

# October's Very Own (OVO)

Social Media Strategy  
Project

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Marketing for Search  
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CSDM 1010



# Executive Summary

- October's very own is a Canadian fashion brand founded by Drake, producer 40, and Oliver El-Khatib in 2012. After 10 years of this brand, its making a good revenue around 1.72- 50 million. Young Canadians simply love wearing this brand's clothing as its modern, stylish and represents the cool vibe of its consumers.
- The following social media marketing plan focuses on increasing the sales and brand awareness of OVO as it is lacking social media tactics to retain its customers.
- Although it is active on social media from the last 10 years still the brand has not achieved the desired growth and customers are easily revolving with competitors products due to various reasons such as (pricing, etc)
- The goal is to promote the brand and its identity to a wide range of audiences so that it can lead from its industry competitors in the Toronto fashion market.

This is a social media audit without tools



	Facebook	Twitter	Snapchat	Tiktok	Instagram
OVO	225k likes 6 videos Posts 395 Avg Engagement rate last 3 posts =0.0168	301.8k followers 2410 tweets Avg enagement rate on last 3= 0.009	No account	No account	1.4Mfollowers 1114 posts Avg engagement rate = 0.0000486
Roots	285k likes Posts <395 Avg engagement rate =0.0046	76.3k followers 25.9k tweets	Account exists	96.5k followers 2.2 M likes	233k followers 2702 posts Avg engagement rate = 0.0000657
Urban outfitters	2,175,024 Posts <500 Avg engagement rate last 3 posts =0.00002	921.4k followers 44.7k tweets	No account	No page just hashtag 651.1M views	9.2 M followers 14.5k posts Avg engagement rate= 1.544 x 10 <sup>4</sup>

# Social Media Audit 2 channels

## Facebook



- Number of likes on the page are far less as compared to others. The page has been operational since 2011.
- Low engagement rate
- Lesser posts
- Content is lacking spontaneity and it is not posted frequently
- Lesser activities
- Audience is usually in their senior age hence low traffic to the page and low reach

## Instagram



- Number of followers are less
- Content is basic and lack of creativity
- Content is posted regularly with other posts that is reaching out to the audience on a daily basis
- Lack influencer marketing
- Lack of blog posts
- Large amount of audience uses Instagram so the content has a high chance o increase engagement

# SWOT Analysis

	Networks active	No of followers	Strengths	Weaknesses	Content
<b>Roots</b>	4	233k followers IG	<p>Their IG presence is fairly strong. They post stories and other posts receive more likes and comments. Engagement rate is quite average however their website is under their username which means more website visitors.</p> <p>A strong tiktok presence and likes. Their brand voice is visible in the content that they post (Modern and comfy)</p>	No use of relevant hashtags which can create low engagement and low reach.	Videos, Images blogs, promotions, etc. A tiktok video with 10.5 M likes of a couple at home wearing Roots hoodies. Friendly and humor content
<b>Urban outfitters</b>	3	9.2 M followers IG	<p>Their IG presence is strong as it involves posting frequently. The posts are related to audience who are brand loyal. It involves a shout out to a wide variety influencers</p> <p><b>#UOCommunity has 11.7k posts.</b></p> <p>website is under their username which means more people are directed to their shopping page. Their brand voice is appealing in their posts (comfy and trendy)</p>	<p>The brand does not have a tiktok and snapchat account. Due to this, it is lagging behind in creating brand awareness and has a low reach.</p> <p>Small followers on FB and twitter.</p> <p>Content on FB and Twitter is not very appealing and low engagement rate on these platforms.</p>	<p>Videos, Images blogs, promotions, etc</p> <p>Successful posts include association with Post Malone CD buying which reflects collaboration with important celebs with 223 comments</p>



# Examples



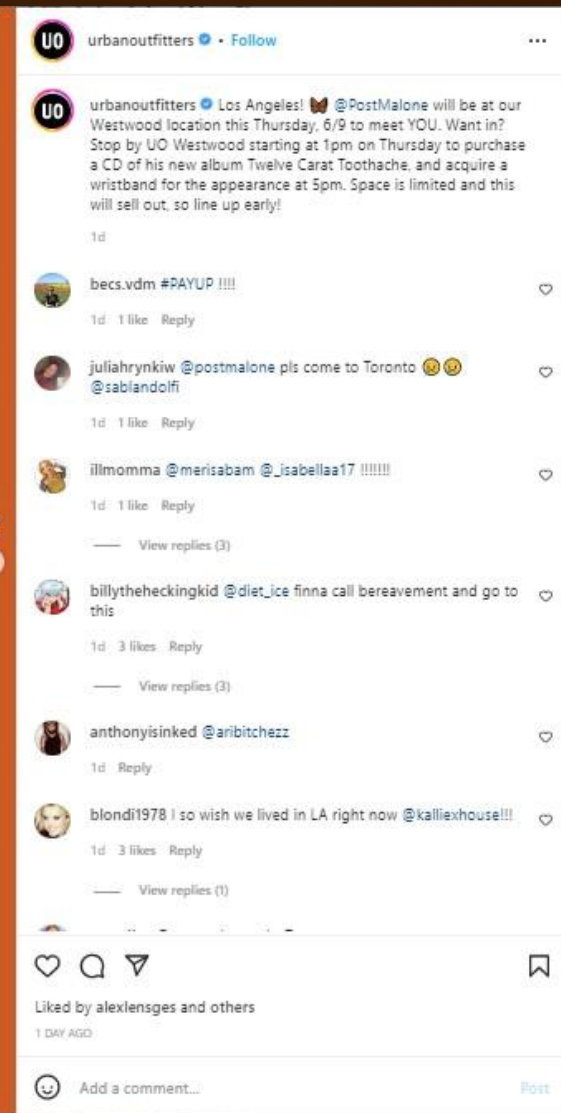
URBAN OUTFITTERS *presents*

## Post Malone

**In-Store Appearance**

**June 9th**  
**5pm**

**UO** URBAN OUTFITTERS MUSIC



# SWOT ANALYSIS

## Strengths

- Accessible on almost every platform within Canada.
- The products are of high quality and the fabric is exceptional
- The products are trendy, modern, chic and comfy matching Toronto's fashion sense
- OVO has a huge fan following due to its association to Drake
- OVO keeps up with all the values in the community which reflect in their brand voice

## Weaknesses

- Low engagement rate and improper marketing
- Products are affordable by a certain group of audience (middle-high income)
- Their clothes are similar i.e there is a lack of innovation in the designs. Other brands are also leading in those designs
- Products take longer time period for formation and manufacturing
- Products are for a specific group of audience in terms of age and does not expand to other target segments i.e no home products, no baby clothing like Roots and Urban Outfitters have clothing items for other such segments

## Opportunities

- More celebrity based collaborations for marketing and branding promotions
- OVO can expand their stores and online shopping platforms to different locations and different e-commerce websites such as ebay, etc.
- OVO can improve its pricing strategy for its products to be more affordable and in demand
- OVO can expand their market and open stores in popular geographical regions such as UK, Ireland, China where the fans are waiting
- OVO can include environmental friendly fabric for its clothing to emerge as a sustainable fashion brand

## Threats

- Increased inflation rate causing people to avoid buying clothes directly from shops
- Strong competition as other brands are also collaborating with celebs and singers starting their own clothing lines
- The emerging thrift shopping market
- OVO can be affected by other brands innovation and creative designs
- The awareness of nepotism (people discouraging from buying celebrity brands and preferring other local brands)



# Target Audience

## Demographics

- Location: Canada
- Gender 50% male and 50% female
  - Age:18-40
- Income: medium-high income

## Psychographics

- Values efficiency and time saving
- Gives importance to physical appearance
- Believes in diversity, climate change and sustainable fashion
- Believes in being a good citizen

## Behavior

- Social and outgoing
- Listens to rap and hiphop music
- Tech savvy and social media active user
- Likes to travel and watch movies
- Likes to read content online

## Pain Points

- Struggles to find trendy and comfy clothes online
- Struggles to stay ahead of the trend in the friend group
  - Work/study/life balance
  - Cheap products that don't last



# Consumer Persona for OVO



	Jake	Emily, Marina and shruti
Age	32	24,23,25
Job	Accountant	Students
Pain points	Struggles to find trendy affordable clothes	Wants to look trendy and chic in affordable clothes
Social networks	IG, Tiktok,FB	IG,Tiktok,FB, SanpChat
Brand affinity	Roots, Urban outfitters, yeezy, Canada Goose	H&M, ZARA, Forever 21, Roots
Affordability	100\$ above	50\$ and above
Our Help	Provide them with an experience of modern and chic clothing being with OVO they can feel trendy and up to date in and affordable price.	Provide them with an experience of modern and chic clothing being with OVO they can feel trendy and up to date in and affordable price



# 5 recommendations for OVO Social Media Strategy:



- 1 Create a Tiktok page. In today's age, Tiktok is an excellent platform to increase brand awareness and reach of the brand. "While its users age bracket mainly consists of Gen-Z, with 16-24 year-olds accounting for 41% of all users, the number of users that are 40 and older is on the rise. This means that small businesses with a younger target market should already have a TikTok presence" Themba, (Wishpond)



- 2 Creating a Snapchat page is very important. Snapchat allows you to target people who are similar to other Snapchatters who are currently engaged with your brand and may be interested in your business. You may also target adverts based on the user's age, special interests, or prior interactions as a client of yours.



- 4) OVO also needs to improve CTAs on IG i.e they should add product codes within the caption of each of their feed posts, if some of their products cannot fit on their online shopping page on Instagram .

- 5) Frequent posting on Facebook with a proper content calendar such as blogs, more entertaining and engaging content which should include live sessions and webinars. Also Facebook polls to check what customers prefer.

- 3) Use of more user generated content in the official pages. OVO's Instagram and Facebook page donot have proper user generated content. UGC is as important as utilizing Instagram stories. Through stories OVO should post ads and try A/B testing with experimenting what is working for them or not. Stories can be a good tool as OVO can provide information regarding their collection launches and retagging influencers to create a more personalized connection with audience. Insta reels with competitions and give away can also help increase sales.

# Social Media Strategy



## Social Media Goals

1) Increase brand recognition and brand promotion among target audiences by 15% by hosting a competition with influencers including user generated content over a period 3 months

1) Increase brand loyalty and grow sales by giving the loyal customers of OVO summer 22 (Canada day) etc holiday discounts

## Strategy

OVO will partner with famous Canadian influencers to host a dance competition with hashtag #drakedancechallenge. This will increase the followers on IG and Facebook

This campaign will target the loyal on boarded customers of OVO giving them discounts to keep them purchasing OVO clothing

## Tactics

- Posting videos with highly followed famous influencers and micro influencers for more reach.
- Posting user generated content
- Posting these video ads in the story of IG and FB

Upsell and re-target the loyal customers with offering 20-30% discount over their next purchase with OVO. They will be also getting reward points  
Run an ad campaign with paid promotion

## KPIs

- # of followers
- %of / CPC engagement rate
- %of reach
- #likes, shares and comments on posts
- #of sales generated
- Conversion rate



# Brand Recognition and Promotion:

- To increase OVO's brand recognition and promotion on Facebook and Instagram, The great drake dance challenge will be initiated by influencers on both of these platforms.
- The influencers will choose any drake song and perform a dance creating videos and Instagram reels. The clothing items and their product codes will be tagged in their posts.

Use of **Hashtags** #drake 16.4M

#OVO 3.6M

#Octobersveryown 219k posts on IG

3

10 winners will be chosen to be given free OVO give away and 50% discounts for 2 months

## How it works:

1

Follow the OVO page on IG and FB. Follow the chosen influencer and create a reel/video with hashtags #drake #ovo #octobersveryown #drakedancechallenge

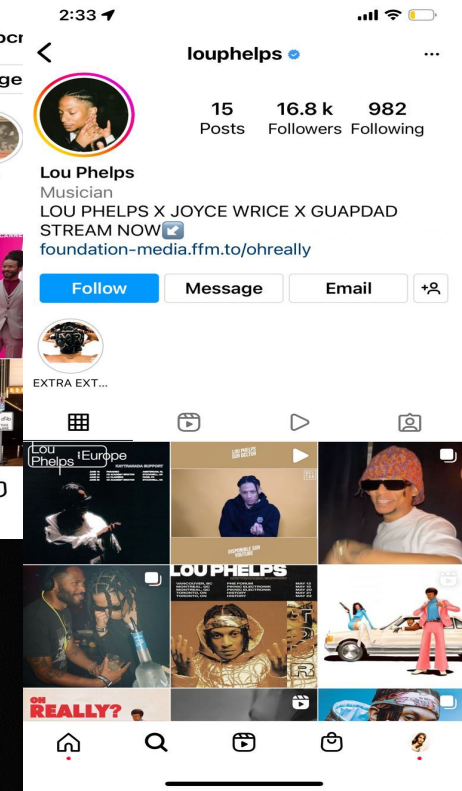
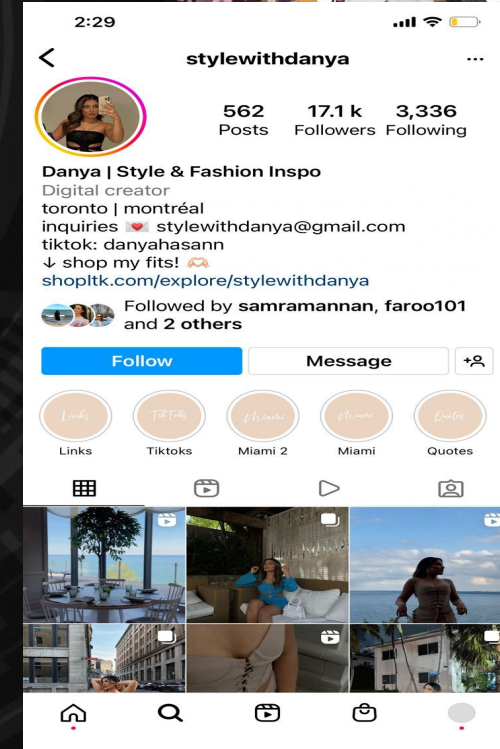
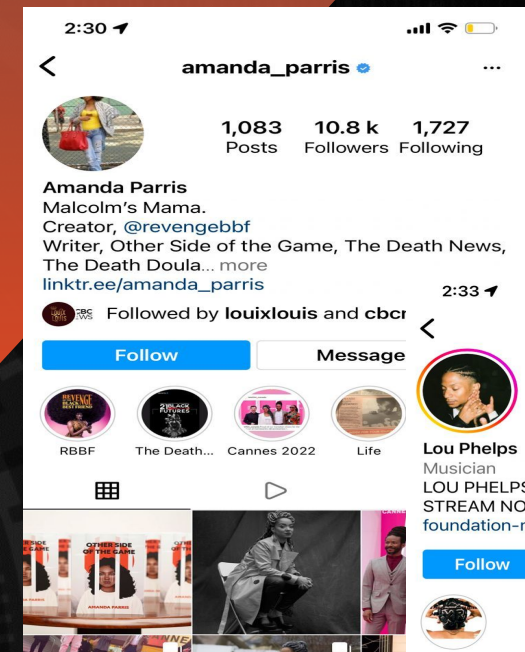
2

Choose any drake song and wear OVO clothing items mentioned . (UGC related posts, posts on social media channels own page, IG will have website link in bio and product codes on all posts with influencers.

On Facebook: CTA with link to the ovo online website and product page with video will be attached.

## Content Rational:

Instagram reels, Carousal ads, videos. IG stories Facebook ads, Stories. Blog posts



The influencers are chosen for their authenticity representing diversity





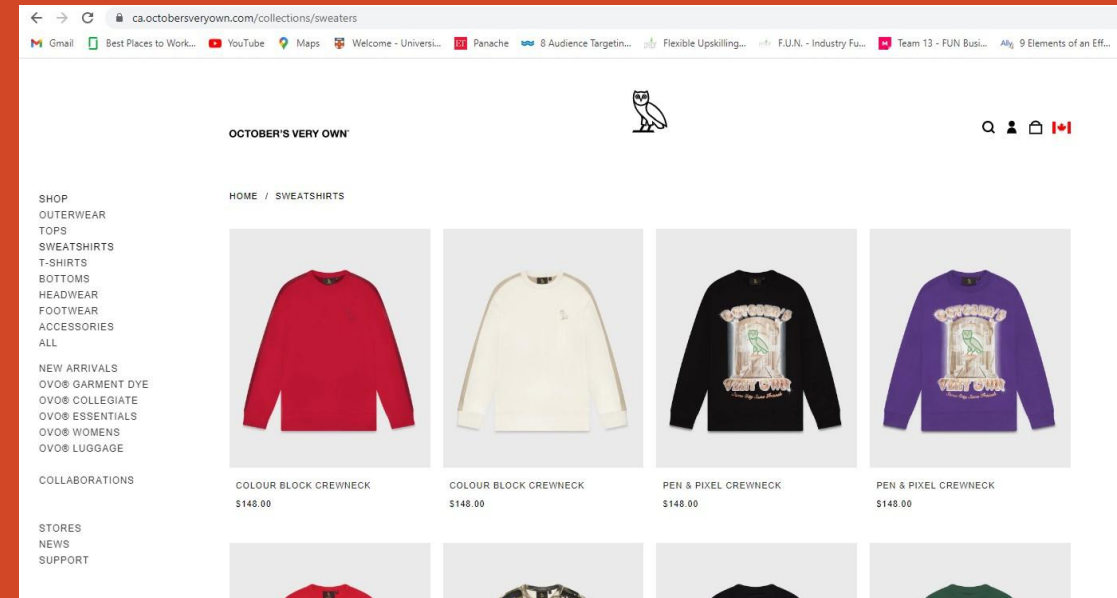
# OVO Canada Day Discount

- 1 Increase brand loyalty and grow sales by giving the loyal customers of OVO summer 22 (Canada day) etc holiday discounts

KPIs: # of conversions, CTR,CVR

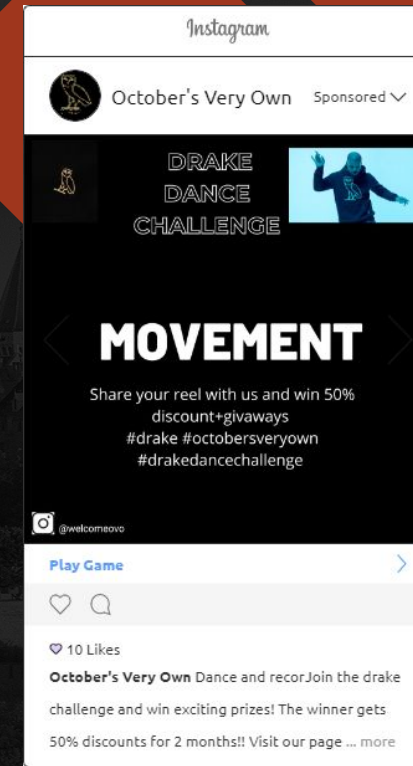
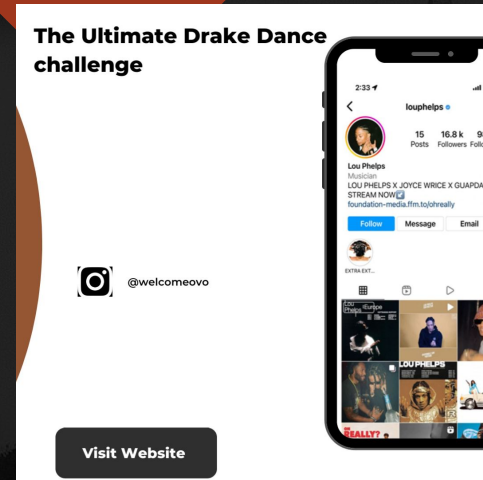
No of website visitors

- 2 Tactic: The loyal OVO customers will be given 10% discount for Canada day week. They will require to purchase any product /clothing from OVO store or website.  
Content: Paid Carousal Ads, Facebook Ads, IG stories with Ads, Blogs



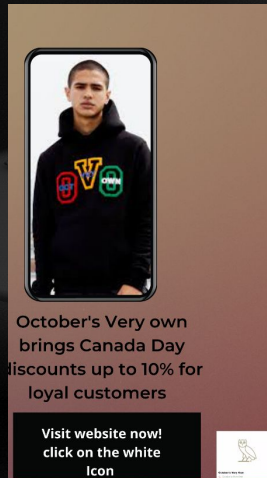
# 3 social Media Posts and 2 ads

- 1 Video will be posted on IG  
**Caption: This summer, dance your way into drake's hot music to win 50% discount on OVO products. Follow the details in the video.**  
**#Drake #OVO #Drakedancechallenge #drakememes**



## Instagram Paid Ads

2

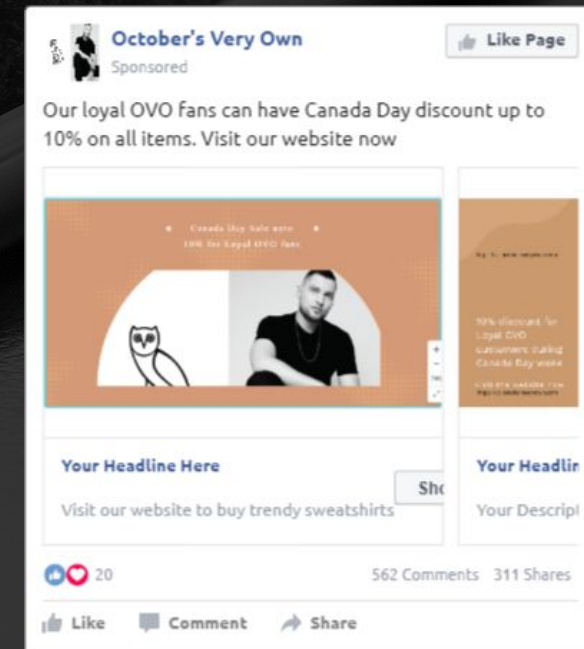
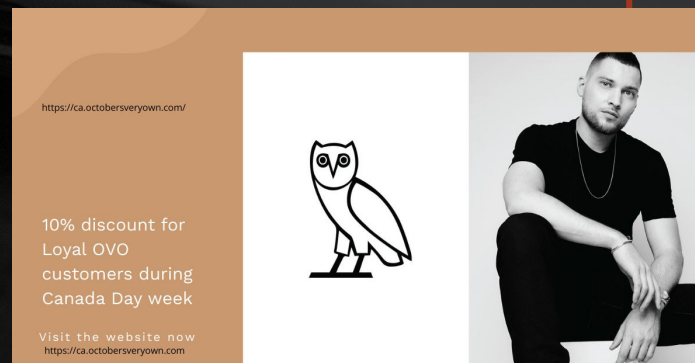


In the second, this will be posted on the stories to lead the customers to the website for more Information

## Facebook Paid Ads

3

Facebook Post for Canada Day week discount with CTA.





# Content Plan

October's very own is a very famous and popular clothing brand among people who listen to Rap music. But it lacks a definite content strategy that should be amplified to increase the reach of the brand and generate more annual revenue.

- The following content plan will be focused on a few factors that we have considered earlier in the strategy. The use of videos, images and infographics is plenty on OVO's Facebook and Instagram account however the trend of blog articles is not observed. The following strategy will include fashion blog posts and other relevant sustainable fashion articles to maximize the brand's voice.
- The use of influencer posts and User generated content example is a must (reels, pictures and images)
- The content must be authentic and should match the brand voice and brand identity.



# Content Calendar 1 week

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Days		Time		Content type			Social Channel		Content Caption			Post Body Texts			CTA link	
Monday		11:00 am/4:00 pm		Article Blog Post			Facebook		It's a proud day to announce OVO has been mentioned in business of fashion			Read more to find out how OVO is taking over fashion industry			<a href="#">fashion.com/articles/media/the-rise-o</a>	
Tuesday		1:00 pm / 5:00 pm		Reels (Dance Challenge Announcement) Post			Instagram		The wait is over! October's very own is launching a dance challenge. Simply			Keep checking for more reels and video				
Wednesday		10:00 am/ 3:00 pm		Canada Day discount Announcement post			Facebook		On Canada Day, OVO has a special announcement for its loyal customers.			more on our facebook page/instagram			<a href="#">facebook.com/search/top?q=october%2</a>	
Thursday		2:00 pm/4:00 pm		Influencers stories for Dance Challenge			Instagram		dance moves! Check out Amanda and Lou							
Friday		5:00pm/ 2:00 pm		Final call for challenge videos post/ sharing reels for UGC			Facebook		g and Share your dance moves on Drake's							
Saturday		9:00 am /4:00 pm		Canada Day discount Announcement story			Instagram		avail the discount for this week. #Canada							
Sunday		12:00 pm/3:00 pm		Announcements of 10 winners of the challenge eligible for discount			Facebook		op 10 videos for the dance challenge! Clai							
									It's a proud day to announce OVO has been mentioned in business of fashion magazine as milestone clothing brand. #C							



# Budget and Resources for 1-3 Months

The total revenue of October's very own in 2021 was 1.72 million.

The total marketing budget for their marketing campaigns (20% of annual revenue) = 344000 \$

Hence if we allocate 32% of this amount = 110080 which later be divided into :

Tools and Software: 11008\$ (10%)

Influencers IG campaigns: 33024 (30%)

Fb and IG ads: 27520 (25%)

Social Media Marketing team: 22016 (20%)

Paid Promotions: 16512 (15%)

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