p>	<p>Game day deals/events</p> <p>Collaborate with other Lucca locations to keep a cohesive look, but separate the accounts for each target</p>	<p>Close proximity to the Savvy store (right down the street from each other)</p> <p>Online shopping threatens customer attraction</p>

Goals

1. Grow following across all social media platforms.
2. Create a cohesive brand presence across all social media platforms.
3. Increase engagement and reach across all social media platforms.
4. Drive word-of-mouth recommendations among college students.

Objectives

Increase and refine
key words and hashtags
monthly

Post consistently on
each individual social
media platform for 12 months

Increase engagement
by 10% each month

Increase social media
followers by 5% each month

Create a brand package that
includes filters, fonts, colors,
etc. by the end of the year

Establish a specific brand
voice for social media verbiage
by the end of the year

Strategies

- Establish a content calendar for all social media platforms
- Create an original preset filter for photos that will be posted on social media
- Have a giveaway for followers on Instagram
- Create a photo database to pick content from to stay consistent.



target audiences

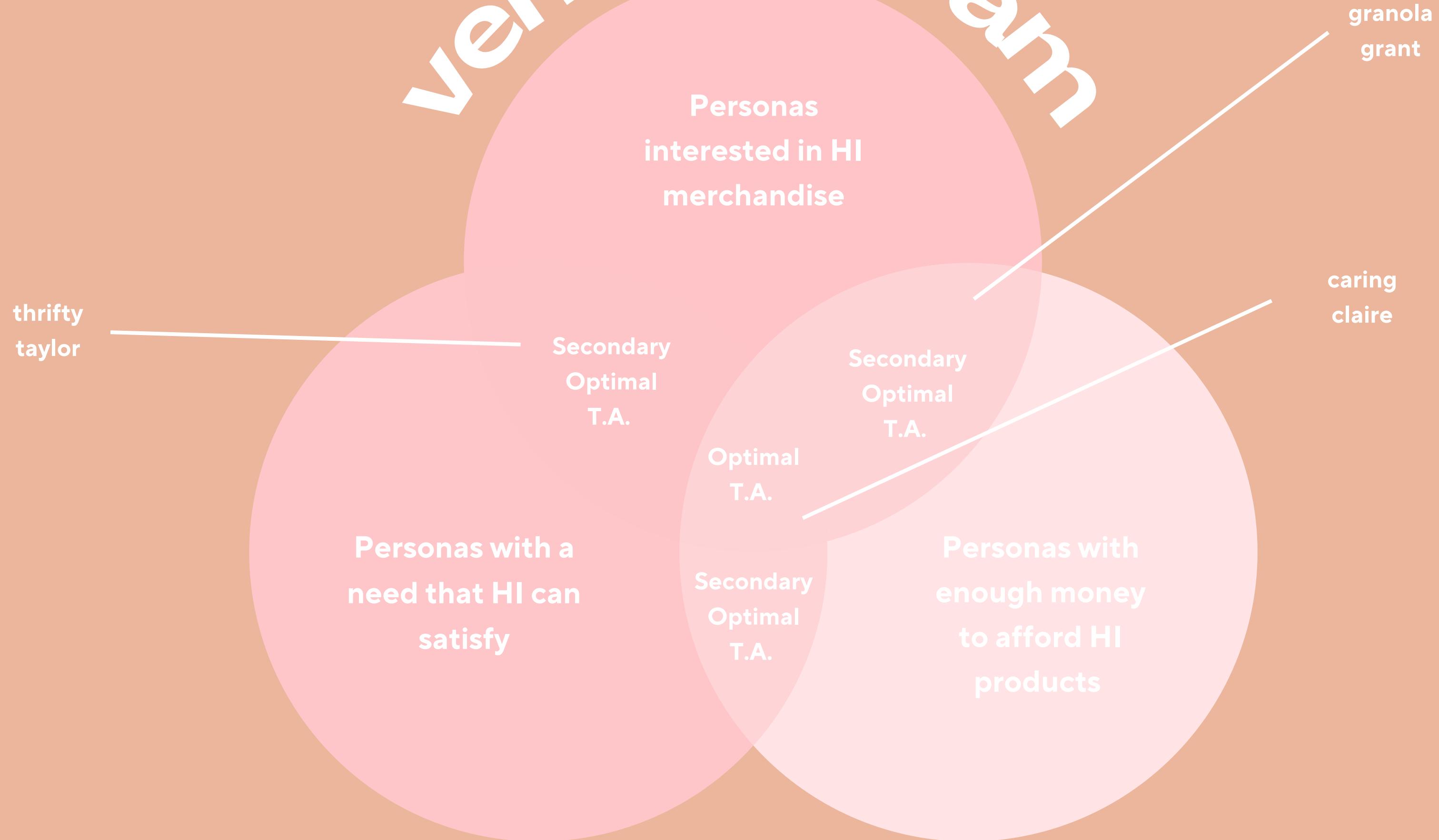
PRIMARY

- Women
- 30-45 years old
- Upper/Upper-middle class
- Single or married with kids
- Norman locals

SECONDARY

- Men and Women
- 20-30 years old
- College+ education
- upper middle/middle class

Venn diagram



caring claire

motivations

- 35, wife and mom, lives in norman
- wants to make others feel loved and cared for
- gifting is her love language

pain points

- doesn't have the time to shop in-store with her children
- wishes HI carried children's clothes

behaviors

- avidly follows HI on Facebook
- frequently orders custom floral arrangements
- shops for the best deals

goals

- make her family feel appreciated through gifts
- show love for her close friends and family



profile

Type: Spectator

Role: Stay-At-Home Mom

I want to show the people I love that I appreciate them by buying them intentional gifts

thrifty taylor

motivations

- single, 20, loves her new job, college student at OU
- doesn't take anything too seriously
- appreciates environmentally conscious businesses

pain points

- doesn't have a big budget
- wishes HI was more active on TikTok
- buying vintage tends to be pricier than thrift stores

behaviors

- stays on trend
- avid social media user
- enjoys exploring new places with her friends

goals

- wants to wear clothes that are trendy but sustainable
- always dress cute and be experimental with fashion



profile

Type: Joiner

Role: College Student

“
My goal is to look stylish without harming our environment
”

granola grant

motivations

- single, young millennial, norman local
- refers to themselves as a "plant parent"
- wants to keep life fun and interesting

pain points

- not a fan of online shopping
- doesn't get on social media often
- Works full-time and doesn't have much time to go shopping

behaviors

- uses all "clean" and non-toxic products
- values inclusivity and companies that support various communities

goals

- support companies that have the same values as they do
- contribute to local and small businesses



profile

Type: Conversationalist

Role: Own local coffee shop

I stand by companies that have my same values and advocate for others

Platform Specific Tools & Tactics

Instagram

- Using the shop feature to gain traffic towards the website
- Encouraging customers to use a HI specific hashtag
- Post Reels for more engagement
- Posting consistently throughout the week
- Use for informative instances (shorter hours, store closures, sales, etc.)

Facebook

- Post about promotions/sales weekly
- Engage with the older audience taste
- Monthly Giveaways (increase following on all platforms)
- Use for informative instances (shorter hours, store closures, sales, etc.)

TikTok

- Post outfit inspiration for time of year (game days, holidays, seasonal, etc.)
- OOTD posts weekly for engagement
- Interact with followers

Implementation - December Social Media Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27 IG/FB: Weekly Sale Post	28 IG: New Arrivals Post TikTok: New Arrivals video	29 IG/FB: Weekly Quote Post	30 TikTok: OOTD Video	1 IG: December Giveaway Post	2 IG: Product Feature post	3
4 IG/FB: Weekly Sale Post	5 FB: Promotional Post	6 IG/FB: Weekly Quote Post	7 TikTok: OOTD Video	8 IG Product Feature post	9 FB: Promotional Post	10
11 IG/FB: Weekly Sale Post	12 IG: New Arrivals Post FB: Promotional Post	13 IG/FB: Weekly Quote Post	14 IG: Holiday Gift Ideas post TikTok: OOTD Video	15 IG: December Giveaway Reminder Post	16 TikTok: Holiday parties outfit ideas video IG: Product Feature post	17
18 IG/FB: Weekly Sale Post	19 TikTok: New Arrivals video IG: New Arrivals Post	20 IG/FB: Weekly Quote Post	21 IG: Stocking stuffers ideas post TikTok: OOTD Video	22 IG: Product Feature post FB: Promotional Post	23 FB: Promotional Post	24 IG/FB: Happy Holidays Post
25 IG/FB: Closed today post	26 TikTok: New Years outfit inspo video FB: Promotional Post	27 IG/FB: Weekly Quote Post	28 TikTok: OOTD Video	29 IG: December Giveaway Winner Post FB: Promotional Post	30 IG: Product Feature post	31

Sample Post - Instagram



- This sample post for Instagram represents the new arrivals graphic that goes out bi-weekly to promote new merchandise and increase store traffic.
- The consistent graphic allows for a cohesive brand look on the feed.

Sample Post - Facebook



- This sample post for Facebook shows a graphic for a sales promotion.
- The graphic can be changed out by altering the background picture to another and changing the color of the text.
- This post is also an example that can be used on Instagram as well to inform consumers about the sale going on.

Sample Post - TikTok



- This sample post for TikTok is a tour of Human Interaction.
- The video helps potential customers visualize the store and peak interest for them to come and visit the shop or buy something online.
- Posting a video like this on TikTok will allow Human Interaction to reach new customers in the Norman area and around the United States.

Content Development Approach

Instagram

- Develop content based on new arrivals, sales, and customer testimonials.
- Shop feature
- Mixture of user-generated and created content

Facebook

- Cross-utilizing content from Instagram while being intentional about the older demographic on Facebook.
- Breaking apart content - reshare of customer post, promotions
- Mixture of user generated and created content

TikTok

- Develop content from new arrivals, how to build a floral bouquet, and outfit inspiration.
- User-generated content

Tracking Measurement and Evaluation

- Sprout Social is the best for monitoring and listening to this campaign.
 - Allows for easy access to Instagram, Facebook and TikTok
- Shows engagement, publishing/scheduling, analytics, listening and employee advocacy
- Engagement features - smart inbox, message spike alerts, review management
- Easy to use for evaluation

Tuning

- Monthly analytics reports will be conducted to ensure that content is engaging and effectively increasing interaction with followers. Once the report is made, the team can reassess what content is the most productive.
- Continually monitor TikTok to ensure engagements are increasing as we post more frequently and with trending content. If the target audience is not engaging as planned, Instagram content promoting the account will increase.
- Pay attention to the hashtag #shoplocalok on Instagram to gain insight on successful content.
- Turn on Google Alerts with key words like retail, boutique, Oklahoma clothing store, etc. in order to stay up-to-date on current trends and ways consumers are moving towards.
- All tuning will be done at the end of each month across all platforms to make sure the consistent social media posts are effective. At the end of the year, the campaign will be assessed and adapted to the new year/trends.

Budget

Per Year

- Sprout Social
 - \$249 per month for a standard subscription
- Content Creation
 - Overall budgeting: \$10,000
 - Canva Pro -\$119.99/year or \$12.99/month
 - Staff photographers - \$25/hr
 - Part-Time Social Media Manager- \$25/hr

Proxy ROI

- By utilizing this social media marketing plan, we expect Human Interactions to see these results:
 - A 50% increase in followers across Instagram within one year
 - A 75% increase in page views on Facebook within one year
 - A 75% increase in engagement rates across both platforms

Suggestions



- 1**
TikTok
 - Expand TikTok
 - Keep connected with a younger demographic
 - Evolve with social media trends
 - Video is growing
 - Utilized trending sounds
 - Post more frequently
- 2**
Brand Ambassador Program
 - Students at OU
 - Partner
 - Brand awareness
- 3**
Current Trends
 - Google Alerts
 - Social media trends (mainly TikTok with sounds)
 - Utilize Pinterest for content inspiration



Thank you,
Questions?

References

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- Human Interaction Instagram
- Human Interaction Facebook