***Note: Everything in italics in this document is an example of what kind of information YOU should include in that box. When you understand the assignment, delete everything in italics and replace it with information about your client company. You should delete this note before submitting this document.***

Your Name  
SMM 130 Social Media Marketing Content

Teacher's Name

Month 00, 000

**SMM 130 Final Project: *Company's Name***

**2.3 Understanding your customer  
Customer Persona and User Journey**

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| Category | Details |
| Demographics | **Age, gender, income, education, and other relevant demographic factors that describe the customer.**  *25-40 years old, female, college-educated, with an annual income of $50,000-$100,000.* |
| Psychographics | **Values, beliefs, interests, hobbies, and other relevant psychological factors that describe the customer.**  *Environmentally conscious, interested in sustainable fashion, values social responsibility, and ethical labor practices.* |
| Behaviors | **Principles, beliefs, and ideals that guide decision-making.**  *Prefers quality over quantity, is willing to spend more on eco-friendly products, and is active on social media.* |
| Customer needs | **The primary needs, desires, and points that the customer is looking to address.**   * *High-quality, sustainable, and ethical clothing that aligns with their values.* * *Comfortable and stylish clothing that can be worn in a variety of settings.* * *Clothing that is versatile, practical, and easy to care for.* |
| Pain points | **The challenges, frustrations, and obstacles that the customer is experiencing.**   * *Struggling to find sustainable and ethical clothing that is both stylish and affordable.* * *Frustration with fast fashion and its impact on the environment and society.* * *Concerns about the quality and durability of sustainable clothing.* |
| Customer journey | **The sequence of touchpoints and interactions that the customer goes through when interacting with the brand.**   1. ***Discovery:*** *The customer discovers Sunnyside Co. through social media, online searches, or word of mouth.* 2. ***Consideration:*** *The customer browses Sunnyside Co.'s website and social media pages to learn more about the brand and its products.* 3. ***Purchase:*** *The customer makes a purchase on Sunnyside Co.'s website or at one of its retail locations.* 4. ***Post-purchase:*** *The customer receives their product, wears it, and shares their experience with friends and family through social media and in-person interactions.* |
| Touchpoints | **The moments of interaction between the customer and the brand, including physical and digital touchpoints.**   * ***Website:*** *Sunnyside Co.'s website is the primary touchpoint for customers to learn about the brand and its products.* * ***Social media:*** *Sunnyside Co. uses social media platforms such as Instagram, Facebook, and Twitter to engage with customers and share content.* * ***Retail locations:*** *Sunnyside Co. has several retail locations where customers can see and try on products in person.* |
| Persona | *Insert your customer persona here* |
| User Journey | *Insert your user journey map here* |

**2.4 Brand Community Building Elements**

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| Category | Details |
| Origin (Brand story) | **The narrative that describes the brand's origins, evolution, and future.**  *Sunnyside Co.'s story began with a desire to create a clothing brand that made a positive impact on the world. Its founders saw a need for sustainable and ethical options in the fashion industry and decided to fill that gap. The brand continues to evolve and grow, always keeping its values at the forefront.* |
| Creed (Brand Values) | **The fundamental beliefs and principles that guide the brand's actions and decisions.**  *Sunnyside Co.'s fundamental values are sustainability, ethics, transparency, and community. These values guide the company's actions and decisions and define its brand identity.* |
| Icons (Brand identity) | **The visual and auditory elements that represent the brand, including the logo, colors, typography, and music.**  *Sunnyside Co.'s visual and auditory elements include a sunflower logo, symbolizing the brand's commitment to sustainability and growth. Its color scheme includes earthy tones and modern and clean typography. The brand's music is upbeat and positive.*  ***A picture containing logo  Description automatically generated*** |
| Rituals (Brand community-building tactics) | **Rituals are repeated experiences associated with your brand. The strategies and tactics that the brand can use to build and engage its community.**  *Sunnyside Co. uses a variety of tactics to build and engage its community. It hosts events and workshops, partners with other sustainable brands, shares user-generated content on social media, and donates a portion of its profits to charitable causes.* |
| Language (Brand personality) | **The human characteristics and qualities that the brand embodies. Brands with their own set of unique words or sayings with specialized meanings.**  *Sunnyside Co. is friendly, approachable, and socially conscious. It embodies the qualities of a caring friend who wants to make a difference in the world.*  *Words: Eco-friendly, sustainable, ethical, organic, recycled, environment.* |
| Language (Brand voice and tone) | **The language and style that the brand uses to communicate with its audience.**  *Sunnyside Co.'s language and style are friendly, informative, and community focused. It uses inclusive and approachable vocabulary to communicate with its audience and strikes a balance between educational and entertaining.* |
| Non-believers | **For every belief system, there is a group of nonbelievers. It identifies who and what the brand is and is not.**  *Possible non-believers of Sunnyside Co. could include consumers who prioritize low prices over sustainable and ethical manufacturing practices. They may not be willing to pay more for sustainable or ethically made products, or they may not be aware of the negative environmental and social impacts of fast fashion. Additionally, consumers who are not interested in fashion or do not prioritize sustainability and ethical labor practices may not see the value in Sunnyside Co.'s products.* |
| Leader | **The person who set out against all odds to create something in the world from their vision. This person is the public face of the company.**  *Alan Jones is a visionary leader passionate about sustainability and ethical business practices. He has a natural gift for creating a positive and inclusive culture that inspires and empowers his team to work towards a common goal of positively impacting the environment and society.*  *Alan is deeply committed to the mission of Sunnyside Co., and he leads by example in every aspect of the business. He believes that sustainable and ethical fashion is not only the right thing to do but also good for business. He is constantly seeking out new and innovative ways to improve the company's impact on the planet and its people.*  *As a CEO, Alan is a natural collaborator and communicator and has a keen ability to bring people together and inspire them to work towards a shared vision. His team respects him highly, and his leadership style is empowering and supportive.*  *Alan is an avid learner and constantly seeks latest information and insights to improve the company's practices and stay ahead of the curve in the sustainable fashion industry. He is a creative thinker and problem solver and is not afraid to take risks and try innovative approaches to achieve the company's goals.*  *Above all, Alan is a kind and compassionate person who honestly believes in positively impacting the world. He is dedicated to giving back to charitable causes and making a difference in the lives of those who need it most. He is an inspiring leader who is helping to shape a more sustainable and ethical future for the fashion industry.* |

**2.5 Customer Surveys**

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| Category | Details |
| Purpose of the survey | **The objective of the survey including what the brand is trying to learn or understand about its customers.**  *The objective of the survey is to gather customer feedback on their experience with our brand and products and understand their needs and preferences. The brand aims to learn how customers perceive the brand, what they like and dislike about our products and services, and how we can improve to serve their needs better and meet their expectations.* |
| Target audience | **The audience that the survey is aimed at including existing or potential customers.**  *The survey is aimed at existing customers of Sunnyside Co. who have purchased products or interacted with the brand in some way. The purpose is to gather feedback from those who have had a direct experience with our brand and can provide valuable insights into their experience.* |
| Survey questions | **The questions that the survey will ask including both open-ended and closed-ended questions.**  *The survey will include a mix of open-ended and closed-ended questions to gather both qualitative and quantitative data. The questions may include topics such as:*   * *How did you hear about Sunnyside Co.?* * *What was your experience like shopping on our website or in-store?* * *How satisfied are you with the quality of our products?* * *What do you like and dislike about our products?* * *What motivates you to purchase from sustainable and ethical clothing brands?* * *How likely are you to recommend Sunnyside Co. to a friend?* * *What improvements would you suggest for our products and services?*   *The survey questions are designed to gather feedback on various aspects of the customer experience with the brand and to gain insights into their preferences, needs, and motivations.* |
| Results of survey | *Record the information you learned from giving this survey to three people that will be useful for a social media marketing campaign.* |

**2.8 Brand Audit**

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| Category | Details |
| Observation of similar Branding | **Compare your brand to similar competitors.**  *Sunnyside Co. Reviewed the brands of Moonbeam, and Cloudy Breeze to compare branding, frequency of posts, engagement, and style of posts.* |
| Key Metrics | **Measure key metrics such as followers, or engagements***.*  *Sunnyside Co. Analyzed its followers and engagements. Customer likes and responses have increased by 10% since the same time last year.* |
| Social Influencers | **Identify Influencer's and how they manage their brand.**  *Sunnyside Co. Has analyzed social media influencers Sonny Day and Rainstorm and feels a deep connection to their styles and current brands. Sunnyside Co has decided to partner with both influencers for product distribution.* |
| Platforms | **The social media platforms that the brand is currently using to promote their products and engage with their audience.** *Sunnyside Co. is currently using multiple social media platforms to promote the brand and products. Instagram is their primary platform, as it is an image-based platform that allows them to highlight their products and manufacturing process through images and videos. They are also using Pinterest to reach a wider audience and engage with their community.* |
| Design Elements | **The visual elements used in the brand's content, such as color schemes, imagery, and overall aesthetic.**  *Sunnyside Co.'s design elements include the use of natural and organic colors, such as earthy greens, blues, and browns, to reflect their commitment to sustainability and the environment. They also utilize high-quality images that highlight their products and manufacturing process, as well as minimalist aesthetics that are clean and simple. These design elements should be consistent across all platforms to help build brand recognition and enhance their overall brand image.* |
| Logos | **The brand's visual identity, including their logo and any other recognizable branding elements.**  *Sunnyside Co. has a logo that is used across all platforms. The logo reflects the brand's values an personality and is recognizable to loyal consumers only.* |
| Types of Content | **The specific types of content the brand is sharing on each platform, such as product images or behind-the-scenes manufacturing footage.**  *Sunnyside Co.'s content includes a mix of product images and information about their sustainability initiatives and charitable causes. They highlight the quality and sustainability of their products to build trust with their audience. Sharing information about their sustainability initiatives and charitable causes help to connect with their audience.* |
| Consistency of Content | **Check to ensure all images and messages are consistent across all platforms.**  *Sunnyside Co. Has reviewed its sites and noticed a logo discrepancy between the logo on Facebook and Twitter. Due to site requirements, it has been suggested to modify the logo to a smaller size to meet the requirements of both sites.* |
| Target Market | **The group of consumers that the brand is targeting with their products and marketing, often characterized by demographic and psychographic factors.**  *Sunnyside Co.'s target market includes eco-conscious consumers who are interested in sustainable fashion and products made from organic and recycled materials. They also target fashion-forward individuals who appreciate the brand's minimalist aesthetic and commitment to sustainability.* |
| Goal Alignment | **Follow-up on how your current performance matches your goals from prior years or quarters.**  *Sunnyside Co*. |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Site** | **URL** | **Profile Name** | **Followers** | **Post Frequency** | **Last Activity** | **Referral Frequency** | **% change Last year** | **% change Last month** |
| ***Twitter*** | ***https://twitter.com/sunnysideco*** | *Sunnyside Co* | *180,000* | *Daily* | *Today* | *10,526* | *15%* | *-5%* |
| ***Google +*** | ***https://plus.google.com/sunnysideco*** | *Sunnyside Co* | *90,852* | *Monthly* | *1-31-23* | *1,485* | *45%* | *22%* |
| ***YouTube*** | ***https://Youtube.com/sunnysideco*** | *Sunnyside Co* | *77,656* | *Daily* | *Yesterday* | *589* | *5%* | *19%* |
| ***Pinterest*** | ***https://pinterest.com/sunnysideco*** | *Sunnyside Co* | *80,000* | *Biweekly* | *12-15-22* | *68* | *22%* | *-60%* |
| ***Twitter*** | ***https://twitter.com/sunnysideco/relax*** | *Sunnyside Co* | *35,545* | *Daily* | *Today* | *450* | *9%* | *12.9%* |
| ***Facebook*** | ***https://facebook.com/sunnysideco*** | *Sunnyside Co* | *12,257* | *Weekly* | *Thursday* | *8,657* | *26%* | *-2%* |

**2.9 Social Media Marketing Campaign Strategies  
Creative Brief**

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| Category | Details |
| Description of the Company | **Brief description of the company, including its mission and vision.**  *Our company, Sunnyside Co., is a sustainable and ethical clothing brand that believes in positively impacting the environment and society. We offer a variety of products made from organic and recycled materials, and we promote fair labor practices and give back to charitable causes.* |
| Summary of the project | **A brief summary of the project and its scope.**  *Our project is to increase brand awareness and engagement through a social media marketing campaign.* |
| Objectives | **List of the project's goals and objectives.**   1. *Increase brand visibility and recognition.* 2. *Increase social media engagement.* 3. *Drive traffic to our website and increase sales* |
| Target audience | **A detailed description of the target audience, including demographics, psychographics, and behaviors.**  *Our target audience is environmentally conscious consumers who are interested in sustainable and ethical fashion. Our audience is primarily female, aged 25-40, living in urban areas.* |
| Deliverables | **List of all the deliverables the project is expected to produce. The required deliverables for your grades for the project include the following:**   * An email to go out to customers. * One blog article * 3–5 Instagram Posts * 2–4 Facebook Posts * 1-2 Twitter Posts * YouTube Video * New Logo   *P.S.: In addition to the required deliverables for the project, are there any others you could create? Do you need a one-page brochure? A batch of 10 banner ads? A logo for print, just for the web, or for both? Again, these ideas are outside the project's requirements, but you could choose to develop them.* |
| Competitors | **Identification of the company's main competitors, including the strengths and weaknesses of each.**  *Our main competitors include Patagonia, Eileen Fisher, and Reformation.* |
| Tone, message, and style | **Description of the tone, message, and style the project should convey.**  *Our tone is friendly and approachable, while our message emphasizes our commitment to sustainability and ethical practices. Our style is modern and minimalistic.* |
| Schedule | **Timeline of the project, including milestones and deadlines. In this case, the deadline is the end of the course.**  The project will take place over the course of 7 weeks. |
| Budget | **Total budget for the project.**  *Our budget for the social media marketing campaign is $20,000.* |
| Stakeholders and roles | **List all stakeholders involved in the project, including their roles and responsibilities.**   * *Marketing Manager: oversees the project and manages the team.* * *Social Media Manager: responsible for social media strategy and content creation* * *Graphic Designer: creates visuals for social media and blog.* * *Copywriter: writes blog content and social media captions* * *Email Marketer: creates and sends email campaigns.* |

**3.2 Blogging  
Blog Article**

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| Category | Details |
| Topic | **The topic of the blog article, including the main idea and key points.**  *As our world becomes more conscious of the impact of our daily actions on the environment, it's important to take steps towards a sustainable lifestyle. This blog article will provide readers with 5 easy and practical ways to be more eco-friendly in their daily life. We will emphasize the importance of sustainability and highlight Sunnyside Co.'s brand values, including transparency and community.* |
| Title | **The title is interesting and catches the readers' eyes.**  *"5 Easy Ways to Be More Sustainable in Your Daily Life"* |
| Content | **The article includes an introduction, body, and conclusion.**  *At Sunnyside Co., we believe that* *small changes can make* *a big difference in protecting the planet. Living a more sustainable lifestyle* *doesn't have to be difficult or expensive. In fact, there are several* *easy ways to reduce your environmental impact* *on a daily basis. In this blog post, we will share five simple tips for living an eco-friendlier lifestyle.*   1. ***Reduce, Reuse, Recycle***   *This classic mantra is still relevant today. Start by reducing your consumption by only buying what you need, then reusing items as much as possible before recycling them. Avoid single-use items and opt for durable products that can be used multiple times. For example, bring a reusable water bottle and coffee cup, use cloth napkins instead of paper ones, and bring your own shopping bags.*   1. ***Eat More Plant-Based***   *Meals The meat industry is a major contributor to greenhouse gas emissions, so reducing your meat consumption can have a significant impact. Eating more plant-based meals not only benefits the environment, but also your health. Try incorporating more fruits, vegetables, whole grains, and legumes into your diet. You* *don't have to go completely vegan or vegetarian - even one meatless day a week can make a difference.*   1. ***Conserve Energy and Water***   *Conserving energy and water is* *a simple way to reduce your carbon footprint. Turn off lights and electronics when* *you're not using them, use a programmable thermostat to save energy, and air-dry your clothes instead of using a dryer. To conserve water, take shorter showers, fix any leaks, and water your plants in the morning or evening when it is cooler.*   1. ***Shop Secondhand***   *Buying secondhand is* *a great way to reduce waste and save money. Instead of buying new clothes, furniture, and electronics, check out thrift stores, online marketplaces, and garage sales. You can often find high-quality items that are still in* *great condition, and* *you'll be giving them a second life.*   1. ***Support Sustainable Brands***   *One of the most impactful ways to be more sustainable is to support brands that share your values. Look for companies that prioritize sustainability, ethics, transparency, and community. At Sunnyside Co.,* *we're committed to using organic and recycled materials, promoting fair labor practices, and giving back to charitable causes. By supporting brands like ours,* *you're sending a message that sustainability matters.*  *Living a more sustainable lifestyle* *doesn't have to be difficult or overwhelming. By making* *small changes in your daily life, you can make* *a big difference for the planet. We hope these five tips inspire you to* *take action and make sustainable choices every day. And, if* *you're looking for sustainable clothing options, be sure to check out our new activewear line on our website. Together, we can create a more sustainable future.* |

**4.3 Logos**

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| Category | Details |
| New Logo Design | **Design the new logo for the company based on the information you have about them. Their style, tone, colors, etc.** |

**4.4Creating A/V Script & 5.4 YouTube Video**

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| Category | Details |
| Topic (4.5 Creating A/V Script) | **The topic of the YouTube video, including the main idea and key points.**  *A "Day in the Life" vlog featuring one of our team members, showing the sustainable practices we incorporate into our daily routines.* |
| Scriptwriting (4.5 Creating A/V Script) | **The writing of the video script, including the tone, voice, and style.** *Opening shot of the team member waking up in the morning.*  *Voiceover: Good morning, everyone! Welcome to Sunnyside Co.'s "Day in the Life" vlog.*  *Cut to the team member making their bed.*  *Voiceover: We're excited to show you how we incorporate sustainable practices into our daily routines.*  *Cut to the team member getting dressed in Sunnyside Co. clothing.*  *Voiceover: As you can see,* *we're proud to wear our own brand, made from organic and recycled materials.*  *Cut to the team member filling up their reusable water bottle.*  *Voiceover: Instead of coffee, we start our day with a refreshing glass of water in our reusable bottles.*  *Cut to the team member walking to work, picking up trash along the way.*  *Voiceover: We take pride in keeping our community clean and free from litter.*  *Cut to the team member working at Sunnyside Co.*  *Voiceover: At Sunnyside Co., we believe in fair labor practices and treating everyone with respect.*  *Cut to the team member having a sustainable lunch with colleagues, using reusable utensils and containers.*  *Voiceover: Even our lunch breaks are eco-friendly with our reusable utensils and containers.*  *Cut to the team member participating in a company-wide charity event.*  *Voiceover: Giving back to charitable causes is important to us, and* *we're proud to be a part of a company that shares that value.*  *Cut to the team member heading home and enjoying a sustainable evening, using LED* *lights and unplugging unused electronics.*  *Voiceover: And* *that's a wrap for our "Day in the Life" vlog. We hope* *we've inspired you to incorporate sustainable practices into your daily routine, just like we do here at Sunnyside Co. Thanks for watching!* |
| Link to Video (5.4 YouTube) | **Add the link to the actual YouTube Video that you created.**  *www.youtube.com/sunnysidecom/kjb34klk316 (fake link)* |

**4.5 Infographics**Tip: Use your blog article as the basis for your Infographic

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| Category | Details |
| Content Brief | **A description of what will be included in the infographic.**  *Title: 5 Easy Ways to Be More Sustainable in Your Daily Life*   1. *Reduce, Reuse, Recycle*  * *Buy only what you need.* * *Reuse items as much as possible.* * *Avoid single use items.* * *Opt for durable products.* * *Bring your own shopping bags, water bottle, and coffee cup.*  1. *Eat More Plant-Based Meals*  * *Reduces greenhouse gas emissions.* * *Improves your health.* * *Incorporate more fruits, vegetables, whole grains, and legumes into your diet.* * *Try one meatless day a week.*  1. *Conserve Energy and Water*  * *Turn off lights and electronics.* * *Use a programmable thermostat.* * *Air-dry clothes* * *Take shorter showers.*  1. *Shop Secondhand*  * *Reduces waste.* * *Saves money.* * *Check out thrift stores, online marketplaces, and garage sales.* * *Find high-quality items that are still in great condition.* |
| Image | ***Add your infographic here with the all the content.***  **Text  Description automatically generated with low confidence** |

**4.6 Social Media Campaign**

**Instagram Posts**

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| Category | Details |
| Campaign Goal | **The desired outcome or purpose of a specific marketing or advertising effort.**  *The campaign goal for this Instagram post is to promote Sunnyside Co.'s organic activewear and encourage viewers to visit the website for more information. The post aims to promote the idea that looking good can also make you feel good by choosing sustainable and organic clothing options.* |
| Design brief | **The design brief for the Instagram graphics, including the style, colors, and typography.**  *Graphic of a model wearing our sustainable activewear.* |
| Image selection | **The selection of images or visuals for the graphics, including their relevance to the brand and audience.** |
| Caption writing | **The writing of the captions for the graphics, including the tone, message, and call-to-action.** *c 🌿* |
| Hashtags | **The hashtags used in the captions, including both branded and industry-related hashtags.**  *#sustainablefashion #ethicalclothing #sunnysideco* |

**4.6 Social Media Campaign**

**Facebook Posts**

|  |  |
| --- | --- |
| Category | Details |
| Campaign Goal | **The desired outcome or purpose of a specific marketing or advertising effort.**  *The campaign goal for this Facebook ad is to promote Sunnyside Co.'s Recycled Polyester Backpack as a stylish and functional accessory made from recycled materials and to encourage consumers to join the sustainable fashion movement.* |
| Message | **The message should be informative, clear, compelling and connect with the brand's values and mission.**  *Sunnyside Co. believes in sustainability and positive impact on the environment,* *that's why* *we've created our Recycled Polyester Backpack made from recycled materials.* *It's stylish, functional, and perfect for work, school, or weekend getaways.* |
| Image selection | **The selection of images or visuals for the graphics, including their relevance to the brand and audience.**  **A backpack on a road  Description automatically generated with medium confidence** |
| Headline | **A headline is a short, attention-grabbing statement used in marketing to capture the reader's interest and encourage them to read the message.**  *Join the Sustainable Fashion Revolution with Sunnyside Co.* |
| Hashtags | **The hashtags used in the posts, including both branded and industry-related hashtags.**  *#recycledmaterials #sustainableliving #sunnysideco* |
| Call to Action | **A specific instruction or request for the audience to take a particular action in response to the marketing or advertising message.**  *Shop Now* |

**4.6 Social Media Campaign**

**Twitter Posts**

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| Category | Details |
| Campaign Goal | **The desired outcome or purpose of a specific marketing or advertising effort.**  *The goal of these tweets is to raise awareness about the environmental impact of plastic consumption and to promote Sunnyside Co.'s sustainable clothing made from recycled and organic materials.* |
| Message | **The message should be informative, clear, compelling, and connect with the brand's values and mission.**  *The message of these tweets is that by choosing Sunnyside Co.'s sustainable clothing, consumers can make a positive impact on the environment and support ethical labor practices.* |
| Call to Action | **The selection of images or visuals for the graphics, including their relevance to the brand and audience.**  *The call to action for these tweets is to encourage consumers to shop sustainably by choosing Sunnyside Co.'s products made from recycled and organic materials. The use of hashtags such as #sustainablefashion, #recycledmaterials, #ethicalfashion, and #sustainability helps to reinforce the message and reach a wider audience.* |
| Post 1 | *Did you know that 91% of plastic waste is not recycled? 😱 At Sunnyside Co.,* *we're committed to reducing our impact on the environment by using recycled materials in our clothing. Shop sustainably and help make a difference! #sustainablefashion #recycledmaterials #reduceplasticwaste* |
| Post 2 | *Plastic pollution is* *a serious problem that affects our oceans, wildlife, and communities. By choosing Sunnyside Co.'s clothing made from organic and sustainable materials,* *you're taking a stand against plastic waste and supporting ethical labor practices. 🌎💚 #ethicalfashion #plasticpollution #sustainability* |

**6.2 Social Media Management and Platforms**

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| Category | Details |
| Proposed tool | **The social media management tool proposed for the project including its features, pricing, and limitations.**  *Hello Sunnyside Co.! As your Social Media Marketing Advisor,* *I've evaluated several social media management tools and* *I'm excited to recommend Hootsuite to manage your social media accounts. As a sustainable and ethical clothing brand,* *it's important that your social media accounts align with your values and help you to make a positive impact on the environment and society. Hootsuite is the best choice for your company as it offers a comprehensive suite of features that meet your needs and budget.*  *Hootsuite stands out for its comprehensive analytics and reporting features, which will provide you with valuable insights into your social media performance and help you to identify areas for improvement. It also offers a range of integrations that allow you to seamlessly connect your social media accounts with other tools that you use, such as Google Analytics and Mailchimp.*  *One of the key benefits of Hootsuite is its ability to schedule posts and monitor your accounts, which saves you time and allows you to focus on other aspects of your business. As a small team with limited resources, this feature is particularly important for you. Additionally, Hootsuite's user-friendly interface and mobile app will allow you to manage your social media accounts on-the-go.*  *Overall, Hootsuite is the best choice for Sunnyside Co. because it offers a comprehensive suite of features that meet your needs and budget, while also providing you with the insights and tools necessary to manage your social media accounts effectively. With Hootsuite, you can stay connected with your followers, engage with your audience, and promote your sustainable and ethical brand values. Let's get started with Hootsuite and take your social media presence to the next level!* |

**6.3 Multi-Channel Marketing and Strategy**

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| Category | Details |
| Proposal | **Create a proposal of at least 250 words for your client. Include in the proposal:**   * **The different platforms you would advise the client to use with reasoning (why they should use) for each platform.** * **Detail which platforms should be prioritized at the beginning.** * **Recommendations for the timing of postings. (How Often, Time of the day, week, month)**   *Dear Sunnyside Co.,*  *I am excited to offer my proposal to enhance your brand's online presence and social media strategy. As a sustainable and ethical clothing brand, effectively communicating your values and mission to your target audience is essential.*  *Platforms:*   1. *Instagram: Instagram is an image-based platform that allows you to* *showcase your products and behind-the-scenes of your sustainable manufacturing practices. It also has a highly engaged audience interested in sustainable fashion, making it an excellent platform to connect with your target market. I recommend prioritizing Instagram to* *showcase your products and promote your brand values.* 2. *TikTok: TikTok is a rapidly growing social media platform with a younger demographic. It provides a unique opportunity to* *showcase your brand's personality and engage with a younger audience. It can also help you stand out from competitors and increase brand awareness. I recommend utilizing TikTok to* *showcase your brand's personality and create short, engaging videos that* *showcase your products.* 3. *Pinterest: Pinterest is a visual platform that is perfect for* *showcasing your product collections, inspiration, and behind-the-scenes content. It also has a high potential for referral traffic and can drive traffic to your website. I recommend utilizing Pinterest to* *showcase your brand's unique aesthetics and connect with your target market.*   *Timing:*   1. *Instagram: I recommend posting on Instagram at least three times per week. The best times to post are during peak engagement hours, such as 12 PM, 3 PM, and 6 PM. It is also essential to engage with your audience by responding to comments and direct messages promptly.* 2. *TikTok: I recommend posting on TikTok at least once a day. The best times to post are during peak engagement hours, such as 10 AM, 2 PM, and 8 PM. You can also use trending hashtags and participate in challenges to increase visibility.* 3. *Pinterest: I recommend posting on Pinterest at least once per day. The best times to post are during peak engagement hours, such as 8-11 PM. It is also essential to create high-quality visuals and utilize keywords to increase visibility.*   *In conclusion, by utilizing Instagram, TikTok, and Pinterest, Sunnyside Co. can increase its brand awareness, connect with its target audience, and effectively* *showcase its unique values and aesthetics. By posting consistently and engaging with the audience, Sunnyside Co. can build a strong online presence and continue to make a positive impact on the environment and society.*  *Best regards,*  *Phillip Williams Social Media Marketing Advisor* |

**6.4 Email Customers**

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| Category | Details |
| Email content | **The content of the email, including the subject line, introduction, body, and call-to-action.** *Subject Line: Check out our new sustainable fashion line!*  *Dear [Customer Name],*  *We're excited to announce our new line of sustainable clothing, made entirely from recycled materials.* *We're committed to reducing our impact on the environment and providing our customers with stylish, sustainable options.*  *To celebrate the launch of our new line,* *we're offering a 10% discount to* *all of our subscribers. Use the code SUSTAIN10 at checkout to receive your discount.*  *But* *that's not all! We also want to invite you to follow us on social media for more sustainable fashion content.* *We'll be sharing tips and tricks for living an eco-friendlier lifestyle and behind-the-scenes looks at our sustainable design process. You can find us on Instagram, Facebook, and YouTube.*  *Thank you for your continued support, and we hope you love our new sustainable fashion line!*  *Best, Alan Jones Co-founder and CEO Sunnyside Co.* |