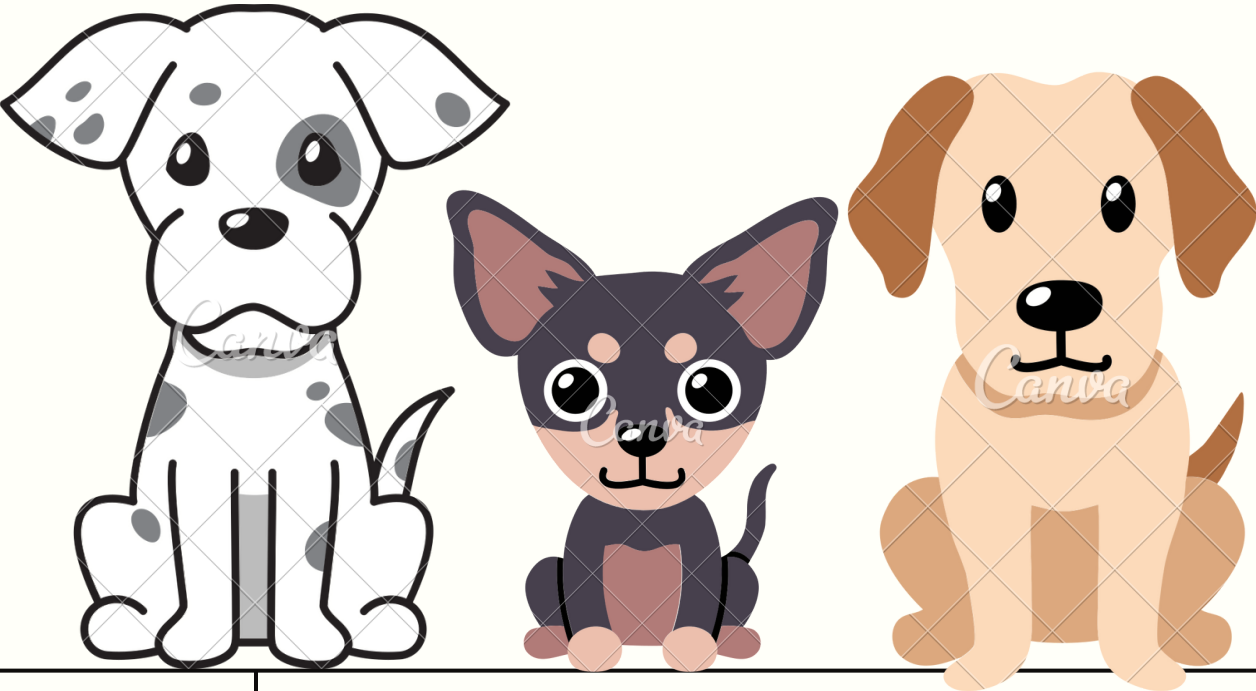


# LUCY & CO. SOCIAL MEDIA AUDIT AND PLAN

LUCY  CO.



# OVERVIEW



LUCY  CO.

Target Audience

Platform Comparison

Data, Content, and  
Situation Analysis



- Instagram
- Facebook
- TikTok

Future Implementations

# PEOPLE

## Target Audience:

- Women Age 25-34
- Dog "moms"
- Dog owners





## Instagram

There is a ton of conversation around Lucy & Co. on Instagram. Users post pictures of their dogs in Lucy & Co. gear showing off the product name and their happy dog!

# SOCIAL MEDIA PLATFORMS

## Facebook

The conversation that Lucy & Co. is creating on Facebook is very similar to the conversations happening on Instagram, seeing as you are able to upload on both platforms simultaneously with the same caption. Many followers will comment on Lucy & Co. posts with a photo of their dog or share satisfactory comments on Lucy & Co. products.



## TikTok

The conversation that Lucy & Co. is creating on TikTok is all about the products being used on dogs. Dogs being the center of the brand, following that are cute dog videos and dog models showing off dog gear as well as upcoming sales and deals to further promote the brand!

# HIGHLIGHTS



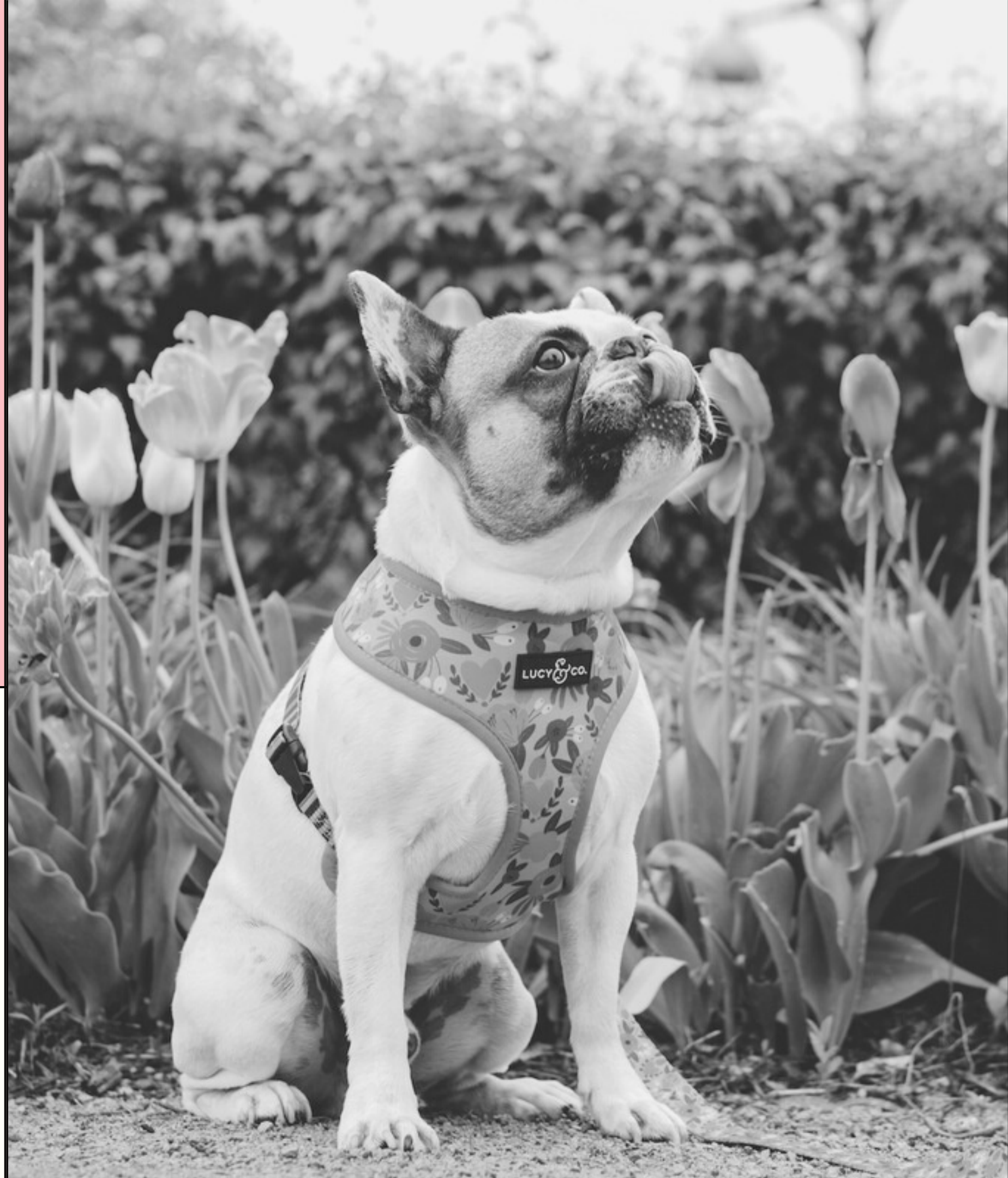
- Large Instagram following
- Growing TikTok presence: increasing engagement, likes, shares, and comments
- Giveaways earn the most engagement across all platforms
- Same audience across all platforms helps to create a consistent, specific tone and aesthetic
- All organic reach from Instagram

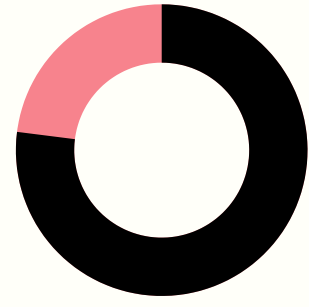
# PLATFORM COMPARISON

Platform	Size	Description	Posting Type(s)	Key Stat(s)	Audience	Goal
Instagram	232,441 page likes	Platform to post photos and videos advertising their product to their target audience	Product marketing, photos/videos and graphic images	<ul style="list-style-type: none"> <li>16.5M impressions</li> <li>7.5M reach</li> <li>6.16% avg. engagement on reach per post</li> </ul>	<ul style="list-style-type: none"> <li>545,328 followers</li> <li>44.84% women aged 25-34</li> </ul>	Increase engagement per post through developing more interactive posts that appeals to their target audience.
Facebook	39,387 page likes	Platform to post photos and videos using desired communities or public to advertise their product	Product marketing, photos/videos and graphic images	<ul style="list-style-type: none"> <li>14M impressions</li> <li>10.5M reach</li> <li>12.88% avg. reach rate per post</li> </ul>	<ul style="list-style-type: none"> <li>39,464 followers</li> <li>38.54% women aged 25-34</li> </ul>	Create a more structured plan for what types of content they can incorporate that will make fans interact together.
TikTok	1408 followers	Platform to post videos using hashtag or sound trends to go viral	Product marketing on dogs and cute dog videos	<ul style="list-style-type: none"> <li>5K total engagement</li> <li>48.5 avg. likes per video</li> <li>84.7K total views</li> </ul>	<ul style="list-style-type: none"> <li>Not enough data to say</li> </ul>	Increase engagement (views/likes) by creating trending content using popular sounds and hashtags to go viral

# INSTAGRAM

Instagram Audit and  
Social Media Plan





**544K FOLLOWERS**  
84.11% Women  
15.89% Men



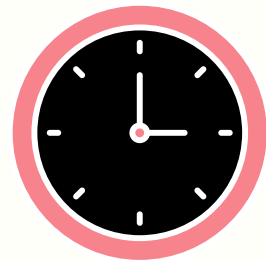
**AVERAGE REACH**  
7.4M reached  
12.K per post



**ENGAGEMENT**  
615 average likes received  
226.6K likes this year



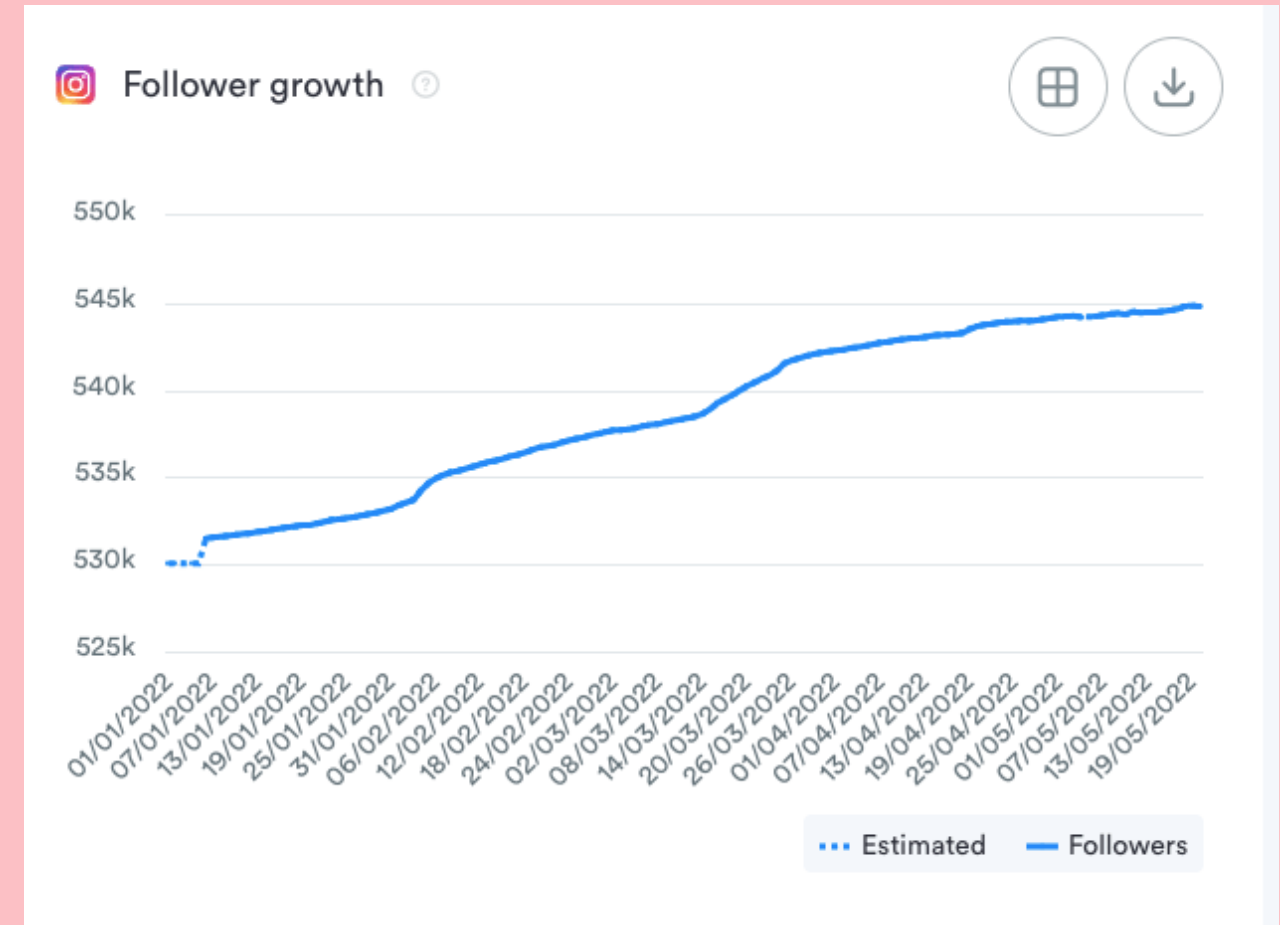
**IMPRESSIONS**  
16.2M impressions  
12.8K impressions/post



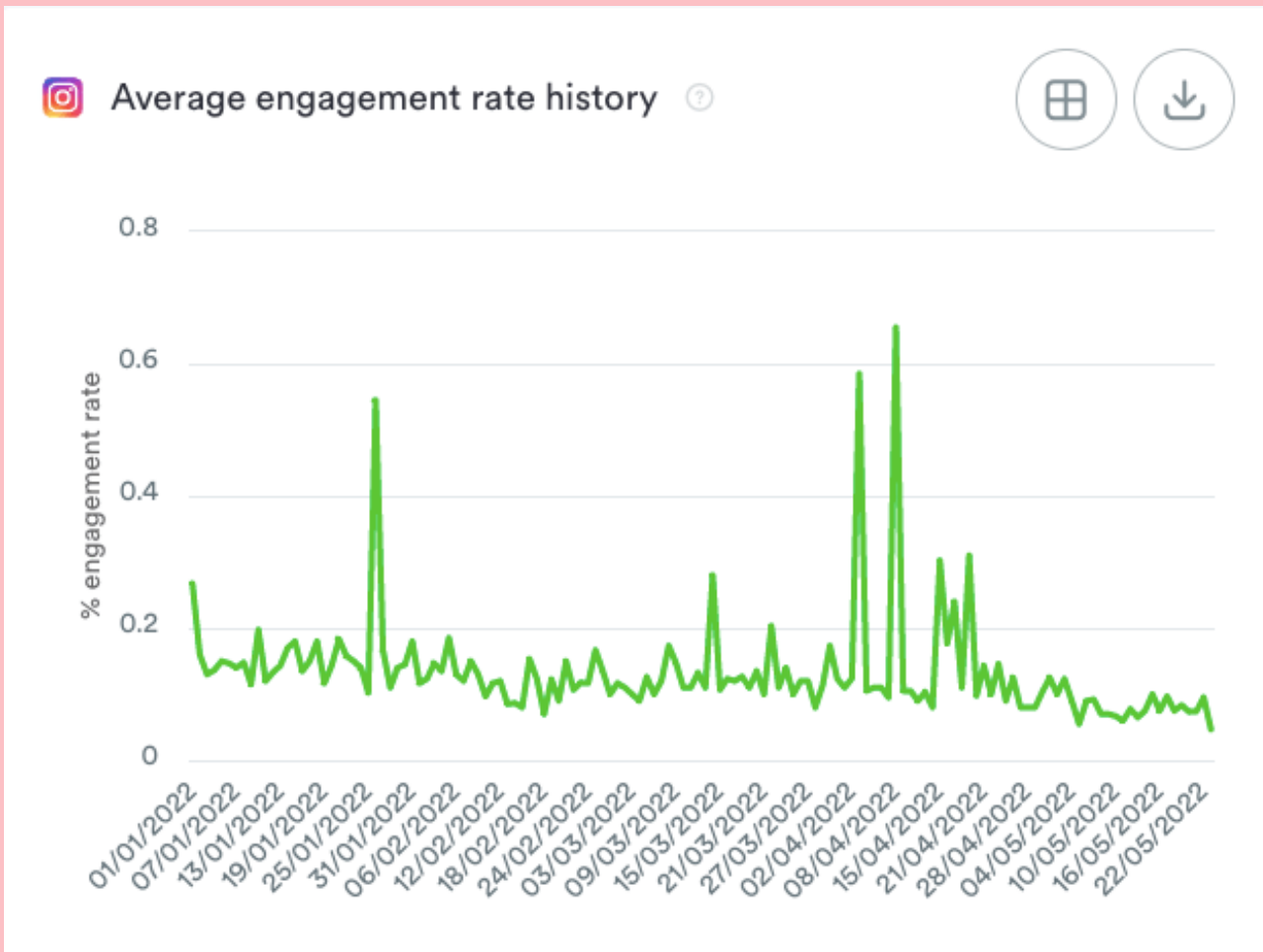
**BEST TIMING**  
7 p.m. on Sundays

**AUDIENCE DEMOGRAPHICS**  
80.45% of followers are in the U.S.  
5.58% in the U.K.  
3% in Latin America  
1.91% in Brazil  
>1% in other

## FOLLOWER GROWTH



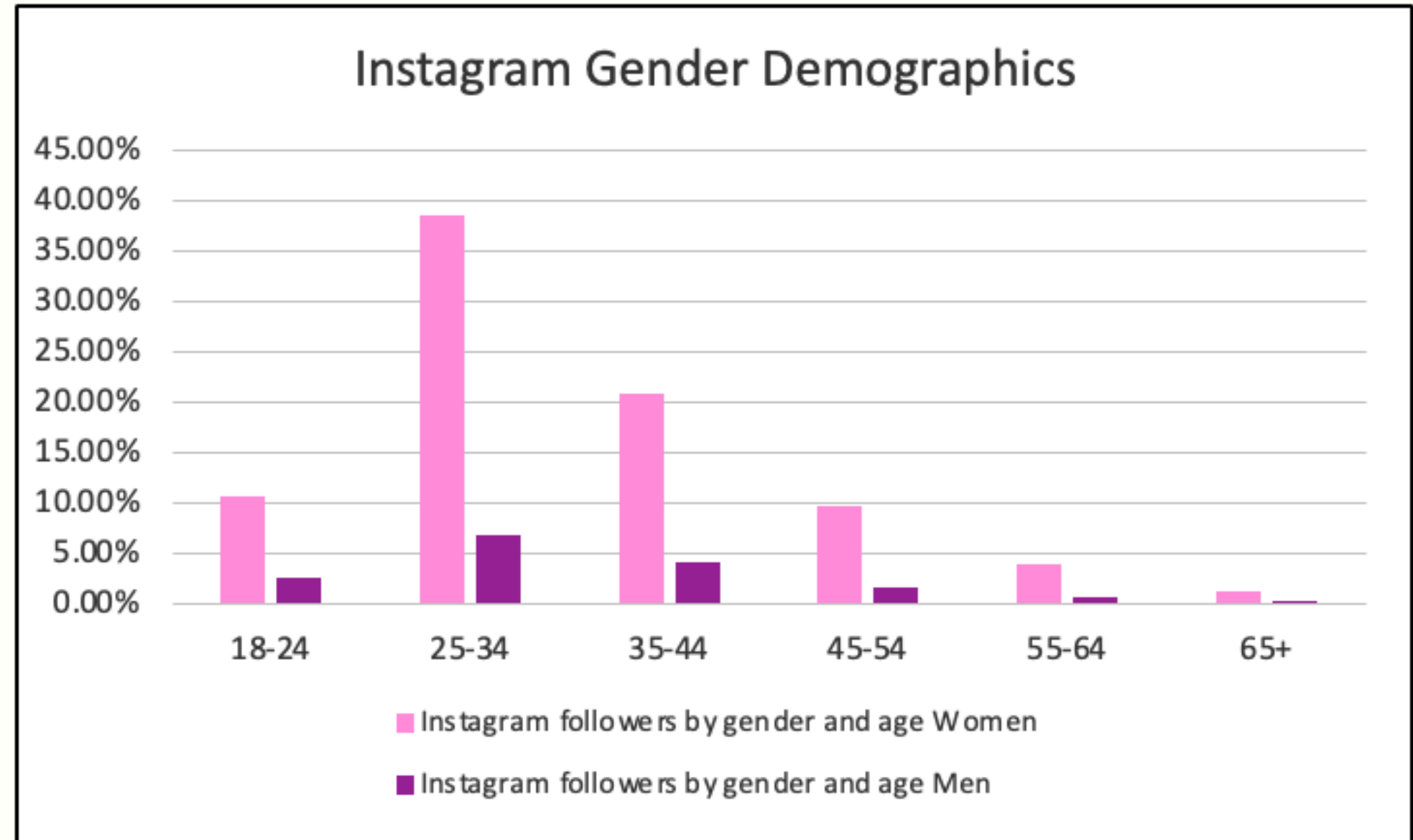
## AVERAGE ENGAGEMENT HISTORY





## Data from January - March 2022

# INSTAGRAM AGE & GENDER DEMOGRAPHICS



- **44.84% OF FEMALE FOLLOWERS ARE AGE 25-34**
- **42.42% OF MALE FOLLOWERS ARE AGE 25-34**

Followers are  
online the most at  
3 a.m. on Mondays

# CONTENT ANALYSIS

## CURRENT KEY TOPICS

- Dogs wearing Lucy & Co. products. followed by fitting captions
- Product announcements/ launches
- #DogMomEnergy
- Giveaways

## TYPES OF POSTS THAT GET THE BEST ENGAGEMENT

- Giveaways/ promotional posts
- Dogs in Lucy & Co. gear
- Dogs with their owners

## THE FREQUENCY THAT WORKS BEST

- Between 5-9 p.m. weekdays
- Weekends at between 5-7 p.m. work best



# CONTENT ANALYSIS

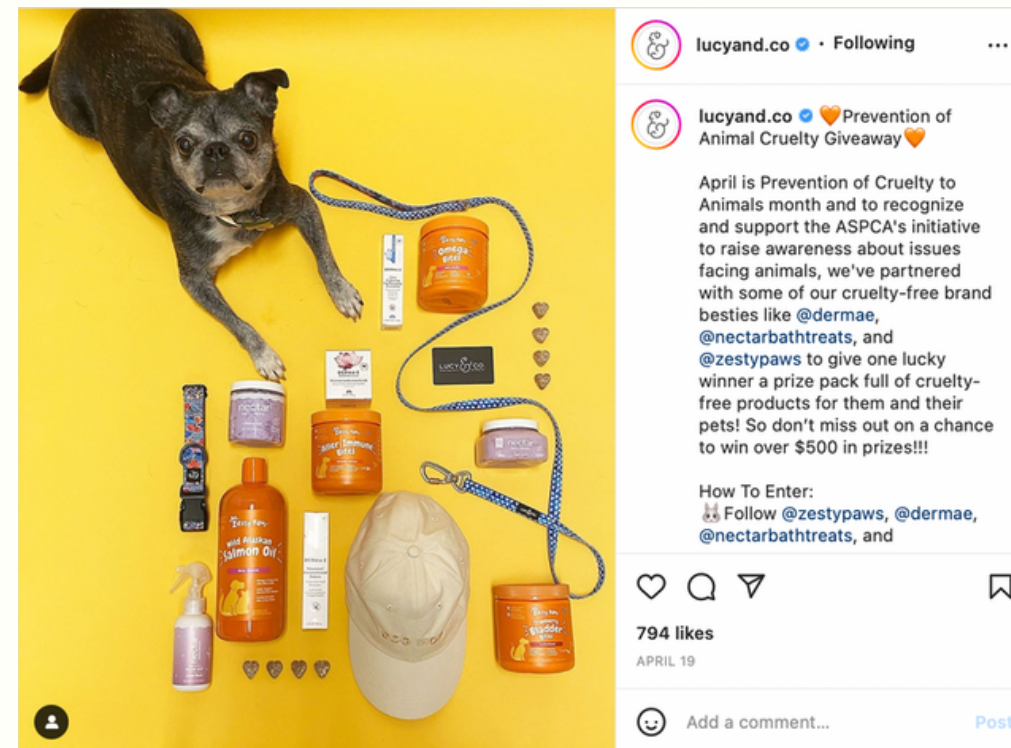
## MOST ENGAGING CONTENT

MOST LIKED, MOST  
ENGAGEMENT, MOST  
REACHED



6.5K LIKES

HIGHEST ENGAGEMENT ON  
REACH



23.04%

MOST COMMENTS

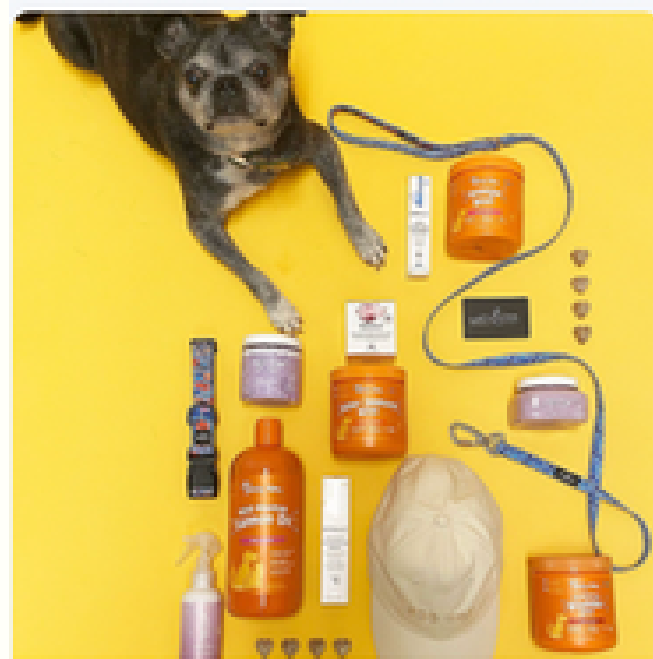


4.4K COMMENTS

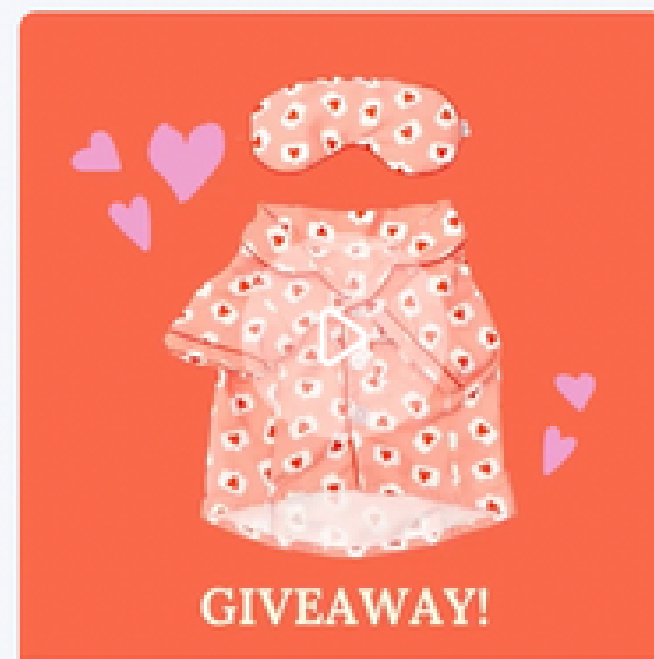
# CONTENT ANALYSIS

## MOST ENGAGING CONTENT

THE TOP 4 HIGHEST ENGAGEMENT ON REACH POSTS ARE *GIVEAWAYS*

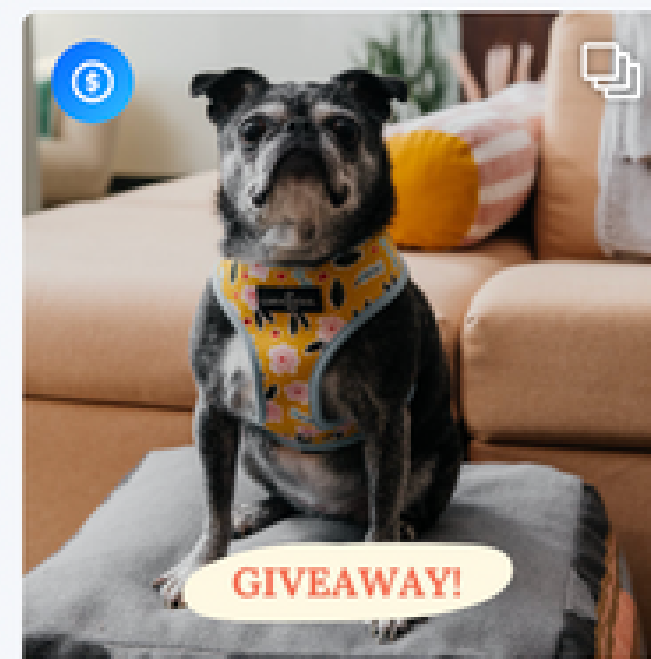


794 3k 23.04%



GIVEAWAY!

6.2k 875 2.3k 16.08%



GIVEAWAY!

1.5k 3.5k 15.62%



GIVEAWAY!

1.5k 4.4k 11.82%



# **INSTAGRAM SOCIAL MEDIA PLAN**



LUCY  CO.

**01**

**SITUATION ANALYSIS**

**02**

**OBJECTIVES**

**03**

**STRATEGIES, TECHNOLOGY, & TACTICS**

**04**

**MEASUREMENT AND EVALUATION**

**05**

**TIMELINE AND BUDGET**

# SITUATION ANALYSIS

## Background/Overview

The Lucy & Co. Instagram platform has generated over half a million followers, but the level of engagement has not increased linearly with follower growth--it has decreased. In relation to its competitors, Lucy & Co. has a larger following, but a lower level of engagement. Its Instagram shares new posts almost daily, as well as story posts. All of the content is mostly of the same nature and same quality



## STRENGTHS

- Large following- 545,235
- Reaching their target audience precisely- over 40% of likes are women aged 25-34
- Post frequently which keeps Lucy & Co. relevant and followers engaged in their content.

## WEAKNESSES

- Engagement with posts is low- dropped 52% this year with 0.13% avg. engagement rate for 2022.
- Reach has dropped 59.4% this year with only 7.5M, last year their reach was over 18.5M.

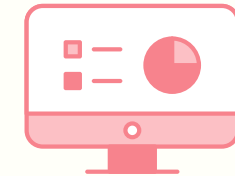
## OPPORTUNITIES

-Lucy and Co. have the ability to use Iconosqaure to track the best days and times to post and can use these windows to gauge when it should be posting content. It also already has a large following to get engaged with the content, rather than having to build an audience.

## THREATS

-Lucy and Co. has many competitors that have similar followings with more engagement. If consumers are engaging with other companies more, they could build more trust and commitment to other brands rather than Lucy & Co.

# OBJECTIVES



## MEASURABLE OBJECTIVES

- Increase **follower** count
- Increase average **like** count
- Increase average **comment** count
- Increase the number of **shares** on stories and like
- Increase number of **reposts**
- Increase average post **saves**





## SHORT TERM OBJECTIVES

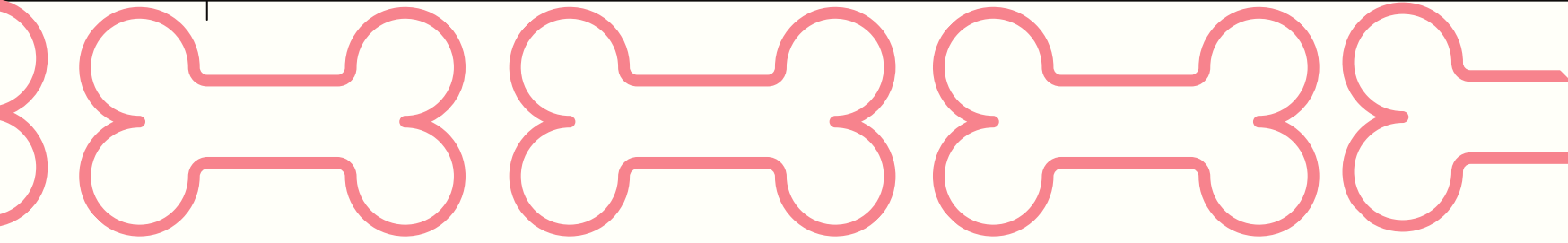
- Increase followers by 1K
- Increase likes by 100 per post
- Curate an album of high-quality images to be able to readily post
- More interactive story content (polls, questions, etc.)
- Share more original content, Decrease frequency of resharing other entity's content

## LONG TERM OBJECTIVES

- Increase engagement linearly with followers
- Average 1K likes per post
- Earn more shared media from accounts with large followings
- Post reels on a weekly basis
- Post bi-annuals giveaways

# TIMELINE AND BUDGET

	One-time investment, around \$500 for high quality camera to capture content
	Send out \$250 worth of Lucy & Co. products to a couple influencers who fit target demographic; if this increases engagement, consider sending out more to other potential ambassadors for the brand
	Allot 1K of ambassador commission to Instagram
	Dedicate one-two hours per day to posting images, and stories, as well as responding to comments and DM's



-Take insights, recommendations, and objectives into consideration as soon as possible

-Check in with Iconosquare to check reach and engagement on a monthly basis



## STRATEGIES

- Gain more commentators and shares through posts that show lifestyle and content more interesting than just the use of product promotions
- Take the TikTok's from the Lucy & Co. account and post them to Instagram Reels

## TECHNOLOGY + TACTICS

- Utilize Instagram features (stories, reels, shop links)
- Use target audience to reach target audience; influencer partnerships with members of key audience demographic
- Test out paid reach through boosting of posts
- Work to create captions that resonate with target audience; Example: captions around bringing your dog out to happy hour
- Curate more content showcasing dogs and owners

## MEASUREMENT

- Watch Instagram directly: Are likes increasing? Comments? Purchases through shop links? Number of saved posts?
- Iconosquare should also be looked in-depth on a monthly basis to understand what is doing well, who is listening, and when
- Pay close attention to paid v. organic reach if boosting

## EVALUATION

- Ask followers! Questions on stories such as: How long have you been following Lucy & Co. Instagram? What content do you like to see from Lucy & Co? etc., gathers insight on engagement straight from the source.
- Evaluate which posts are getting highest engagement levels to understand which content topics are resonating most with followers

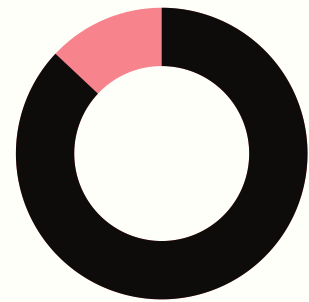




# FACEBOOK

Customer and Revenue  
Assessment





**39.5K FANS**

95.3% Women

4.7% Men



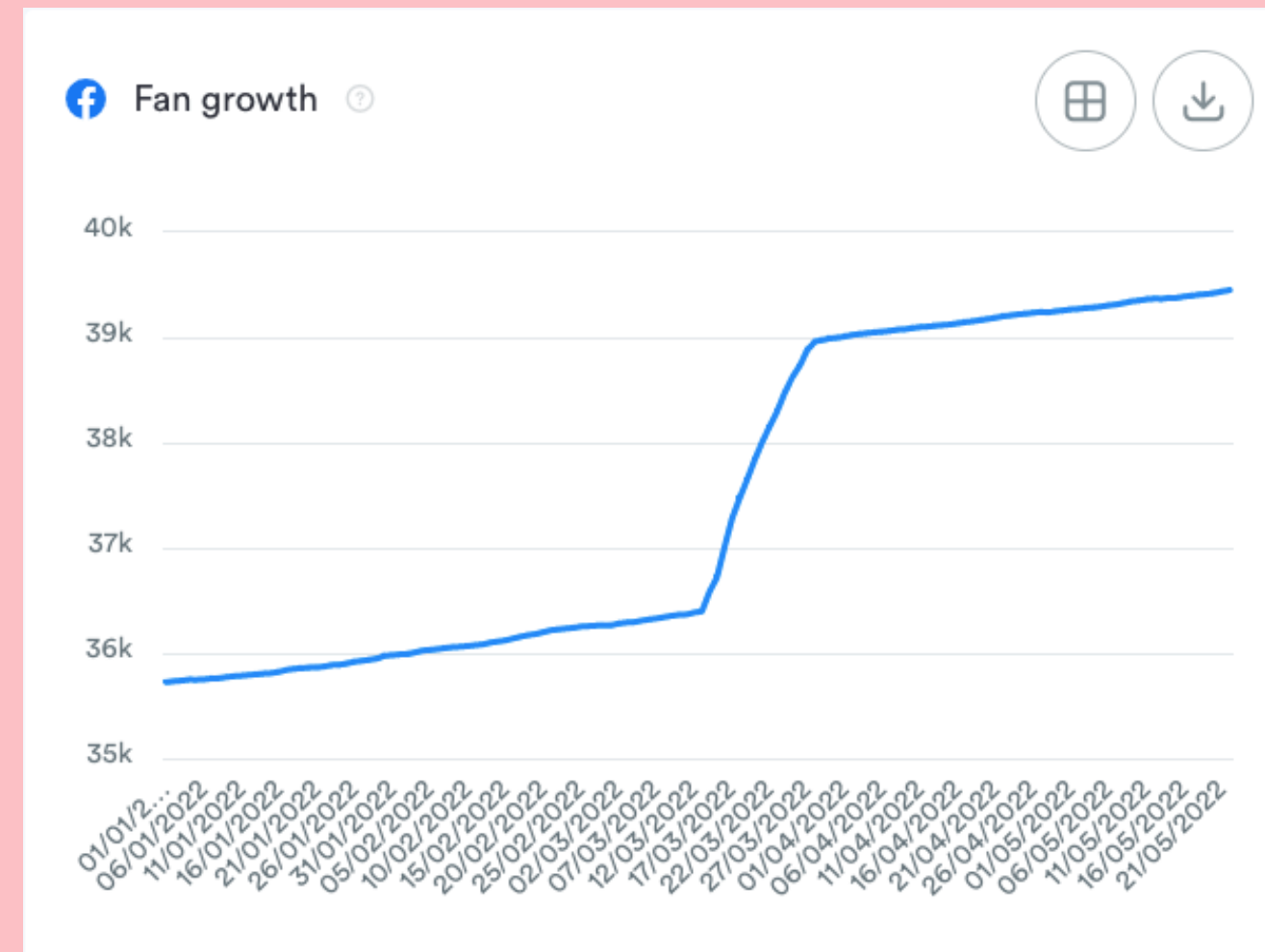
**AVERAGE REACH**

10.5M reached

4.5K per post

**ZERO PAID REACH**

**FAN GROWTH**



**ENGAGEMENT**

62 avg. engagement/post

456 total reactions/2022

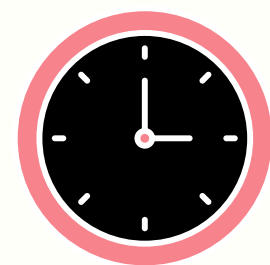
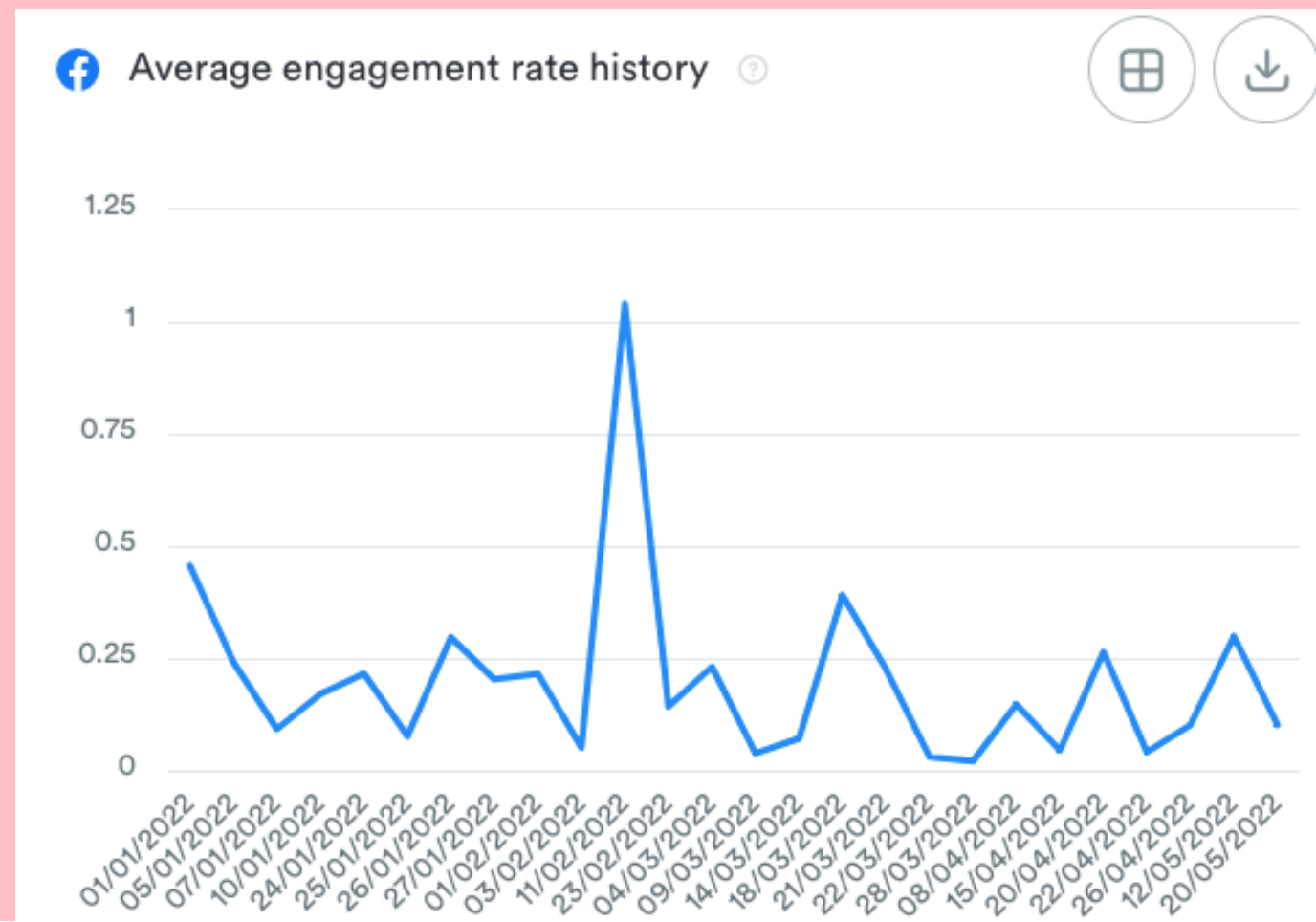


**IMPRESSIONS**

14M impressions

4.7K impressions/post

**ENGAGEMENT RATE HISTORY**



**BEST TIMING**

Fridays at 3 p.m.

**AUDIENCE DEMOGRAPHICS**

91.25% of followers are in the U.S.

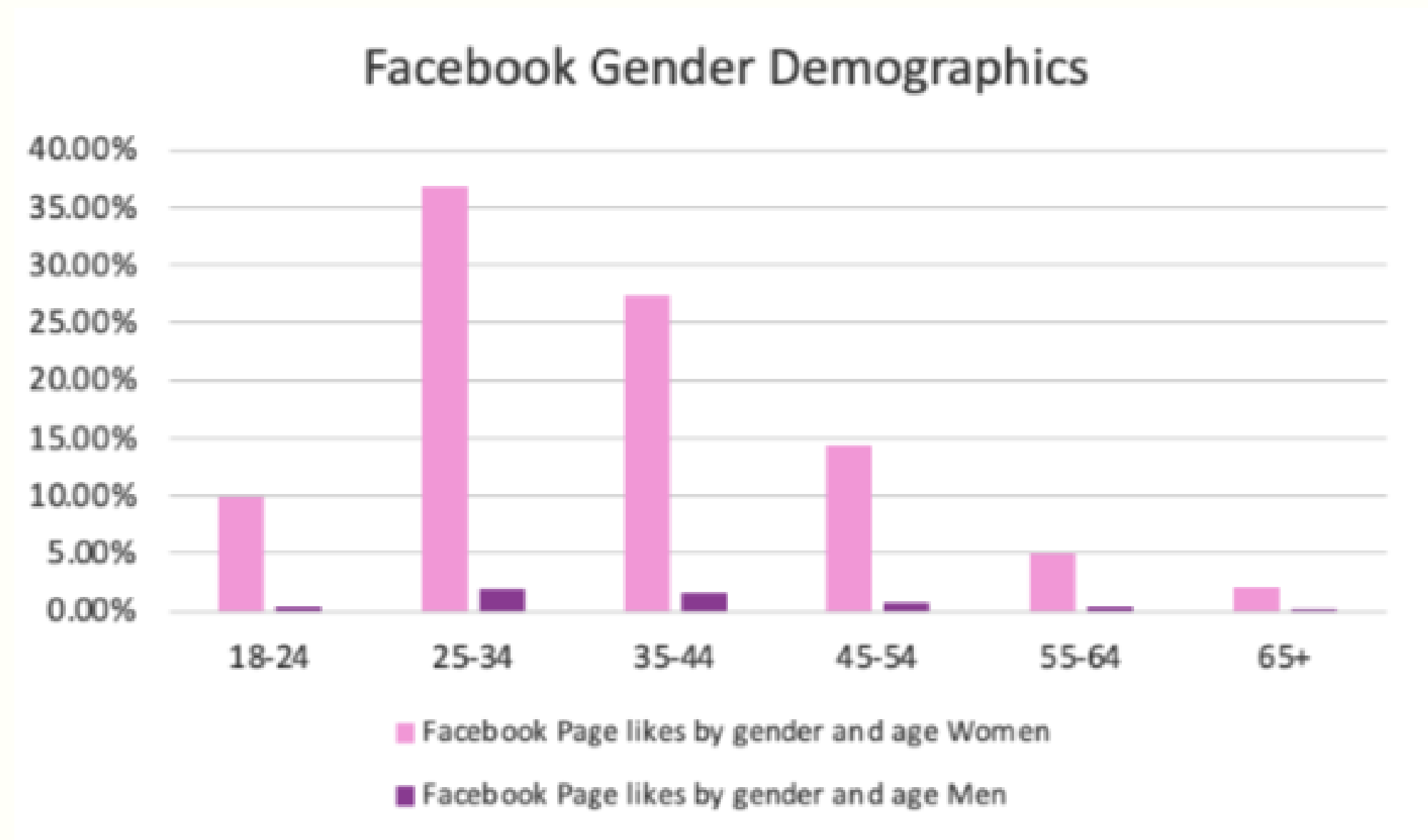
3.17% in the U.K.

1.48% in Latin America

>1% in other

## Data from January - March 2022

# FACEBOOK AGE & GENDER DEMOGRAPHICS



- **44.84% OF FEMALE FOLLOWERS ARE AGE 25-34**
- **42.42% OF MALE FOLLOWERS ARE AGE 25-34**

Followers are  
online the most  
on Wednesdays  
at 2 a.m.

# FACEBOOK CONTENT ANALYSIS

## CURRENT KEY TOPICS

- Give aways
- Lucy & Co. follower resposts
- New Product Launch

## TYPES OF POSTS THAT GET THE BEST ENGAGEMENT

- Giveaways and promotional codes
- Product launches
- More organic content/ staged dog pics or candid dog pics or videos with lifestyle features
- Well done graphics

## THE FREQUENCY THAT WORKS BEST

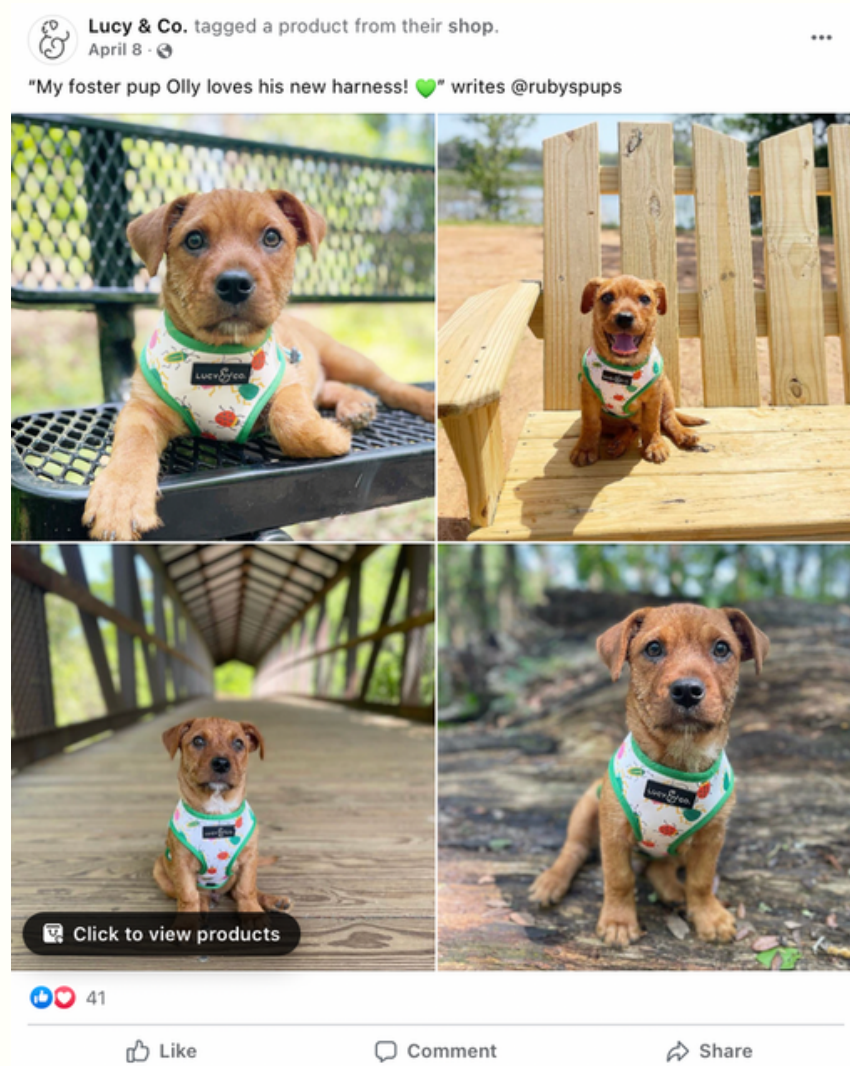
- Posting just as frequently as Instagram (during the popular times).
- Audience is mostly active before 8 a.m. and after 5 p.m.



# CONTENT ANALYSIS

## MOST ENGAGING CONTENT

### MOST LIKED



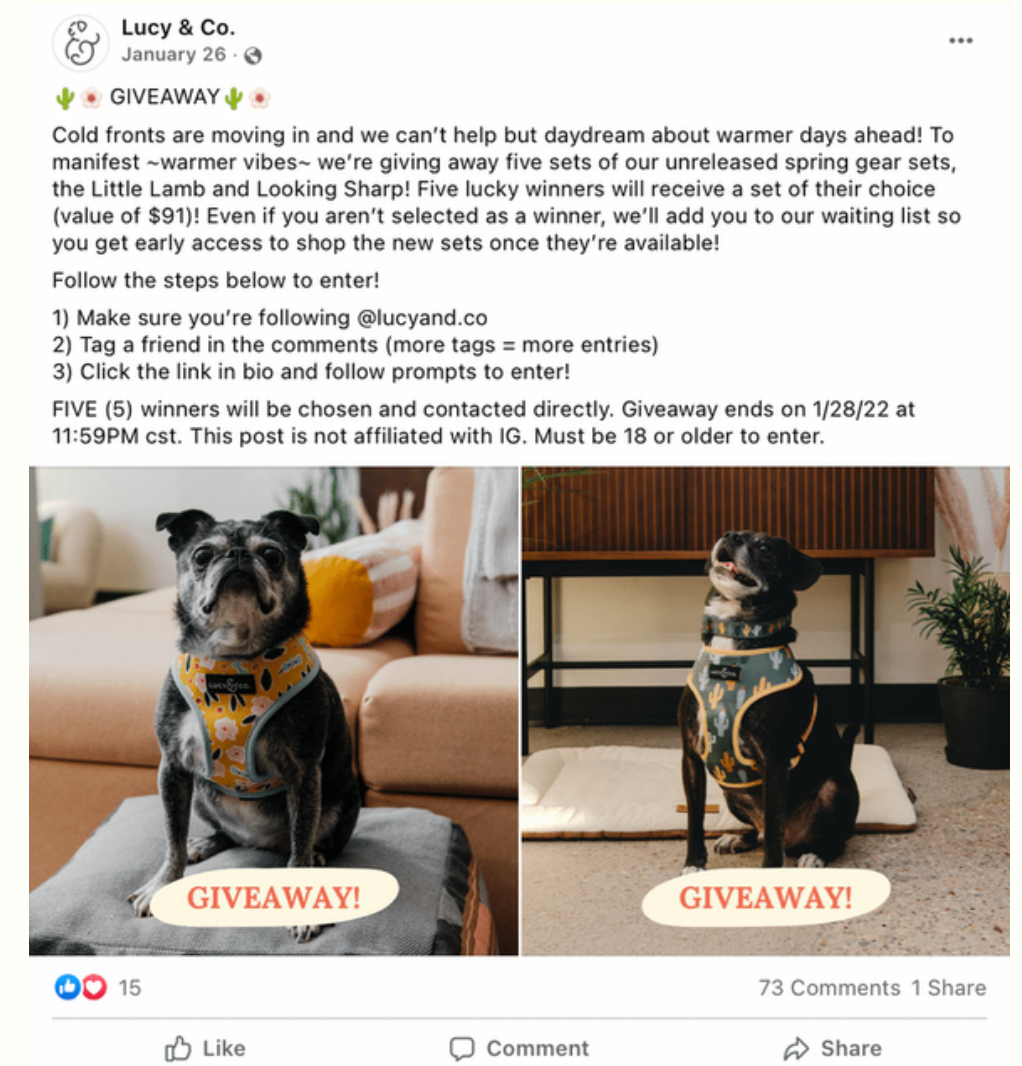
41 LIKES

### MOST REACH



9.9K REACHED

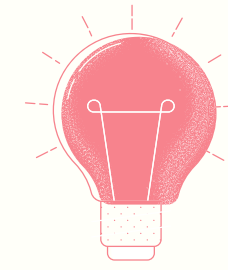
### MOST COMMENTS



73 COMMENTS



# FACEBOOK SOCIAL MEDIA PLAN



LUCY  CO.

**01**

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**03**

STRATEGIES,  
TECHNOLOGY, & TACTICS

**04**

MEASUREMENT AND  
EVALUATION

**05**

TIMELINE AND BUDGET

# FACEBOOK SITUATION ANALYSIS

## Background/Overview

Content on Facebook is sporadically posted in addition to not having a consistent aesthetic within its posts. Lucy & Co.'s Facebook has a range of links to products among other posts of randomly selected shares from consumers. By creating a more structured plan for what types of content they can incorporate, Lucy & Co. can get creative with more lifestyle posts in regards to product marketing that can make their fans interact more with each other while creating a sense of community that everyone relates to.

## STRENGTHS

Lucy & Co. has an impressive fan following for its Facebook page and has received a large amount of page likes

## WEAKNESSES

Its struggle to stick to a consistent posting schedule, sets them back from their competitors whom link their posts across all social media platforms. In addition, there is not much conversation circulating around there posts/in the comment section.

## OPPORTUNITIES

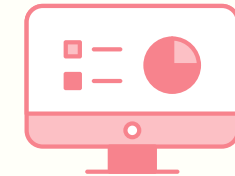
Posting between the times of 11p.m.-3a.m. have proven to be popular hours for users to be online, specifically, on Wednesday's at 2.am.

## THREATS

By not tapping into key posting times, content may get lost in the algorithms and would then lead to a lack of essential fan engagement.



# OBJECTIVES



## MEASURABLE OBJECTIVES

## SHORT TERM OBJECTIVES




## LONG TERM OBJECTIVES

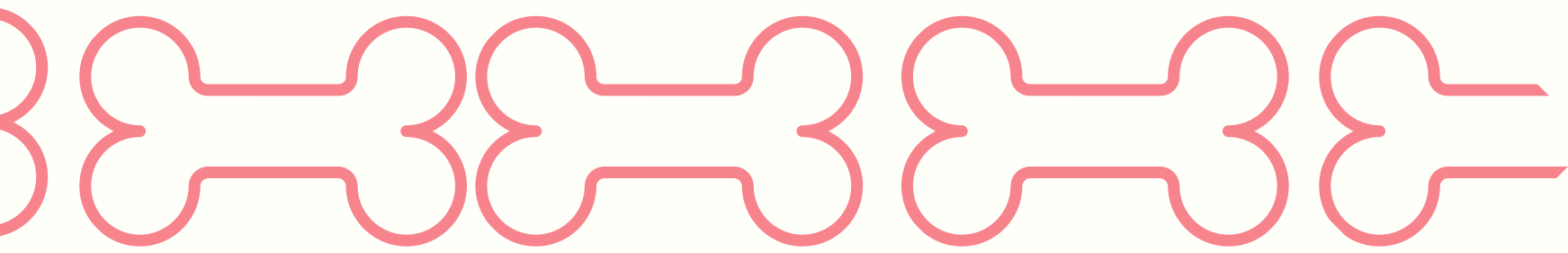
- Increase **fan count**
- Increase average **like** count
- Increase average **comment** count
- Increase the number of **shares** on stories and like
- Increase number of **reposts**
- Increase average post **saves**

- Boost number of fans to 50K
- Increase average engagement to 100 reactions per post
- Increase post frequency to up to 1x per day
- One video-style post per week

- Boost number of fans to 100K
- Increase and maintain average engagements reactions per post
- Create and draft original content that can always be post-ready
- Post at the same frequency as Instagram

# TIMELINE AND BUDGET

	Create an automated ad
	Much of Instagram budget applies to Facebook
	Spend ~1 hour per week responding to messages, comments, etc.,
	Spend ~2 hours per week getting engaged in Facebook communities



-Immediately link Facebook to auto-post Instagram posts/stories

-Check-in weekly to see how engagement is doing

-Pace recommendations, not implementing all at once in order to track which are most effective and which are not

## **STRATEGIES**

- Take the TikTok's from the Lucy & Co. account and post them to Facebook Reels
- Join Facebook groups that host target audience

## **TECHNOLOGY + TACTICS**

- Use Instagram content to boost Facebook presence; Set Facebook to auto-post when Instagram posts
- Create stories to boost conversation (questions, polls, etc.)
- Make it convenient for fans to purchase directly from the page: links, specification of products shown, transparency of cost
- Use a conversational and informative tone

## **MEASUREMENT**

- Follower engagement on posts and stories should be noticeable on the platform itself through an increase in likes and comments, as well as the following size
- Iconosqaure can be used to do a deep dive into reach, engagement, and impressions

## **EVALUATION**

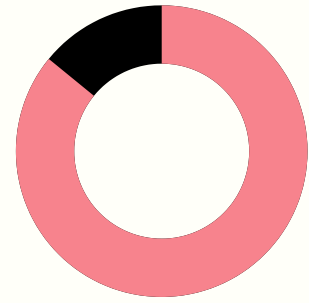
- Receiving consumer feedback will allow for improvement of products and content in addition to creating a greater social media presence
- Ask followers: What are they wanting to see more of? What are they wanting to see less of? (Q&A style is great for asking specifics)



# TIKTOK

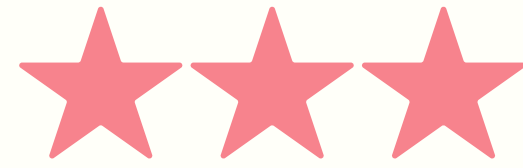
TikTok Audit and Social  
Media Plan





**1.4K  
FOLLOWERS**

85.9% Female  
14.1% Male



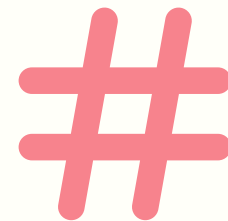
**3 PROMOTIONAL  
POSTS ON TIKTOK IN  
MARCH**

The videos received a  
total of 220 likes



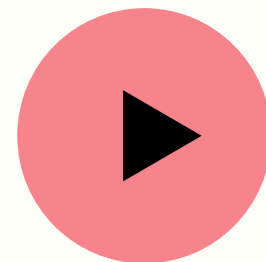
**TOP TERRITORIES**

76% of followers are located in  
the USA



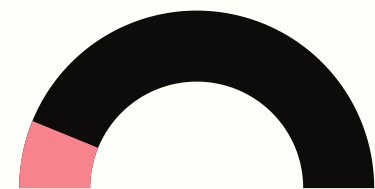
**1.1 M VIEWS**

#LucyandCo Hashtag  
Reach



**83.1K**

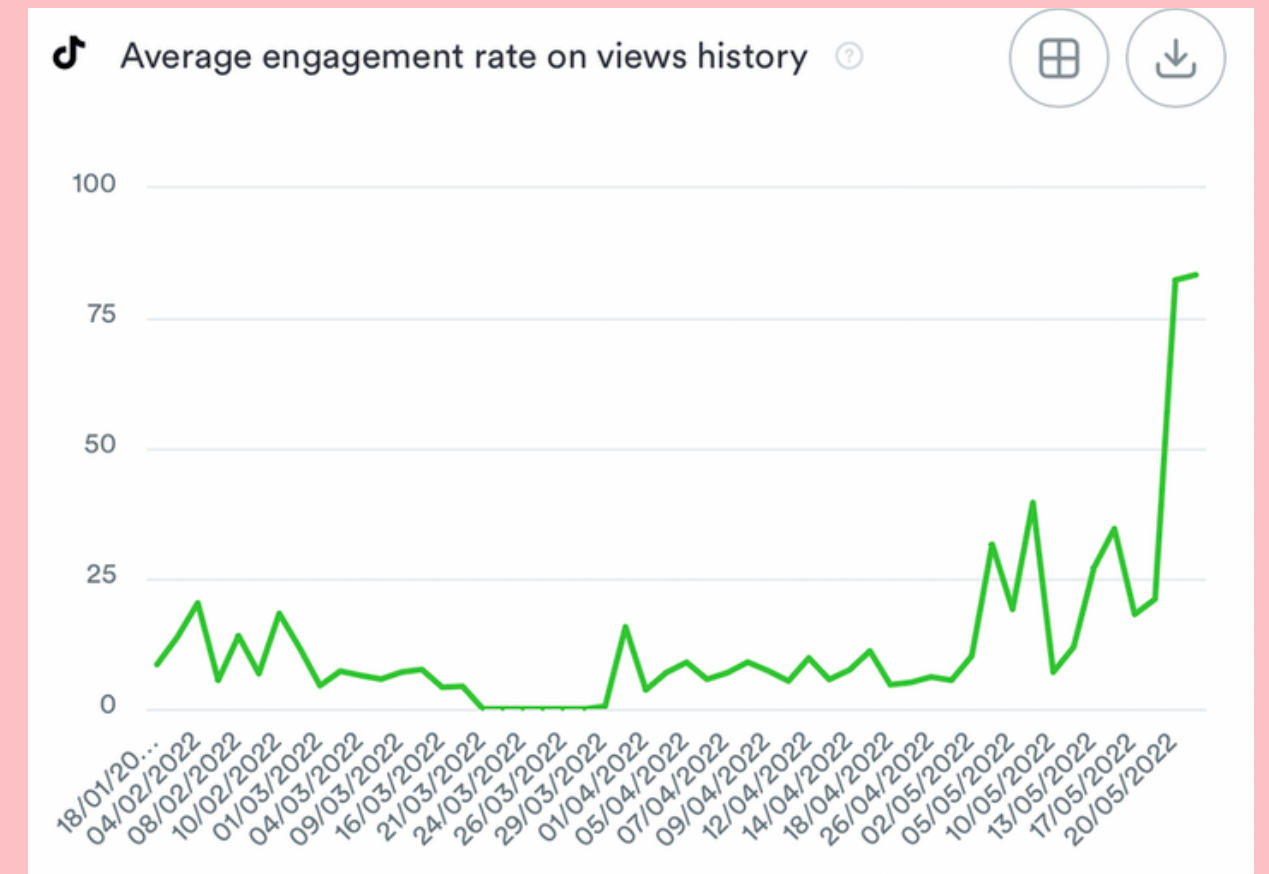
Total Video Views on  
Official Account



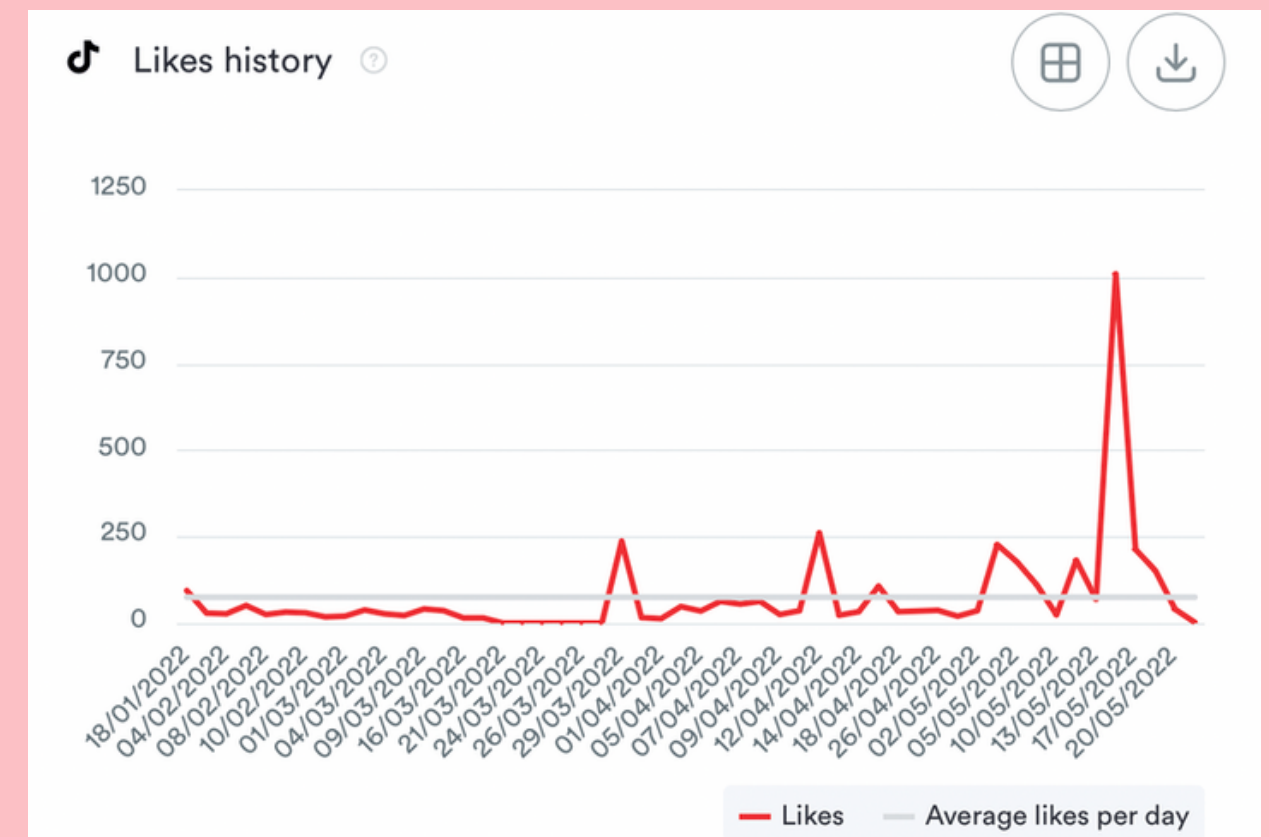
**AVERAGE  
ENGAGEMENT RATE**

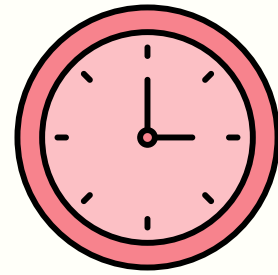
12.35%

## AVERAGE ENGAGEMENT RATE ON VIEWS HISTORY



## LIKE HISTORY

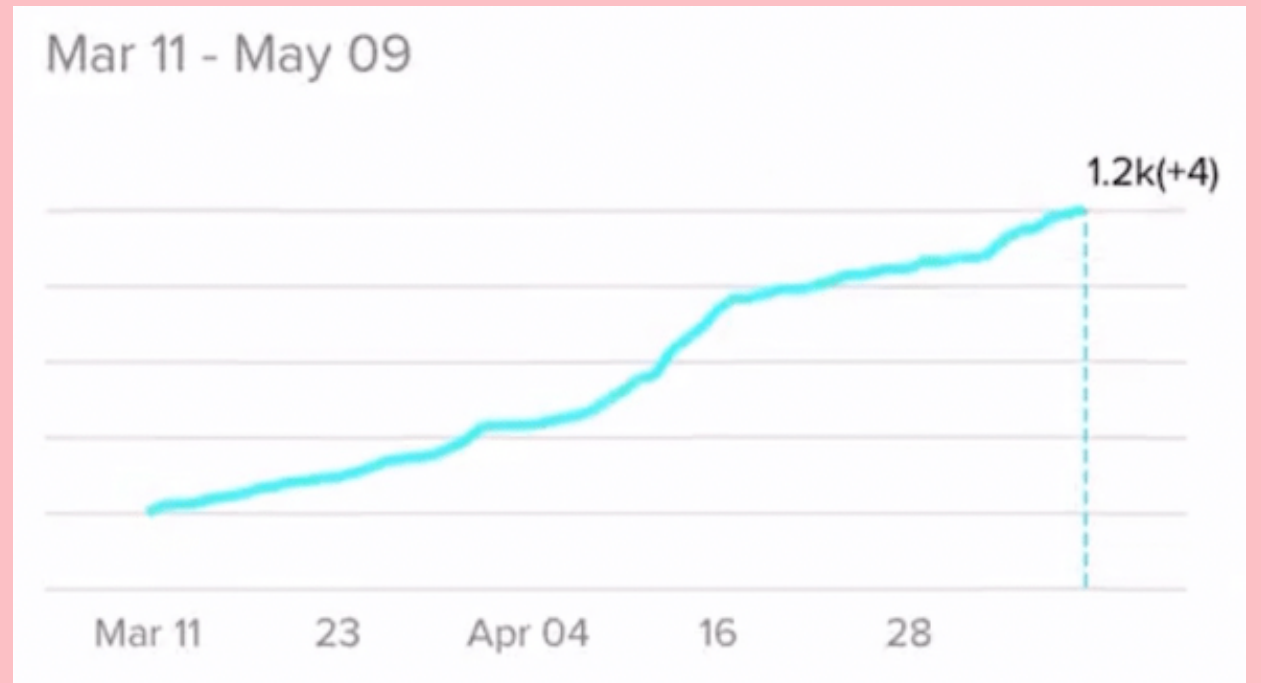




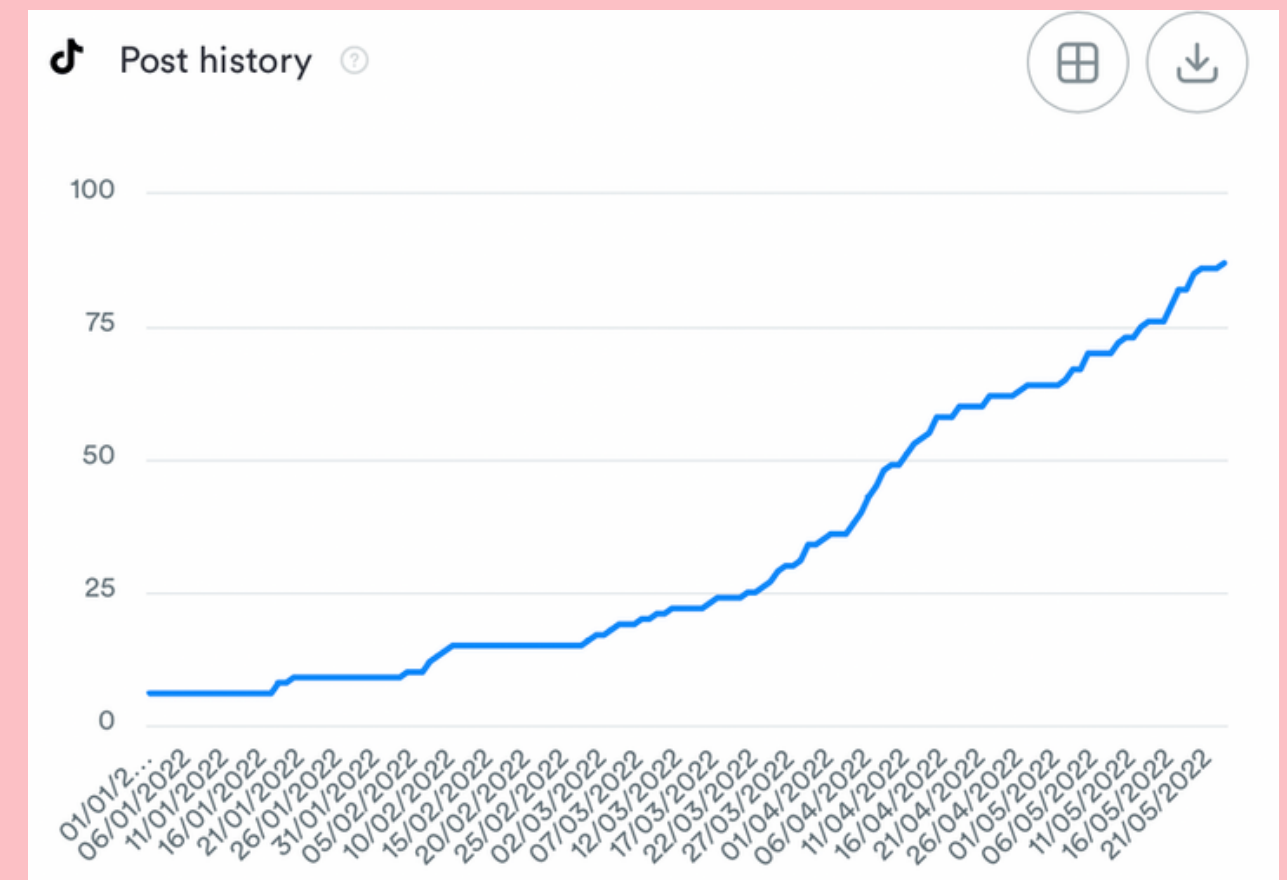
## BEST TIME TO POST FOR ENGAGEMENT

The best time to post is **Friday at 4 pm**. This day and time change frequently. Check Iconosquare for the most up to date data.

## CHANGE IN FOLLOWER NUMBERS



## POST HISTORY



# CONTENT ANALYSIS

## CURRENT KEY TOPICS

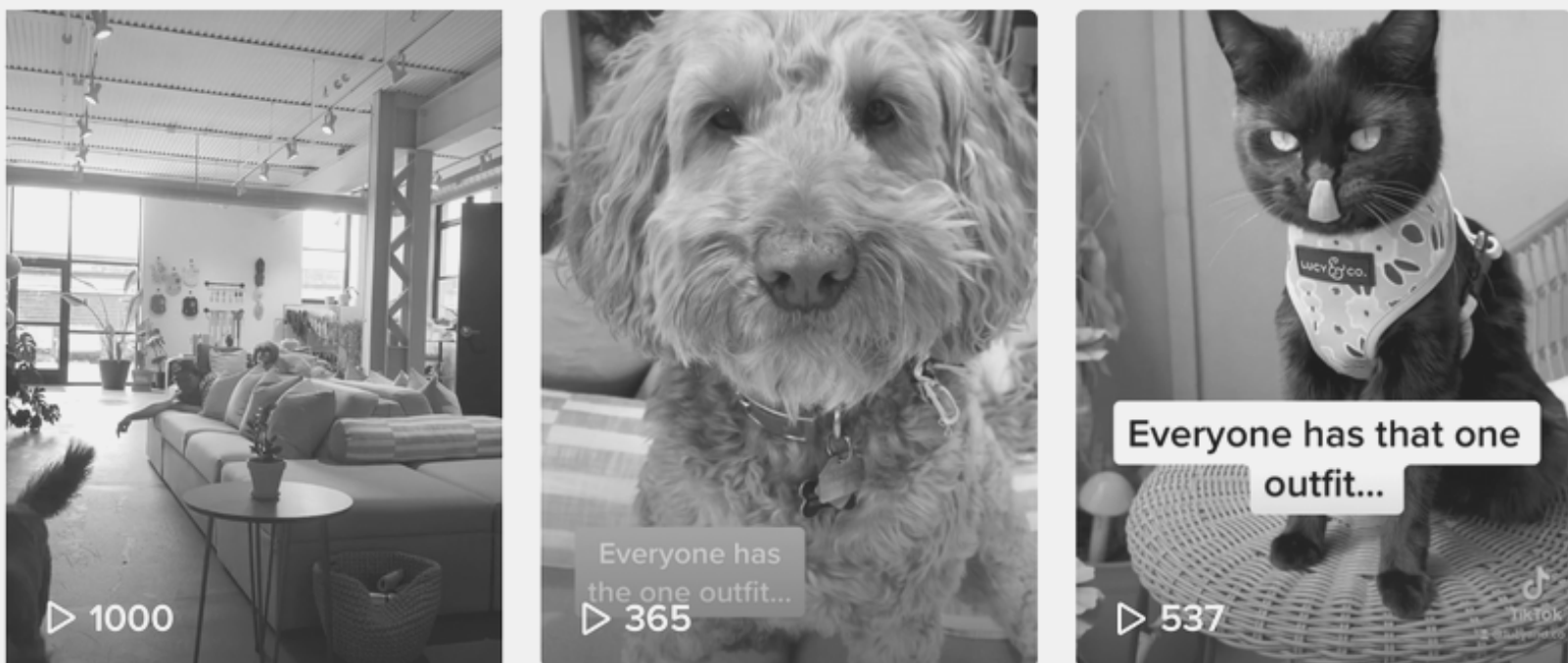
- New Product Launches
- Product Packaging
- TikTok Trends

## TYPES OF POSTS THAT GET THE BEST ENGAGEMENT

- Humorous Videos
- TikTok Trends
- Office Dogs!
- New Product Announcements

## THE FREQUENCY THAT WORKS BEST


- Not enough data to confidently say
- Multiple posts per day assumed
- 5 -9 p.m. is when most are on socials



# CONTENT ANALYSIS

## MOST ENGAGING VIDEOS

### MOST LIKED

 **lucyand.co** Lucy & Co. · 5-16  
We made a whole brand because we REALLY love dogs 🐶🐶  
#lucyandco #dogsoftiktoviral #officedog #foryoupage #lovedogs  
🎵 You must really love dogs - Mandy & Boots | Your Besties



939 LIKES

### HIGHEST ENGAGEMENT RATE ON VIEWS

 **lucyand.co** Lucy & Co. · 5-3  
When all you want is to hold your pups hand 🐶 #lucyandco  
#dogsoftiktoviral #holdmyhand #goldendoodle #goldendoodle  
🎵 u can hold my hand - judi



43.35 %

### MOST SHARES

 **lucyand.co** Lucy & Co. · 5-19  
This wasn't in the contract. #lucyandco #dogs #dogmodel  
#dogsoftiktoviral #foryoupage  
🎵 original sound - Lucy & Co.



43 SHARES

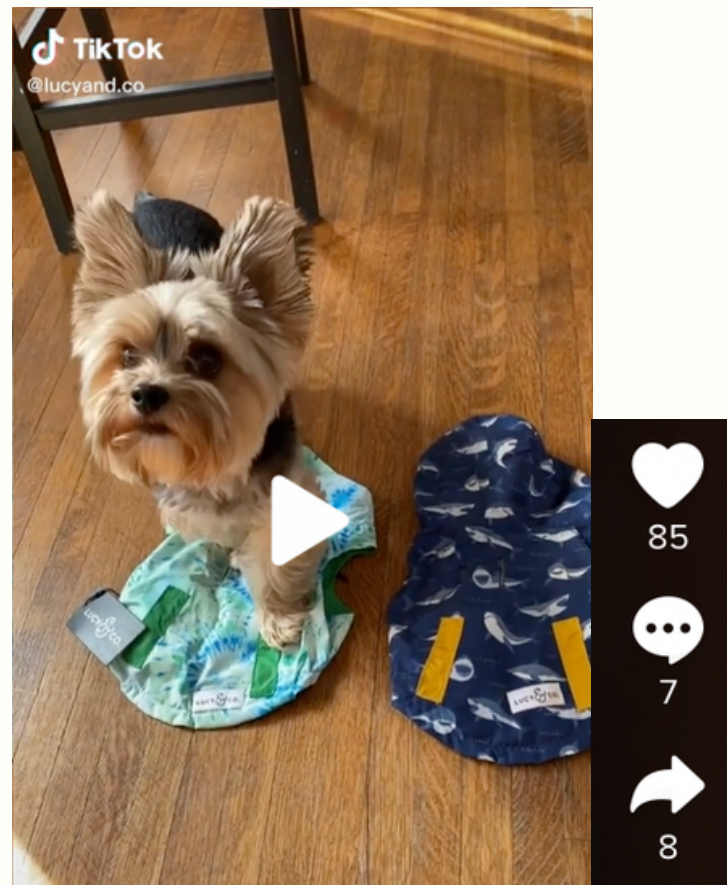


# CONTENT ANALYSIS

## MOST ENGAGING VIDEOS

### MOST LIKED

3/4 OF THE MOST LIKED POSTS FEATURE LUCY & CO. OFFICE DOGS!

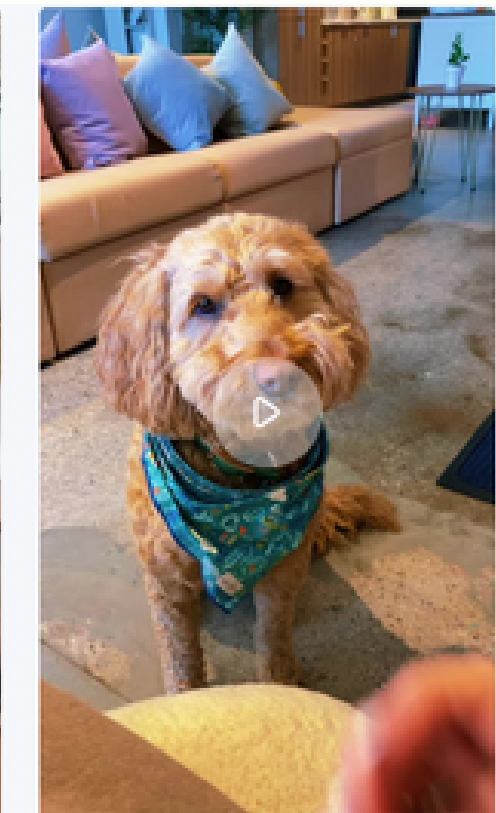
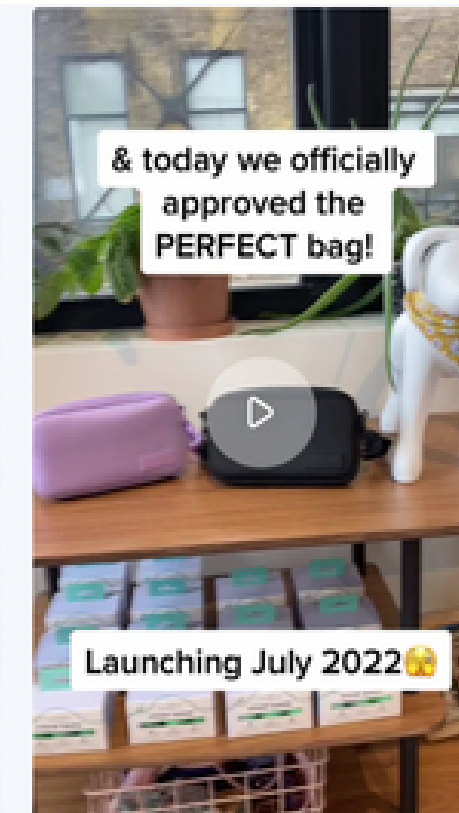
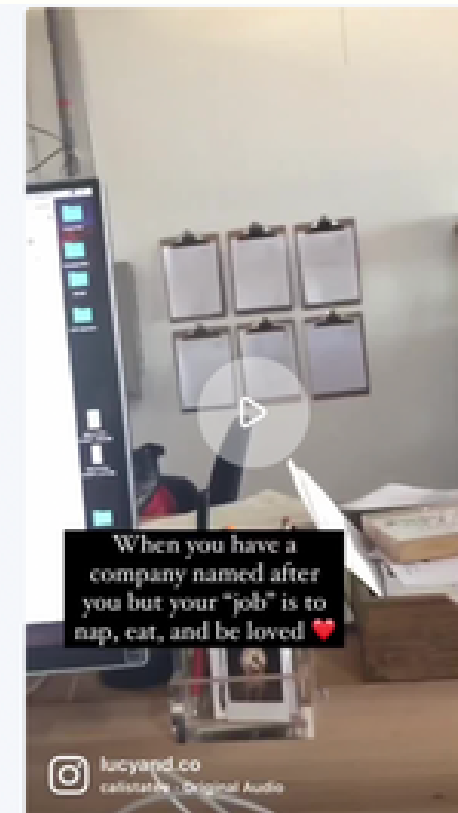
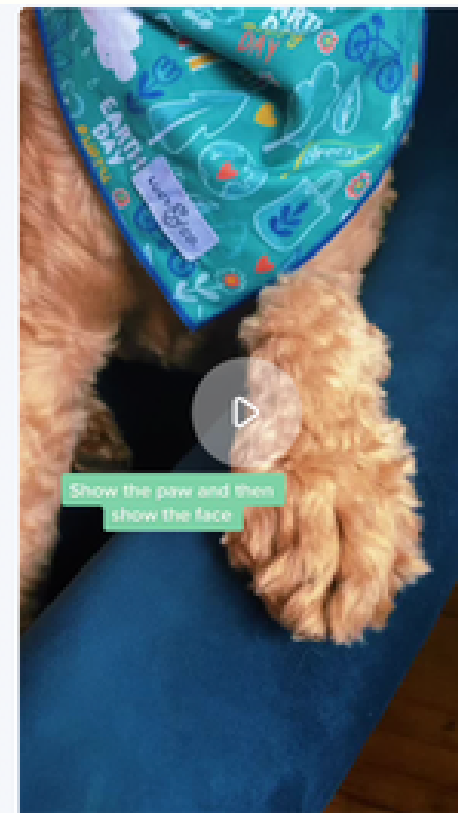
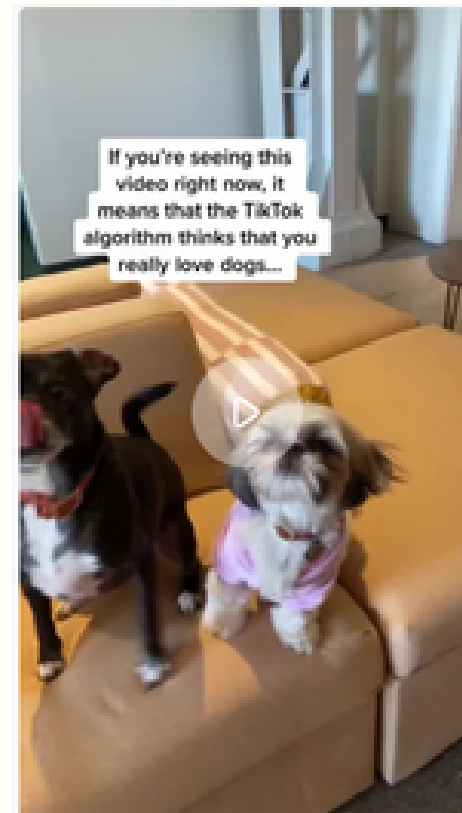


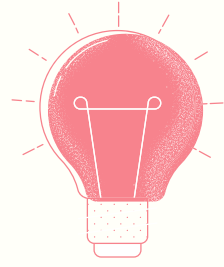
It's raincoat season! Checkout the latest from Lucy & Co.

original sound - Lucy & Co.

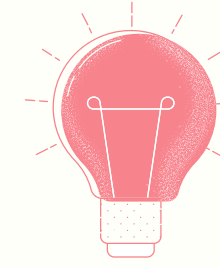
18.7K VIEWS

\*PAID PROMOTIONAL POST





# TIKTOK SOCIAL MEDIA PLAN



LUCY  CO.

**01**

SITUATION ANALYSIS

**02**

OBJECTIVES

**03**

STRATEGIES, TECHNOLOGY, & TACTICS

**04**

MEASUREMENT AND EVALUATION

**05**

TIMELINE AND BUDGET

# SITUATION ANALYSIS

## STRENGTHS

- Lucy & Co. has access to lots of dogs for content filming.
- Lucy & Co. has a strong following on other social media platforms

## WEAKNESSES

- The lighting and film quality is not always visually appealing
- Low follower count
- 

## Background/Overview

The Lucy & Co. TikTok account has been active since January 2020 but did not post regularly until January 2022. The account has just over 1.4k followers and has an average engagement rate of 12.34% on videos. Engagement and follow numbers have been increasing as posting becomes more regular but is still low compared to Lucy & Co. competitor accounts. TikTok is a fairly simple app to navigate but it is difficult to predict which videos will go "viral." The most successful videos incorporate a trending topic, sound, or dance. Following trends is the easiest way for the TikTok algorithm to favor videos on the for you page (fyp).

## OPPORTUNITIES

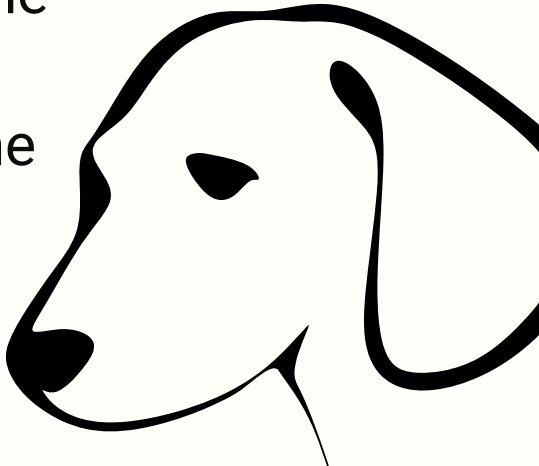
- Posting frequently increases the chance to go viral
- Have lots of cute dog content that has potential to get more views.

## THREATS

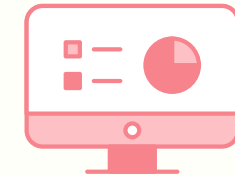
- Lucy & Co.'s official account cannot use all trending sounds
- There is no guarantee of going viral

## PEOPLE

The Lucy & Co. target audience is primarily women between the ages of 25-34 who own a dog and are active on social media. Joining TikTok broadens this audience to people outside of the 25-34 age range who are also dog owners and active TikTok users.



# OBJECTIVES



## MEASURABLE OBJECTIVES

- Increase **follower** count
- Increase average **like** count
- Increase average **comment** count
- Increase average **view** count
- Increase the number of **shares**
- Increase number of **reposts**

## SHORT TERM OBJECTIVES

- Increase following to 5k
- Maintain a consistent posting schedule ideally 1-2x a day
- Start building a drafts library for days that new content cannot be created

## LONG TERM OBJECTIVES

- Reach 10k followers
- Maintain an engagement rate of 30-40%
- Average 5k views on each post
- Have one video per month reach over 20k views
- Post daily for 6 months

## **STRATEGIES**

- Make high-quality videos with relevant trending hashtags
- Utilize "behind the scenes" techniques to make followers feel closer connected to Lucy & Co.
- Post frequently; minimum of 1x per day
- Appeal to the human interest of viewers by highlighting dogs in need (dogs in shelters) and showcasing Lucy & Co. donations

## **TECHNOLOGY + TACTICS**

- Invest in higher quality materials to curate content: video camera, lighting, props
- Use Instagram to promote TikTok
- Try out TikTok Livestreams to see if it impacts reach, engagement, and follower size
- Use the TikTok story feature to share short clips of the Lucy & Co. team, products, and dogs
- Budget 5-8 hours weekly for content creation
- Use upbeat, fun tone to attract target audience

## **MEASUREMENT**






- Analyze reach and engagement rates on a weekly basis through Iconosquare
- Follow along with competitors to track their following and engagement

## **EVALUATION**

- Try out a variety of content, use Iconosquare and TikTok analytics to evaluate which content received the highest engagement levels



# TIMELINE AND BUDGET

	~\$100 Portable Light and tripod for video creation
	Allot 1.5-2K of sponsor commission to TikTok sponsors
	Minimum of one hour per day creating and editing content until engagement increases
	~one hour per week analyzing competitors' accounts and current TikTok trends
	~5-8 hours per week creating new social media content

-Start curating content for posts and drafts as soon as possible, posting daily

-Check-in on a daily basis to see how engagement is doing

-Pace recommendations, not implementing all at once in order to track which are most effective and which are not

-Test out another promotional post after noticeable increase in engagement--if it does well, implement bi-monthly promotionals

# Future Implementations

**01**

Definitions & People

**02**

Recommendations & Strategy

**03**

The Low-hanging Fruit

**04**

Content Calender



# PEOPLE

## Target Audience:

- Women Age 25-34
- Dog "moms"
- Dog owners





# ASHLEY



Ashley is a 31-year-old Barista located in Salt Lake City, Utah. She is a mom to her 3-year-old dog Lucky and is very active on social media. Ashley uses TikTok for coffee inspiration and to see adorable dogs. She followed Lucy & Co. on TikTok after a video popped up on her for you page. The adorable dog in the video caught her attention but she followed the page because she saw a video about an upcoming product launch that Ashley knew Lucky couldn't live without.

Age: 31

Salt Lake City, Utah



# RECOMMENDATIONS



**01**

Tag the products shown in posts that lead users to the online shop link

**02**

Utilize hashtags to increase reach and generate more post engagement

**03**

Create a Lucy & Co. giveaway where entries happen through following and engaging (tag friends in comments, like last three Lucy & Co. posts, reshare post to story, etc)

**04**

Partner with influencers and make it part of the contract that the influencer, in addition to sharing posts on their own page, agree to shoot content that can be shared exclusively on the Lucy & Co account—this way Lucy & Co. has less of a pressure to make time and use resources to get higher quality images and videos

**05**

Post a giveaway where entires come from asking followers to follow the Lucy & Co. TikTok. DM Lucy & Co. a screenshot that a user is following the TikTok and comments "Done!" on the giveaway post to enter, thus using one platform to grow another.

# RECOMMENDATIONS



- |           |   |
|-----------|---|
| <b>01</b> | Link Facebook to Instagram, having all Instagram posts auto-post to Facebook  |
| <b>02</b> | Curate a more detailed profile, including a bio about the brand   |
| <b>03</b> | Join Facebook groups to reach a wider audience and promote Lucy & Co. Try different types (dog groups, dog mom groups, dog traveler groups, etc.) and add discourse in the group about Lucy & Co. |
| <b>04</b> | Create a Facebook group for Lucy & Co. ambassadors. Allow ambassadors to get to know one-another, possibly collaborate, and bounce ideas off of each other  |
| <b>05</b> | Use Facebook Story feature to create engaging, interactive stories  |

# RECOMMENDATIONS



**01**

Utilize trending hashtags

**02**

Begin filming a series of videos that introduces Lucy & Co. as a company and then introduce the office dogs!

**03**

Utilize TikTok stories to share exclusive behind the scene clips with followers.

**04**

Use the duet feature to make collaborative videos with users who have posted content about Lucy & Co. products

**05**

Use TikTok to create video story series' about Lucy & Co. and the idea that "dogs deserve the world." If users like a part of the series then engagement will increase because users will want the next part.

**06**

Work with dog shelters to highlight Lucy & Co. donations and encourage adoption by introducing some of the dogs on TikTok.

# THE LOW HANGING FRUIT

- Always use high-quality images and videos on all social platforms
- Post with consistent frequency and maintain the cadence
- Create variety in content
- Make sure the tone of messages is fitting for target audience
- Curate content relevant to target audience
- Make Instagram captions original to Lucy & Co.

# **BUDGET** TIME & MONEY

<b>Facebook</b>	<ul style="list-style-type: none"><li>• ~3 hours per week engaging with content, comments, and messages</li></ul>
<b>Instagram</b>	<ul style="list-style-type: none"><li>• ~\$250 worth of products for influencers</li><li>• ~\$500 for a quality camera to capture content</li><li>• Allot \$1,000 of ambassador commission for Instagram accounts</li><li>• ~1-2 hours per day to post content and respond to comments and DMs</li></ul>
<b>TikTok</b>	<ul style="list-style-type: none"><li>• ~\$100 portable light and tripod for video creation</li><li>• Allot 1.5k-2k of ambassador commission to TikTok accounts</li><li>• Minimum 1 hour per day creating and editing content</li><li>• ~5-8 hours per week creating new content for TikTok drafts library</li></ul>

# SOCIAL MEDIA CALENDER

	<b>INSTAGRAM</b>	<b>FACEBOOK</b>	<b>TIKTOK</b>
<b>Week 1</b>	<p>Post a giveaway: entries made through tagging friends in the comments, like the post, following Lucy &amp; Co., and resharing the post to a story. Make giveaway active for three weeks</p>	<ul style="list-style-type: none"> <li>• Post simultaneously with Instagram</li> <li>• -oin Facebook groups</li> <li>• -Create Lucy &amp; Co. ambassador group</li> <li>• Curate a developed profile and bio</li> <li>• Story posts 3+ times</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicate one day to crafting a variety of content to stockpile drafts</li> <li>• Post daily</li> <li>• Repost 1 video Lucy &amp; Co. is mentioned in</li> </ul>
<b>Week 2</b>	<p>Capitalize on posting polls or doing Q&amp;A's on story to get to know your followers better and ask for their feedback on what types of content they best enjoy</p>	<ul style="list-style-type: none"> <li>• Do a Q&amp;A style post to learn more about followers' interests and use it as a resource to find what products are generating the most excitement</li> <li>• Continue simultaneous Instagram posts</li> </ul>	<ul style="list-style-type: none"> <li>• Post daily</li> <li>• Continue to build the drafts folder</li> <li>• Start filming an introduction to Lucy &amp; Co.</li> <li>• Look into what dogs could be highlighted on the profile</li> </ul>
<b>Week 3</b>	<ul style="list-style-type: none"> <li>• Create a Dog of the Week post that gives fans/followers an opportunity to win a free or discounted product by DMing you a picture of their pup</li> <li>• Give followers last chance to enter giceway</li> </ul>	<ul style="list-style-type: none"> <li>• Post simultaneously with Instagram</li> <li>• Develop an active presence in Facebook groups</li> <li>• Story posts 3+ times</li> </ul>	<ul style="list-style-type: none"> <li>• Post daily</li> <li>• Continue to build the draft folder</li> <li>• Post the introduction to Lucy &amp; Co. Video</li> <li>• Start filming dog introductions</li> <li>• Repost a video Lucy &amp; Co. is mentioned in</li> </ul>

# SOCIAL MEDIA CALENDER

	INSTAGRAM	FACEBOOK	TIKTOK
Week 4	<ul style="list-style-type: none"> <li>• New dog of the week post</li> <li>• Announce giveaway winners</li> </ul>	<ul style="list-style-type: none"> <li>• Make sure followers are up to date with any new products that have been released in the last month</li> <li>• Share a discount code at checkout on a Facebook-exclusive post</li> </ul>	<ul style="list-style-type: none"> <li>• Post daily</li> <li>• Continue to build the drafts folder</li> <li>• Post first dog introduction</li> <li>• Post a TikTok story</li> <li>• Post 1 well produced TikTok per week to Instagram Reels</li> </ul>
Week 5	<ul style="list-style-type: none"> <li>• New dog of the week post</li> <li>• -Create an engaging poll for followers to decide on</li> </ul>	<ul style="list-style-type: none"> <li>• Add discourse to Facebook groups</li> <li>• Create a post asking followers what Lucy &amp; Co. content they want to see</li> <li>• Continue simultaneous Instagram posts</li> </ul>	<ul style="list-style-type: none"> <li>• Post daily</li> <li>• Post second dog introduction video</li> <li>• Film day in the life video for an office dog</li> <li>• Repost a video Lucy &amp; Co. is mentioned in</li> <li>• Post a TikTok story</li> </ul>
Week 6	<ul style="list-style-type: none"> <li>• New dog of the week post</li> <li>• Paid promotional post showing off the product on a dog</li> </ul>	<ul style="list-style-type: none"> <li>• -Add discourse to Facebook groups</li> <li>• Story posts 4+ time</li> <li>• Continue simultaneous Instagram posts</li> </ul>	<ul style="list-style-type: none"> <li>• Post daily</li> <li>• Post day in the life video for an office dog</li> <li>• Interact with as many comments as possible</li> <li>• Post a video asking viewers what they want to see from Lucy &amp; Co. or what they want to know</li> <li>• Post 2+ TikTok stories</li> </ul>



# SOCIAL MEDIA CALENDER

	INSTAGRAM	FACEBOOK	TIKTOK
<b>Week 7</b>	<ul style="list-style-type: none"> <li>Promote a challenge each day with a different task for followers, giving winners small prizes. Tasks could include:</li> <li>Show your pet wearing their favorite Lucy &amp; Co. outfit</li> <li>A creative idea for a new Lucy &amp; Co. product</li> </ul>	<ul style="list-style-type: none"> <li>Add discourse to Facebook groups</li> <li>Story posts 4+ time</li> <li>Continue simultaneous Instagram posts</li> </ul>	<ul style="list-style-type: none"> <li>Post daily</li> <li>Post 2+ TikTok stories</li> <li>Apply viewer feedback from the previous week to content filming</li> <li>Post a day in the life of another office dog or an employee</li> </ul>
<b>Week 8</b>	<ul style="list-style-type: none"> <li>Announce and reshare winning posts from Week 7 challenge</li> <li>Post on Instagram story daily</li> <li>Try out Instagram reels (use content that did well on TikTok)</li> </ul>	<ul style="list-style-type: none"> <li>Make sure followers are up to date with any new products that have been released in the last month</li> <li>Share an code for a discount at checkout on a Facebook-exclusive post</li> </ul>	<ul style="list-style-type: none"> <li>Post Daily</li> <li>Post 2+ TikTok stories</li> <li>Make a donation to a dog shelter and post the packing process w/ voice over</li> <li>Post an Introduction to a shelter dog</li> </ul>
<b>Week 9</b>	<p>Create a series of questions on Instagram stories asking:</p> <ul style="list-style-type: none"> <li>What platforms do Lucy &amp; Co. fans follow the brand on?</li> <li>What content to followers like</li> <li>How long have they been following Lucy &amp; Co.</li> </ul>	<ul style="list-style-type: none"> <li>Add discourse to Facebook groups</li> <li>Story posts 4+ time</li> <li>Continue simultaneous Instagram posts</li> <li>Post any videos that have done well on Lucy &amp; Co. TikTok on Facebook Reels and track their engagement</li> </ul>	<ul style="list-style-type: none"> <li>Post daily</li> <li>Post 2+ TikTok stories</li> <li>Repost a TikTok Lucy &amp; Co. is mentioned in</li> <li>Post another shelter dog introduction</li> <li>Should have a comprehensive draft library and should continue building it</li> </ul>