



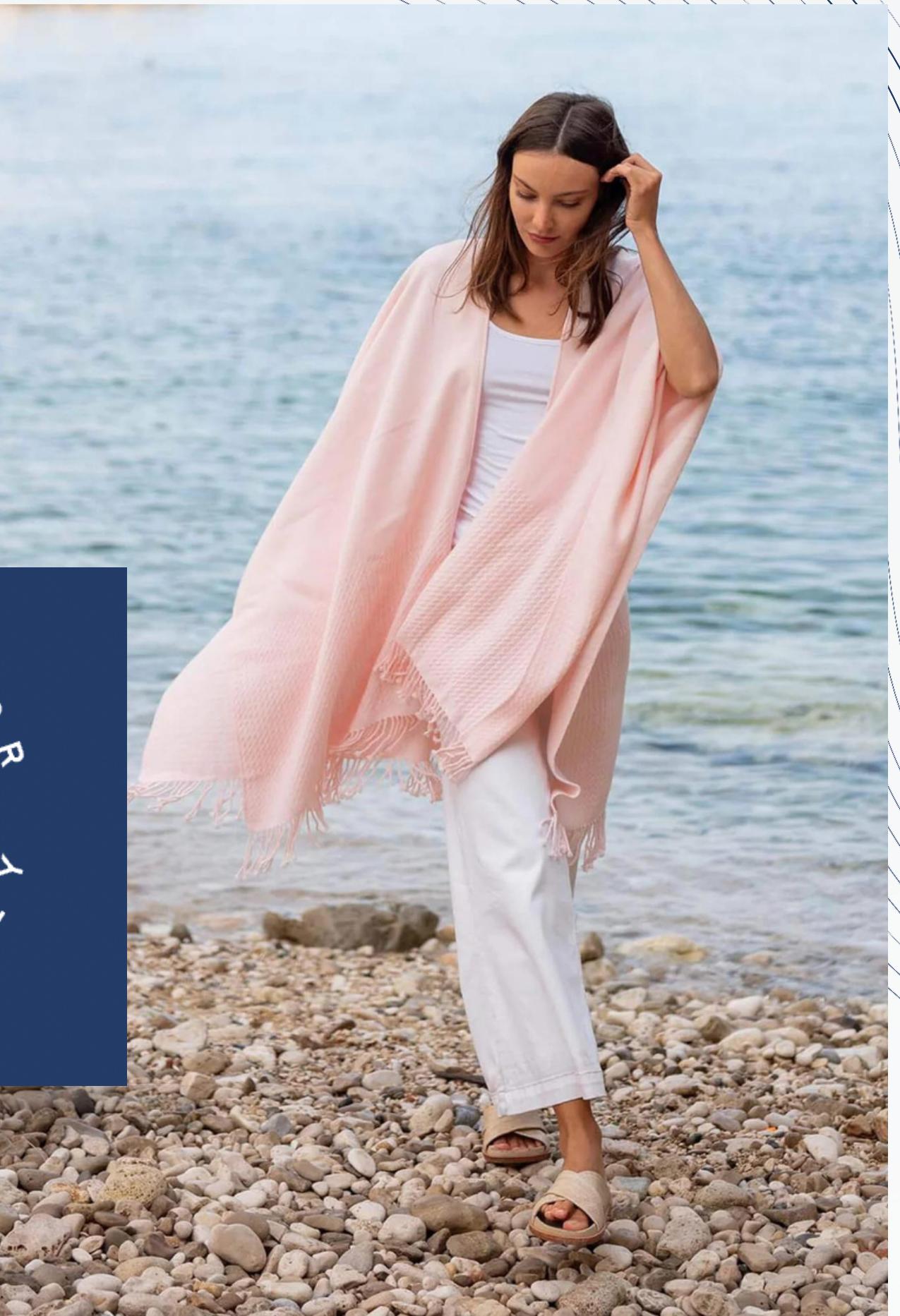
MERSEA
**SOCIAL MEDIA
STRATEGIC PLAN**

BACKGROUND

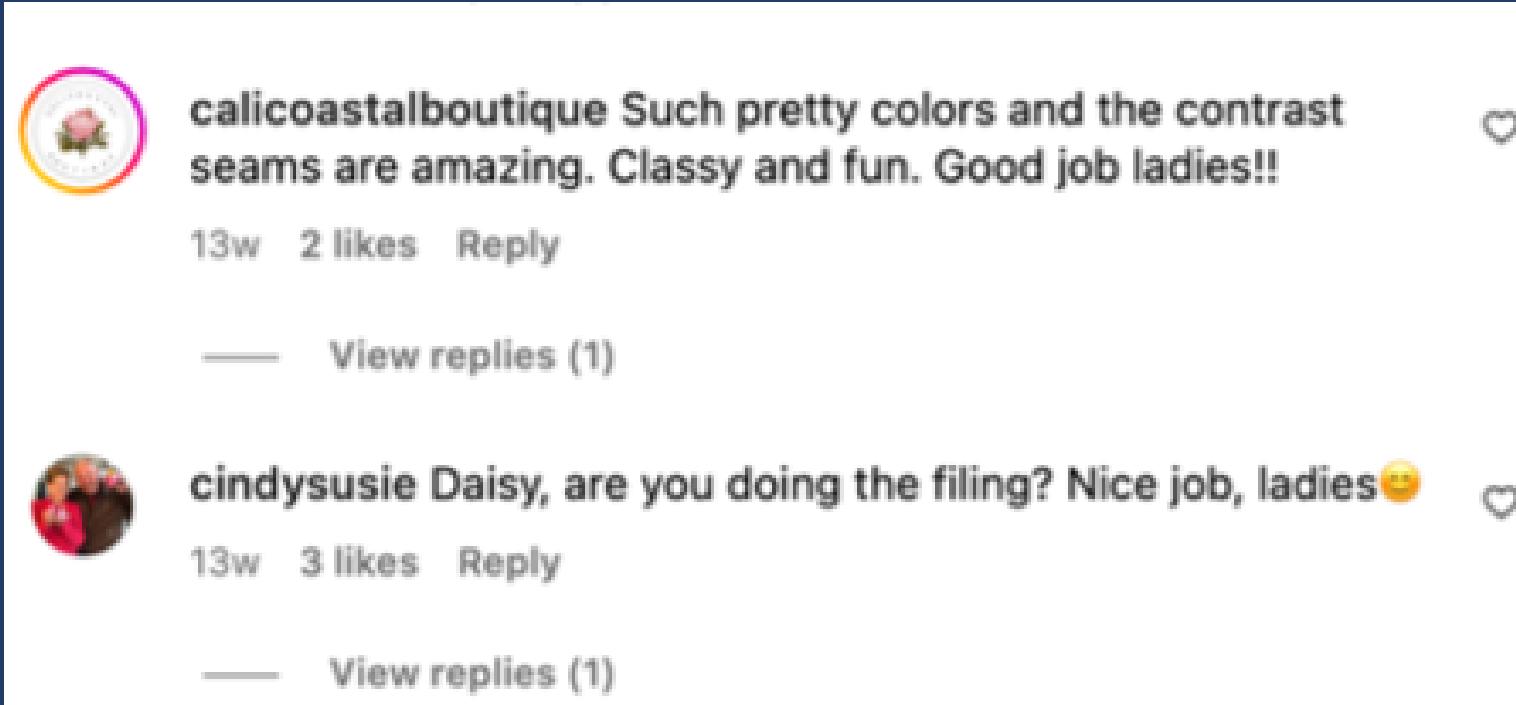
"MERSEA's story began in 2013 with singular passion in mind: Travel, and the nostalgic scents that come along with it. Fascinated by scent's ability to transport the body and soul to places old and new, this led our founders to uncover the creations of artisans found in corners around the world. Now, MERSEA is no longer exclusively a destination for scents and self-care, but a curated collection of travel essentials crafted entirely for your journey—wherever you may go."

MERSEA's main challenges stem from their small business nature, but are a mighty team staffed completely by women who have grown the brand to where it is today. They continue to grow yearly and have many opportunities to expand ahead. Headquarters are located in Olathe, KS with their products in stores across the country and online.

MERSEA has expanded their social media platforms to range across Instagram, Facebook, Pinterest, and TikTok with just a team of two social media managers who have created a following of 50k supporters.



REPUTATION



calicoastalboutique Such pretty colors and the contrast seams are amazing. Classy and fun. Good job ladies!!

13w 2 likes Reply

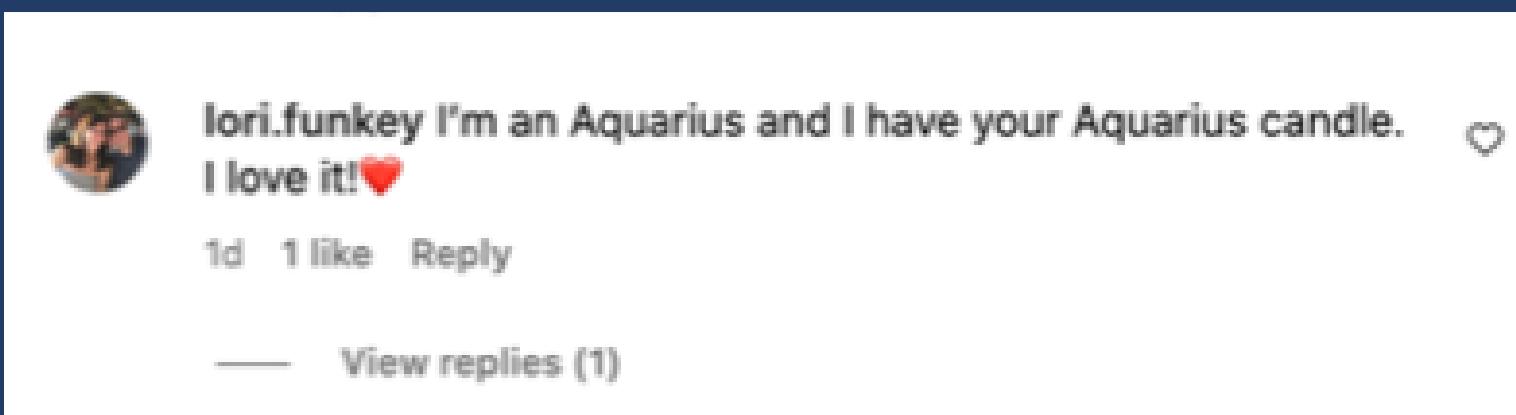
— View replies (1)

cindysusie Daisy, are you doing the filing? Nice job, ladies😊

13w 3 likes Reply

— View replies (1)

MERSEA receives a lot of appreciation and recognition for their staff that they post about on social media. Their viewers love to see an all female team succeed and share silly BTS videos of them doing it.

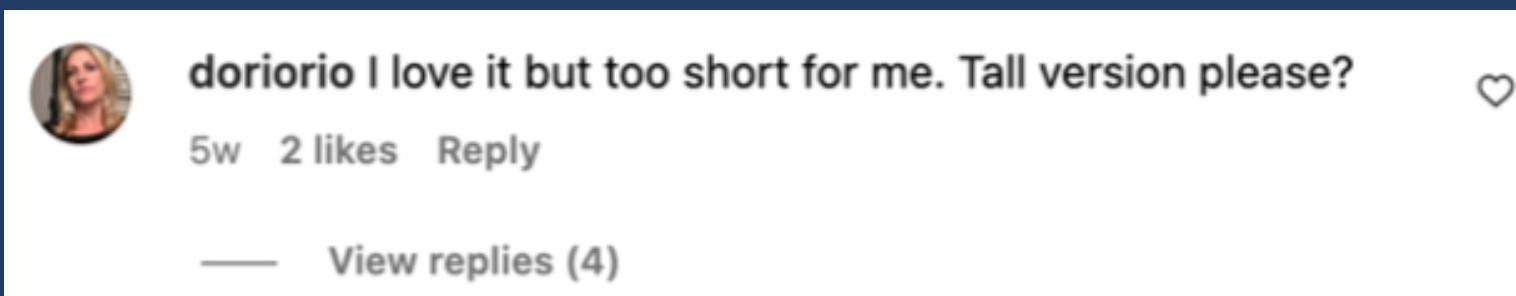


lori.funkey I'm an Aquarius and I have your Aquarius candle. I love it! ❤️

1d 1 like Reply

— View replies (1)

MERSEA also is a well known astrologically oriented brand and their followers reciprocate that interest.



doriorio I love it but too short for me. Tall version please?

5w 2 likes Reply

— View replies (4)

MERSEA does receive occasional negative comments regarding their one size fits all garments.

MISSION STATEMENT

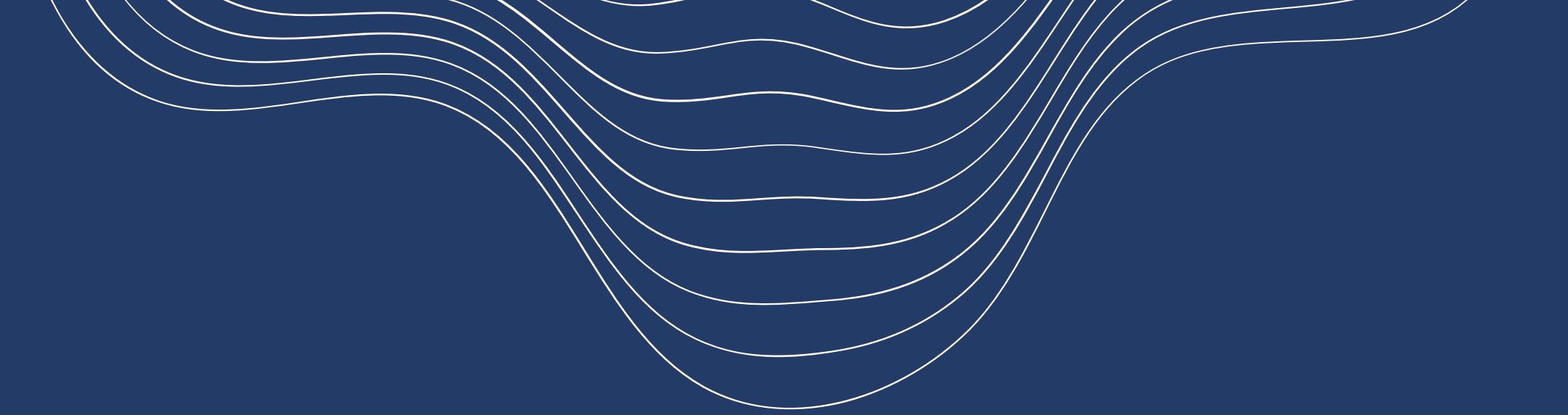
MERSEA strives to curate collections of travel essentials crafted entirely for your journey – wherever you may go.

SOCIAL MEDIA MISSION STATEMENT

We will use Instagram, Facebook, TikTok, and Pinterest in order to showcase our product, company culture, and travel adventures to help increase our brands awareness



BRAND VOICE



Inspirational

MERSEA wants to have an inspirational voice online. This pertains to their mission to make every consumers journey special. Whether they are sharing posts about their travels or promoting their product online, MERSEA wants to inspire their customers to craft their journey wherever that may be and feel confident doing it.

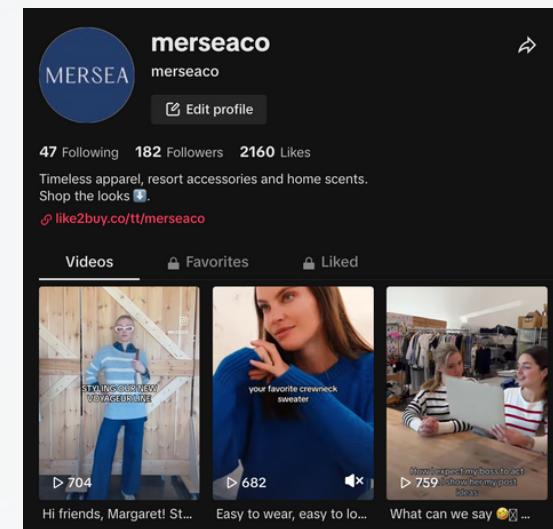
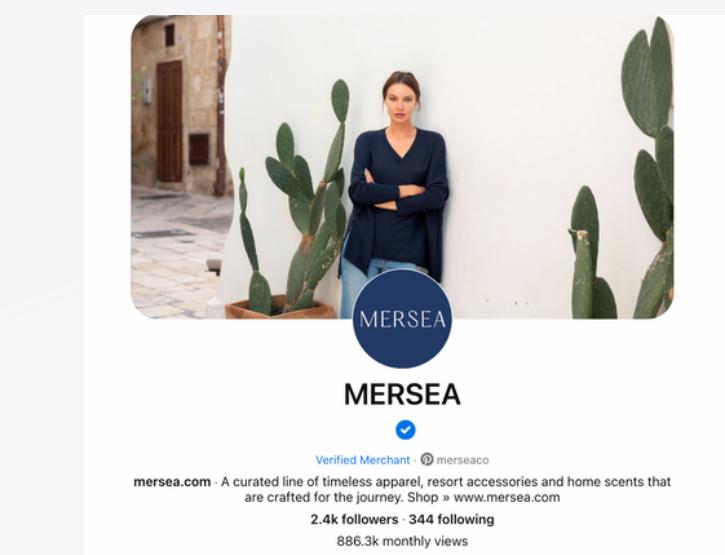
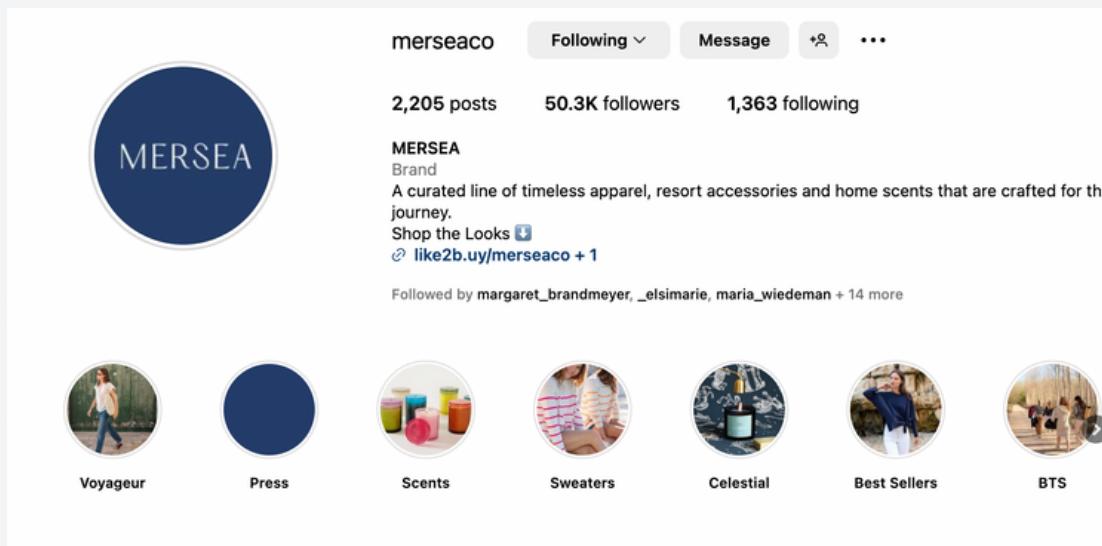
Humorous

MERSEA wants to have a humorous voice online. They share frequent silly video clips to their TikTok and Instagram that their audiences can relate to. They like to keep it light hearted and make their social media a safe space for people to partake in.

Cheerful

MERSEA wants to have a cheerful voice online. They like to share stories and ask questions in their captions in order to stimulate a joyful environment to interact with their audience. MERSEA is actively responding to all their comments and shares to maintain this voice.

EXTERNAL AUDIT



Instagram

Followers: 50.3k

Posts: 2,205

Comments: Avg. of 2-10

- Reels posted about twice a week
- Staff spotlights
- Push influencer collaboration content the most

Facebook

Followers: 34k

Account Likes: 32K

Likes: Avg. of 30

- Comments: Avg. of 1-3
- Very similar to Instagram but not as many staff spotlights or reels
- Push product the most

Pinterest

Followers: 2.4k

Monthly Views: 886.3K

Comments: Avg. of 0

- Post 30 pins per week
- Most cohesive
- No reels
- Share frequent quotes, therefore, most inspirational platform

TikTok

Followers: 183

Total Likes: 2,160

Comments: Avg. of 2

Views: Avg. of 600

- Least amount of following
- Post irregularly
- Follows the popular trends well

COMPETITOR ANALYSIS



- Better at engaging with their audience
 - MERSEA is often asking questions in their captions to try and spark conversation with their viewers, while FrankandEileen is not.

- Better at showcasing their products seasonally through imagery
 - Can clearly tell the summer and winter seasons from each other, but on MERSEA's Instagram a lot of their imagery is taken during the summertime and makes their brand and product look less versatile

FrankandEileen

Frank & Eileen

S W O T

STRENGTH

- Engaging with audience
- Influencer collaborations
- Consistent Instagram, Facebook, and Pinterest postings

WEAKNESS

- Inconsistent TikTok postings
- Lack of versatility in image scenery
- Only 2 employees creating and managing all content

OPPORTUNITY

- Expand TikTok presence
- Develop TikTok posting schedule
- Seek out new influencers for collaboration
- Plan photoshoots in variety of locations
- Expand social media team

THREAT

- Larger travel brand with larger social media teams
- Introduction of AI in larger companies taking MERSEA out of competition
- Negative feedback in comments
- Hacking

Taking this analysis into consideration, some strategic implications would be:

- Adding a TikTok manager to the social media team
- Recommending AI certification course to employees
- Increase the number of photoshoots by 2 for the upcoming year

GOALS AND OBJECTIVES

GOAL #1: Increase Instagram reach

Objective #1: We will have reached 170K by the end of the month of March

- Content Strategy Idea #1A: In order to increase our reach, we will collaborate with a new influencer to create content for both ours and their socials
- Content Strategy Idea #2A: In order to increase our reach, we will engage back with all of the followers that comment or share any of our posted media

Goal #2: Increase Catalina Sweater sales

Objective #2: We will sell 800 Catalina Sweaters by the end of March

- Content Strategy Idea #1B: We will offer an exclusive discount on a Catalina Sweater of choice to any followers who sign up for our weekly newsletter using the sign-up link we share to social media
- Content Strategy Idea #2B: We will post and tag imagery or video of our Catalina Sweater products at least three separate times a week

STRATEGIES AND TACTICS

Strategy: Contract a new professional influencer to promote our brand

Tactic: Utilize LTK to allow creators to discover our products and feature them in mobile-first content

Strategy: Launch a New Giveaway

Tactic: Utilize our weekly newsletter as a sign up link



KEY AUDIENCE MEMBERS

Example Audience Member: Mary Smith

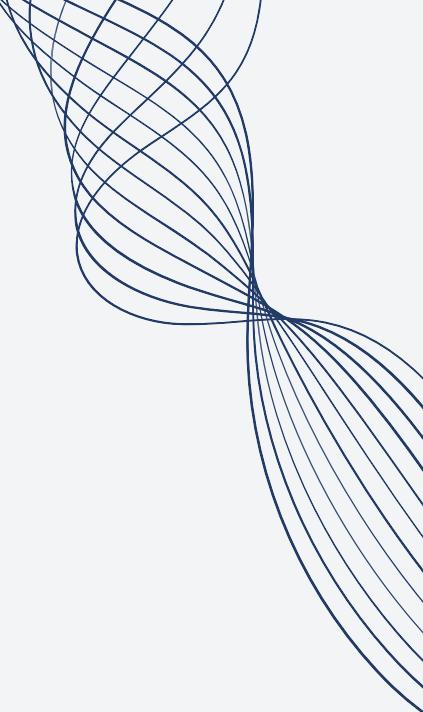
MERSEA identifies their **primary** audience member as a woman, particularly a middle-aged, who is free willed and loves travel.

Mary Smith is a 45-year-old female and mother. She resides in Michigan but travels whenever she gets the chance. Mary is the mother of two active boys and is happily married. She loves Michigan because it's where her roots are but dreams of a retired life on the coast. Mary is also extremely interested in astrology and her days are often influenced by it due to her live in the moment mindset.

Mary would subscribe to MERSEA's social content because it's apparel that is suited for travel and everyday wear. MERSEA is emphasizing the beauty in everyone's journey whether they are in Michigan with their boys or on the Moroccan coast. This inspires Mary's traveling desires while also solidifying her choice to be family oriented in Michigan.

Mary loves to have back and forth conversation in the comments and direct messages of MERSEA's social media. She likes to feel like a valued consumer and enjoys knowing there is a person behind the other screen.

MERSEA identifies their **secondary** audience members as someone who is an influence to their primary market. For example, Margaret a 24 year stylist at MERSEA who often shares styling tips on social media while wearing MERSEA product and is considered a key secondary audience member.



CHANNEL AND CONTENT PLAN

Recommended Social Media Platforms: continue to use Instagram, Facebook, Pinterest, and TikTok, while also adding Twitter (X) for promotional announcements such as new product drops or giveaways

Featured Content

- Instagram: Product and traveling reels, product imagery, influencer collaboration content, employee features
- Facebook: Product imagery, giveaway announcements, and Q&As
- TikTok: Silly videos at the office, styling videos, day in the life videos, memes
- Pinterest: Quotes and product imagery
- Twitter: Special announcements

Target Velocity

- Instagram: 1 grid post every other day, 1 story post every other day, 1 reel a week minimum
- Facebook: 1 post every Tuesday and Thursday
- TikTok: 1 video every 3 days
- Pinterest: 30 pins every Monday
- Twitter: Whenever there is a new product dropped or a giveaway

• Formats

- 15 second reels on Instagram, TikTok videos less than 45 seconds long

• Target keywords/hashtags:

- Crafted, curated, journey, elevated, travel, gift, shop
- #mersea, #craftedforthejourney, #shop, #catalina, #zodiac, #travel

• Potential distribution partners:

- @larkin_reilly, @xoninackim, @jillg

• Promotion opportunities:

- Continue the Water.org, Pura campaigns, and Emily Illustrates campaigns
- Potentially add a Catalina Campaign



MEASUREMENT AND EVALUATION

KPI'S

Tracking Giveaways

- Website referrals
- Click through rate
- Amount of newsletter sign ups

Ad Campaigns

- Reach
- Impressions
- Conversions



BUDGET



Estimated: \$500k per year with 5% towards marketing (\$25,000 a year), with 20.9% on social media marketing (\$5,225 a year) which ends up being \$435.41 a month on social media marketing

Distribution as deemed necessary per month:

Management tools and services: bazaarvoice and LTK

People: summer intern

Content production fees: freelance photographer and data analytics tool

Paid advertising: sponsored ads

Other: influencers fees

CONTENT CALENDAR:

03 March 2024

GRID POST EVERY OTHER DAY, STORY POST EVERY OTHER DAY, 4 REELS, 1 GIVEAWAY, 2 INFLUENCER COLLABS				8:00 PM	INSTAGRAM
GENERAL RULES • TAG PRODUCT IN ALL POSTS • BLOG POSTED ON THE FIRST OF EVERY MONTH • ACTIVE ENGAGEMENT				1 VIDEO EVERY 3 DAYS	1:00 PM
1 POST EVERY TUESDAY AND THURSDAY				8:00 PM	FACEBOOK
30 CREATED PINS EVERY MONDAY				9:00 AM	PINTEREST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	01 BLOG ITALY TRIP STORY	02 FLAT LAY CATALINA SWEATER POST
03 MEDINA BAG STORY	04 30 PINS GIVEAWAY ENTRY DATE	05 OFFICE OUTFITS GIVEAWAY INFO TRAVEL INSPO STORY	06 REEL OF TRAVEL WRAP	07 PRODUCT FEATURE WATER.ORG STORY	08 PRODUCT DEMONSTRATION INFLUENCER CONTENT	09 SCENIC VIEWS STORY
10 PROMOTION POST	11 DAY IN THE LIFE 30 PINS POLL ON A STORY	12 PRODUCT FEATURE SWEATERS POST	13 PURA STORY	14 SCENIC TRAVEL INFLUENCER CONENT BTS POST	15 ADD TARVEL WRAP REEL FROM FEED TO STORY	16 STYLING REEL
17 STYLE OUT	18 30 PINS PHOTOSHOOT BTS REEL	19 PRODUCT FEATURE ASTROLOGY STORY	20 WAREHOUSE CONTENT ASTROLOGY POST	21 GIVEAWAY HYPE DRESS STORY	22 ANNOUNCE GIVEAWAY WINNER	23 ASTROLOGY CONTENT CANDLES STORY
24 MEL AND LINA POST	25 30 PINS MEL AND LINA STORY	26 GRWM PRODUCT FEATURE INFLUENCER CONTENT	27 TULUM PANT STORY	28 ASTROLOGY CONTENT OUTFITS AROUND THE OFFICE REEL	29 LIVE VIDEO PRODUCT DEMONSTRATION LINK TO TIKTOK LIVE STORY	30 POST RECORDED TIKTOK LVE
31 EASTER STORY	01	02	03	04	05	06

April 2024

GRID POST EVERY OTHER DAY, STORY POST EVERY OTHER DAY, 5 REELS, 2 INFLUENCER COLLABS

8:00 PM	INSTAGRAM
1:00 PM	TIKTOK
8:00 PM	FACEBOOK
9:00 AM	PINTEREST

1 VIDEO EVERY 3 DAYS

1 POST EVERY TUESDAY AND THURSDAY

30 CREATED PINS EVERY MONDAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 BLOG 30 PINS STYLE OUT CATALINA POST	02 PRODUCT FEATURE MEDINA STORY	03 TRAVEL REEL	04 VOYAGEUR PRODUCT FEATURE MEET THE TEAM STORY	05 ASTROLOGY POST	06 DIFFUSER STORY
07 3 WAYS TO WEAR... PATIO DRESS POST	08 30 PINS FISHERMAN STORY	09 PRODUCT FEATURE MEL AND LINA REEL	10 SCENIC VIDEO POLL ON STORY	11 INFLUENCER CONTENT ITALY POST	12 QUOTE ON STORY	13 OH THE PLACES YOU'LL GO INFLUENCER CONTENT
14 DENIM STORY	15 30 PINS DENIM POST	16 STYLE W/ MARGARET PRODUCT DEMONSTRATION THIS OR THAT STORY	17 CATALINA POST	18 PRODUCT FEATURE PD STORY	19 MEDINA STORYTELLING DAISY X MARIA REEL	20 TULUM STORY
21 RAISA POST	22 30 PINS RAISA IMAGERY TRAVEL WRAP STORY	23 PRODUCT FEATURE STYLING REEL	24 FLAT LAY STORY	25 FLAT LAYS PRODUCT FEATURE AMALFI POST	26 AMALFI STORY	27 CATALINA POST
28 ASTROLOGY CONTENT ASTROLOGY REEL	29 30 PINS INFLUENCER CONTENT	30 INFLUENCER CONTENT OH THE PLAVES YOU'LL GO POST	01	02	03	04

TEMPLATE BY: OLmos CARLOS



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