

dream stream
SHOP

SOCIAL MEDIA STRATEGY 2020

IN COLLABORATION WITH ROSE LUZON CREATIVE

SOCIAL MEDIA STRATEGY 2020

overview



Let's talk social media strategy. Dream Stream Shop's mission and vision is important, and sharing it intentionally and strategically is equally important. Social media platforms are more than just pretty pictures, they provide effective and measurable ways to engage with your current followers and earn new followers, increasing your sales and impact. Instagram and Facebook are the best place for you to start since that is where you currently communicate with your followers and where new social-impact-junkies are browsing, hoping to find YOUR content. That being said, get creative, experiment and see which social media platforms work best for you! The following social media strategy takes into account all the details, that when implemented accordingly, will bring consistency to your communications as well as effectively engage and grow your followers and customers.

POST CONTENT

communication plan



Streamlining and sharing specific, consistent content will engage your followers in an effective way and bring consistency to your communications.

Tuesday: Dream Team Highlight (Amy + Dream Stream Trailer)

Your followers want to know the face behind the brand and feel like they know and can relate to you. Providing engaging images and content featuring Amy and the Dream Stream trailer will inspire customers to visit Dream Stream Shop and feel a sense of comfort when they recognize you in person. These posts are scheduled for early in the week when customers are looking for inspiration but are not yet motivated to make a purchase or able to visit your shop.

Thursday: Cause Highlight

Sharing your mission is an important part of communicating what makes Dream Stream Shop unique. These posts will focus on Dream Stream Shop's four primary values and eight represented causes. Once these are highlighted throughout the month of September, this time slot will transition to focus on the Dream Stream Dreamers Campaign.

Friday/Saturday: Product Highlight

The weekend is prime time to engage your followers by highlighting products that you sell at the Dream Stream Shop and let them know about where you'll be set up that weekend. Each product category is highlighted twice throughout this four month strategy. Spotlight the materials used, qualities/features, impact, sourcing, the connection to the individual artisan and how your products help make the world a better place.

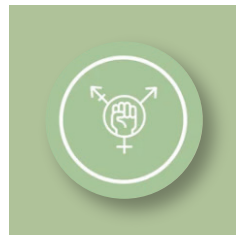
IMAGERY

inspiration

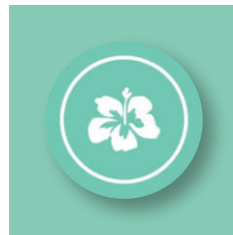


Imagery is the first point of engagement, and since a picture is worth a thousand words, utilizing your brands imagery style is key. We're going to use a variety of inspiration for Dream Stream Shop's visual platform, however, developing your own unique style will set your brand apart and connect with your brand voice to create a cohesive communication style.

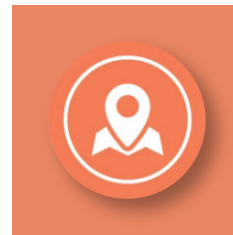
Cause Highlight:



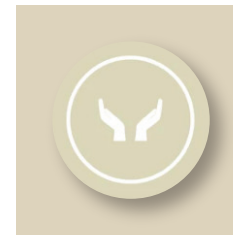
CAUSE HIGHLIGHT:
FREE + FAIR
(GENDER EQUALITY,
CRUELTY FREE)



CAUSE HIGHLIGHT:
ETHICAL MADE EASY
(ENVIRONMENT,
ZERO WASTE)



CAUSE HIGHLIGHT:
GLOBAL + LOCAL



CAUSE HIGHLIGHT:
DREAMS MATTER
(HANDMADE)

IMAGERY

inspiration

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Dream Team Highlight: (Amy + Dream Stream Trailer)



THIS LIFESTYLE IMAGERY STYLE IS WHAT YOU SHOULD AIM FOR, HOWEVER, THE IMAGES SHOULD REFLECT WHO YOU ARE AND WHAT YOU'RE ALL ABOUT!



USE A MIX OF IMAGERY SHOWING THE UNIQUE TRAILER EXTERIOR AS WELL AS THE INTERIOR SHOPPING AREA SO CUSTOMERS KNOW WHAT TO EXPECT.

IMAGERY

inspiration

Product Highlight

BATH + CANDLES



HOME



PAPER



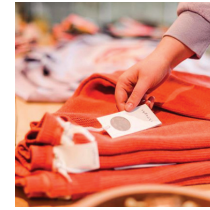
FOOD + DRINK



JEWELRY



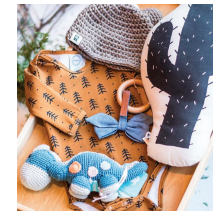
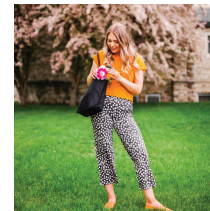
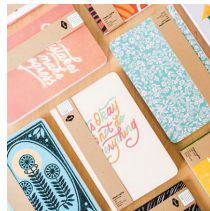
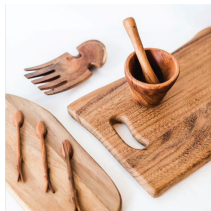
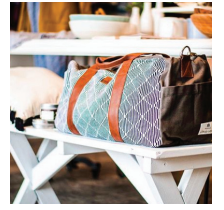
CLOTHING



BABIES + KIDS



ACCESSORIES



TIMING

details



The details are important. What time you schedule your posts to go live directly correlates to how much your audience engages with your amazing content. Your voice is important and in order to maximize and expand its reach, schedule your posts for the following times that are known to be most effective. You have a busy life and what you want to share can change and shift. No worries! There is flexibility to post within a 4 hour time frame on Thursdays and you can choose whether to post at 11am on Friday or Saturday depending on what works best for you (both are equally effective!).

- Tuesday at 7pm
- Thursday between 11am - 2pm
- Friday or Saturday at 11am

TAGGING

details



Using hashtags gives your posts more exposure, furthering your reach to capture your current followers attention as well as win new followers. Followers that engage with your content more frequently are most likely to become customers, positively impacting your business. The following tags are curated specifically to your mission and vision and target your ideal customer.

DREAM STREAM SHOP TAGS

Use these tags every time you post.

#dreamstreamshop
#shoplocal
#denver
#coloradolove
#artisan
#fairtrade
#consciousconsumer
#handmade
#supportsmallbusiness
#mobileboutique
#shopwithpurpose

CONTENT SPECIFIC TAGS

Use these tags only for specific content related posts.

#dreamteam
#genderequality
#freeandfair
#crueltyfree
#zerowaste
#ethicalfashion
#homegoodsforgood
#global
#local
#environment
#ethicalmadecasy
#dreamstreamdreamers

ADDITIONAL NOTES

strategy



TRACKING ENGAGEMENT: Once you start implementing your social media strategy, it's important to keep track of the statistics of who is engaging with your content and when so you can reference what is working well and what needs adjustment. The statistics can easily be found in the settings of your social media profile platforms.

SPONSORED POSTS: Sponsored posts are another way to reach a larger audience. You can choose a post to promote based on your specifications. Keep in mind your goal, audience, placement and budget while preparing a sponsored post. I recommend working on your social media strategy for a month or two before experimenting with sponsored posts. This will allow you to have time to develop your visual communication style as well as have a background of statistics on who is engaging with your content, informing you on what audience you should target with your sponsored posts.

STORIES: Posting stories on your Instagram and Facebook profiles is another way to increase your follower engagement. Ideas for stories: List of upcoming fairs that you will be at, Feature an artisan, Share a tagged customer post (ie. they posted a product they bought from Dream Stream Shop and tagged you in the photo), Highlight a Dream Stream cause, Share a video of the trailer at an event or a of a new interior set up, Share a video of Amy talking about where the Dream Stream Shop is currently set up and encouraging followers to come visit.

INTERACTION: Don't forget to interact with your followers when they leave you a comment, ask a question or tag Dream Stream Shop. Your customers will LOVE getting a response and it will encourage them to engage even more.

DREAM STREAM DREAMERS CAMPAIGN

specifics



Vision:

The Dream Stream Dreamers Campaign will start an evolving and continued dialogue about the importance of dreams and highlight the dreams of your Artisans, Customers and Dream Stream Team. This campaign will serve as a bridge between the consumers and makers by connecting, engaging and inspiring Dream Stream Shop's community while existing as a platform for sharing dreams and promoting Dream Stream Shop.

Content and Strategy:

The Dream Stream Dreamers Campaign will focus on the following: Dreams, Artisans, Customers and the Dream Stream Team. This campaign will launch in October and begin by highlighting Dreams, Artisans and the Dream Stream Team. This will allow time to reach out to customers to share photos of them using/wearing their Dream Stream Shop products for you to use for the Customer highlight portion of the campaign. Encourage customers to share their images by telling them in person when they make a purchase at the Dream Stream Shop, via email newsletter, through social media stories and in the campaign post captions. Always use positive and inspiring language in your posts, because that's what dreams are all about, right?!

Aesthetic:

The aesthetic of the Dream Stream Dreamers campaign will use your new branding colors and style while incorporating dreamer quotes and lifestyle imagery of Artisans, Customers and the Dream Stream Team (Amy, Trailer, images of fair set up and products). Be sure to highlight a human element in every image reinforcing the concept that dreams are connected to people.

DREAM STREAM DREAMERS CAMPAIGN

#dreamstreamdreamers

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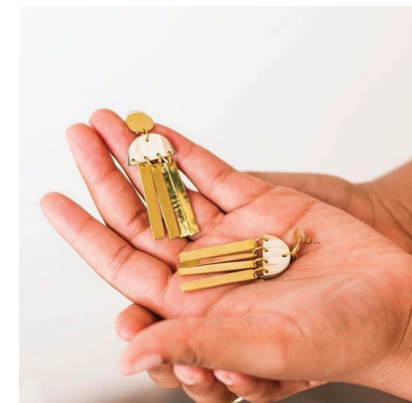
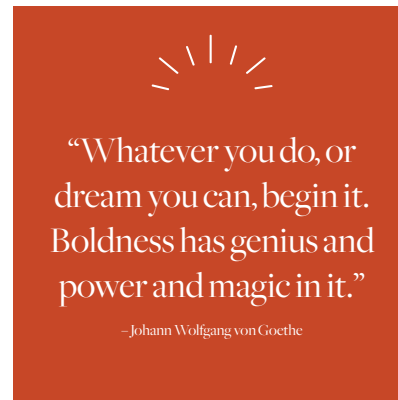
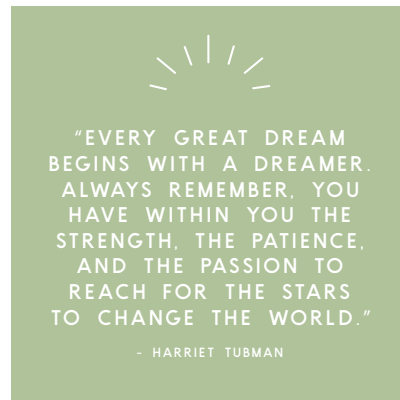
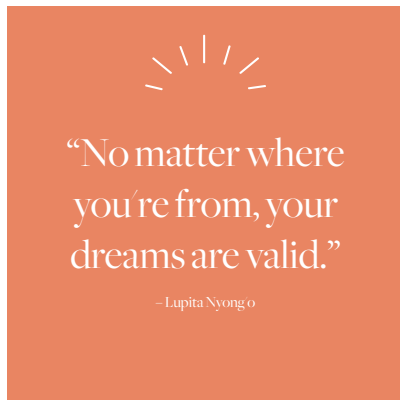


DREAM STREAM DREAMERS CAMPAIGN

imagery



Dreamer Quotes and Dream Stream Team Imagery



DREAM STREAM DREAMERS CAMPAIGN

imagery



Artisans and Customer Imagery



