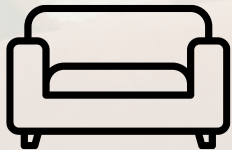


Social Media Audit and Strategy Document



Introduction and Company Background



- Online furniture retailer
- Founded in 2008
- Selling furniture and home accessories, such as beds and sofas



- Young professionals
- Families



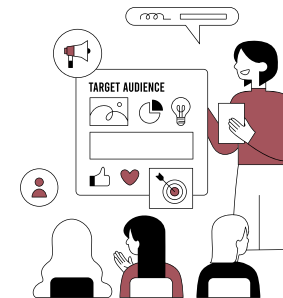
- Press and outdoor advertising
- Social media
- Internet marketing
- Cold-mailing brochures

AUDIENCE ANALYSIS

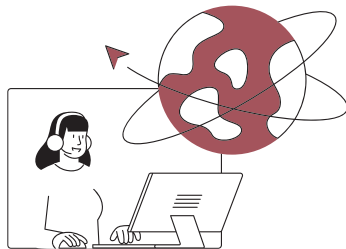
Understanding the target audience of the business across these segmentation bases would help to have an overview of the target audience, product offerings, marketing messages, and distribution channels to effectively reach and engage them ultimately driving business growth and customer satisfaction.

DEMOGRAPHIC

- Individuals aged 25-50
- Homeowners, with moderate to high income levels.
- Family compositions- couples or families with children



01



02

GEOGRAPHIC

- Urban and suburban areas with higher disposable incomes
- Major cities and affluent suburbs.



03

PSYCHOGRAPHIC

- Relaxed, comfortable lifestyle
- Appreciate quality craftsmanship
- Individuals interested in home décor, interior design, or eco-friendly products.

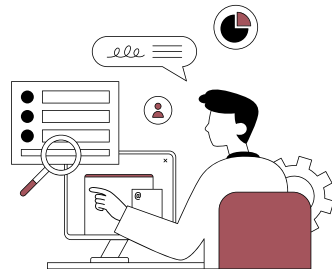
BENEFIT

- The business products focus on providing comfort and style.
- Audience may be categorized based on the benefits sought, such as:
 - luxury, affordability, sustainability, or customization options.



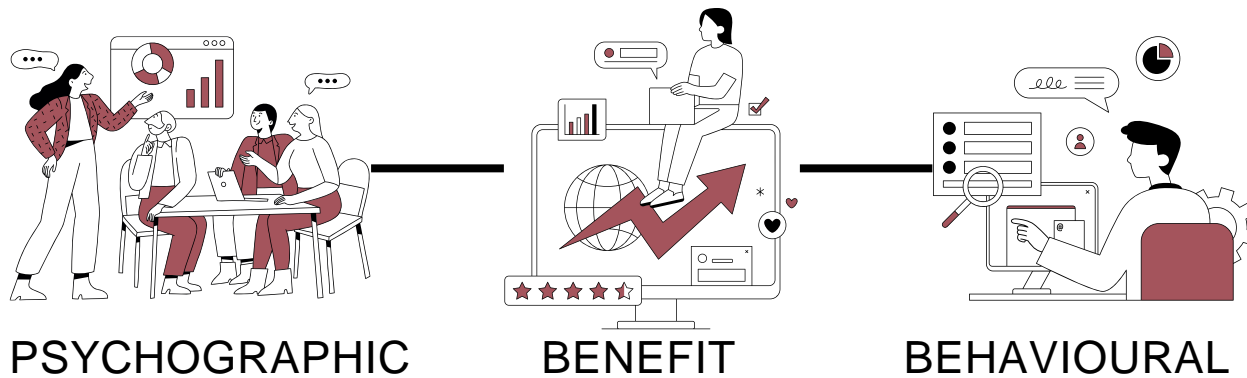
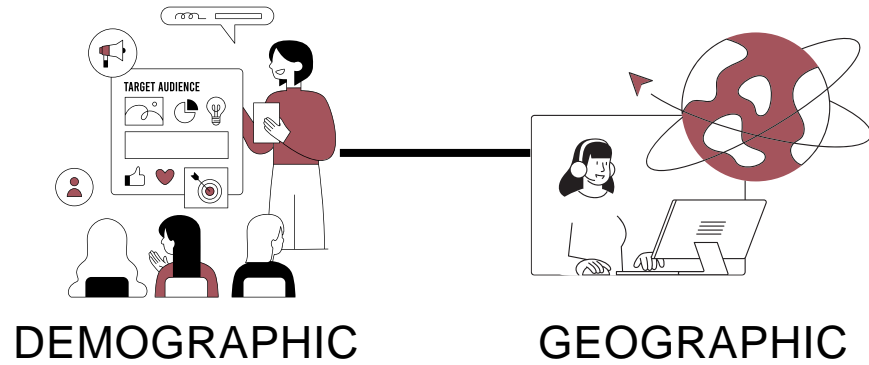
04

05



BEHAVIOURAL

- Frequent home renovations
- Preference for premium furniture
- Brand loyalty to environmentally conscious brands.
- Purchase occasions- new homeowners or upgrading their furniture periodically



Understanding the audience of the brand is a critical component in devising, an effective, social media marketing strategy and is used to develop profiles/personas



Mrs Jessie Jones

INTERIOR DESIGNER



Age: 35 years

Country: Edinburgh, Scotland

Sex: Female

Education: Graduate

Marital Status: Married

Occupation: Interior Designer

INFORMATION SOURCE






Social Media



Serach Engines



USAGE

	Instagram	★★★★★
	Facebook	★★★★★
	X (Twitter)	★★★★★
	Pintrest	★★★★★
	Google Search	★★★★★

BIOGRAPHY

Mrs Jessie Jones has been working as an interior designer for 10 years, building a successful career. She just recently started her family and after years of renting and moving around for work, she and her family have finally decided to put down roots and purchase their dream home. A spacious, modern farmhouse in the suburbs.

OPPORTUNITIES

She envisions getting furniture's that are both beautiful, functional, and enhances their daily lives. Providing comfort and joy for the years to come.

She's drawn to practical solutions such as stain-resistant fabrics, easy-to-clean surfaces, and sturdy construction.

CHALLENGES

Finding a furniture supplier that offers a seamless shopping experience, excellent customer service and a wide selection of quality products to choose from

Finding a budget friendly company that accommodates how much she wants to spend.

GOALS

Seeks to incorporate meaningful decor and custom touches throughout the house.

Values furniture that not only looks stunning but also meets high standards of functionality and durability.

Values individuality and seeks to create a home that reflects her family's unique personality and interests.

Jessy's Customer Journey Map

	Awareness	Consideration	Purchase	Retention	Advocacy
Customer Actions	comes across a sponsored ad on instagram (reel) showcasing their furnitures	Clicks on the instagram ad and is directed to the store's website. browses the selection of furniture and share samples with husband	With both coming to an agreement, adds to the cart and makes the purchase receiving a confirmation email	Sofa is finally delivered and is to their taste. They receive a follow up email asking for feedback and offering a discount on next purchase	Through word of mouth, shares their positive experience with friends and family that come to visit and recives personalized emails and targeted ads showing similar furnitures
Touch points	social media (instagram)	website, reviews, product demos, review instagram profile	checkout process, confirmation email, payment option	customer support	Word-of-mouth referrals, email marketing, reviews, loyalty program
Emotions	<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 8px; margin-right: 5px;">Positive</div> <div style="margin-left: 100px;">curious, excited</div> </div>	<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 8px; margin-right: 5px;">Negative</div> <div style="margin-left: 100px;">hesitant</div> </div>	<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 8px; margin-right: 5px;">Positive</div> <div style="margin-left: 100px;">excited, frustrated</div> </div>	<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 8px; margin-right: 5px;">Negative</div> <div style="margin-left: 100px;">gratitude, loyalty</div> </div>	<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 8px; margin-right: 5px;">Positive</div> <div style="margin-left: 100px;">satisfied, happy</div> </div>
Pain points	ignores the ad because its not captivating enough	prices are a little over budget	customer encounters unnecessary fees	adequate support is not given to the customer when they encounter issues	Receives too many irrelevant emails and Ads
Possible Solutions (Opportunities to improve the experience)	create eye-catching visuals	offer promotions to entice customer to click back to their cart	website should celarly display all upcoming fees in other to avoid surprises	online store offering adequate customer service using channels like mobile contact, email, chat support	urge that the online store use data analysis to target customers with personalized ads and emails based on their previous purchases or browsing history

Social Media Audit



Instagram

Joined in October 2013; Verified in 2019
Followers: 475k; Following: 1,735
Posts: 3,657



Facebook

Joined in January 2012
Followers: 177k; Following: 388
Posts: 3,000+



X (Twitter)

Joined in April 2009
Followers: 16.5k; Following: 4.2k
Posts: 15.7k

Key Findings:

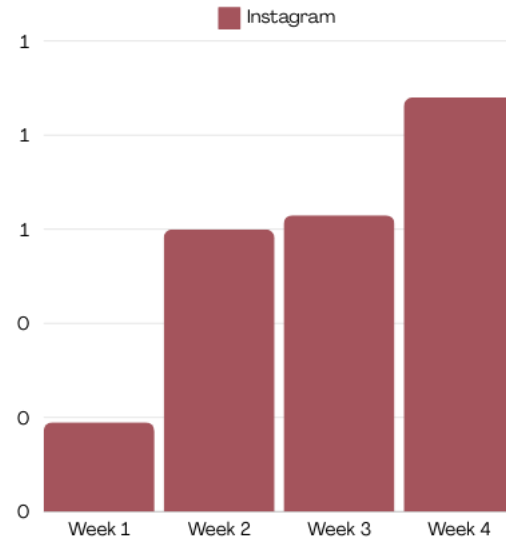
Engagement

- Highest engagement on Instagram
- Very low engagement on Facebook and X
- Consistent posting in intervals of 1-2 days

Optimal times

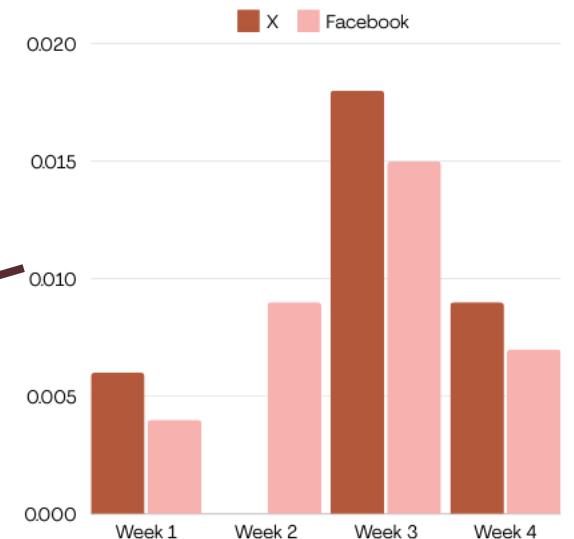
- Facebook = 3pm
- Instagram = 12PM
- X = 10am

These graphs show the engagement rate per follower per day* for each social media site.



Instagram has the highest engagement with average of 100–300 likes and between 10-40 comments per post.

Facebook has an average of 50 – 100 likes and between 10-20 comments per post, whereas X has an average of 1 – 10 likes and between 0-5 comments per post.

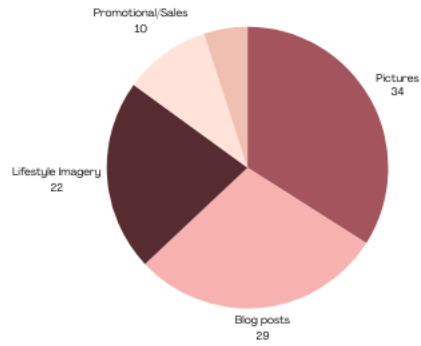


*The following data has been gathered from 20th of feb to 20th of March, 2024.



Instagram

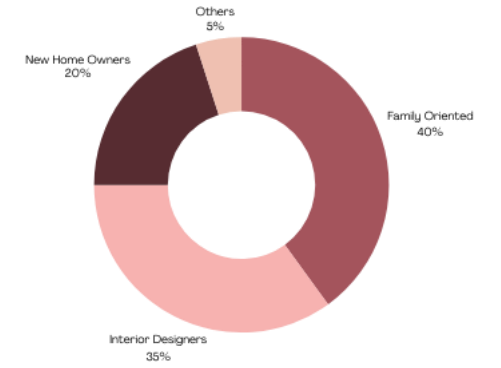
Content Types



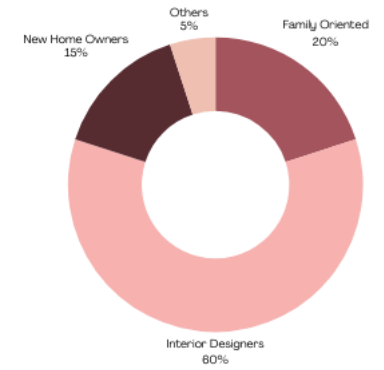
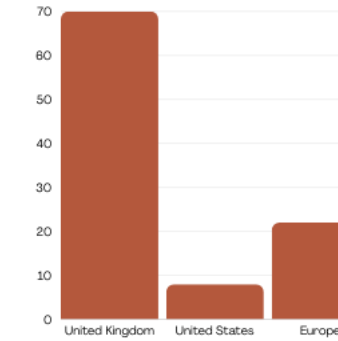
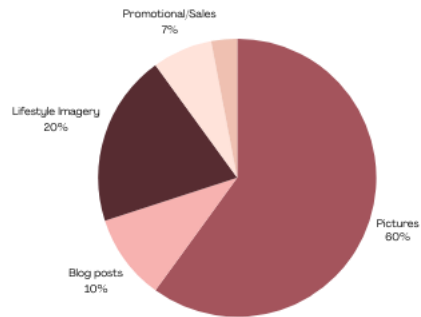
Traffic



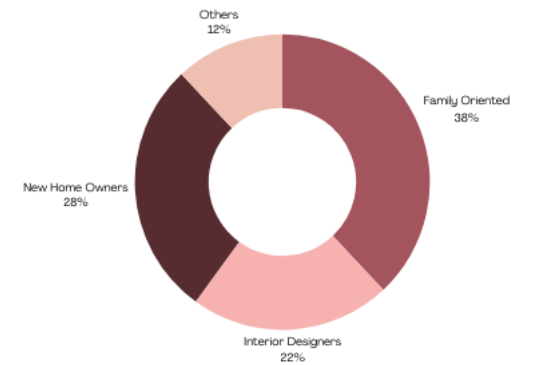
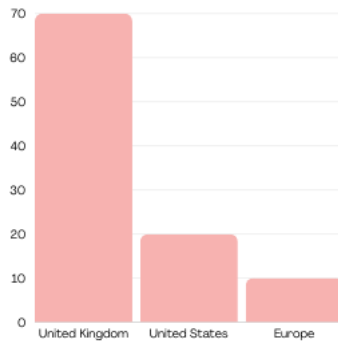
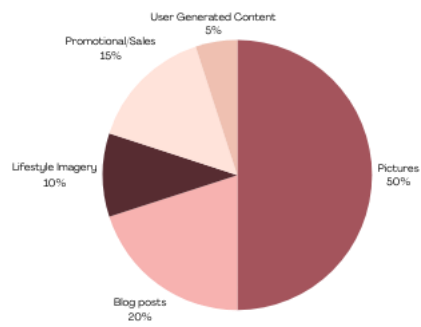
Demographics



X (Twitter)



Facebook



*The following data has been gathered from 20th of feb to 20th of March, 2024.

Issues



Recommendations

Continuous Monitoring and Adaptation

Regularly assess the performance of content and campaigns through analytics tools.

Community Building Initiatives

Encourage active participation by facilitating conversations and cultivate brand advocates who can amplify the brand message.

Collaborative Content Creation

Encourage user-generated content submissions, testimonials, and guest contributions to diversify content and enhance authenticity.

Cross-Channel Integration

Integrate social media efforts with other marketing channels such as email, website, and offline initiatives for a cohesive brand experience.

Crisis Preparedness and Response

Develop robust protocols and escalation procedures for handling potential crises or reputation management issues on social media.

Content Strategy



Create a mix of content types:

- Images, videos, and carousels
- Visually appealing and emotionally resonant content



Use engagement tactics:

- Use polls, questions, and calls to action
- Post creatives using trending memes, sounds and styles



User-generated content:

- Encourage the use of branded hashtags and contests



Shopping features:

- Integrate e-commerce functionalities
- Showcase products in posts with direct links to purchase



Schedule posts effectively:

- Identify what performs best
- Identify peak engagement times and days



Reputation management:

- Encourage constructive dialogue
- Actively participate in discussions
- Proactively monitor comments and messages
- Publicly acknowledge and resolve issues to showcase dedication to customer satisfaction
- Provide multiple channels for customer support inquiries, such as social media messaging, chatbots, and email
- Prioritize and escalate customer complaints
- Implement strategies to counterbalance negative reviews



Behavioural change:

- Opportunity for product/service enhancements and process improvements
- Implement feedback mechanisms to gather insights and refine offerings based on customer input

Engagement Post

“Which Corner Sofa Would You Rather?”

Facebook

This engagement post invites the audience to participate in a discussion about their preferences regarding different styles of a corner sofas.

Engaging posts **captivates the audience's attention and creates an interactive experience** which **encourages them to interact and share their opinions** by making choices or expressing preferences.

This type of post can:

- lead to higher reach and visibility
- encourages sharing
- provide valuable insights into the audience's preferences.
- encourages active participation and dialogue
- enhancing brand loyalty
- foster a sense of community
- establish a bond between the brand and the customer.

Which Loaf sofa steals your heart - the SQUISHMISTER or the SUGAR BUM? 🛋️

Let us know in the comments below!
Shop now using the LINK IN BIO.

Which Corner Sofa Would You Rather:

a **b**

The Loaf Squishmister The Loaf Sugar Bum

VOTE IN THE COMMENTS BELOW!

257 128 Comments and 5 Shares

Like Comment Share

View more 128 Comments

Write a comment...

Call to action

Engaging question

Brand Logo

Brand images

Call to action Shop feature

Increased engagement

Informational Video

“How to plump our squishy cushions”

Instagram & Facebook

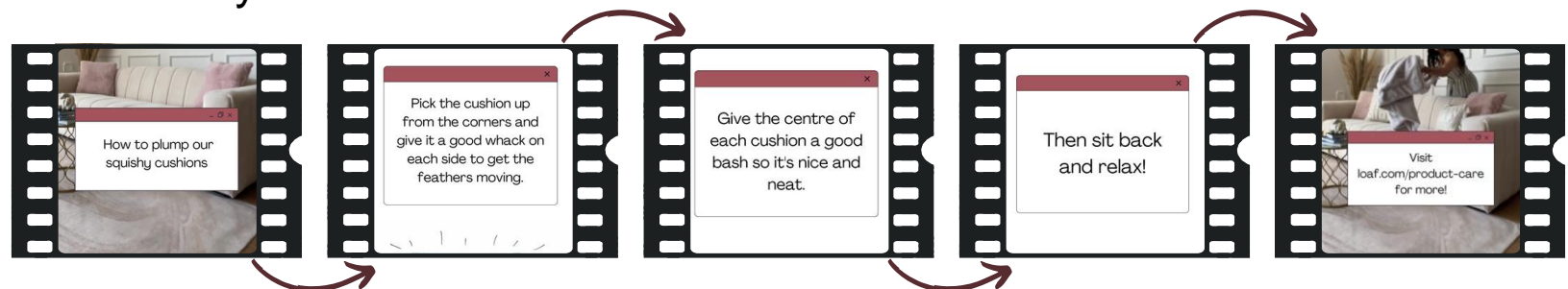
This informational video demonstrates how to fix an issue that consumers have expressed on social media.

An informational video serves as an **educational tool**, helping to address any gaps in understanding among audience members and **can enhance their comprehension of the products**.

Promptly addressing negative feedback through an informational video can:

- help de-escalate conflicts and prevent further negative sentiment
- build trust and credibility which fosters a positive relationship with the audience
- allow the company to turn a potentially negative situation into an opportunity for growth, learning, and relationship-building with the audience.

Video Storyboard



*See attachment for video w/ audi

Social Signpost To Blog

“Sofa beds with proper pocket springs?”

Instagram & Facebook

Using social media as a signpost **directs the audience to the underutilized blog** that already resides on the business website. This means that the content either already exists or is already scheduled to be created and therefore requires no further cost for extra content creation.

Not only do the blog posts **serve as an educational tool** to help potential consumers learn about the brand and products, but the announcement of a new blog article as a social media post **encourages viewers to follow the link onto the blog and therefore drives website traffic.**

Using social media in this way can:

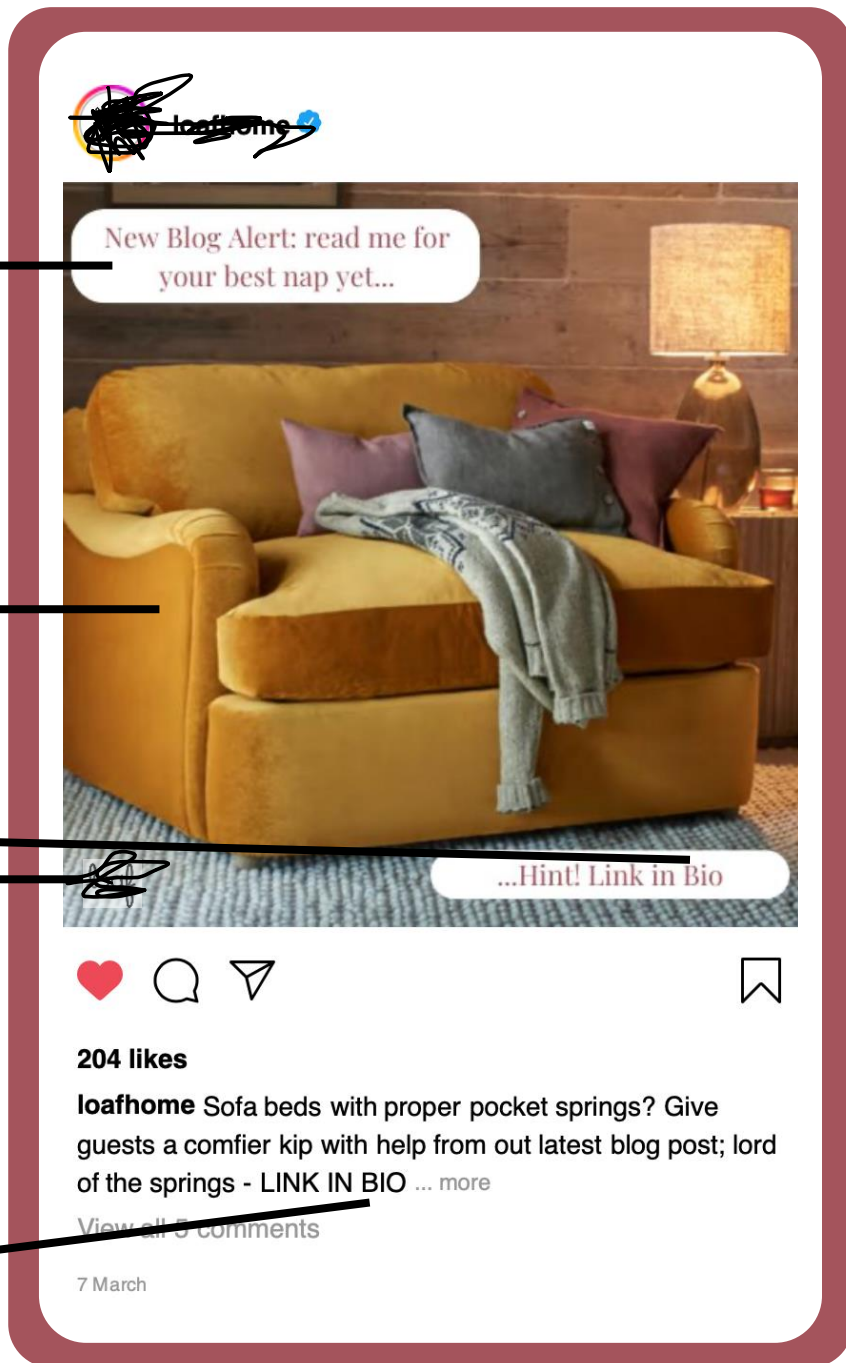
- increase click-through rate as consumers explore the blog and website
- fosters community
- increase subscription rates to mailing lists
- keeps viewers interested by providing various content types
- Include direct links to products in the posts

Eye catching call to action

Product feature

Call to action
Brand Logo

Call to action



Conclusion

Through our audit of this business social media and the analysis of their social media strategy, we identified a few key areas which the business should focus on in their strategy. This includes the limited variety in the types of content that they are creating and publishing, and the way in which they are dealing with the negative feedback being left on their posts.

Recommendations include:

- creating a mix of content including photos, and videos using engagement tactics in order to encourage viewer participation
- integrating e-commerce functions onto the posts that that viewers can click through and shop the products immediately
- focusing on customer service for reputation management by publicly responding to comments, both positive and negative
- audit social media continually to see what is working, and what needs changing in order to stay relevant and successful in real time.