

Thread By Thread Boutique

social media campaign



Introduction





This social media campaign is carefully crafted to fit the needs of Thread By Thread Boutique, an independently-owned clothing boutique in South Glastonbury, Connecticut. The TBT mission of making a difference with every purchase is extremely deserving of recognition, and this campaign serves to maximize its potential.

Currently, follower and engagement growth is slow, so the goals of this campaign aim to increase those numbers while driving sales and building a strong, connected community. Instead of prioritizing one platform, this strategy calls for equal effort distributed between TBT's Instagram and Facebook accounts. The ideas presented here pull together inspiration not only from the clothes themselves, but from TBT's efforts to give back. By involving other local small businesses in this campaign strategy, TBT can increase its reach further than just those who are interested in fashion. Using social media to improve both the brand and its surrounding community should produce effective results.

Let's get into it →

Social Media Audit

	Follower Count	Average Posts per Week	Types of Posts	Hashtags Used	Engagement with Users	Links Shared	Calls to Action
	2,701	5	Image w/ text caption: 65 Graphic w/ text caption: 44 Video w/ text caption: 23	0	Comments from users: 98 Comments back to users: 60 Liked user comments: 56	Shopping Links: 19 Tagged Accounts: 17	Shopping: 117 Events: 8 Charity Organizations: 7
	Followers: 520 Likes: 406	1	Image w/ text caption: 11 Graphic w/ text caption: 15 Video w/ text caption: 8	0	Comments from users: 39 Comments back to users: 3 Liked user comments: 37 Shares: 92	News Coverage: 1 Tagged Accounts: 2	Shopping: 24 Events: 3 Charity Organizations: 4

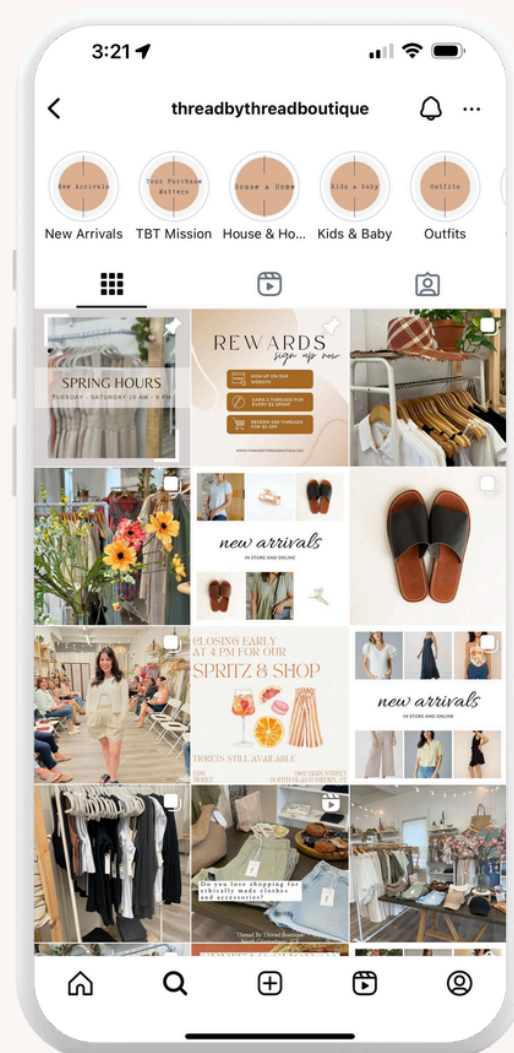
My first takeaway from this audit is that there seems to be much **more emphasis placed on the TBT Instagram account rather than Facebook**. Instagram averages 5 posts per week while Facebook averages just 1. All the content that's posted to Facebook is taken directly from the Instagram account, and this is probably because the two accounts are linked through Meta. If this is the case, I'm not sure why only some posts are shared to Facebook once posted on Instagram and some aren't.

Both accounts maintain impressive followings/likes. **Instagram appears to be more popular in terms of follower count but Facebook content performs well considering its following.**

It's also apparent that **TBT isn't as responsive to user comments on Facebook compared to Instagram**. It appears that Instagram takes precedent over Facebook, and audience engagement is major evidence of that, seeing as this audit identified just 3 comments back to Facebook users compared to Instagram's 60.

The visual presentation of posts on both platforms is consistent, conveying a natural aesthetic with organic earthy colors. **The vibe and voice of written content across both platforms is also consistent**, with text captions warmly inviting others to participate in conversation. While this is the case, the Instagram looks more pleasing due to the variation in content type and consistency of posts.

Overall, the **Instagram looks more well-kept than Facebook**, with more calls to action and more direct shopping links to products on the TBT website. I think that if TBT could leverage Facebook tools to include the same links as Instagram and keep up with content, they could be more successful online amongst existing and potential followers.



Target Audience Analysis

Analysis of the Thread By Thread Boutique Instagram and Facebook platforms reveals similarities and differences among follower demographics. The overwhelming majority of followers on both Instagram and Facebook are female. The real differences are along the lines of age, preferences, behaviors, and online habits.



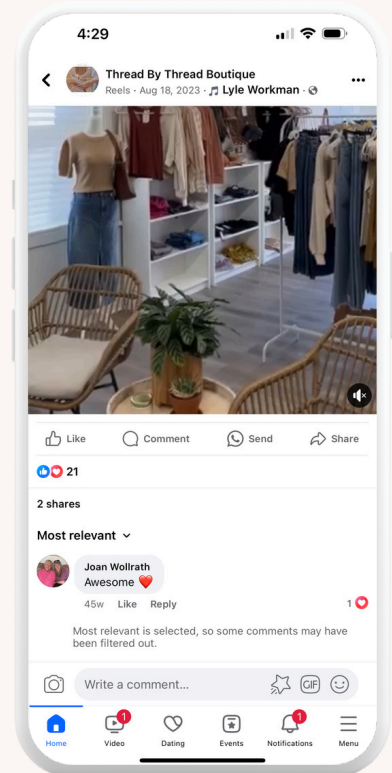
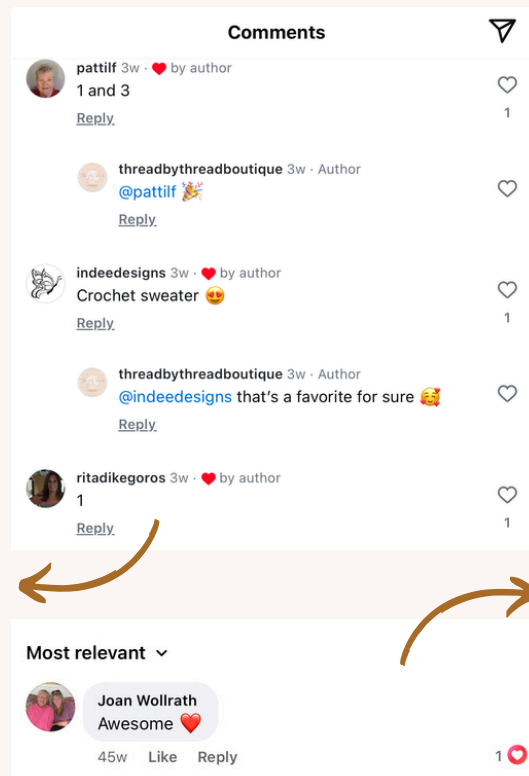
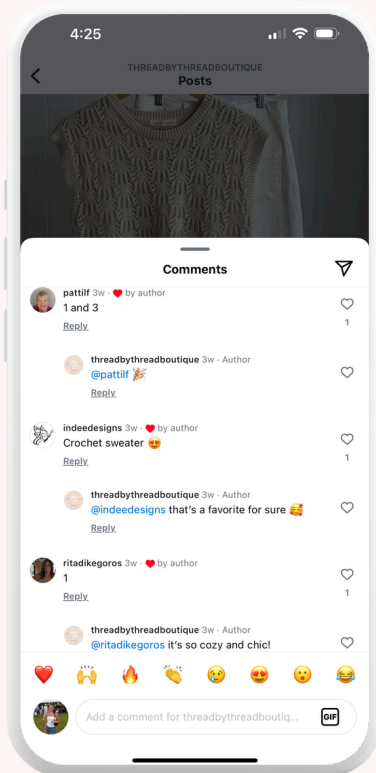
Instagram

Instagram has the widest range of ages, where followers include anyone from 15 to 75. A breakdown of those numbers would skew mostly towards Gen Z and Millennials. Many followers live either in Glastonbury or South Glastonbury but in other surrounding CT towns as well. We can assume that younger followers are looking for trendy pieces to add to their wardrobes and that older followers are looking for quality staple pieces. Because these generations are more in-tune with current trends and technology as a whole (media trends, fashion trends, cultural trends, etc.), this platform would best cater to those preferences. The use of viral songs or cultural references would prove engaging here.



Facebook

Facebook, while having a lower follower/like count than Instagram, is important because those users consist mostly of older generations who value a simpler and more traditional media presence. These types of people value convenience, ease-of-use, and good customer service. Based on these conditions, it would be beneficial to keep content on this platform straightforward and maintain open lines of communication between audience and brand.



Target Audience Segments



Sam

- 22 years old
- Glastonbury, CT / NY, NY
- Recent college graduate

Sam, having just graduated from college, is moving to NYC in the fall to pursue a career in business. First, she's spending the summer at home in Glastonbury and is planning to use that time to curate the perfect corporate looks for her big move. She's looking for business casual wear that can also double for a night out/drinks with friends. She loves to shop small and hasn't stopped by Thread By Thread yet but keeps tabs on their Instagram presence because she loves both online and in-store shopping.

Values:

- Trend/timeless balance
- Shipping accessibility
- Affordability
- Supporting local

Frustrations:

- Inefficiency
- Fast Fashion



Christina

- 48 years old
- West Hartford, CT
- Middle school teacher, mother

Christina, a 6th grade teacher in WeHa, is looking for a few fun pieces for her upcoming Italian coast vacation with her family. She's been a loyal Thread By Thread customer since 2022 and loves to reserve her orders online for in-store pickup. The two things she loves most about TBT are 1) that she's supporting a business that gives back to charity, and 2) the ease of being able to purchase pieces directly from the Instagram posts. She only wishes she was able to do this through their Facebook page too.

Values:

- Uniqueness
- Quality
- Seamless shopping experiences
- Staying on top of trends

Frustrations:

- Unproductiveness
- Lack of transparency



Marie

- 73 years old
- South Glastonbury, CT
- Grandmother, retiree

Marie, a longtime resident of Glastonbury, is excited to finally have a clothing boutique in town, and especially so close to her home. She's been in the store a few times to buy gifts for friends and is now looking for a simple blouse for her granddaughter's bridal shower. It's being held at a local winery and is in need of fashion expertise to help her find the right fit. Marie prefers in-store shopping for this reason but checks TBT's Facebook page for updates as well. She hopes they'd be more active in posting inventory there.

Values:

- Simplicity
- Customer service
- Timeliness
- Details

Frustrations:

- Online vs in-store discrepancies
- Technology



Campaign Strategy

As a small business, it's imperative that Thread By Thread gets enough recognition on social media in order to sustain and grow its success. While TBT platforms have a solid foundation, there is still improvement to be made. Other than the brand, many groups of people should benefit from the strategy outlined in the following pages, including existing customers, potential customers, sustainable and ethical wholesale vendors, and other local businesses. The TBT mission is to make a difference with every purchase, so what better way to use social media than by improving both the brand and the community?

SMART Goals & Objectives

1

Build brand awareness

Increase brand awareness by increasing Instagram and Facebook followers by 15% in the next 6 months. TBT currently has 2,701 Instagram followers, 520 Facebook followers, and 406 Facebook page likes. While there is some consistency when it comes to posting, there needs to be more focus on growing the audience as well. Even the most creative content fails if there's no new followers to engage with it.

2

Enhance community engagement

Increase community engagement by reaching a minimum of 50 likes on each Instagram and Facebook post within 6 months. Current Instagram likes range from 15-100 while Facebook ranges from 5-50. This requires maintaining 3-4 posts per week across each platform and not favoring Instagram. Use of the Shop feature is beneficial for directly linking products to posts, and increased engagement means that more people would be more likely to make those purchases.

3

Generate leads & sales

Generate leads and sales by improving the conversation rate for Instagram and Facebook product posts by 15% before the end of the year. TBT currently posts about 1 product page per week on Instagram and none on Facebook. In order to drive sales and get better leads for ad optimization, this number needs to increase. This also requires maximizing creativity in terms of written and visual content.

Campaign Strategy

Key Messages & Unique Selling Points

What makes Thread By Thread unique is its clear mission to stock the highest quality, on-trend clothes while also giving back to those in need. While this is advertised and known to some patrons, many don't realize the difference their purchases truly make. Thus, key messages we'd like to get across with this campaign include:

Many products are carefully selected from local manufacturers or family run businesses that are just around the corner.

Many products come from parts of the world where poverty is widespread and the hands that make them are directly benefited.

All products are of the highest quality and in limited quantities so if you see something you love you should act fast.

Campaign Concept

#BoutiqueToStreet

The other aspect that makes TBT special is its position as one of the only independently-owned clothing boutiques in Glastonbury, and even Hartford County. Moreover, Glastonbury is very encouraging of their small businesses, of which there are many. Ranging from coffee shops to breweries, this town is a hot spot for budding businesses.

Essentially, there's lots to do in Glastonbury. This gives TBT the opportunity to use their status and respect to help people, particularly women, find the perfect outfits for the perfect day in town. With this social media campaign, titled **Boutique To Street**, TBT will promote clothing combos to wear for different local activities. For example, one post would pull together looks for a summer afternoon at Hops on the Hill, a South Glastonbury, family-owned brewery. Another could recommend clothing combos for dinner and drinks at Sayulita, a privately-owned Mexican cantina that happens to be directly across the street from TBT.

To compliment and round out the posts, information will be included about the brands being featured and the good they do for the world. This should resonate well with the audience.

Desired Audience Actions

Currently, TBT doesn't use hashtags in their written content, including captions. For the duration of this campaign, all content published under the TBT accounts (Instagram and Facebook) will use the hashtag **#BoutiqueToStreet**. This consistency will not only help organize campaign-related content, but also fuel the platform algorithms to make these posts easily accessible to those interested.

As part of the campaign, we'll encourage customers to use this hashtag when sporting their TBT purchases at local businesses. As incentive, customers who follow both platforms, use the hashtag in their post (Instagram or Facebook), and tag @threadbythreadboutique can redeem 15% off their next in-store purchase.

To enhance further community engagement, we'll invite local business to collaborate on posts where they're featured. Going back to the Sayulita example, in that instance, we'd invite @sayulitaglastonbury to feature the post on their feed in addition to TBT's which will increase reach.

Platform Selection



Instagram

Having already established a strong presence, Instagram will remain one of TBT's two prioritized platforms. The reason for this is while it caters to a wide range of ages, it's most frequented by younger generations (i.e., Gen Z, Millennials) who will appreciate the social and creative trends that are more common here.

Instagram's features also make this platform a no-brainer for TBT. Brands get to experiment with singular posts, carousels, reels, stories, and more. These dynamic forms of content delivery keep users interested in what brands have to say and are more likely to be engaged with.

Instagram's Shop feature also makes it easy to connect users to products on the Shopify website. On top of improving the efficiency of the online shopping experience, having a business account also makes it so that TBT can leverage ad optimization through paid socials.



Facebook

Facebook will be the second of TBT's two prioritized platforms, except instead of acting as secondary, it will be equally promoted. Here, TBT will cater to the older generations who prefer this as their primary means of social media. Whereas on Instagram people favor creative visuals, Facebook's users value relationships and engagement. Much of the content will be the same as Instagram, but efforts will focus on building a strong community of users interested in supporting small businesses, fashion, giving back, and local involvement.

Like Instagram, Facebook will also be leveraged for in-app shopping and paid social opportunities.

**General note: TBT should only make effective use of the campaign through these two platforms. Others such as X or TikTok don't facilitate the same functions necessary for the posts and might also be too much to coordinate for a small business in this circumstance.*

Content Creation & Management

Types of Content

This campaign will mainly utilize carousel posts intertwined with the regularly scheduled content. As detailed in the SMART goals, there will be 3-4 posts per week on each platform, 1-2 of which will be campaign promotions. Regular posts could include any of Instagram's content features (i.e., singular feed posts, carousels, stories, videos, reels) and the same goes for Facebook.

Paid Ads

With a limited budget, TBT has previously been able to participate in subtle forms of paid social media, usually in the form of Instagram boosts. Because of its success, TBT should continue this strategy of paying \$5 per day for 4-5 days at a time within a store-specific radius. We'd also recommend bringing this strategy to Facebook where further optimization can be specified such as age, preferences, and reach. As long as paid ads remain effective in helping to reach brand goals, they should be used once per week on each platform to boost important content.

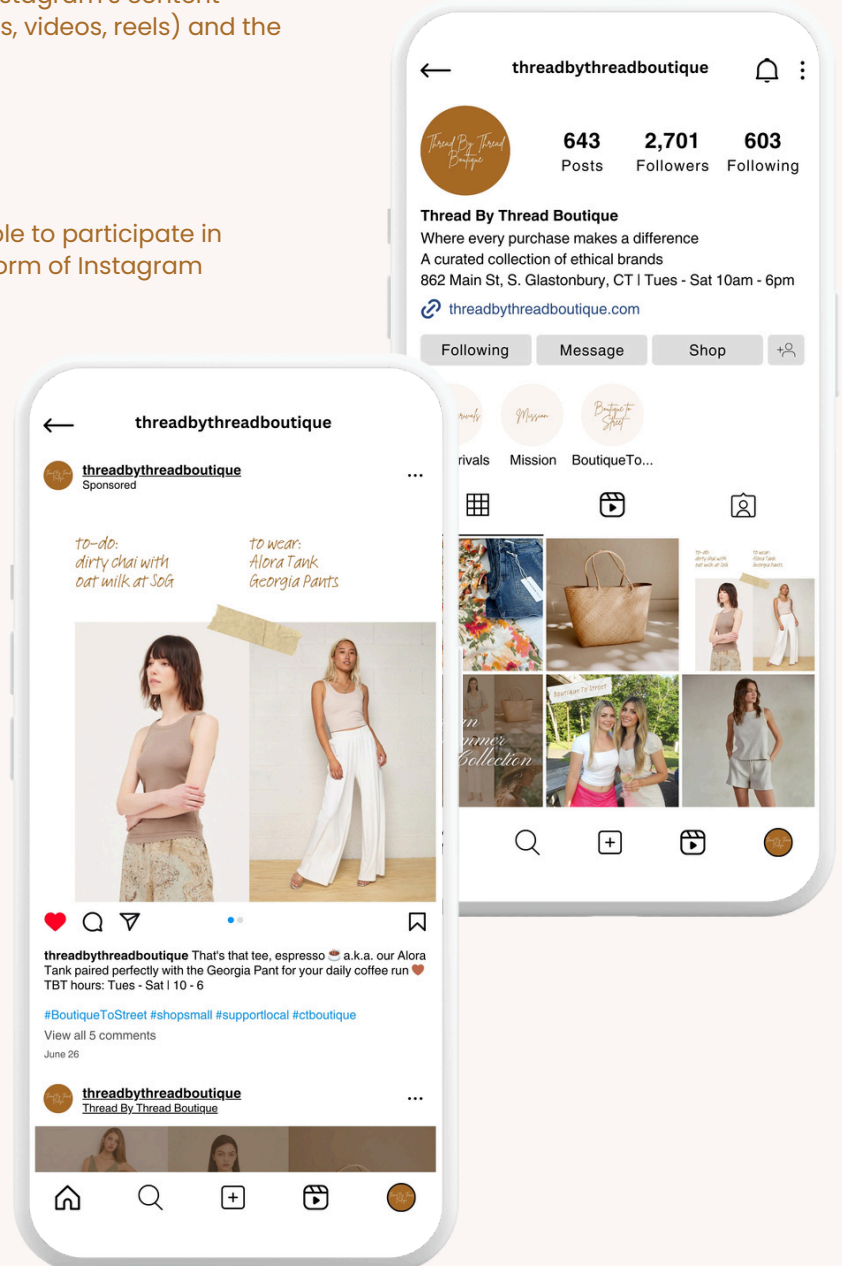
User-Generated Content

Part of being a small, local business is being able to connect with the community. TBT aims to make people feel welcome the second the step through the boutique doors, and the same responsibility goes for online presence. Social media team members will carefully monitor online engagement throughout the campaign by:

- 1) Replying to all comments
- 2) Thanking users who participate in the campaign
- 3) Sharing campaign contributions from followers (will monitor posts under the hashtag and tagged photos)
- 4) Bringing an overall positive tone to online efforts.

People are more likely to engage with the campaign in some way if they feel valued by the TBT team.

Instagram example



Content Calendar

June 16th - July 20th, 2024

Platforms:

- Instagram
- Facebook

[Click here to view 2-week version](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
16	17	18 9AM New Arrivals Verano Slides	19	20 9AM Product Promo Blythe Set	21	22 10AM #BoutiqueToStreet Customer Contribution
23	24	25 9AM New Collection Italian Summer	26 9AM #BoutiqueToStreet SoG Coffee	27	28 9AM New Arrivals Avery Day Totes	29 10AM Giving Back End-of-Month Reminder
30	1	2 9AM Giving Back July Nonprofit Announcement	3 9AM Holiday 4th of July Promo	4	5 9AM #BoutiqueToStreet Rose's Berry Farm	6
7	8	9 9AM Event Mid-Summer Sale Announcement	10	11 9AM Event/Product Promo Mid-Summer Sale	12 9AM Event Mid-Summer Sale	13 10AM #BoutiqueToStreet Customer Contribution
14	15	16 9AM New Arrivals Bari Tops	17	18 9AM #BoutiqueToStreet Hops on the Hill	19	20 10AM Product Promo Mylie Blouse & Nantucket Shorts

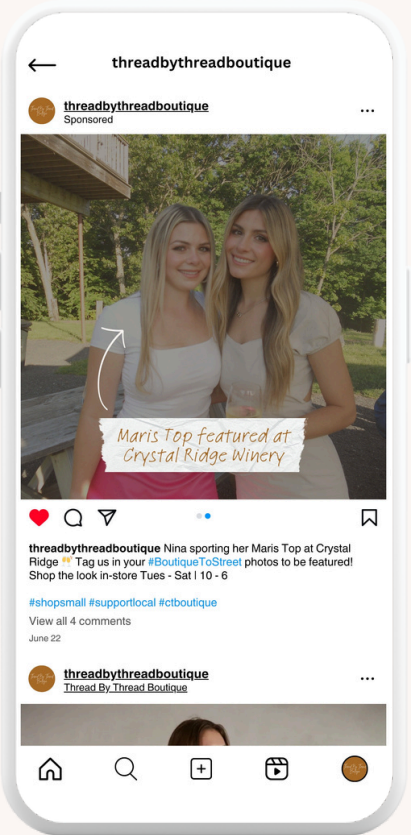
Goals

- Build brand awareness**
 - Increase number of hashtags used, tagged accounts, and contributors
- Enhance community engagement**
 - 3-4 posts per week across both platforms
 - Be more responsive to comments, tags, mentions, etc.
- Generate leads and sales**
 - Increase number of product posts with Shop links across both platforms

Sample Posts

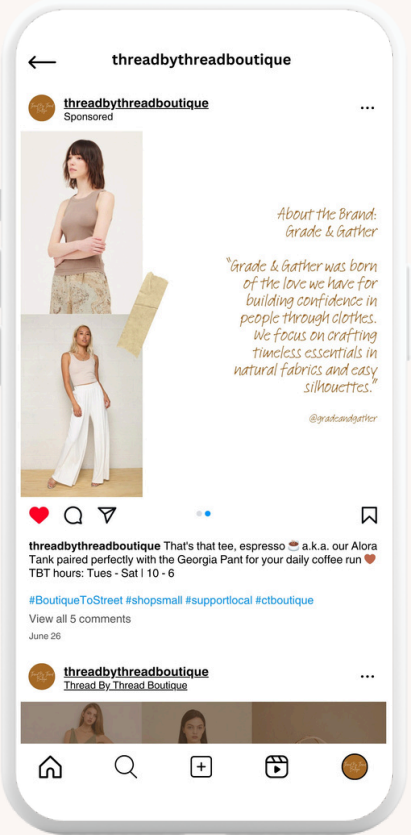
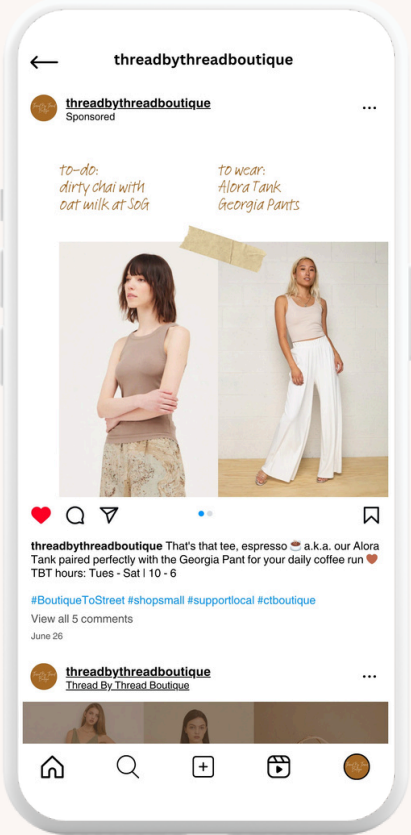
Instagram #1

Slides 1 & 2



Instagram #2

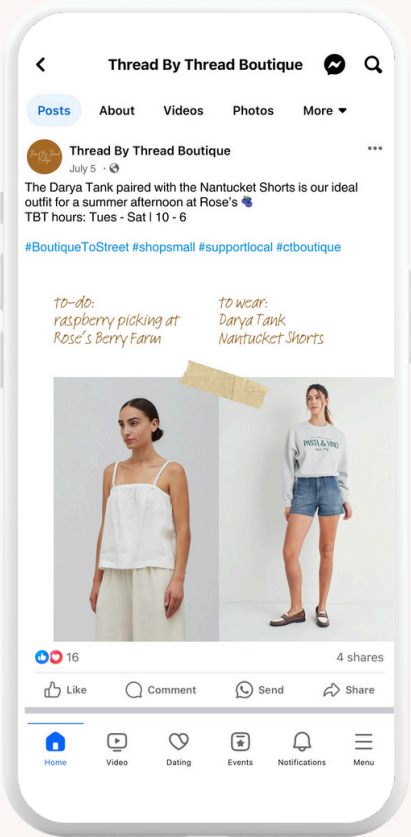
Slides 1 & 2



Sample Posts

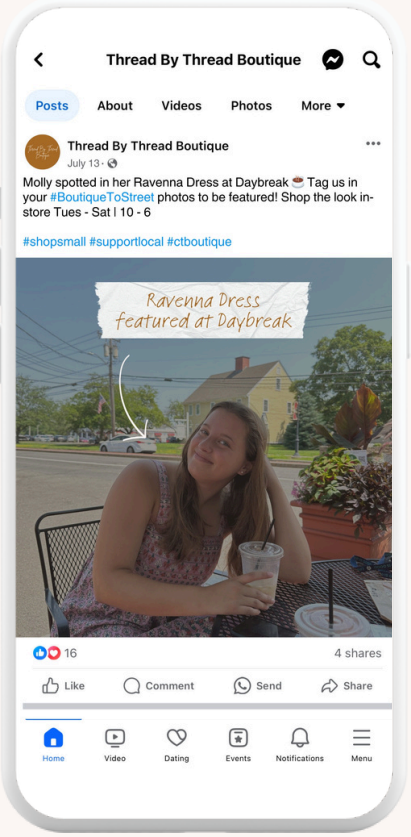
Facebook #1

Visuals 1 & 2



Facebook #2

Visuals 1 & 2



Campaign Evaluation

Measuring Outcomes

To measure the outcomes of this campaign, Thread By Thread should monitor key indicators such as follower growth, engagement, reach, leads, product page conversions, and website traffic on both platforms. These numbers can be found in the analytics sections of Instagram and Facebook and should be tracked over the duration of the campaign for better visualization. This can be done in a simple spreadsheet so as not to spend money on software. This data will help TBT determine if campaign goals were met or not, and also what can be done to improve further campaign-related efforts.

Determining Success

While tracking data, the sign of a successful campaign will show advances in all areas that were established to be in need of improvement (i.e., follower growth, engagement, product page conversion rates, and website traffic). Success can also appear as increased in-store activity, community recognition (perhaps more people will be recognized wearing TBT products while out and about), and inquiries from other local businesses to collaborate on events.

However it may present itself, growth ensures that TBT is on its way to capitalizing on its social media presence and is building an even stronger community of loyal customers and people who want to see the brand succeed. While tracking growth, we recommend taking note of where the campaign has room for improvement. This way, when TBT is ready for its next social media campaign, goals can be set even higher.

Thank you