SOCIAL STRATEGY
BLOEM LIVING

GREY
MATTER
GROUP®

GROWTH /
AUDIENCE BUILDING (PHASE 1)

By utilizing Facebook's page like ads, GMG helped grow an audience to be leveraged in the future. While growing Bloem's audience, brand awareness also increased on the platform.

Relatable content
Crazy plant person

Creative
Photography featuring plants, flamingos in costume, product on graphic background, Bloem logo in corner of all posts

Copy
Playful, quirky

Spend
Focused on page like ads and promoted posts to grow potential audience

EXPLORATION / CONTENT TESTING (PHASE 2)

Guided by ▓▓▓▓▓ desire to build a following with a younger audience, we began testing engagement rates with varying types of content. We quickly found photography-based content performed the best with a younger audience on both Facebook and Instagram. Equipped with these insights and knowledge of the existing audience's content preferences, we moved forward with a photography and graphic hybrid that resonated with a younger audience and kept our current older audience engaged.

Design and décor content
Focus on top-performing content

Copy
Inspirational

Creative
Photography featuring plants / curated interior styles

Spend
Grew potential audience and widened our reach

ENGAGEMENT / COMMUNITY FOSTERING (CURRENT)

This shift developed out of a conversation with ██████████ where he said online sales are going to be a large part of his future business. To increase our audience's loyalty, and increase their likelihood of choosing Bloem over competing products both online and in store, we started focusing on building relationships within our audience. Our digital content structure is currently shifting to support our ROI goals.

We're now targeting our existing audience (that is already interested in our product) with posts that have product tags for purchase. We combined this with aspirational posts reflective of the brand's personality.

ENGAGEMENT / COMMUNITY FOSTERING CONT'D

- **Post more content consistently.**

  Posting more often creates more engagement. Facebook and Instagram's algorithm rewards this behavior by placing in more timelines resulting in increased impressions and reach.

- **More imaginative and inspired photography.**

  Photography performs well. By adding elements of imagination and inspiration, we also show the Bloem's personality.

- **Reevaluate brand and audience.**

  The changes to the product line diverged from the original brand personality and crazy plant person persona. After discussing these changes with ▇▇▇▇ we focused on creating a cohesive look and feel while Bloem evaluated their brand identity.

ENGAGEMENT / COMMUNITY FOSTERING CONT'D

- **Create a cohesive feel.**

  Instagram profiles show nine photos at a time, so it's important to let people know what type of visuals to expect from you.

- **Copy:** *call to action, informational, inspirational*

  Implement sales-focused calls to purchase, while balancing with copy that endears Bloem's audience to the brand.

- **Creative:** *DIY, neutral backgrounds, product focus mixed with lifestyle/décor shots, monthly contests*

  These design standards were set as a placeholder until brand and audience is determined.

- **Spend:** *promoted posts to current audience*

  This shift in spend allowed us to invest in DIY photo and Boomerang content while increasing our impressions and engagement.

FACEBOOK GROWTH

Stats reflect August 2017 – August 2018

210
Posts Created

25,946
New Page Likes

74,613
Content Engagements

1,995,156
Impressions

FACEBOOK METRICS (JANUARY 2018 – SEPTEMBER 2018)
COMPETITOR ANALYSIS

| BUSINESS NAME	TOTAL FANS	TOTAL POSTS	POST BREAKDOWN		TOTAL ENGAGEMENTS	ENGAGEMENTS PER POST
COMPETITOR AVERAGE	19.2K	122.3	9.7 103 9.7	TEXT-BASED POSTS PHOTO POSTS VIDEO POSTS	1,532	12.6
BLOEM LIVING	71.1K	159	22 123 14	TEXT-BASED POSTS PHOTO POSTS VIDEO POSTS	61.5K	386.6 = 9x avg
AMES TOOLS	35.1K	64	1 56 7	TEXT-BASED POSTS PHOTO POSTS VIDEO POSTS	839	13.1
ELHO	15.4K	103	1 99 3	TEXT-BASED POSTS PHOTO POSTS VIDEO POSTS	1,161	11.3
SOUTHERN PATIO	7,132	200	27 154 19	TEXT-BASED POSTS PHOTO POSTS VIDEO POSTS	2,597	13

FACEBOOK INSIGHTS

ENGAGEMENTS ARE MORE VALUABLE THAN PAGE LIKES.

SHARES SHOW HOW WILLING YOUR AUDIENCE IS TO REPRESENT YOUR BRAND AND BECOME AN ADVOCATE.

Informational / Flower Fact
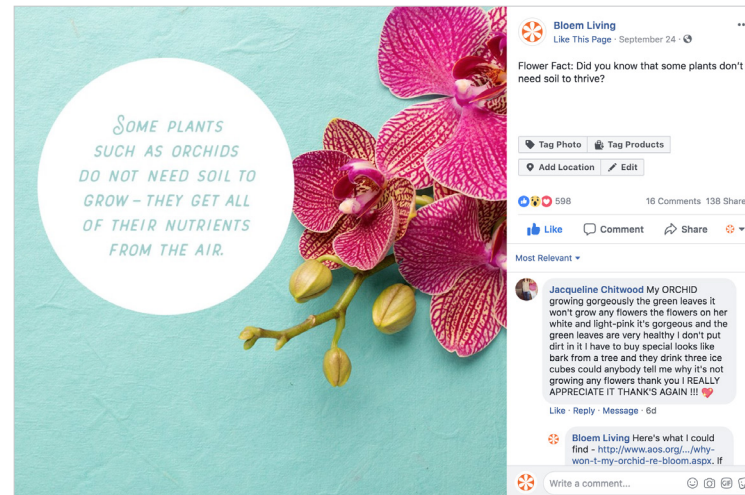
FOCUS:
Growth & Audience Building

358 Likes

7 Comments
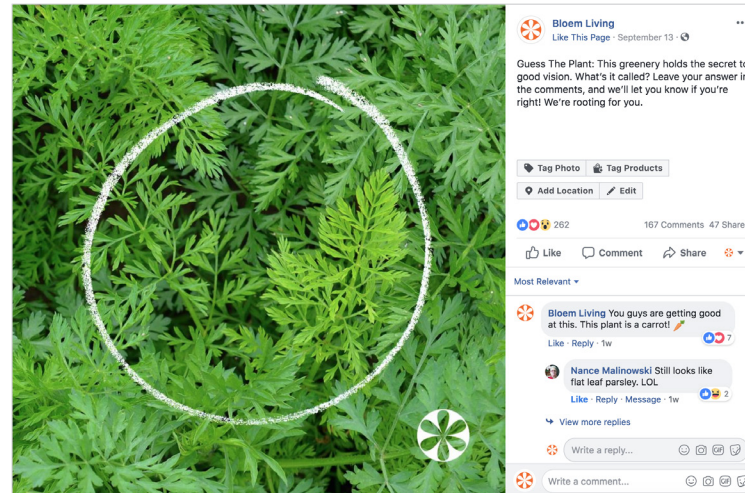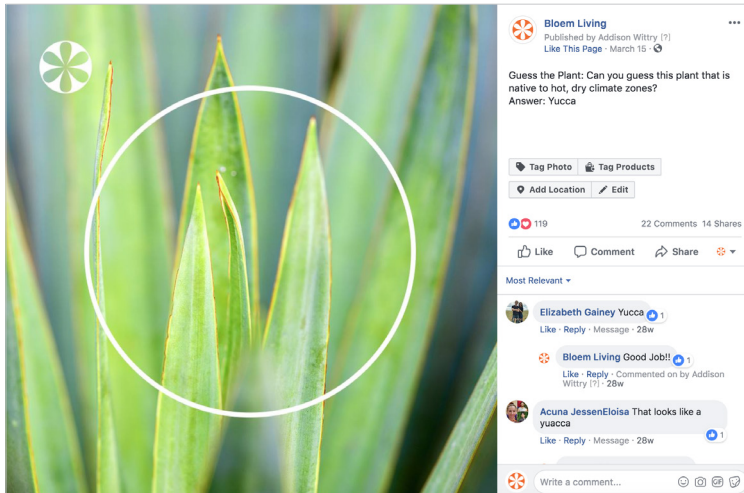
42 Shares

FOCUS:
Engagement & Community Fostering

598 Likes

16 Comments

138 Shares

ENGAGEMENTS CREATE BRAND LOYALTY.

INTERACTING, CREATING ENGAGEMENT, AND BUILDING RAPPORT LEADS TO BRAND RECOGNITION THAT SPREADS BEYOND INCREASING ONLINE ORDERS.

Engaging / Guess the Plant

FOCUS:
Growth & Audience Building

119 Likes
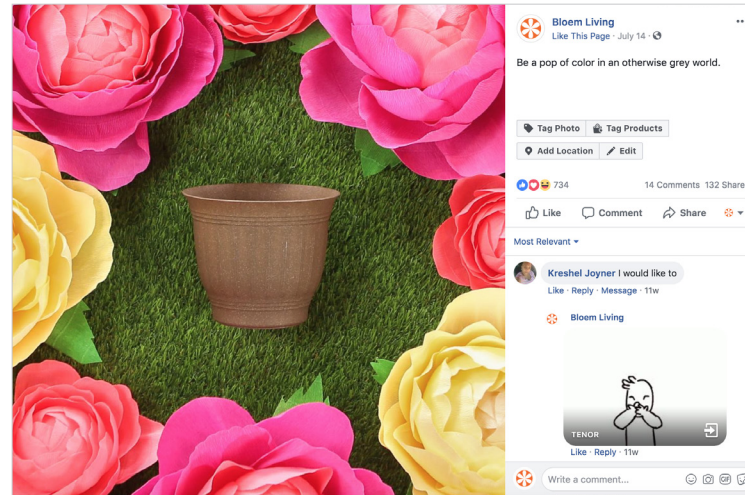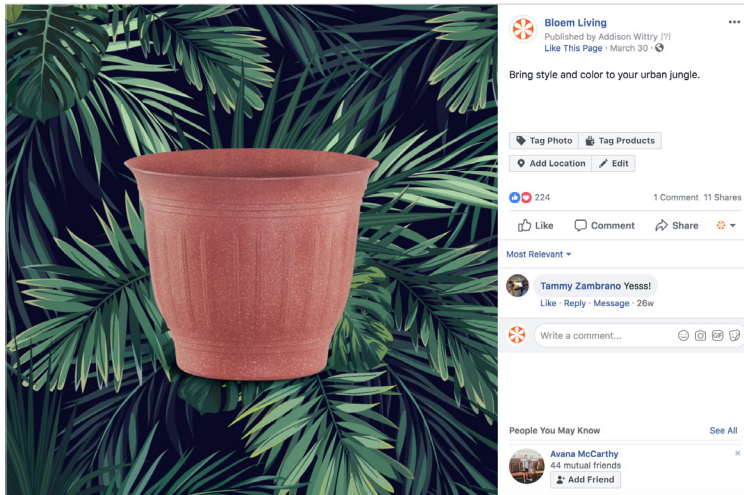**22** Comments
14 Shares

→

FOCUS:
Engagement & Community Fostering

262 Likes
167 Comments
47 Shares

CREATIVE QUALITY MATTERS FOR ENGAGEMENT.

CONTENT WITH RELEVANT IMAGES GET 94% MORE VIEWS THAN CONTENT WITHOUT IMAGES.

Sales Push / Product Focus

FOCUS:
New Content Testing

224 Likes
1 Comment
11 Shares

→

FOCUS:
Engagement & Community Fostering

734 Likes
14 Comments
132 Shares

SHARABLE CONTENT IS FREE ADVERTISING.

FACEBOOK ALLOWS ORGANIC GROWTH THROUGH SHARES. THE BETTER YOUR CONTENT, THE MORE SHAREABLE IT IS.

THE MORE YOUR CONTENT IS ENGAGED WITH, THE MORE TIMELINES FACEBOOK WILL PLACE IT IN.

Sharable / Word Board

FOCUS:
New Content Testing

593 Likes
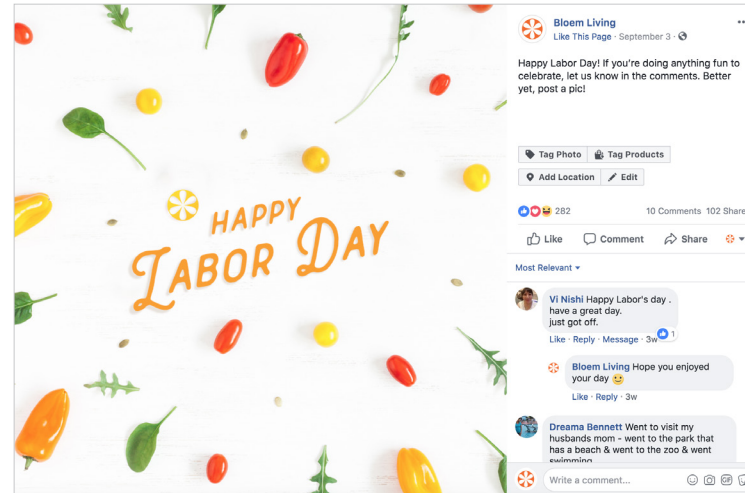**16** Comments
37 Shares

➡️

FOCUS:
Engagement & Community Fostering

871 Likes
10 Comments
215 Shares

PLATFORM-SPECIFIC CONTENT PERFORMS BETTER.

OPTIMIZING CONTENT PER PLATFORM INCREASES ITS PERFORMANCE. WE CURRENTLY UTILIZE A VARIETY OF CONTENT THAT PERFORMS WELL ON EACH PLATFORM, WITH MOST IMAGES INDIVIDUALLY DESIGNED FOR FACEBOOK, INSTAGRAM, AND TWITTER.

Sharable / Holiday Content

FOCUS:
Growth & Audience Building

381 Likes
22 Comments
39 Shares

FOCUS:
Engagement & Community Fostering

282 Likes
10 Comments
102 Shares

SHOW INTEREST IN YOUR AUDIENCE'S INTERESTS.

CONTENT THAT FITS YOUR AUDIENCE'S LIFESTYLE ALLOWS THEM TO SEE HOW BLOEM'S VALUES ALIGN. IT ALSO GARNERS GOODWILL WHEN THE AUDIENCE IS NOT CONSTANTLY BEING SOLD TO.

Informational / *(new content)* **Health Tip**

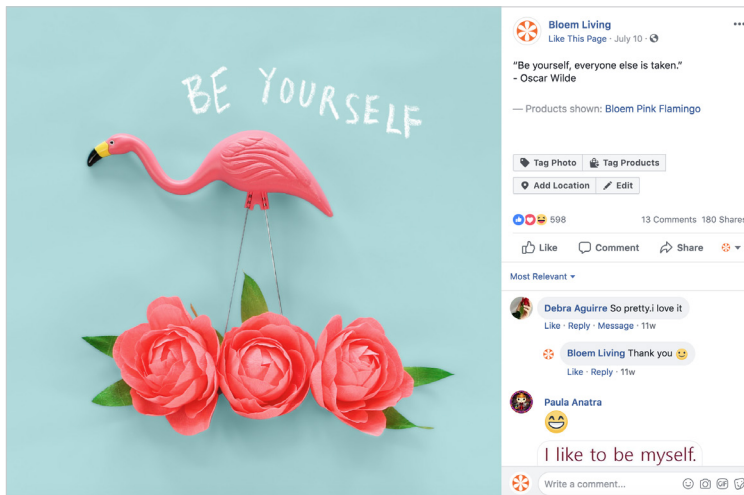**FOCUS:**
Engagement & Community Fostering

593 Likes

16 Comments

37 Shares

UNIQUE BRANDED CONTENT MAKES PEOPLE STOP & LOOK.

CONTENT IS USED TO DIFFERENTIATE YOUR BUSINESS WHILE EXPRESSING AND REPRESENTING YOUR BRAND.

Inspirational / *(new content)* **Product Feature**

FOCUS:
Engagement & Community Fostering

871 Likes

10 Comments

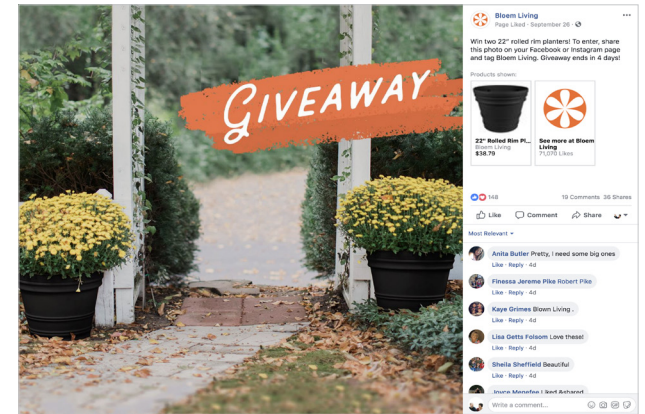**215** Shares

GIVEAWAYS CREATE AN INSIDER MENTALITY.

BRANDS THAT OFFER EXCLUSIVITY GENERATE MORE LOYALTY.

Shareable / (new content) Giveaway

FOCUS: Engagement & Community Fostering

570 Likes

64 Comments

195 Shares

EVOLVING FROM GROWTH TO ENGAGEMENT.

328% increase in **engagements** from Dec 2016 – Aug 2018

633% increase in **impressions** from Dec 2016 – Aug 2018

PAGE IMPRESSIONS BY MONTH

■ ORGANIC
■ NONORGANIC

350K
300K
250K
200K
150K
100K
50K
0

Dec 2016

Dec 2017

Sept 2018

ORGANIC IMPRESSIONS INDICATE AN INTEREST IN CONTENT, UNLIKE PAYING TO BE SEEN.
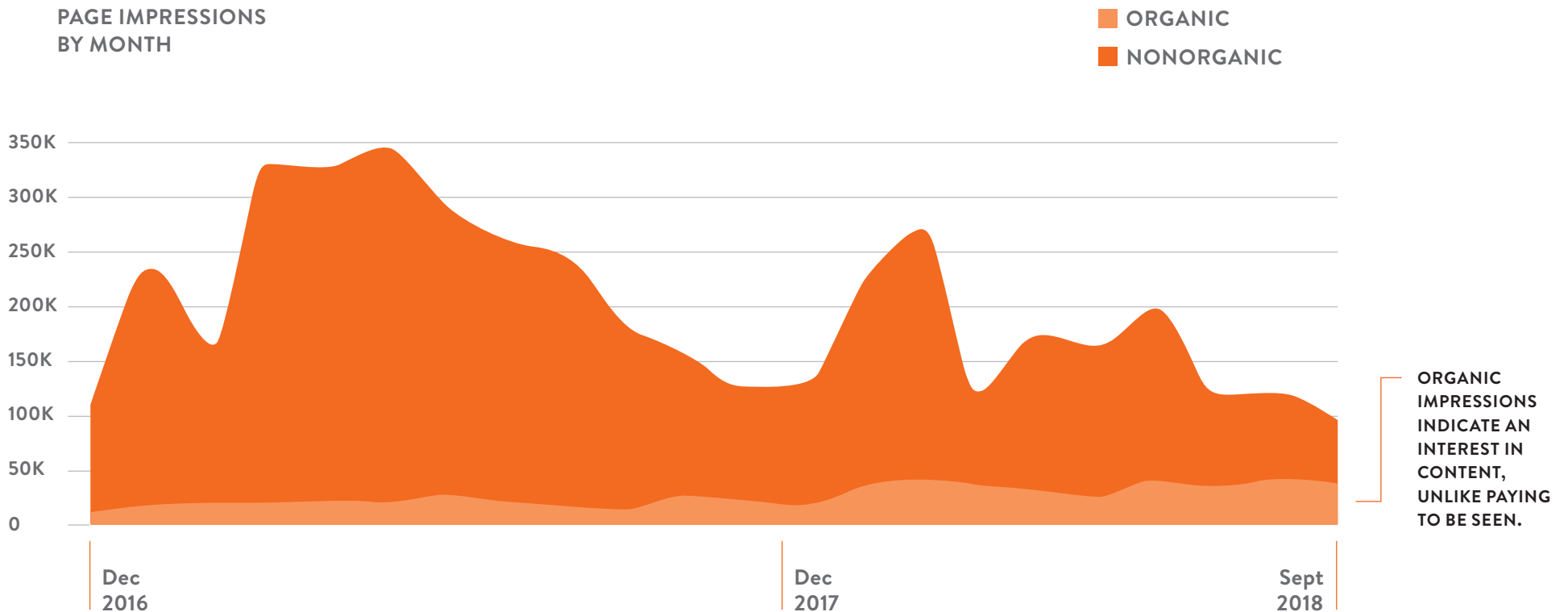
INSTAGRAM GROWTH

Stats reflect August 2017 – August 2018

151
Posts Created

146
New Followers

3,144
Engagements

28,465
Impressions

GROWTH MENTALITY

2018 brought a new emphasis on creating Instagram-specific content.

167% increase in **impressions** from Aug 2017 – Aug 2018

500% increase in **impressions** from May 2017 – Sept 2018

IMPRESSIONS BY MONTH

TOTAL AD SPEND REFLECTED IN JAN - AUG TIMEFRAME IS $20

ADDED MORE HOME-DECOR CONTENT.

POT-DEALER SHIRT CONTEST TO GROW FOLLOWERS.

SUMMER PHOTO CAMPAIGN BEGAN.

ADDED AUTOMATION TO INCREASE INTEREST.

ADD CONSISTENT INSTAGRAM CONTESTS.

7000

6000

5000

4000

3000

2000

1000

0

May 2017 | Sept 2017 | Jan 2018 | Mar 2018 | May 2018 | Aug 2018 | Sept 2018
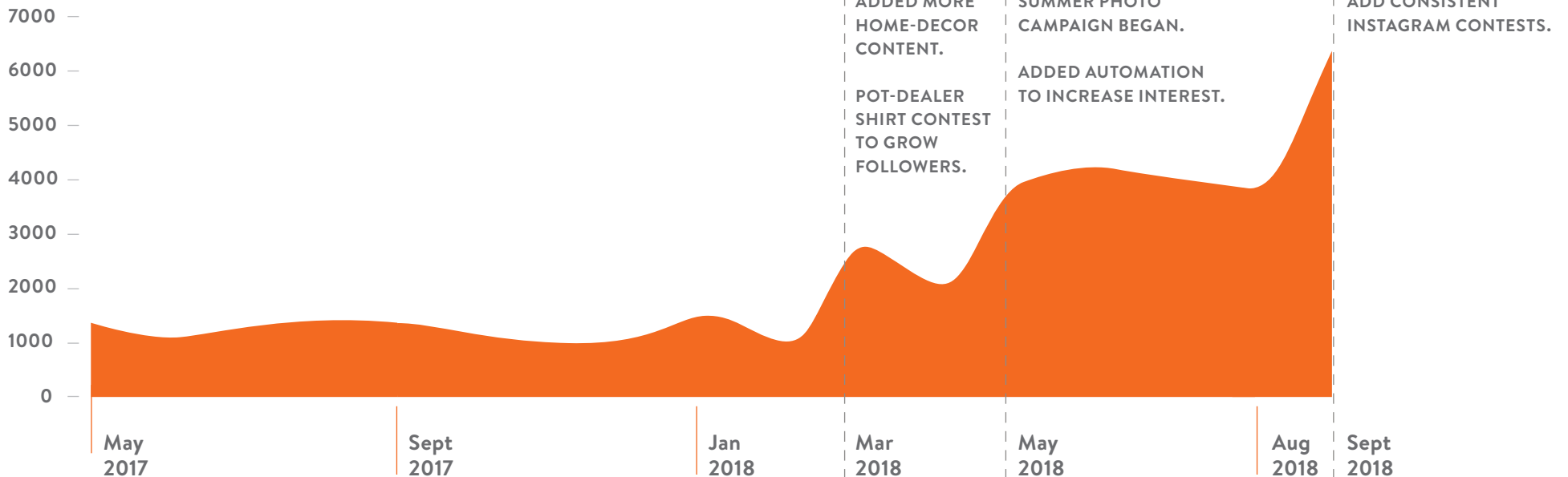
INSTAGRAM METRICS
GIVEAWAY RESULTS

Shareable / Giveaway

Sept 2018

364 Likes

22 Comments

STRATEGY:

- -

CREATE BRAND ADVOCATES AND INCREASE VISIBILITY THROUGH TAGS

TWITTER VISIBILITY

Stats reflect August 2017 – August 2018

14
New Followers

460
Content Engagements

32,599
Impressions

HOLISTIC EXPANSION FOR THE FUTURE

HERE ARE OUR RECOMMENDATIONS FOR MOVING FORWARD WITH A FOCUS ON ROI.

- **Clarify brand voice and personality**

  Examples of tone: *personal, humble, clinical, honest, direct, scientific*

  Examples of persona: *friendly, warm, inspiring, playful, authoritative, professional*

  Examples of language: *complex, savvy, insider, serious, simple, jargon-filled, colorful adjectives*

- **Create more video, photography, and DIY content**

  Video is prioritized on all platforms, so adding more video maximizes reach.

- **Additional relevant posts**

  Timely posts drive more engagement and utilize algorithms to maximize your reach.

- **Increase brand partnerships**

  Utilizing partner brands to cross promote products benefits both parties. Additional content and products are sponsored by an influencing party.

- **Feature specific products online**

  Increase recognition of the brand by focusing on three to seven flagship products. This will increase the likelihood of customers to grab a Bloem product off of the shelf over a competitor.

HOLISTIC EXPANSION FOR THE FUTURE CONT'D

- **Email capture campaign**

  Owning email addresses of our current audience can reduce our dependency on ad spend by allowing us accessibility to brand fans without having to pay for every interaction.

- **Email sales funnel**

  An automated chain of email messages would further utilize your email list by automatically sending welcome, nurture, re-engagement, and upsell messages at key times.
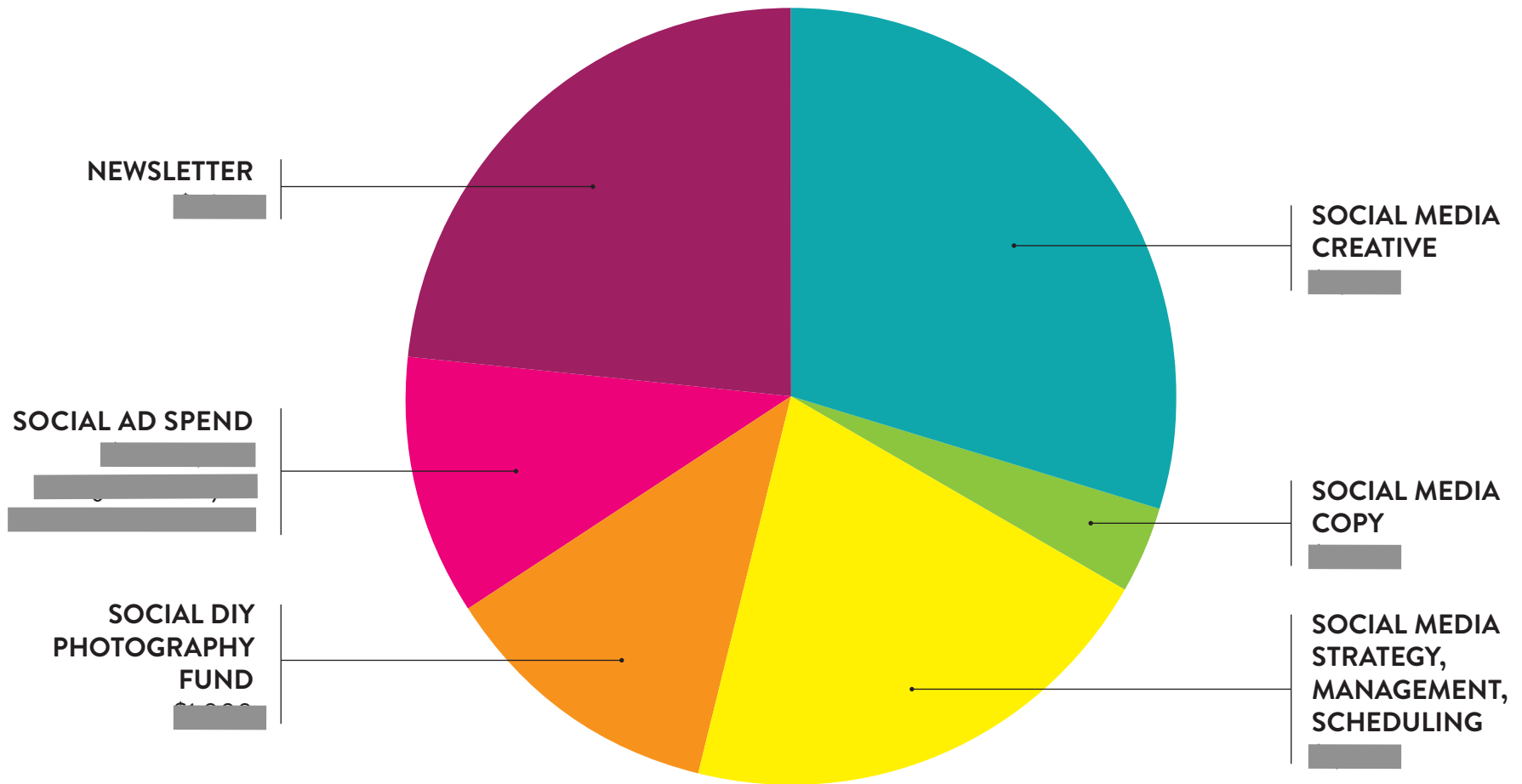
- **B2C newsletter**

  This would be another touchpoint to connect with the Bloem audience. It will be important to add value to audience through this touchpoint — through exclusive information, offers, etc.

- **Multi-platform content calendar**

- **Copy:** *continue call to action, informational, inspirational*

- **Creative:** *Align visuals to brand identity with multiple content types*

CURRENT SPEND

NEWSLETTER

SOCIAL MEDIA CREATIVE

SOCIAL AD SPEND

SOCIAL MEDIA COPY

SOCIAL DIY PHOTOGRAPHY FUND

SOCIAL MEDIA STRATEGY, MANAGEMENT, SCHEDULING

ADDITIONAL PLATFORM SPEND

Estimates to Add Platforms

- **Additional photo and video content:** twice a year ▓▓▓▓ ▓▓▓▓ combined
  Would like to pool money for two large shoots per year, similar to the one GMG did for summer

- **Additional ad spend for IG, Pinterest, Google Ads, Youtube, Email Capture Campaign, and potential any other platforms Bloem wants to use**

- **Multi-platform content calendar:** ▓▓▓▓▓▓▓

- **Email capture campaign** (*includes landing page and ads, excludes ad spend*): ▓▓▓▓

- **Pinterest management:** ▓▓▓▓▓▓

- **Monthly B2C newsletter:** ▓▓▓▓

- **Email sales funnel (10–15 email funnel):** ▓▓▓▓

- **Google Ad set up** (*includes copywriting*): ▓▓▓▓

- **Google Ad monthly management** (*includes copyedits*): ▓▓▓▓

- **Youtube videos:** Depending upon brand identity and philosophy, these can be simple, iPhone shot content or "light" produced videos (like DIY videos on HGTV Facebook page), so cost can vary wildy (say from a ▓▓▓▓▓▓▓▓▓▓▓▓ per video). Two videos per week would be a nice rhythm.