

The background is a solid teal color. There are two large, light green circles: one on the left side, partially cut off by the edge, and one on the right side, also partially cut off.

PURA VIDA

CONTENT
STRATEGY
REPORT

AINSLEY LEMON
SPRING 2023

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EXECUTIVE SUMMARY

Throughout this project, I analyzed Pura Vida's social media strategy and applied the information learned in class as well as outside sources to provide suggestions to improve Pura Vida's social media presence.

Overall, Pura Vida should invest most of its social media time in Instagram and TikTok to best interact with its audience because these are the social media platforms most utilized by its target audience. In addition, the company should utilize YouTube and Facebook as secondary social media platforms.

TARGET AUDIENCE

TEEN GIRLS AGES 10 - 25

Pura Vida should approach each social media platform with a different strategy and tailor the content to the platform.

Instagram: Pura Vida should work on varying post types. Currently, the Instagram account is very promotional post heavy. The company should invest in more partnership and celebratory posts. In addition, focusing on customer interaction in the comments section, would foster personal relationships with the customers.

TikTok: For TikTok, Pura Vida needs to work on posting more frequently and engaging with its audience through the comments as well as crafting eye-catching content. Through staying up with general TikTok trends as well as simply showing people wearing Pura Vida products throughout their daily life, the audience will want to purchase Pura Vida jewelry for themselves.

Facebook: Adding a Facebook account to its social media platforms would allow Pura Vida to reach another audience, adults ages 30 - 70, and as a result, broaden its customers. In addition to increasing its audience, creating a Facebook account would showcase the company's products and gift ideas to its current audience's parents and grandparents, a demographic with significant purchasing power. Similar to Instagram, Pura Vida should invest in a variety of posts in addition to promotional content. Also, the brand should foster more user engagement through customer interactions in the comments.

YouTube: Currently, Pura Vida's YouTube channel is extremely outdated. The best decision may be to delete the YouTube channel, but if the company chooses to keep YouTube as a social media platform, it should focus on creating updated content. Additionally, YouTube should be treated as a secondary social media platform with most of the company's time spent on Instagram and TikTok. Pura Vida should focus more on YouTube Shorts than YouTube videos as Shorts appeal better to its target audience.

GENERAL RECOMMENDATIONS

- Focus on post variety. Posting things other than promotional content.
- Partner more with similar brands.
- Broaden target audience to promote inclusion.
- Foster personal connections with customers through audience engagement.
- Utilize Instagram and TikTok as primary social media platforms.
- Increase posting frequency on TikTok.
- Use Facebook and YouTube as secondary social media accounts.
- Consider deleting YouTube.

AUDIENCE & GOALS



TARGET AUDIENCE

- Pura Vida's target audience is teen girls ages 10 - 25. Additionally, the brand is shifting its target audience in hopes of reaching more customers, including all genders and older individuals.

GOALS

Pura Vida strives to support local Costa Rican artists as well as numerous charities. In addition, the company promotes a message of protecting and preserving the environment to its young customers. The company's major goal is to create sustainable and environmentally friendly products.

SOCIAL MEDIA AUDIENCE



TikTok
559.6K

Mainly teens ages 10 - 25



Instagram
2.2 Million

Mainly teens and young adults ages 10 - 30



YouTube
4.43K

Mainly teens ages 10 - 15

200+

CHARITIES & LOCAL ARTISTS
SUPPORTED BY
PURA VIDA

CONTENT STRATEGY Statement

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"The content we produce helps Pura Vida accomplish making high-quality jewelry and giving back to the community by providing engaging and positive content that makes teen girls feel confident and self-assured so that they feel empowered in their own skin and find beauty within."

RESEARCH METHODS

1



Secondary Research

- Learned about digital rhetoric
- Explored effective social media strategies

Content Analysis

- Analyzed current social media content
- Explored strengths and weaknesses

UX Survey

- Created a survey to test mock-up posts
- Utilized participant feedback to improve potential posts

1. SECONDARY RESEARCH

By conducting secondary research, I was able to better learn about digital rhetoric and how to effectively apply rhetorical strategies to social media content. Through in-class readings and outside research, secondary research provided me with a base to begin my social media recommendations.

2. CONTENT ANALYSIS

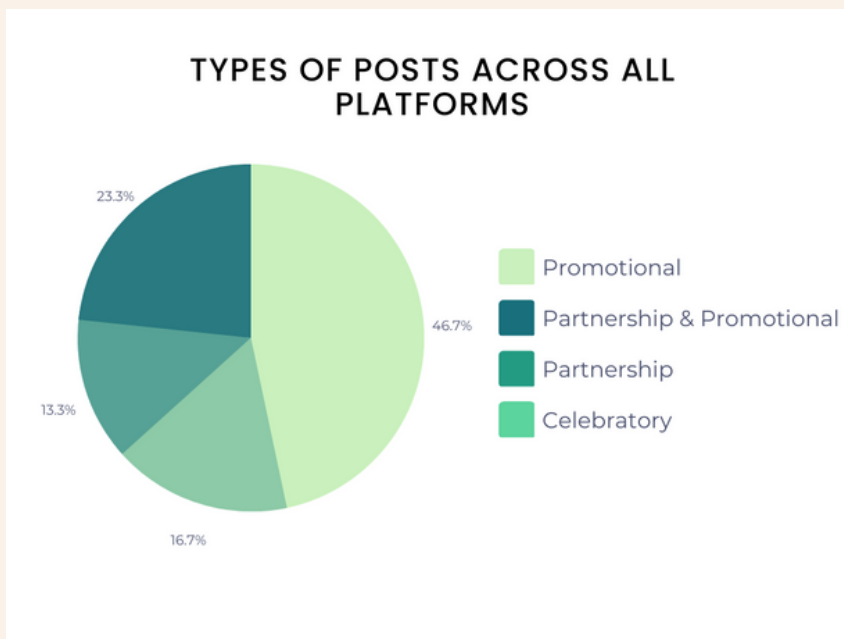
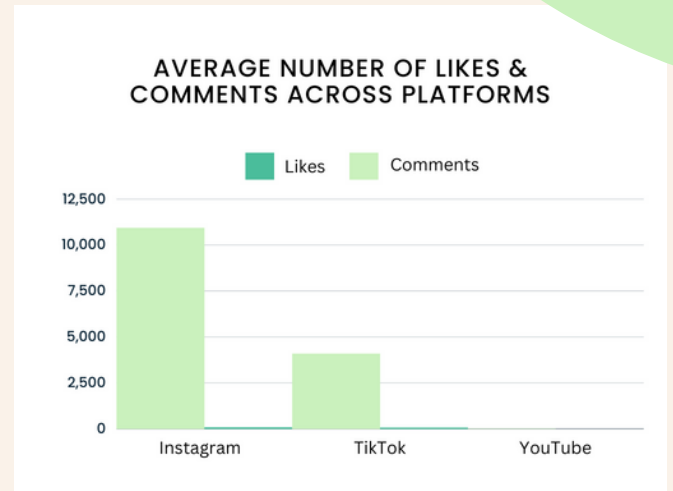
In the content analysis, I reviewed Pura Vida's current social media strategy and noted areas that needed improvement. In addition, I utilized the technique of coding to collect and organize my data, which I then employed to create my data visualizations.

3. UX SURVEY

The UX survey allowed me to test my mock-up posts with potential Pura Vida customers and audience members. I then took the participant feedback into account when modifying my posts.

FINDINGS & RECOMMENDATIONS

- Focus on post variety. Posting things other than promotional content.
- Partner more with similar brands.
- Broaden target audience to promote inclusion.
- Foster personal connections with customers through audience engagement.
- Utilize Instagram and TikTok as primary social media platforms.
- Increase posting frequency on TikTok.
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RECOMMENDATIONS FOR INSTAGRAM



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Pura Vida should increase overall posting frequency on Instagram and treat the social media as a main platform as the company has a significant number of followers on the account. In addition, establishing personal connections with the audience will help foster customer engagement.



Focusing on partnering with similar brands with the same audience would be extremely beneficial to Pura Vida. For example, this mock-up post shows Pura Vida partnering with American Eagle. Utilizing the technique of logos, through its partnership with similar brands, Pura Vida will attract a larger audience.



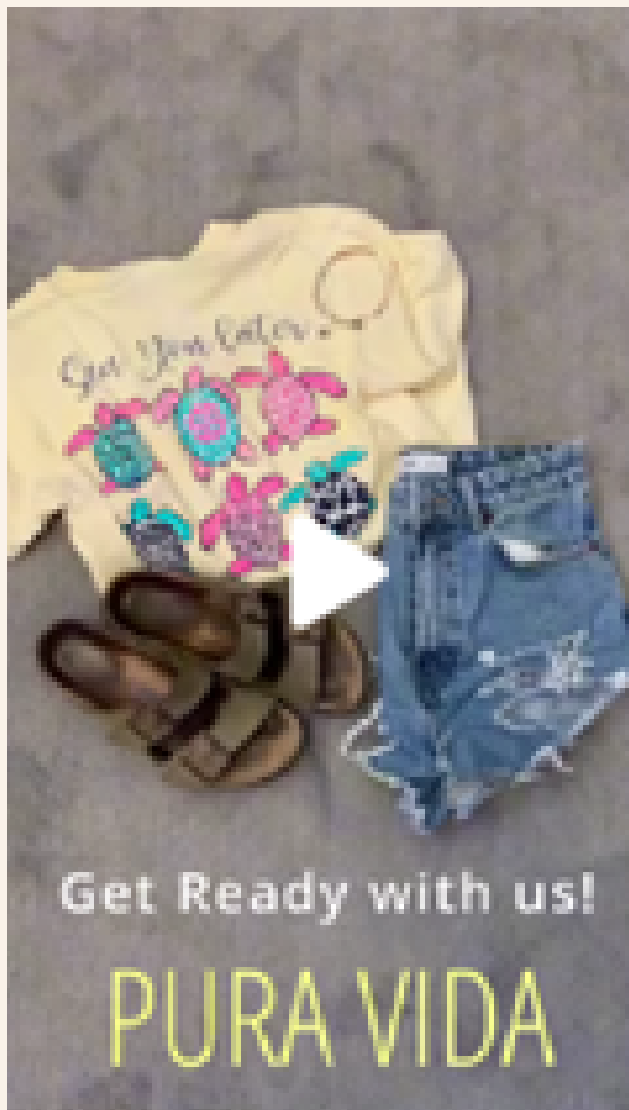
In addition, Pura Vida should focus on creating more inclusive content. When showcasing its products, the company should be mindful of including all genders, races, and ethnicities in its social media posts.

RECOMMENDATIONS FOR TIKTOK



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TikTok is one of the most important social media platforms for Pura Vida as it is an excellent way to show its products to the company's desired audience. Staying up with TikTok trends and creating relatable content is key to communicate effectively with current and potential customers.



This mock-up post invites customers to get ready with Pura Vida and it teaches customers how to model Pura Vida Products.

RECOMMENDATIONS FOR FACEBOOK



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First, Pura Vida needs to create a Facebook account. Adding Facebook to its social media strategy will enable Pura Vida to reach a broader audience, adults ages 30 - 70. In addition, the age of most Facebook users is older than the company's current target audience, so expanding to the social media platform will showcase Pura Vida products to the parents and grandparents of the targeted teen audience creating perfect gifts.



Focusing on a variety of posts other than promotional content will diversify Pura Vida's current posts. Celebratory posts allow the company to foster a stronger connection with its audience through celebrating the holiday alongside customers.



Adding text to posts, will also add variety to the current image heavy feed. Simple sans serif fonts and graphics allow Pura Vida to add more creativity to its social media content. Additionally, by utilizing popular influencers, Pura Vida will appeal to the ethos of its audience who trusts the opinions of their favorite celebrities.

RECOMMENDATIONS FOR YOUTUBE



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Pura Vida needs to decide if it wishes to update its YouTube account or simply delete the channel and focus on its other platforms. If it decides to keep its YouTube channel, Pura Vida should mainly focus on YouTube shorts to most effectively engage with its audience.



Through creating simple engaging videos, Pura Vida can invest in another social media platform and spread the word about its products.



UX SURVEY FINDINGS

For the UX Survey, five teen girls were interviewed spanning ages twelve to twenty to accurately represent Pura Vida's current target audience. Each survey participant was shown examples of mock-up social media posts and asked a variety of questions about the design and effectiveness of the content. In addition, the survey asked the individuals how long they typically spend engaging with a post, and what features create a compelling social media post.

"I would trust an influencer if they promoted a product because it has enriched their own life in some way."

"I get bored if the subject does not apply to me or if it is blatantly an advertisement."

"I engage more when my favorite influencer uses it because it makes me feel like they know the product is good."

"I'm interested in a video on social media for 30 seconds to 1 minute."

"I like when companies post about holidays because it makes me feel like they think about their customers."

"I engage with a social media post for anywhere between 3 and 30 seconds"

"I like it when brands partner together because it shows me they are friendly companies."

CONCLUSION

CONCLUSION

In conclusion, Pura Vida should invest most of its time into Instagram and TikTok and utilize YouTube and Facebook as secondary social media platforms. Additionally, Pura Vida should focus more of its social media time on engaging with customers through the comments and creating celebratory posts. Through celebratory posts, Pura Vida will be able to engage with its customers by celebrating popular holidays alongside its users. Lastly, Pura Vida needs to place less emphasis on promotional content and vary its posts to include more partnerships with other companies with similar audiences. If the brand invests in different types of content rather than solely promotional posts, Pura Vida will reach a broader audience and spark more customer interest and engagement.



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