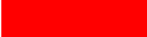




 Social Media
2019 brainstorm & go-forward process

Organic Social Plan on a Page

Short Term

1. **Grow Instagram** as a source for inspiration, where our brand comes to life: inspire moms with unique content, collaborations, ideas and UGC. Look for visually compelling ways to show off our product detail and offerings that activates mom to tag her friends b/c she's so excited about what she sees. Implement Instagram Stories/Lives as a means of pushing promotions and increasing engagement.
2. **Grow Facebook** as a community page - for mom to connect with us, our fans and her friends, to celebrate childhood, and learn more about our brand/product offering. Look for genuine, authentic ways to ask questions, encourage comments and shares and celebrate/validate her choices as a Mom. Keep a pulse on customer feedback.
3. **UGC:** Increase use of UGC on social channels per week; look for quality, happy photos that add emotion and personality. Leverage bloggers/influencers when possible. Incorporate into site and emails when it makes sense.
4. **Maintain Twitter** as customer service platform, re-post content around sales, campaigns and key collection launches. Maintain  Playdate as a content hub.
5. **Continuous optimization:** Constantly test content, time, copy on platforms to move in real time with social trends; be prepared to move off one or on to another to optimize success
6. **Customer Service:** Continue to respond in real-time to customer concerns, work on engaging with customers beyond when they just complain; Leverage tools within Sprout and FB to streamline efforts and strengthen interactions.
7. **Asset Design/Copy:** Work through longer lead times and more collaboratively with BCS and web design to elevate the look & feel of branded content and copy. Put the main message in the photo to appeal to the "quick scroll" nature of the platform; brand photos so they can look consistent and be shared successfully.

Long Term

1. **Grow Pinterest** as source for creative inspiration and a reference for moms on how-to's i.e. style tips. Example: Bring to life seasonal moments with arts & crafts ideas, recipes, clothing, and everyday activities that moms are doing with their kids as they grow.
2. **Grow YouTube:** Implement 'how-to' videos for style tips mom can use pre and post purchase. Look for opportunities with kid ambassadors and via campaigns to incorporate video content on the appropriate platform. Implement video shooting of models during photoshoots.

hey. hi. hello!

OUR HISTORY

We've been making kids clothes since 1986 and now have hundreds of stores across the U.S. and Canada as well as franchises around the world. We offer our styles at some of the top retailers online as well as at [REDACTED] com.

OUR BRAND

[REDACTED] inspires customers by creating a little world of big possibilities that mixes kid sensibility with a modern sense of style.

OUR STORY

Parenting has evolved and so have we. [REDACTED] is the brand parents can trust to navigate the partnership of caring for kids in today's world.

We're more than a clothing brand. We encourage every child's creative and independent spirit to help them discover themselves within the realm of their sandbox.

We design our clothes so kids can do just that. With a modern mix-and-match sensibility and play-proof quality, our clothes foster self-expression to let personalities shine, from first steps to first days of school to first sleepovers.

We are...

ORIGINAL

We're leaders and independent thinkers. We're a unique voice in a crowded category.

OPTIMISTIC

We see the possibilities. We're confident in who we are and about the future we're building.

UNEXPECTED

We delight in delivering surprising details, moments and experiences.

GENEROUS

We care about our customers—and we put them at the heart of all we do.

REAL

We show up as our genuine selves because we like who we are.



Our...

IMAGERY

Real & relatable / Happy / Capturing personalities / Spontaneous / Sweet

VOICE

We understand life with kids is filled with possibilities and we are there for moms and dads who are trying to figure it out. We speak to parents like a best friend—real, easy, fun. We include kids too, never speaking down to them. We hope our customers love everything we make as much as we do.

CLEVER, but not know-it-all

CONVERSATIONAL, but not slangy

HAPPY, but not silly

ENTHUSIASTIC, but not pushy

EMPATHETIC, but not sappy

KID-COOL, but not edgy



Our Audience: Sandbox Mom

Who is she?

She is defined by her thoughtful push and pull between what she wants for herself, and what she wants for her kids. She sets limits in a way that creates a seemingly limitless world in which her kids can explore, discover, and express themselves.

She chooses clothes that reflect her personal aesthetic, but lets her kids mix and match to express their own style. She also looks for high-quality clothes that provide freedom to play, particularly for her 3–5 year olds.



Demographics

Household Income: \$50K–\$125K

Age: 25–44

Likely to have more than 1 child in HH



As a shopper

Typically shops for children's clothing on a monthly basis

Spent \$227 on children's clothing in the past 3 months

Over the P6M, has shopped: Target (72%), Walmart (63%), Amazon (58%), Old Navy (52%), Kohl's (50%)



Sandbox Mom

She's defined by her thoughtful
Managing responsibility with practical
planning

push and pull.

Making the most of life by living in the
moment

Preserving her identity as an individual

Shaping her identity as a mom

Following her parents' ideals

Establishing her own approach

Encouraging her kids with freedom and
choice

Providing her kids with guidance and support

Choosing kids clothes that reflect her
personal aesthetic

Letting her kids mix-and-match to express
their personal style

Looking for high-quality clothes she can rely
on

Making sure her kids clothes provide freedom
to play and explore

What is she looking for on social media?



Get Friendly. A platform for parenting discussion, to engage, share, learn and connect.

- “You’ll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard — it should encourage meaningful interactions between people.” – Mark Zuckerberg, 1/11/18
- “92% of respondents said they check FB multiple times per day.” – Media Post
- “92% of Moms use Facebook to share family photos and milestones and say they mainly use Facebook for socializing and sharing.” – BabyCenter
- **Posts that do best: Promos, giveaways, videos, asking simple questions**



Get Inspired. Where our POV come to life through photography, influencers, UGC, and GIF animation.

- “Only 1% of impressions on Instagram come from the grid. 99% come from the feed.” – Eva Chen, Instagram’s Director of Fashion Partnerships
- “Show what people can do with your product, rather than showing the product itself.” – buffer social
- “For example, you’ll need to create incredible visuals, at least three times a week, to gain traction on Instagram”
- **Posts that do best: UGC, lifestyle images giveaways, and lay downs**
- **Stories: promotions**



Get Creative. How-to content: recipes, arts & crafts.

- Pinterest’s visual, made-to-share platform makes it easy for Moms to use it for inspiration – for baby planning, recipe ideas and healthy living, playtime activities, and arts & crafts
- Top “kids” related searches: rooms, crafts, quotes, photography



Get Connected. How-to videos: Where brand voice comes to life and representation is active.

- “Over 1.9 Billion logged-in users visit YouTube each month and every day people watch over a billion hours of video and generate billions of views.” – YouTube
- What are people watching: tutorials, celebrity/influencer content, emotional/humor content

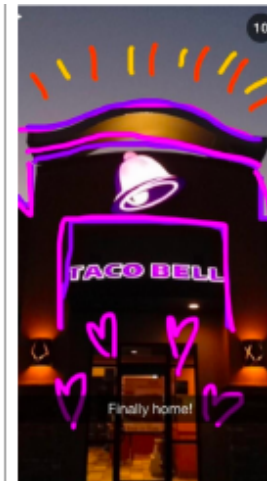
Trends

- **Ephemeral Content** –i.e. Instagram stories, Snapchat
 - Instagram Stories provides a great platform to test/discover the types of content that truly speak to our audience.
 - The audience doesn't expect perfection with Instagram Stories, adding a level of authenticity and personality to [REDACTED]
 - Instagram Stories 300M DAU (out of 800M DAU)
 - Metrics to watch: Saves, Views, Engagement Rate, Exits, Tap-Backs/Tap-Forwards
 - IG Stories act as a tool for traffic driving among the e-commerce industry
- **Micro Influencers** – Building trust for brands, especially cosmetics and retail
- **Social Shopping** – Shopping via social channels is increasing revenue for e-commerce, particularly in Instagram, Facebook, and Pinterest
- **Direct Messaging** – Across social channels DM-ing is increasing as a means to customer service and retention
- **Video/Live Video**
 - You will see less video, and more from friends. "There will be less video. Video is an important part of the ecosystem. It's been consistently growing. But it's more passive in nature. There's less conversation on videos, particularly public videos." Adam Mosseri, Facebook VP in charge of newsfeed (2018/01/13)
 - Instagram video posts are now on auto-play. Using videos gives you a slight leg up in grabbing those who are browsing their feed.
 - Live Videos (Instagram) benefits from placement
 - Increase mobile usage has lead to increase in video consumption via implementation of tools such as IGTV and YouTube
 - Social TV is on the rise



J.CREW

J. Crew offers exclusive deals through their Instagram Live videos. Users must click through the Instagram link, which only lasts throughout the duration of the live video.



Taco Bell uses ephemeral content on Snapchat to promote new product launches and to develop stories surrounding the customer experience of visiting the restaurant.

What's working for



E-score: 4.73%
Likes: 2724
Comments: 891
Giveaway



E-score: 1.65%
Likes: 1129
Comments: 19
influencer



E-score: 1.72%
Likes: 1937
Comments: 639
Contest



E-score: 1.40%
Likes: 2837
Comments: 183
UGC



E-score: 1.10%
Likes: 2091
Comments: 40
Laydown



E-score: 1.21%
Likes: 2350
Comments: 35
Responsive Social







1. Laydowns
2. Giveaways
3. Influencers
4. Girl content
5. Baby features

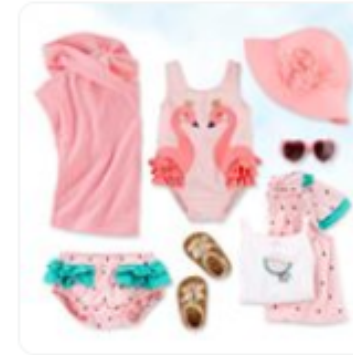
What's working for H&M Kids



1. Curated UGC – UGC that fits in their current line set aesthetic.
2. "Natural" Laydowns – Laydowns set in a more natural environment that allow for storytelling, 1 outfit only, displaying the seasonal or line set aesthetic.
3. Emotion-evoking lifestyle shots – lifestyle shots set in environments that kids and families could find themselves in, rather than studios, i.e. it needs to feel real.

What's working for Carter's

Post		Reactions ▼	Comments	Shares
	<p>Carter's</p> <p>You made it over the hump! Who is going to the park today? 🐼: @Danielle S.</p> 	1,806	85	43
	(Post) January 10, 2018 4:16 am			
	<p>Carter's</p> <p>Now that's a cute lineup @kimdabobrown! #americasfavoritejammies</p> 	1,433	63	7
	(Post) December 22, 2017 6:11 am			
	<p>Carter's</p> <p>Oh Christmas tree, oh Christmas tree... Heart if your tree has gone up! 🌲 @tanyabondarenko</p> 	1,227	93	65
	(Post) December 05, 2017 9:01 am			



24255 Engagements






15803 Engagements



13553 Engagements

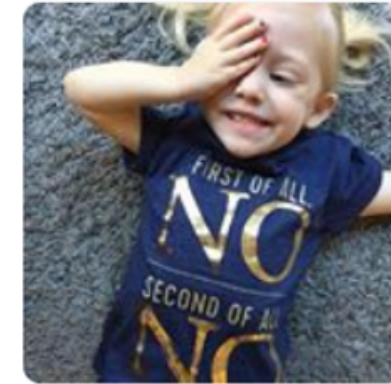
1. UGC
2. Laydowns

What's working for The Children's Place

Post	Reactions ▼	Comments	Shares
<p>The Children's Place</p> <p>Need something dressy for New Year's Eve? Glitter is your mini diva's best (stylish) friend! Shop Now: http://bit.ly/2BY47rs</p> 	779	30	27
(Post) December 26, 2017 10:55 am			
<p>The Children's Place</p> <p>LOVE is matching outfits! ♡ Shop Girls: http://bit.ly/2kgwOpD Toddler Girls: http://bit.ly/2olSWNO</p> 	766	46	33
(Post) December 18, 2017 2:42 pm			
<p>The Children's Place</p> <p>A b-day outfit fit for a princess! 🎂 HBD December babes! Shop Now: http://bit.ly/2iaS6Ud</p> 	757	49	47
(Post) December 01, 2017 2:12 pm			



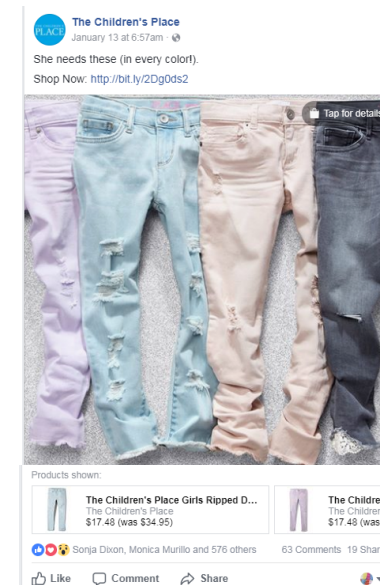
3777 Engagements



2958 Engagements



2956 Engagements



1. UGC
2. Laydowns

What's working for Hanna Andersson & GapKids

Hanna Andersson



1792 Engagements



1369 Engagements



1277 Engagements

1. UGC
2. Family pajamas



7896 Engagements



6994 Engagements



6931 Engagements

1. Studio
2. Older baby

What's not working for [REDACTED]



Older boy content
Fashion Strips



Neutral colors



All text/graphic
Filler post



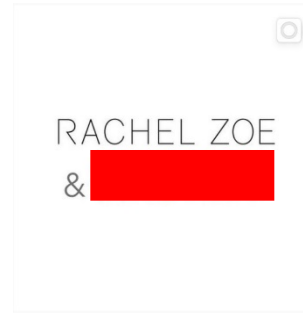
Neutral colors



Contemporary styles
Can't see the outfit



Long-form video



Long-form video

1. "Filler" posts i.e. quotes, etc.
2. Long-form Videos
3. Fashion strips
4. Older boy content
5. Contemporary styles
6. Neutral tones
7. Repetitive creative

How we stand out

Original

Our content taps into cultural shifts and is always evolving, giving mom something fresh each season and each day.

Optimistic

Our imagery, animation and tone of voice capture the natural energy and happiness of childhood, without feeling too precious.

Unexpected

We insert small moments of surprise & delight that make our channels memorable.

Generous

Our content is meant to inspire moms and kids, so they can unlock their own creativity.

Real

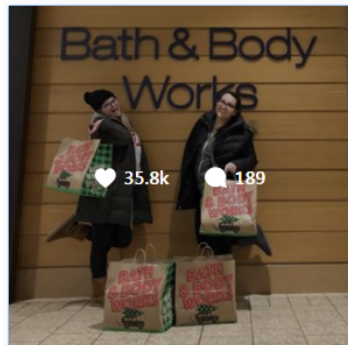
We don't take ourselves too seriously, and show up with a sense of humor, in a way that feels authentic to the realities of childhood and parenting.

Bringing it to life

Original	Optimistic	Unexpected	Generous	Real
<ul style="list-style-type: none">• Fun holidays• Detail/quality shots• Cultural trends/moments	<ul style="list-style-type: none">• GIFs• New arrivals	<ul style="list-style-type: none">• Surprise & delight giveaways• Inspiration	<ul style="list-style-type: none">• Tips & tricks• DIY/Crafts/recipes	<ul style="list-style-type: none">• Photography that mimics UGC• Influencers• UGC highlights• In-store photos

Inspiration: Original

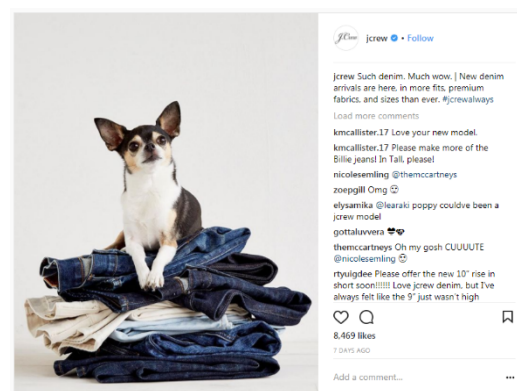
Fun holidays



Detail/Quality Shots

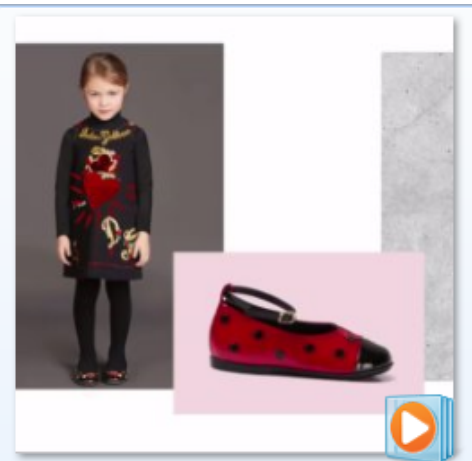


Cultural trends/moments

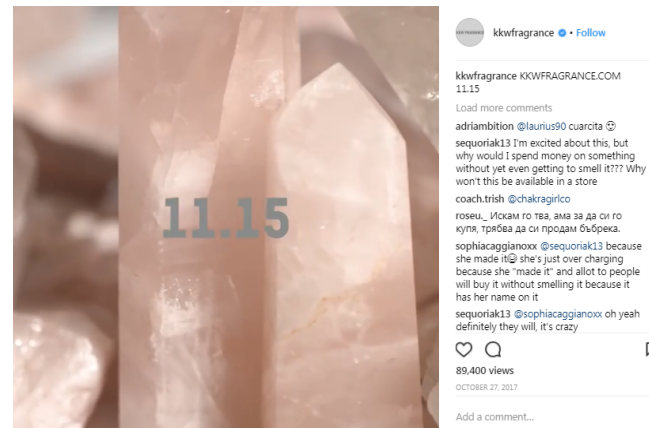
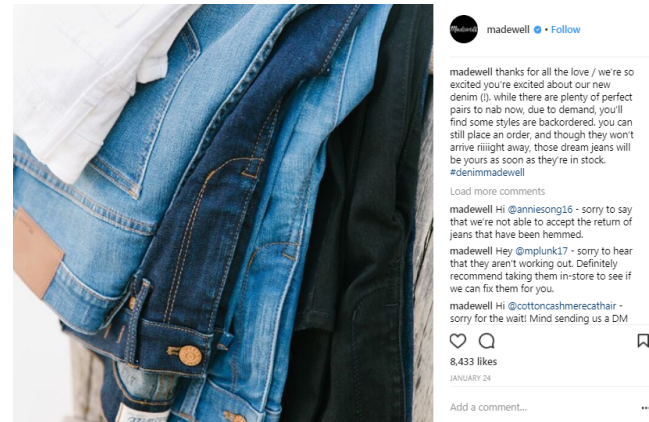


Inspiration: Optimistic

GIFs



New Arrivals

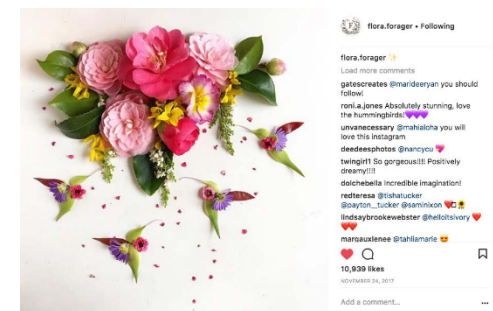


Inspiration: Unexpected

Surprise & delight giveaways



inspiration



Inspiration: Generous

Crafts & recipes



Saved from [martha.ms](#) Visit

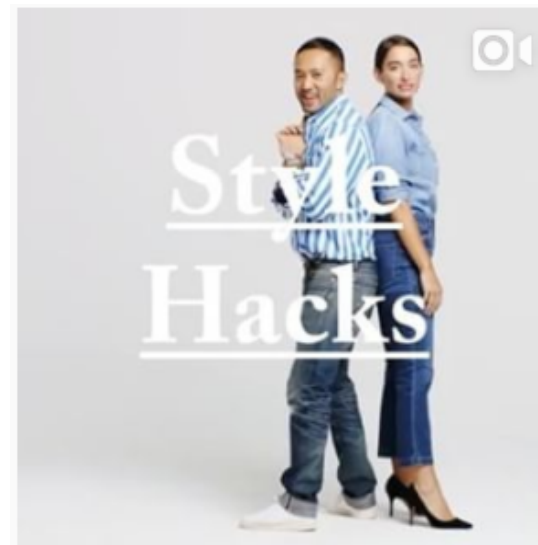
Tried this Pin?

Be the first to share how it went.

Add photo or note

[Martha Stewart Living](#) saved to Valentine's Day Ideas
A Modern Twist on Valentine Candy Valentine's Ideas | Martha Stewart Living - Place heart-shaped cookie cutters inside a clear, round container and fill with multicolored candies for a unique presentation.

Tips & tricks

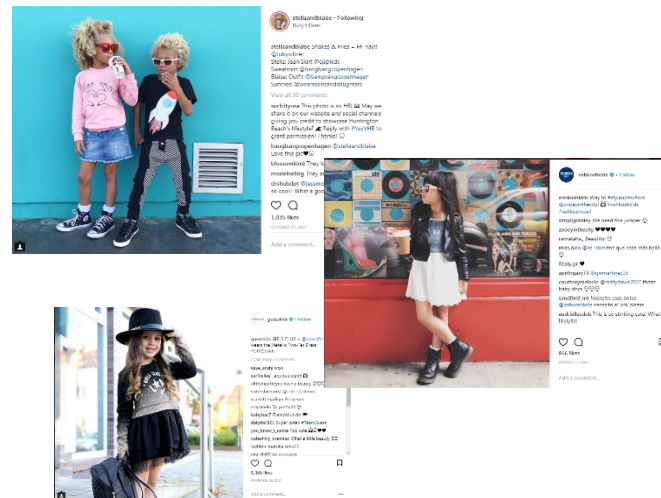
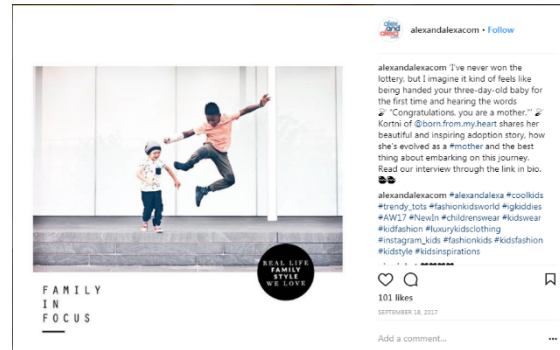


Inspiration: Real

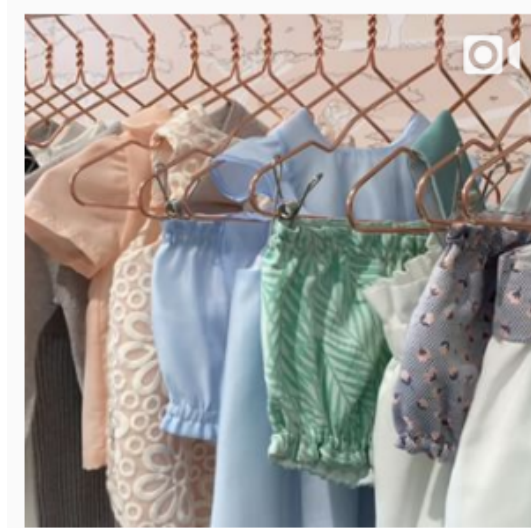
Photography that mimics UGC



Influencer + UGC highlights



In-store photos



Bringing it to life on Facebook & Instagram



- WEEKLY
 - **4 marketing images:**
 - 3 lifestyles shot
 - 1 laydown
 - **2- 3 branding images:**
 - UGC (2)
 - Influencers (1)
 - Craft/recipe (*seasonal*)
 - >1 post will be a contest or giveaway
 - 1-2 promotional posts (*Facebook-only or IG Stories*)
- SEASONAL
 - **Campaign:** telling a seasonal story (inc. fresh photography, behind-the-scenes photos or video (specifically in IG Stories), specialty sweeps, etc.)
 - One co-branded partner giveaway per campaign
 - Use non-models selected from an open Instagram contest to project a more real and unexpected brand (i.e. something similar to the Smile Baby Smile Contest)

Themed Days & Holidays Strategy

Use themed days and Holidays to build the social skeleton

What are themed days and holiday at [REDACTED]?

- Themed days, i.e. #StyleSaturday, #MatchingMondays, etc.
- Holidays i.e. Christmas, National Pie Day, etc.

Themed Days & Holidays are a great place to implement:

1. Curated UGC – UGC that showcases the current line set as well as the day.
2. “Natural” Laydowns – Laydowns set in a more natural environment that allow for storytelling.
 - Feature 1 outfit with the use of minimal props and creative backgrounds displaying the seasonal or line set aesthetic.
3. Emotion-evoking lifestyle shots – lifestyle shots set in environments that kids and families could find themselves in, rather than studios, needs to feel real.

UGC Strategy

Use UGC to build brand trust and show style suggestions by real life customers

What UGC does for social & the brand?

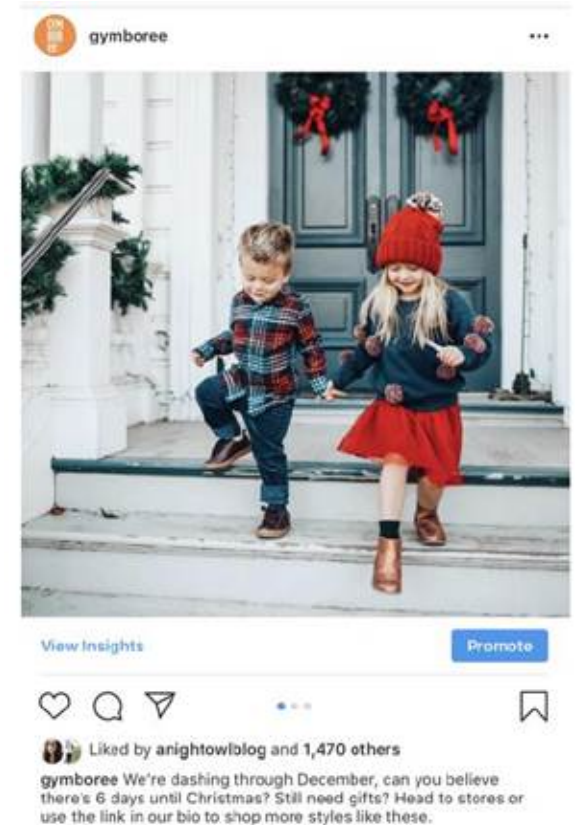
- Creates humanization in the brand
- Provides proof of authenticity in quality and style to the customer
- Builds opportunity for conversation
- Puts customer front an center as our priority
- Gives opportunity for more callout to content collection

UGC Search:

Good quality, kids who look “happy” & “sweet,” clear product view, bright & colorful, and family photos

Types of UGC:

- UGC from Heartbeat
- UGC from Follower Base
- UGC from 1:1 Influencer Partnerships



Instagram Stories Strategy

Use Instagram Stories as a platform to drive traffic to website, promote sales, show BTS, and build community

Story Themes

1. Product: Promotions, Sneak Peeks, UGC Feature round ups
2. Partnerships: Influencer Takeovers, Brand/Influencer Partnerships, Contest/Giveaways
3. Behind the scenes: Video/Photo Shoots, In-office content creation, Store walkthroughs
4. Community: Engaging call out requests

Main goals: Engagement and sales

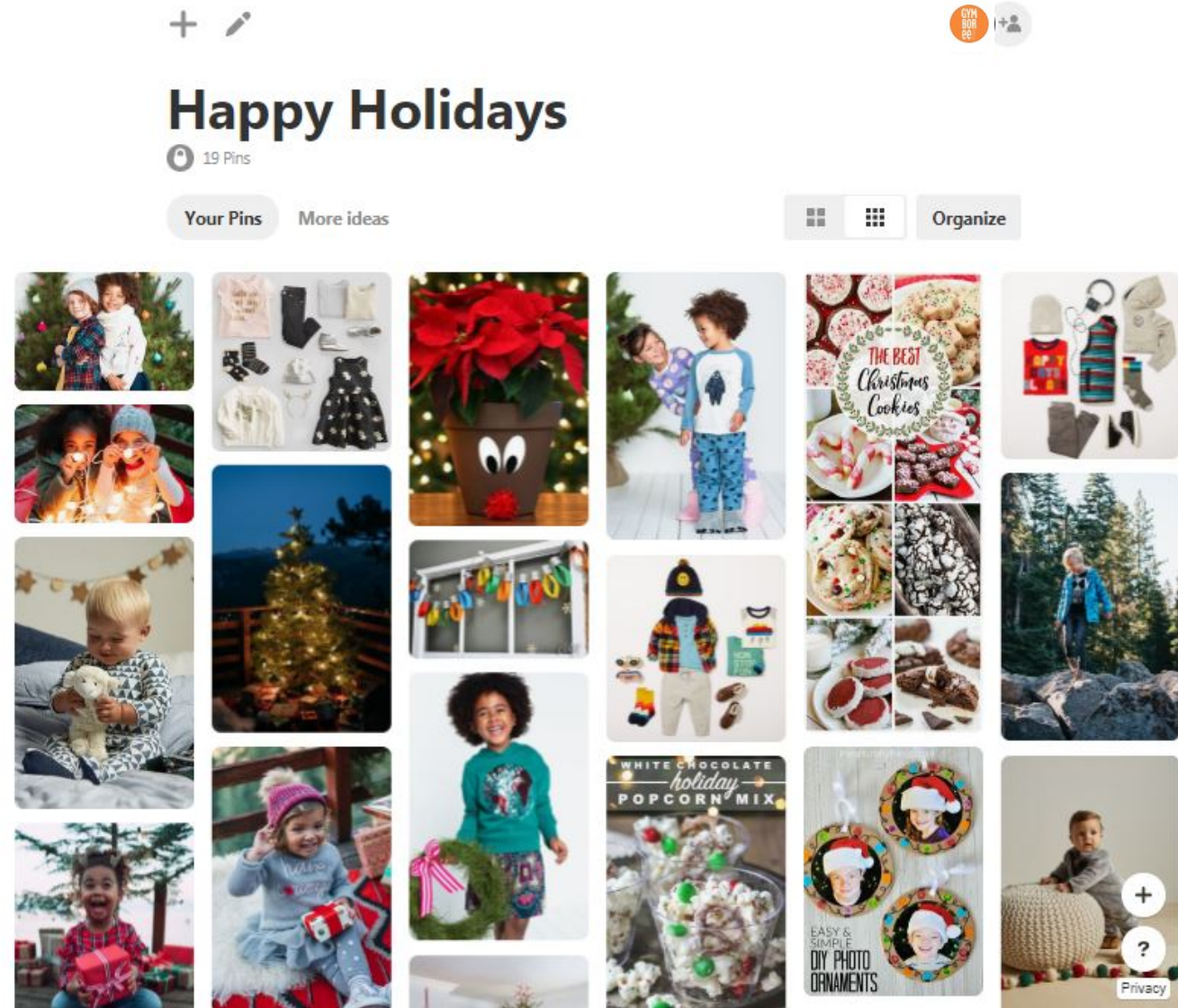


Pinterest Strategy (Long Term)

Use Pinterest as a review and inspiration tool for Moms

Opportunities

1. Lifestyle Inspiration: [REDACTED] should be a place when moms can come and find inspiration for them and their kids that is realistic and achievable, i.e. crafts and recipes. (Engagement)
2. How-To's: Fashion tips and style suggestions help to make a busy mom's life a little easier. Mom's come to Pinterest to know how to style their kids in a stylish, affordable, easy way, both pre- and post-purchase. (Engagement)
3. Influencer collaborations: Mom bloggers not only bring an authentic voice, but also much more reach. Their style suggestions are more likely to be trusted. (Growth)
4. Pinterest shopping: Pinterest offers up tools, similar to Instagram, that creates immediate shopping – useful for style tips and laydowns. (Sales Driver)



YouTube Strategy (Long Term)

Use YouTube as an engagement and community builder, as well as a sales driver.

YouTube is a leading search engine after Google.

Opportunities

1. How-to's: Fashion tips and style suggestions help to make a busy mom's life a little easier. How-to videos give step by step instructions that busy moms want. (Engagement)
2. Kid ambassadors: Kid influencers who have the means of sharing their style and have a existing audience (Engagement/Growth)
3. Videos from shoots: blooper reels, quick interviews with models, playful montages of kids (Engagement/Sales Driver)
4. Mommy Influencers: With an existing audience and style insights, they bring a trusted voice to our clothing (Engagement/Growth/Sales)

Post Drivers

What we have seen across industry:

- Shift to a story-telling vs. product focused mindset, anchored in seasonal stories
- Focus on quality of posts (including copy & high quality imagery) over quantity
- Focus on content that generates comments and shares as well as conversation between people
- **TRAFFIC = drive customers to [REDACTED].com**
 - Lifestyle, laydowns, behind-the-scenes, promotions; any post with CTA driving to website
- **ENGAGEMENT = start a conversation with followers**
 - Giveaways, contests, sweepstakes
 - UGC posts encouraging followers to share their own photos
 - Crafts and recipe posts that ask readers for their take
 - Any post whose copy invites conversation
- **ACQUISITION = gain new followers**
 - Partner giveaways or sweepstakes
 - Tag-a-friend giveaways
 - Influencer photos



Social Media Dashboard – 2018 Results

Annualized Growth Rate

Pulse on fan acquisition & interest from customers in engaging with our brand

Engagement Score

Scoring how meaningful our content is; placing more value on harder earned engagements (shares, comments) vs. (likes) divided by total possible fans

Traffic to [REDACTED].com

Total # of visits sent to [REDACTED]

February	March	April	May	June	July	August	September	October	November
6.83%	8.34%	4.58%	3.00%	1.87%	3.38%	4.16%	2.54%	2.8%	14.5%
0.2%	0.5%	0.2%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	1.1%
4,440	7,355	3,312	3,250	4,153	3,871	3,659	3,135	5,641	21,207



Annualized Growth Rate

Pulse on fan acquisition & interest from customers in engaging with our brand

Engagement Score

Scoring how meaningful our content is; placing more value on harder earned engagements (shares, comments) vs. (likes) divided by total possible fans

Traffic to [REDACTED].com

Total # of visits sent to [REDACTED]

February	March	April	May	June	July	August	September	October	November
45.5%	46.6%	41.0%	30.4%	10.4%	6.1%	33.1%	55.61%	64.8%	63.7%
0.61%	0.80%	0.53%	0.39%	0.61%	0.74%	0.6%	0.6%	0.7%	1.3%
2,129	2,941	1,639	1,649	1,713	1,550	2,301	2,100	2,876	10,003

*Source: Sprout Social

2019 Success Metrics

Engagement (e-score)

- A weighted number that looks at reactions, comments, and shares
- Maintain an average of a .6% e-score on FB and .9% e-score on IG; aim for growth in e-score from beginning to end of year

Annualized Growth Rate

- MoM fan/follower growth
- Grow Facebook by 10% YOY, Instagram by 50%

Traffic

- Traffic driven to [REDACTED].com
- 325K visits; FB = 200k, IG = 125k

Process / Resources

- Ideal seasonal cadence (starting with BTS collection):
 - Social team lays out campaign cadence + goals
 - Social team builds out calendar skeleton
 - Prior to that season's shoot, social team requests specific shots from second shooter
 - Once images are ready, social team outlines posts for the season and makes requests (animations, laydowns, etc.) from web design team
- Weekly cadence:
 - Monday: social team creates preliminary weekly lineup
 - T-Th: social team works with BCS to create week's action items, team makes edits, copy team generates copy
 - Thursday: present edited lineup + copy at Creative Review
 - By Friday EOD: social team schedules posts for the next week