

# *grays toronto*

## **Social Media Marketing Project**

By: Michel Vivier



# What Words Come To Mind When You See The Products Below?



 **Mentimeter** Code: 21990651

**Connor Dudgeon**

**Julia Gray**



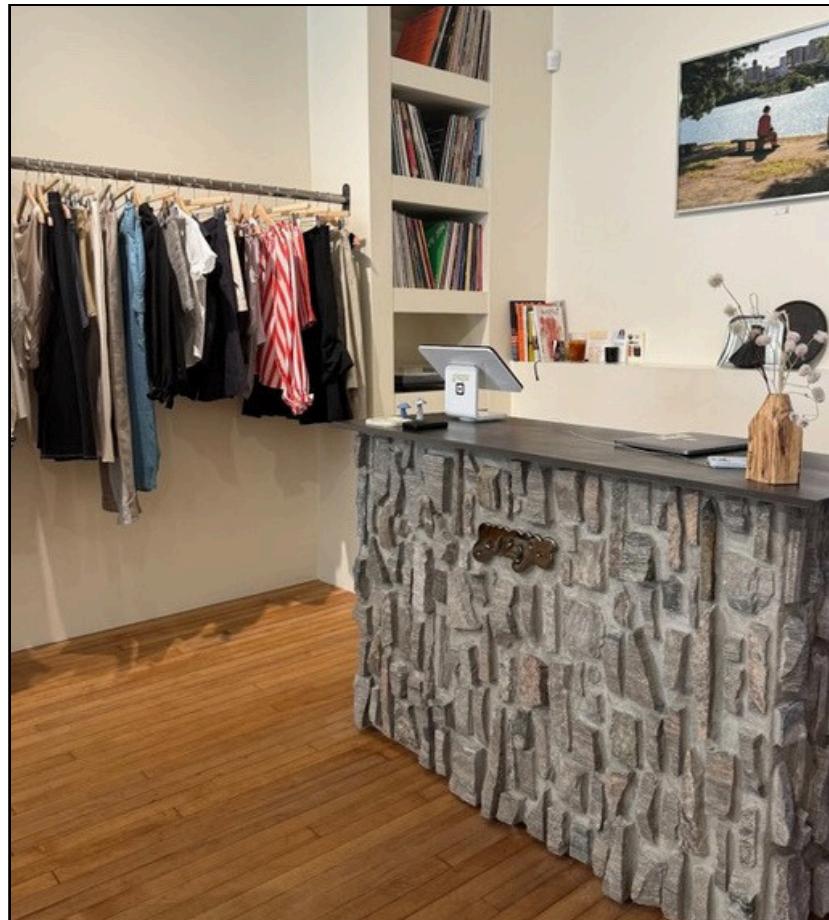
# Company Introduction

- Grays Toronto was **Founded on March 2024** as a partnership between husband and wife Connor Dudgeon and Julia Gray
- Currently, the only **employees** are the **two** founders

## **Philosophy behind Grays Toronto:**

- With a background in **industrial design** and **marketing**, Connor & Julia wanted to create a clothing brand that is **more than just streetwear**
- They are supporters of **sustainably sourced products** and want to produce **products** that are **durable** and **sustainable**
- Grays has a direct **partnership** with **wool farmers** in **Ontario** and they produce textile that is made 100% from Ontario wool
- They also work with **small makers**; focused on natural fibers and craftsmanship
- Grays currently has one location and is located at **1514 Dundas Street West**

# Product Description



- Grays is a boutique **clothing** and **home decor** store
- Products are **in house made** and also presented through **partnerships** with **global makers**
- Emphasis on local production and environmental responsibility
- Their boutique in Toronto serves as a retail store, gallery, social hub fostering community engagement and storytelling

## Some of their products are:

- Unisex corporate shirts & trousers
- Ribbed shirts for women
- Blazers for women
- Dresses & skirts
- Handmade slope wine rack
- Jeans for men
- Grays positions its products to a niche market that values **ethical sourcing, artisanal craftsmanship**, and unique, meaningful products

# Market Research Results

## Demographic Data:

- Sample size of 50; **60%** are within the age range of (25 to 54) years old
- **48%** of respondents live in Toronto
- **34%** of our sample earn between **\$100,000 - \$150,000** annually
- **22%** of our sample earn **\$200,000 +** annually
- **56%** of sample have an undergraduate degree
- **32%** have a graduate degree or higher
- Majority work in the creative industry or are Entrepreneurs

## Psychographic Data:

- Driving factors that influence purchase of clothing & home decor are:
  - Artisanal or handmade designs, Sustainability & ethical sourcing, Price & affordability
- **30%** reported that they actively seek sustainable brands when shopping
- Out of the 50 respondents, **24%** get influenced based on social media platforms like: (Instagram, TikTok & Pinterest)
- **20%** are influenced by influencer & celebrity endorsements
- **48%** of respondents prefer modern, chic & sustainable styles

# Target Audience Identification

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## **Who is Jennifer:**

- **33 years old** female
- Lives in **Toronto, ON**
- Has a bachelor in **arts & design**
- Works as a **creative director**
- Earns **\$150,000 annually**

## **Jennifer's Lifestyle:**

- Lives an **urban lifestyle**
- Frequently **visits art galleries**
- Shops at the local farmers markets

## **Shopping Habits & Motivations:**

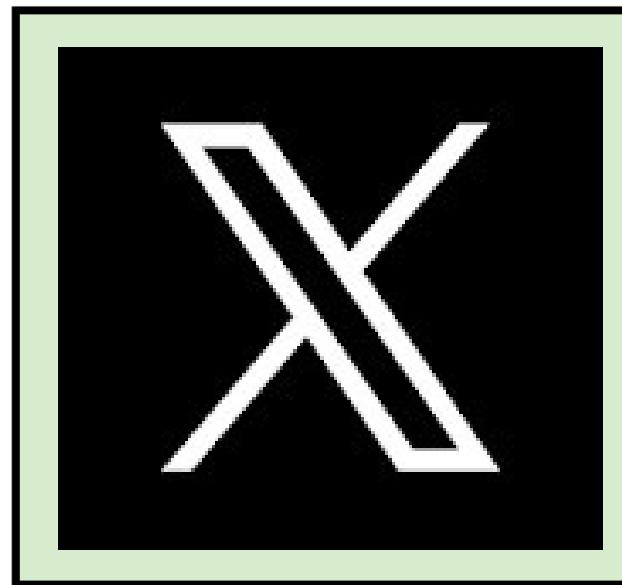
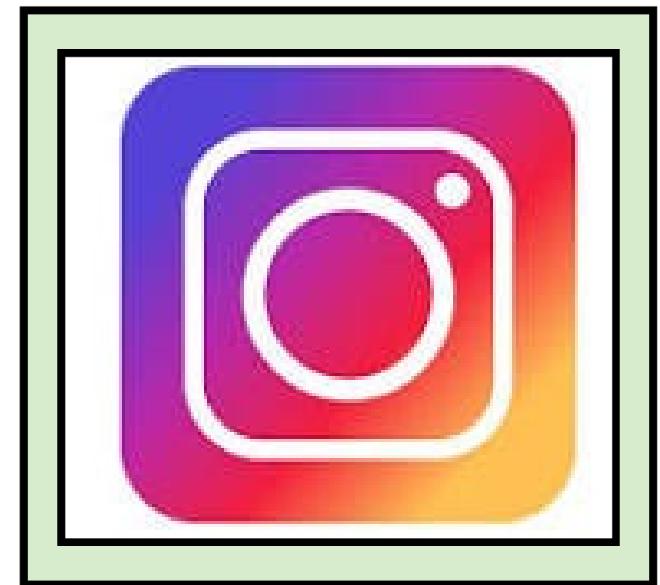
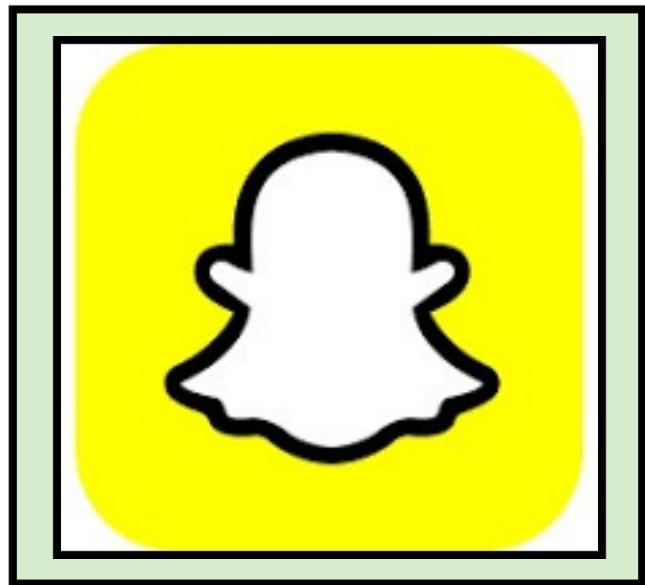
- Purchases **handmade clothing** & **home decor** & has an **elegant aesthetic**
- Values **quality, sustainability** and **craftsmanship**
- Jennifer supports local businesses

## **Social Media Activity:**

- Instagram
- TikTok
- Pinterest



# Which Social Media Platforms Do You Think Grays Should Capitalize on?



# **Recommendation 1 – Partnership With SCFW**

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## **Partnership with Schulich Charity Fashion Week (SCFW):**

- Through sponsoring the annual SCFW, Grays will have a chance to have models wear and walk down the runway with their handmade pieces
- Professional photographers will be there to capture each moment with high quality photos and videos
- The target audience of SCFW are Schulich students, their families & other brands who are also sponsoring the event

## **Continuous Involvement With Toronto West Fest:**

- In terms of home decor, Grays can continue to display their handmade home decor through their summer West Fest involvement where they get to educate the public about their products during a 3 day festival that will be taking place on June 6th, 7th and 8th this year

# Recommendation 1 & Social Media



## Launch introduction and teaser countdown Instagram reels series

- Instagram icon Publish model assessments and runway practices
- Instagram icon Have an interview conducted with those modeling Grays clothes

- **Release BTS series on casting & venue scouting on TikTok**

- TikTok icon This can be published in the form of live shopping ads & catalog ads

- **Ongoing Grays picked style Pinterest board**

- Pinterest icon This can be promoted through the standard pins & shopping ads
  - Pinterest icon These style collections will come out on a monthly basis

# Recommendation 2 - Influencer Partnership

Meredith Peck, 38 years old



696K Followers



43.4K Followers



384K Followers



Albert Muzquiz, 28 years old



367K Followers



343.2K Followers



Known as Edgyalbert

- **Authenticity & Trust**

- People trust influencer recommendations more than traditional ads because they feel organic and genuine.

- **Higher Engagement**

- Influencers' high engagement boosts brand awareness through active likes, comments, and shares.

- **Partner with Engaged Toronto-based influencers**

- Collaborate with influencers who align with the brand's aesthetics and have strong engagement in the fashion/sustainability space

- **"Get Ready With Me" (GRWM) and "Outfit of the Day" (OOTD) Videos:**

- Leverage GRWM videos where influencers integrate Grays pieces into their daily outfits, making the brand relatable and engaging through trending audio and interactive elements.
  - Encourage influencers to style Grays Toronto pieces in OOTD posts, showcasing versatility and increasing brand exposure

- **Cross-Platform Content Strategy:**

- Ensure influencers share content across Instagram, TikTok, Pinterest and Facebook to maximize reach, tailoring posts to each platform's strengths.

# Recommendation 2 & Social Media

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- **Instagram**

- **Discount Codes & Affiliate Links**-Personalized codes drive sales by incentivizing purchases and also boost engagement by encouraging followers to interact with the brand

- **TikTok**

- Influencer content can be boosted as **Spark Ads, Video Takeover Ads & In feed Ads** to reach a wider audience
- Since organic creator content is promoted it helps foster authenticity

- **Pinterest**

- **Promoted Pins**- Pins can be promoted on Pinterest, helping content reach a larger audience while ensuring long-term visibility
- Unlike Instagram or TikTok, content will stay relevant for longer due to search-based discovery

# Lets Play Guess The Price!



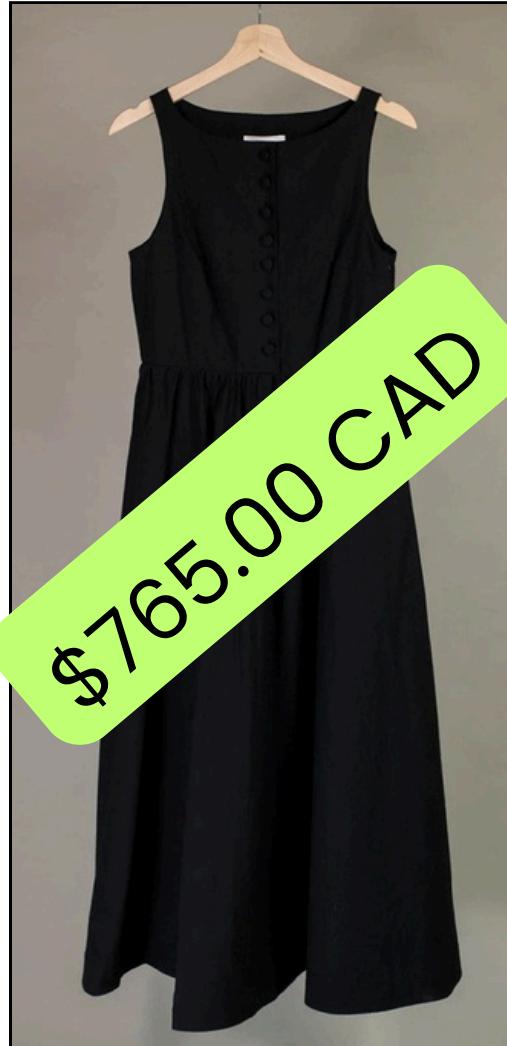
\$1,065.00 CAD



\$450.00 CAD



\$2,640.00 CAD



\$765.00 CAD



\$1,500.00 CAD

**Kit Trench**  
**British dry oilskin**

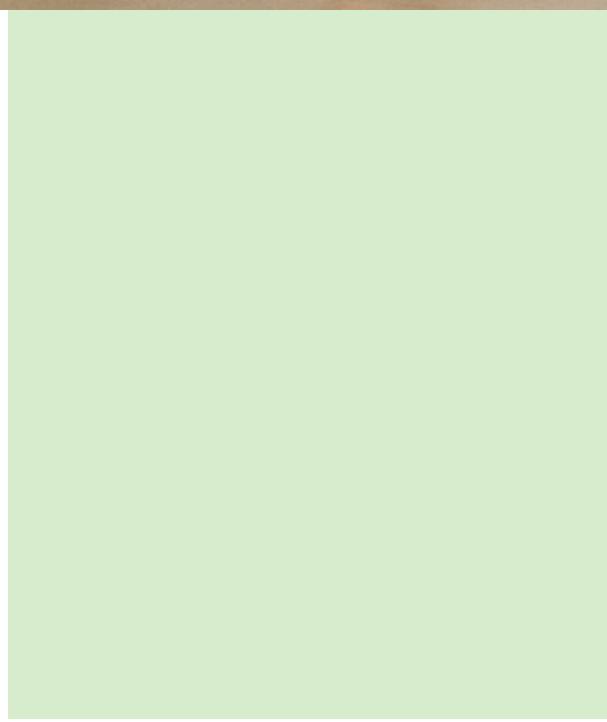
**Uniform shirt wool**  
**Linen plaid**

**Lillie jacket**  
**Leather hair on**

**henry dress**  
**Japanese cotton**

**16g steel**  
**Hand bent in Toronto**  
**organic Wine Rack**

## PARTNERSHIP



# Risks & Mitigations

1

## Audience Mismatch

Conduct **pre-event research** to ensure **alignment**. Tailor **product selections** based on **event demographics** (e.g., emphasize premium streetwear at SCFW, highlight handcrafted home décor at One of a Kind Show).

2

## Limited Direct Sales Conversion

Implement **lead capture strategies** (e.g., QR codes linking to exclusive online offers, social media giveaways) to **maintain engagement beyond the event** and encourage follow-up purchases.

3

## Fluctuating Social Media Algorithms

**Diversify content distribution** by using **multiple platforms** and repurpose **influencer content** for paid ads to **ensure visibility**.

## Competition Landscape

|                | Social Media                                               | Engagement Style                                                           |
|----------------|------------------------------------------------------------|----------------------------------------------------------------------------|
| Horse Atelier  | <b>Storytelling</b> on design process and fabric details   | <b>Emotional engagement</b> , craftsmanship appreciation                   |
| Good Neighbour | Features in-store experience, new arrivals, UGC            | High customer <b>interaction</b> , <b>reposts</b> , and <b>casual tone</b> |
| Grays          | Highlights <b>local sourcing</b> and <b>sustainability</b> | Product-focused, needs more <b>community engagement</b>                    |



# Social Media Impact Analysis

Our **two-pronged strategy** for Grays is projected to boost **engagement** in both the short and long term, through brand growth that can be quantified and evaluated to determine success...

**The focus for the impact analysis rests on:**

**Amplification Rate**

**Engagement Rate**

**Social Sentiment**

# Social Media Impact Analysis



## Amplification Rate:

- The rate at which followers spread the firm's content
- The expected rate would be higher for profiles like Grays that emphasize intentional and visually-appealing storytelling content
- **Grays' current rate is 0.2%**
  - We expect a rate of 0.5% at campaign peak due to ~0.1% accretion from event posts and ~0.2% accretion from influencer partnerships

## Engagement Rate:

- Incorporates shares plus likes and comments
  - Provides a fuller view of the interaction between consumers and the brand
- Gray's has a **3.5% base rate**
  - This can be driven to 5% with the ~0.3% increase in user shares, ~0.7% uplift from likes and ~0.5% accretion from comments
- Likes are the easiest to boost, followed by comments and, lastly, shares

## Social Sentiment:

- Social sentiment can be assessed by comparing positive comments to neutral and negative ones
  - Can determine whether the ratio is trending in the right direction (higher is better)
- While sentiment metrics typically compare positive and negative mentions, Gray's Instagram page has **ZERO** negative comments
  - No other negative mentions on the platform
- As a result, **Grays' ratio is 23:1**

# Social Media Impact Analysis



## Amplification Rate:

- **Grays' current rate on TikTok is 1.9%**
  - Used save metrics as a proxy for # of shares
  - We believe Gray's can increase this metric in line with the growth seen in Instagram's amplification rate

alyzia · Creator  
fair 🎨

## Engagement Rate:

- **Grays' rate of 15.8% is on the high end**
  - More than 4x the rate on Instagram
  - Mainly due to outlier posts that go semi-viral
    - Most popular post is about wine rack; 1,900 likes & 400 saves

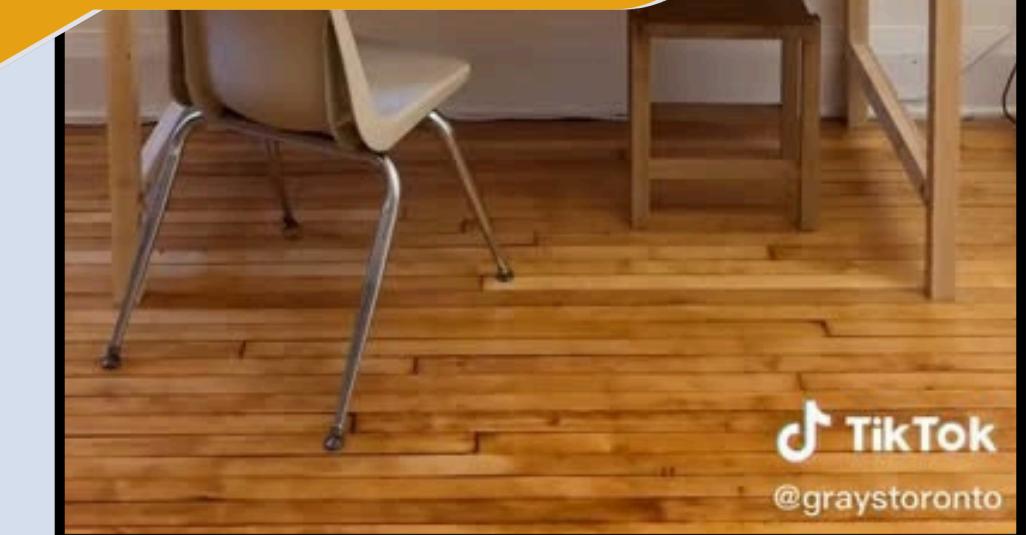
## Social Sentiment:

- **Grays' sentiment ratio on TikTok is 5.1x**
  - This ratio is much lower than Instagram due to more neutral comments (e.g., asking questions or just sharing info)
  - Average likes per post is higher at 187 vs. Instagram at 103

Grays has strong brand equity among various demographics

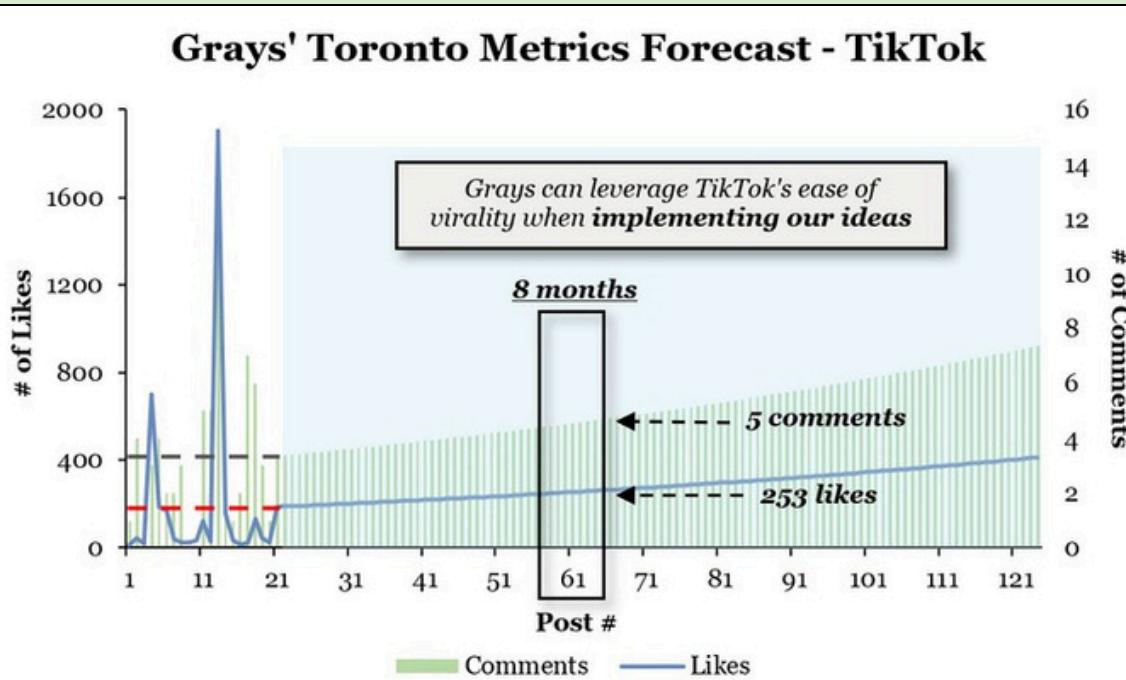
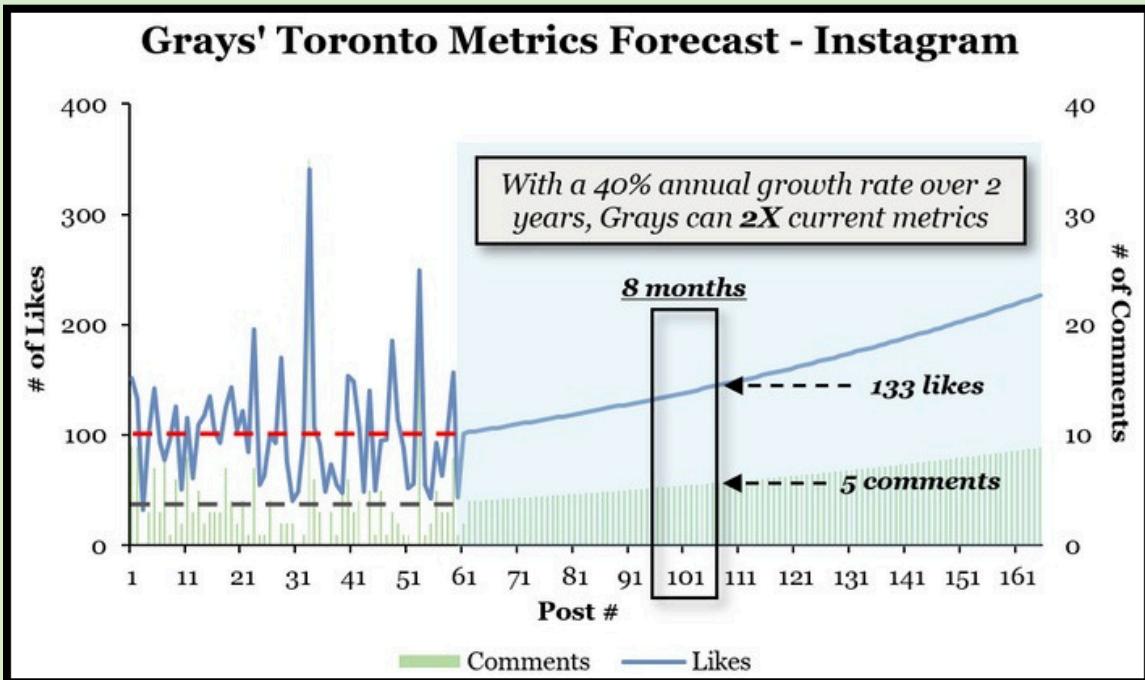
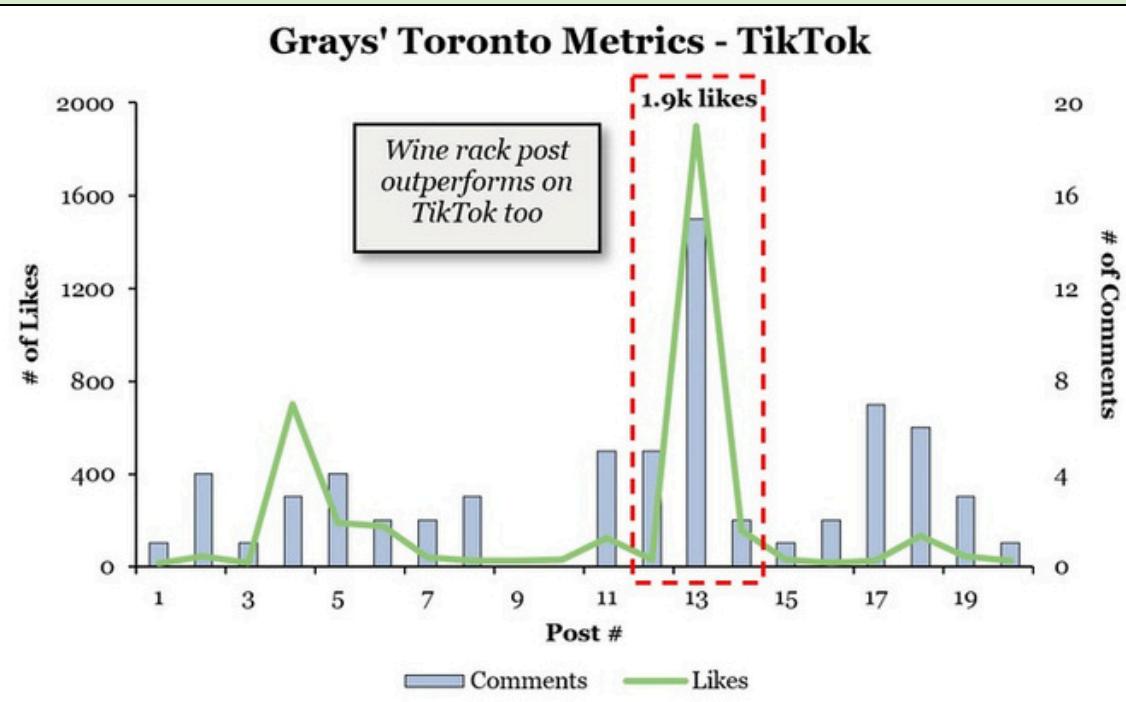
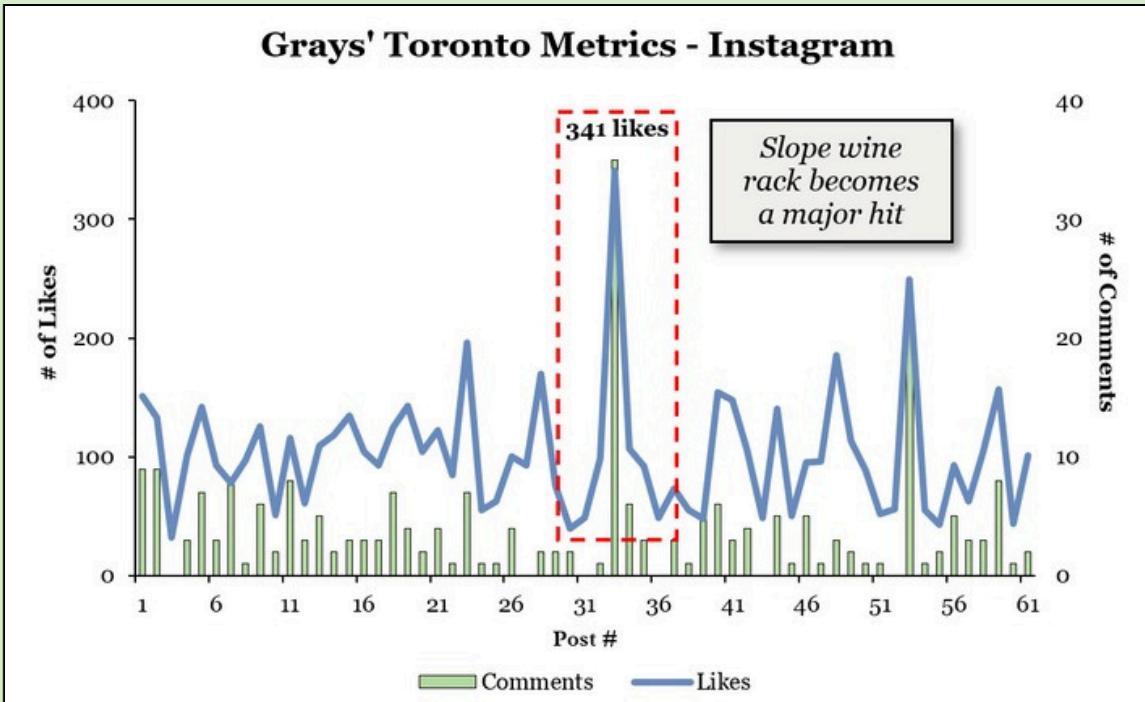
hand bent in house

Only **ONE** negative comment on entire TikTok



# What Will Grays' Socials Look Like?

## Analysis:



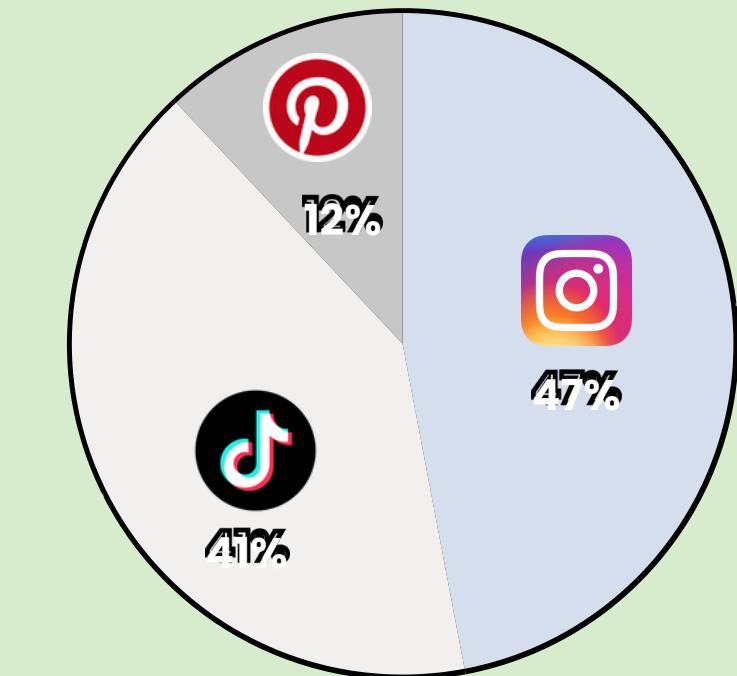
- Grays' most liked post on socials is the promotion of their **artisanal wine rack**, with 341 likes on Instagram and 1.9k likes on TikTok
- Over the past year, the # of likes and comments have **flatlined within the same range** of 50-150 likes on Instagram, indicating low growth in engagement
- Our plan will help **reinvigorate socials**, with a projected **40% CAGR** over the next **2 years** due to recommendations
  - 20% from events, 20% influencers
  - 8-month implementation plan will act as a checkpoint for targets
- While Grays' currently has a larger presence on Instagram than TikTok (3.3k vs. 1.4k followers), we believe there is room to **close the gap**

# Marketing Plan Budget

| Type of Ads             | Ad Type         | Expected CPM    | Targeted Impressions                | Platform Spend  |
|-------------------------|-----------------|-----------------|-------------------------------------|-----------------|
| Instagram               | -               | -               | 2,000,000                           | \$13,520        |
|                         | Shopping Ads    | \$7.75          | 1,000,000                           | \$7,750         |
|                         | Reels Ads       | \$4.29          | 500,000                             | \$2,145         |
|                         | Stories Ads     | \$7.25          | 500,000                             | \$3,625         |
| TikTok                  | -               | -               | 1,500,000                           | \$11,670        |
|                         | Spark Ads       | \$6.06          | 750,000                             | \$4,545         |
|                         | In-Feed Ads     | \$9.50          | 500,000                             | \$4,750         |
|                         | Carousel Ads    | \$9.50          | 250,000                             | \$2,375         |
| Pinterest               | Promoted Pins   | \$3.50          | 1,000,000                           | \$3,500         |
| Total Platform Spend    |                 |                 |                                     | \$28,690        |
| Type of Strategy        | Post Type       | Event/Post Cost | Targeted # of Events/Collaborations | Strategy Spend  |
| Event Promotions        | SCFW, West Fest | \$5,000         | 2 events                            | \$5,000         |
| Influencer Partnerships | OOTD, GRWM      | \$2,000         | 14 collaborations                   | \$28,000        |
| Total Strategy Spend    |                 |                 |                                     | \$33,000        |
| <b>Total Spend</b>      |                 |                 |                                     | <b>\$61,690</b> |

- We are allocating **\$61,690** across 3 platforms and 2 strategies to reach our targeted growth; given Gray's current position, this spend level would be a massive investment with the potential for a substantial payoff
- We made assumptions for each ad type's CPM rates based on industry benchmarks and estimates
- Targeted impressions range from 250K-2M; **4.5M total views** with **2% conversion** would = **~90K visitors**
- Influencer costs are split 50-50 between product cost and flat fee; SCFW makes up **80% of total event** costs

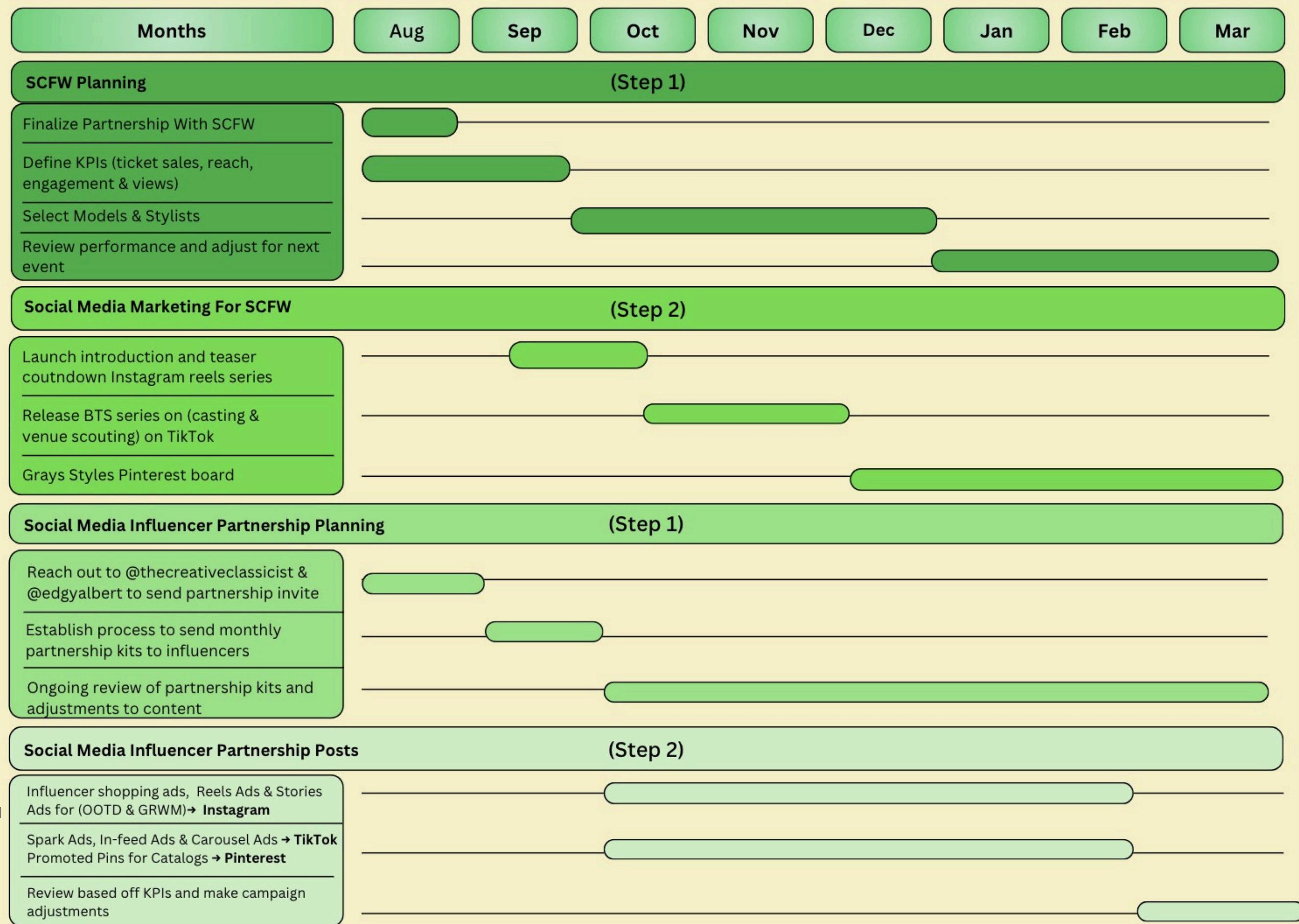
## Spend Distribution



| Influencer Assumptions       |                |
|------------------------------|----------------|
| # of Influencers             | 2              |
| # of Collaborations          | 7              |
| <b>Total Collabs</b>         | <b>14</b>      |
| \$ Product Cost per Product  | \$1,000        |
| \$ Fixed Rate Fee            | \$1,000        |
| <b>Total Influencer Cost</b> | <b>\$2,000</b> |
| Event Assumptions            |                |
| \$ SCFW Cost                 | \$4,000        |
| \$ West Fest Cost            | \$1,000        |
| <b>Total Collabs</b>         | <b>\$5,000</b> |

# Implementation Plan

## Grays Marketing Campaign



**Launch: August 2025**  
**KPIs by Phase**

### **SCFW Strategy:**

- Number of followers gained throughout partnership with SCA
- Number of likes, comments, shares and CTR
- Website visits as a result of partnership with SCFW

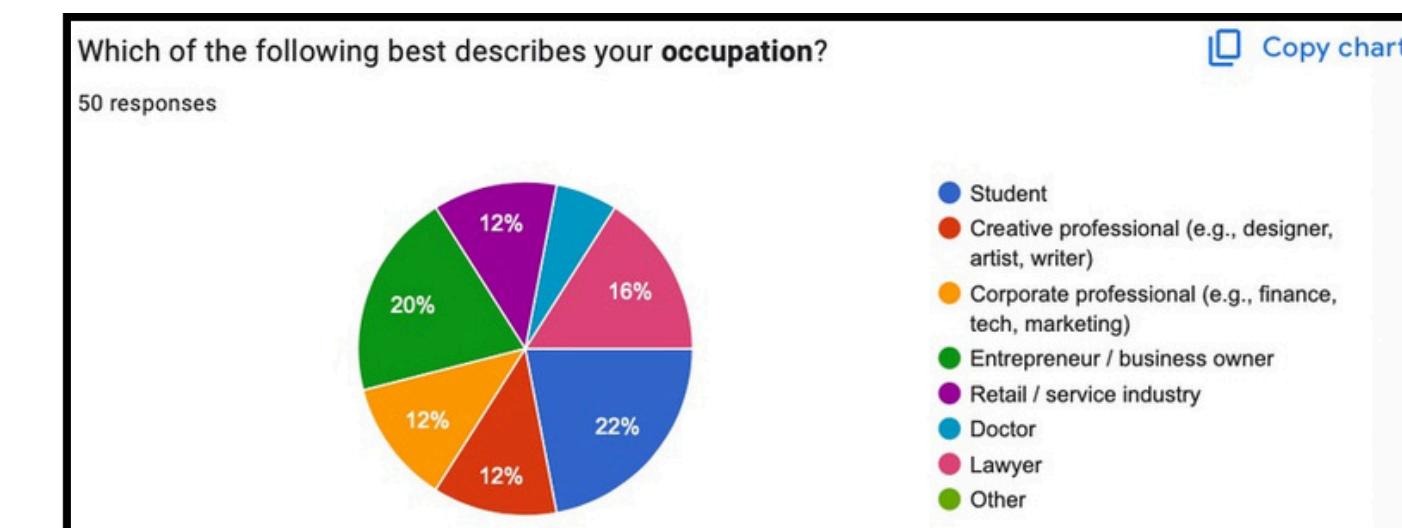
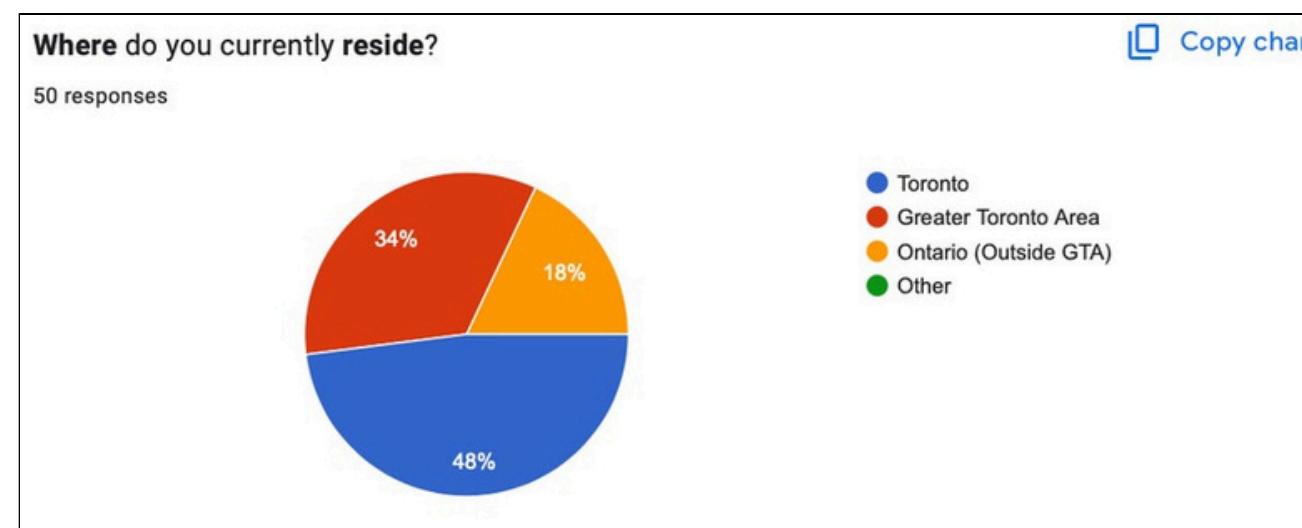
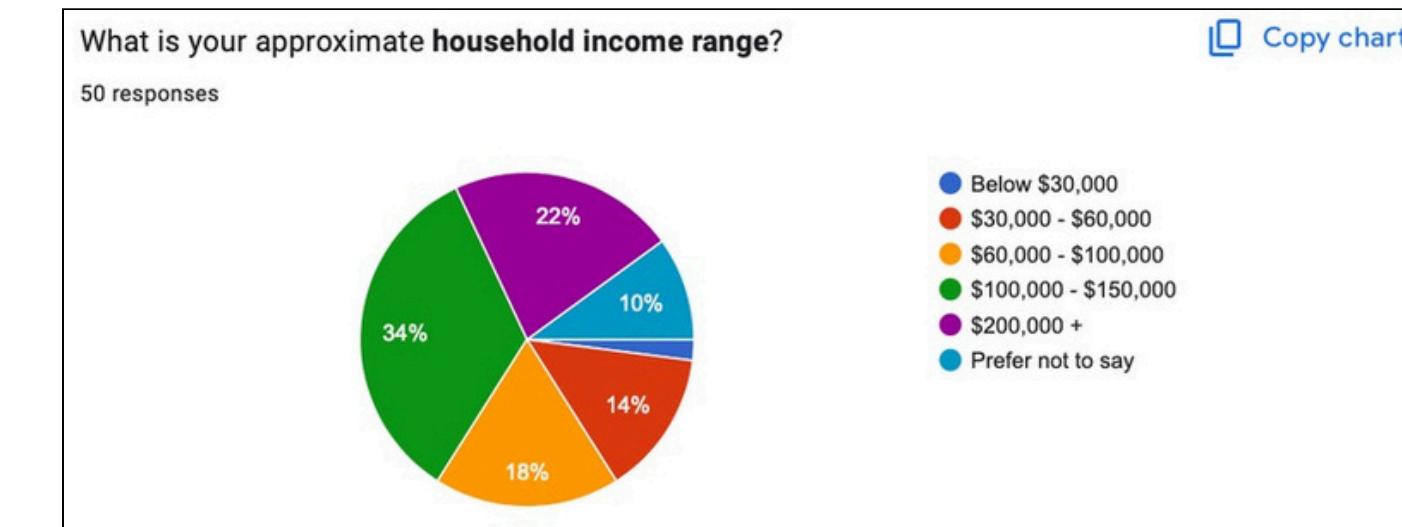
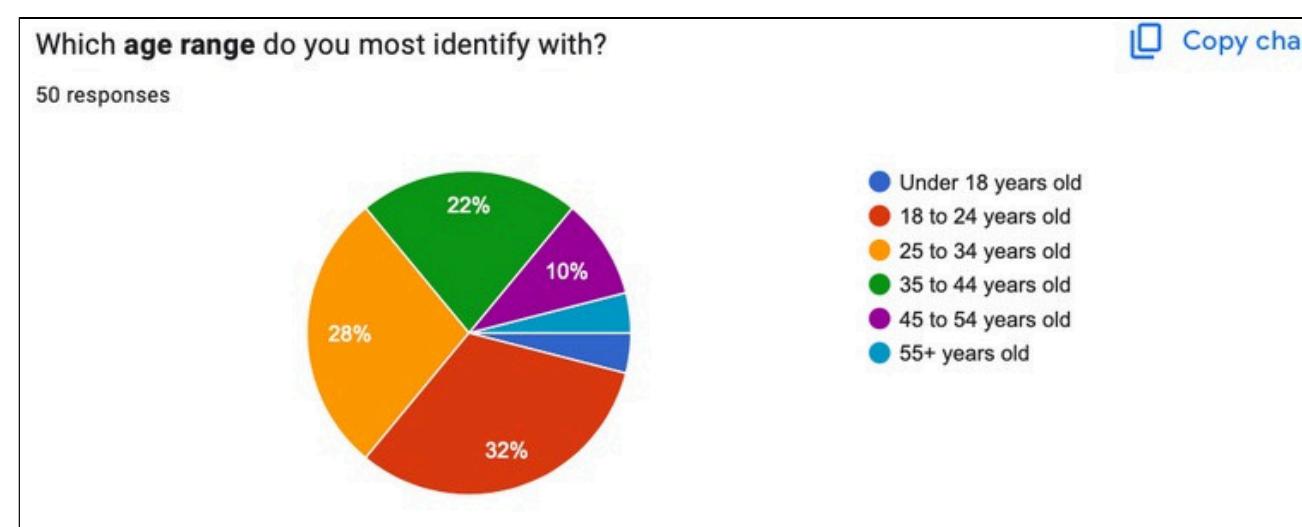
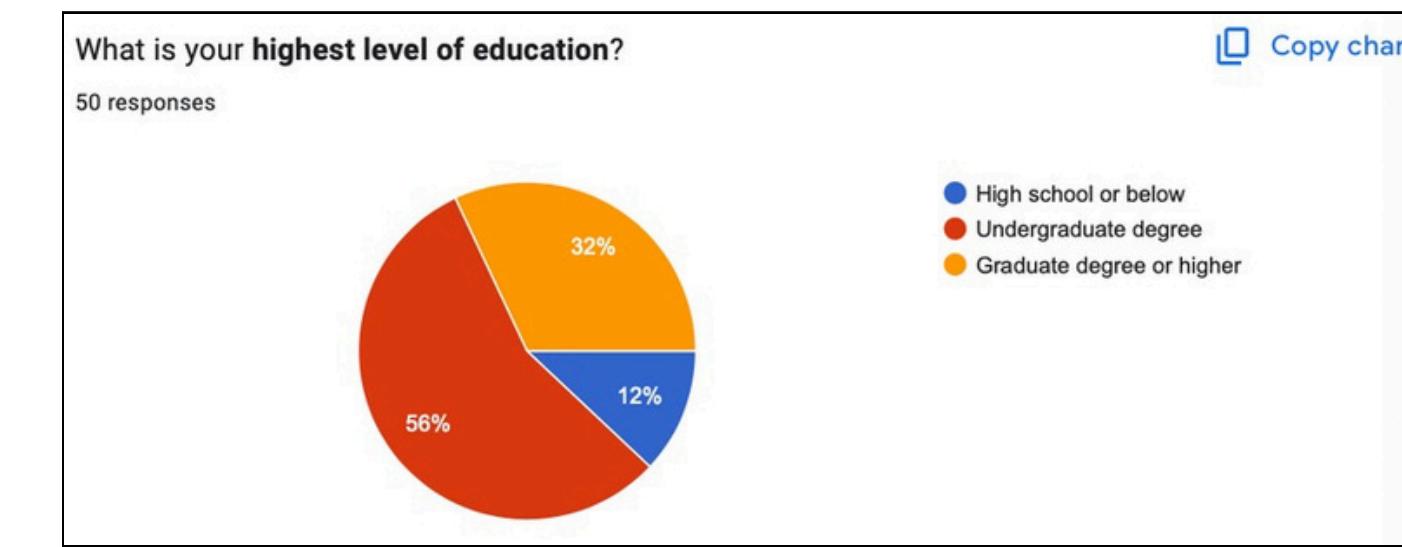
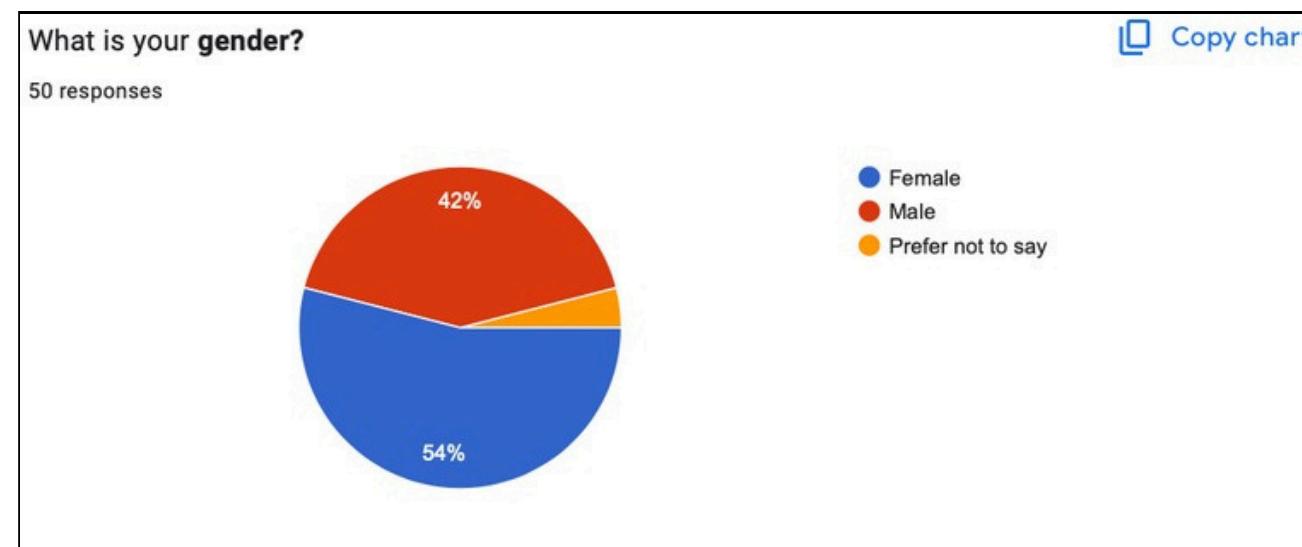
### **Influencer Partnerships:**

- Number of sales through discount codes and affiliate links
- Engagement level with published content on Grays Instagram, TikTok & Pinterest
- Number of new followers on all three platforms

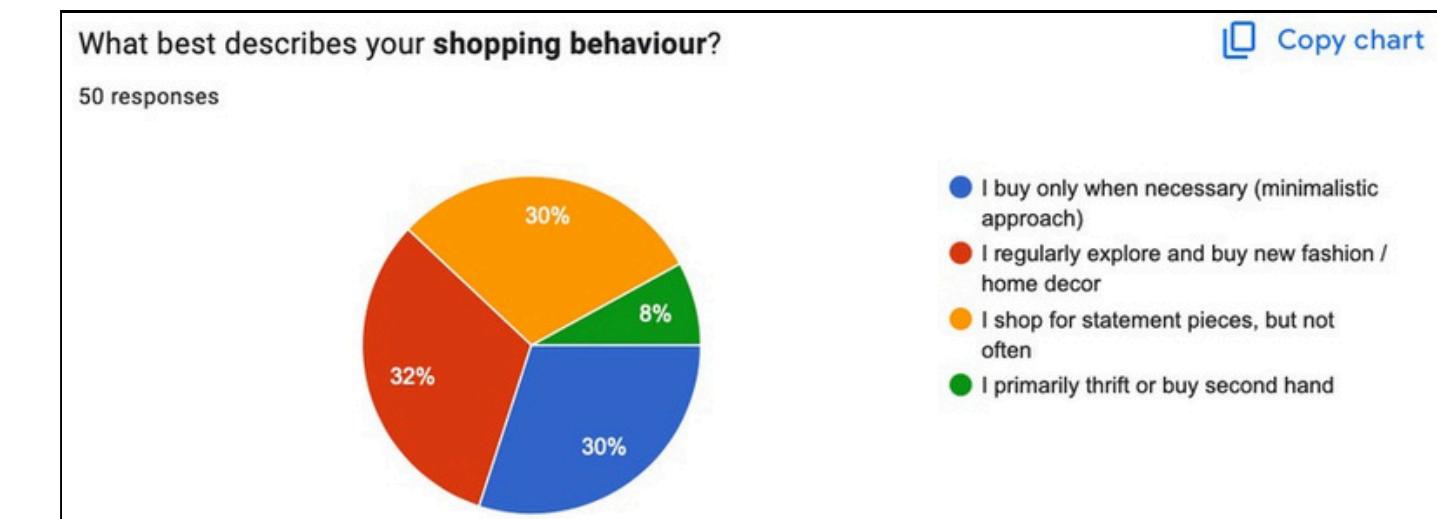
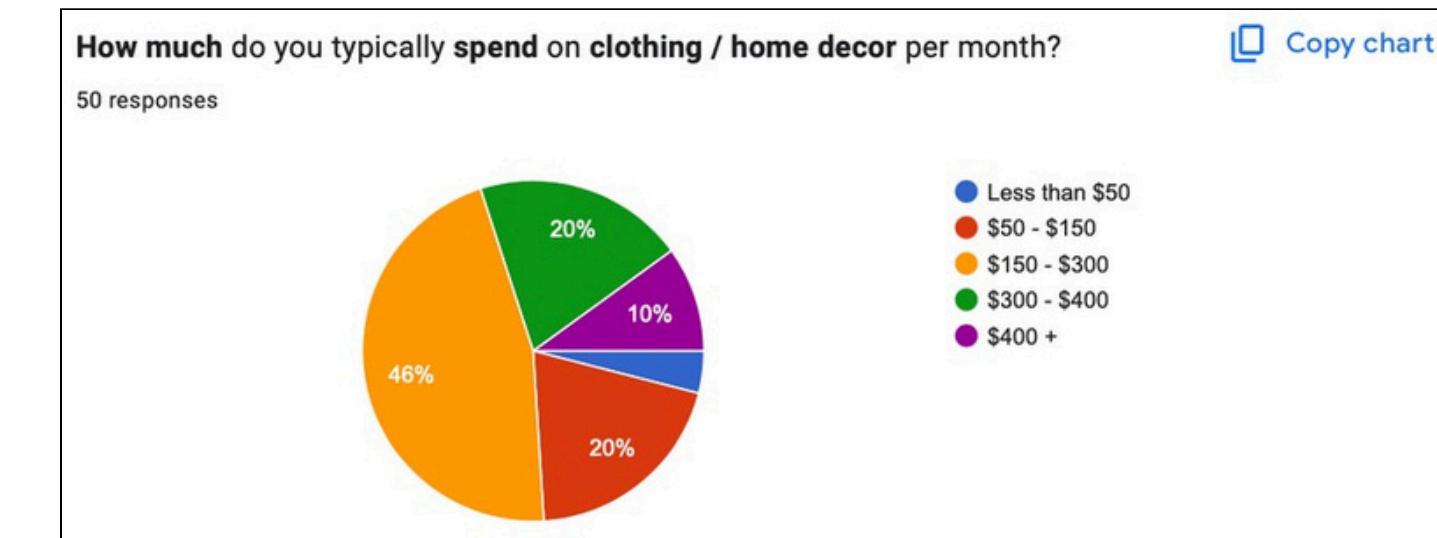
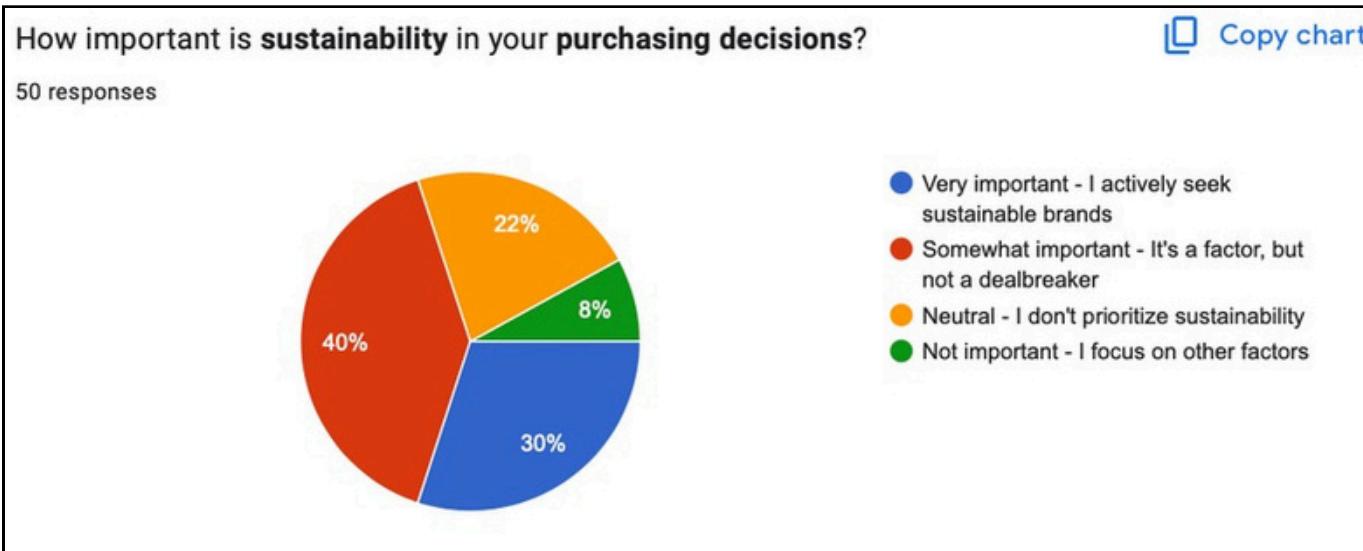
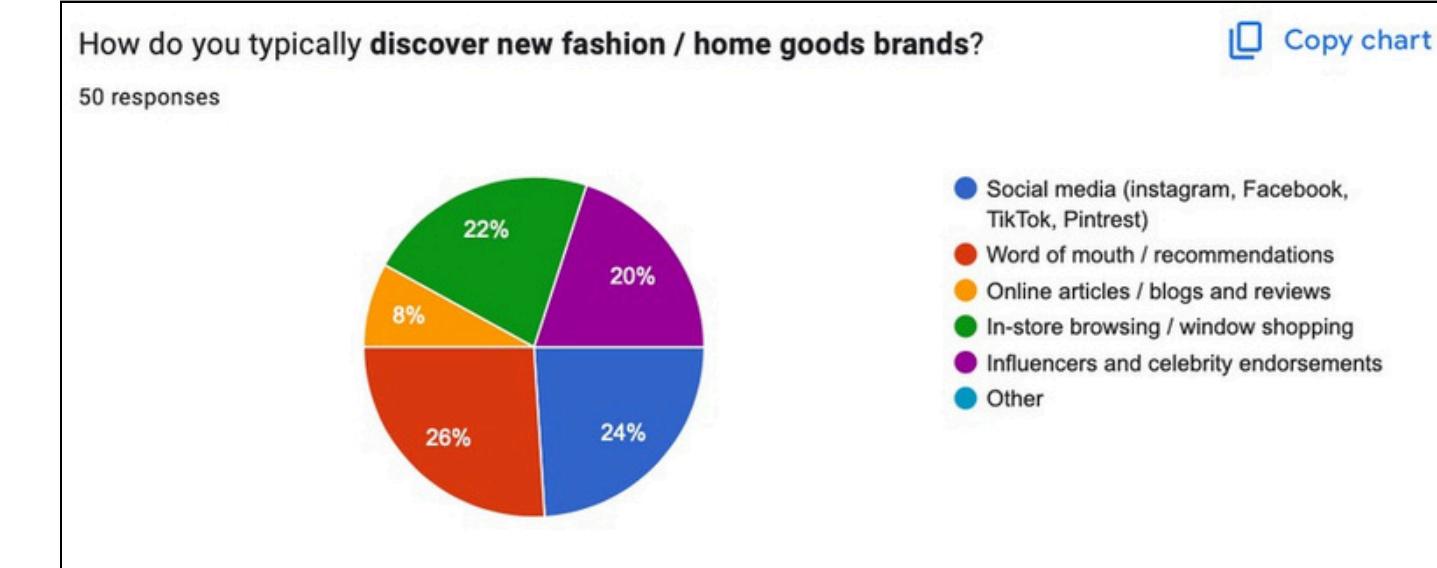
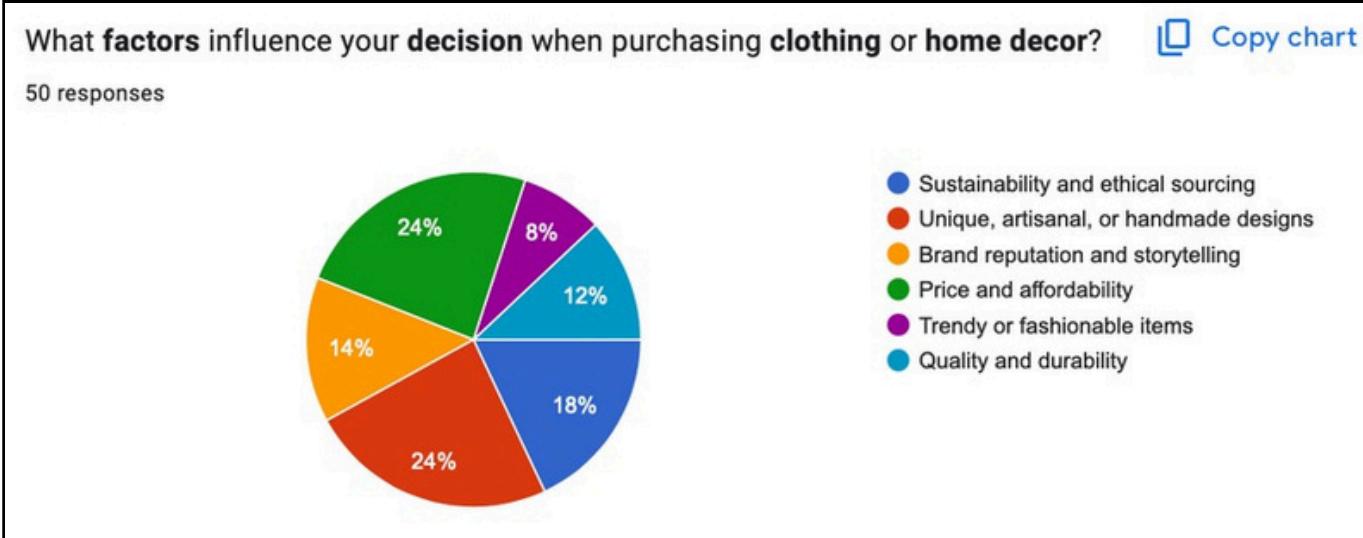


# Thank You!

# Appendices: (Demographics)



# Appendices: (Psychographics)



# Appendices: (Psychographics)

