

# Social Media Marketing Plan



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## SITUATION ANALYSIS

### Internal Environment

Anita Roddick founded The Body Shop on the idea that “The business of business should not just be about money, it should be about responsibility. It should be about public good, not private greed.” In upholding this belief, The Body Shop actively campaigns on missions of social responsibility to improve our world for those who live in it now and those who will in the future. All of these campaigns and issues for which the Body Shop consistently takes a stand will fit perfectly into the social media realm. The Body Shop will not only be able to share with its audience the missions and causes for which it actively takes a stand, but also the company will be able to leverage the power of social conversation, community, and sharing to strengthen its efforts in making a positive impact.

The Body Shop’s company culture naturally supports its missions of social responsibility. As stated in the “Our Company” section of the website, “The Body Shop is a leader in promoting greater corporate transparency, and we have been a force for positive social and environmental change through our campaigns around our five core Values: Support Community Trade, Defend Human Rights, Against Animal Testing, Activate Self-Esteem, and Protect Our Planet.” This positive, transparent, caring, and helpful company culture is the type that thrives in the social media environment.

The Body Shop is already situated and successful on Facebook, Twitter, YouTube, Pinterest, and Google Plus. As such, a budget for social media marketing, advertising, public relations, and customer service already exists. With a solid contracted team of communications professionals, forward movement and expansion within the social space is strongly supported.

Presently, The Body Shop's social media policies are those adhered to by the out-of-house advertising team. Moving forward, an in-house policy and procedure will also be created and maintained to ensure agreement on all points governing our social activity.

### External Environment

Our customers are women who seek to be confident and beautiful- inside and out. They have big hearts and often share our same passion and vision for helping people, communities, and the environment. These women are activists, leaders, mothers, and even social influencers. Those who do not support The Body Shop's missions through direct involvement, often feel they are contributing to the greater good by purchasing from a company that reflects their own values and sense of compassion. These women are definitely using social media, and many of them are using to position themselves as opinion leaders on the topics about which they've passionate and knowledgeable.

The Body Shop's biggest competitor is Lush. Lush Cosmetics is using social media to build relationships with its audiences, promote its loving and socially responsible company culture, as well as promote its products. The brand is active on the same social networks as The Body Shop, and additionally meets with its customers on Instagram and Tumblr.

Being active in social media means being active in current events. For The Body Shop, a company that has built its reputation on its care for the environment and society, constant monitoring of current events that may affect us by affecting the causes we care about, is even *more* critical!

Regarding social, cultural, political, and environmental trends in the market; consumers are increasingly demanding higher quality products that are sustainable and that are produced and sold by socially responsible companies. According to Alex Bogusky, advertising executive with Crispin, This trend is only going to

continue. Bogusky also assures that the demand for increasing transparency will also continue, and that companies must strive to be better, or they will lose relevancy and revenue. Fortunately, The Body Shop has been operating under these guiding principals since the 1970's.

## SWOT Analysis

### *Strengths:*

- The longevity of The Body Shop as an established brand.
- The Body Shop's reputation as a responsible business, (as supported by accolades such as the Business in the Community International Responsible Business of the Year awards for 2013 and 2014 and other awards)
- Loyal fans and consumers who carry a strong, positive sentiment for The Body Shop brand and its products; many of whom create their own content promoting their favorite Body Shop products
- High brand equity
- High quality products that are naturally inspired; which is becoming increasingly important to consumers.
- Our long-time established position on transparency, which is becoming increasingly crucial to success in the marketplace.

### *Weaknesses:*

- Although The Body Shop is established on social media, its fan base is not as large as it could be, especially as compared to some competitors or other brands in the beauty industry.
- Higher price point than direct competitor, Lush

### *Opportunities*

- Room for growth on current social media platforms and expansion onto others (such as Instagram, Tumblr, Vine, etc.)
- The research-savvy nature of today's customer. With a plethora of positive customer video reviews on YouTube as well as positive earned media across the net, consumers will easily be able to learn about the high quality of our products and culture

### *Threats*

- Direct competitor with larger social media audiences, (and therefore broader reach), across social networks (ex: twice the number of Facebook fans and six times the Twitter followers of The Body Shop profiles on those channels)
- Direct competitor with similar reputation for social responsibility and quality products, but at a lower price point
- Direct competitor specifically targeting millennials, (as evident by website copy filled with double entendre), and building relationships via a friendly approach for their buying power

### *Sources:*

- [http://www.thebodyshop-usa.com/about-us/aboutus\\_company.aspx](http://www.thebodyshop-usa.com/about-us/aboutus_company.aspx)
- <https://vimeo.com/37389071>

## **OBJECTIVES**

### Business Objectives

- Increase overall sales by 15% by the end of the first quarter of 2016
- Increase website traffic by 20% by the end of the first quarter of 2016
- Increase website sales by 10% by the end of the first quarter of 2016

### Social Media Objectives

- Increase Facebook fan count by 3% by the end of the first quarter of 2016
- Increase Twitter following by 3% by the end of the first quarter of 2016
- Increase Facebook engagement by 10% by the end of the first quarter of 2016
- Increase Twitter engagement by 10% by the end of the first quarter of 2016
- Create an Instagram profile and reach 5,000 fans by the end of the first quarter of 2015

## THE TARGET AUDIENCE

### Demographics

- Gender: Female
- Age: 25 - 35
- Marital Status: Single or married
- Education: At least some college, college graduate
- Annual Income: 35,000+ single income, 60,000+ combined income
- Geographic location: Urban and Suburban areas within the U.S. (The location can be more broad due to the retail function of The Body Shop website)

### Psychographics

- Desires to be a contributor to, or an advocate for, the greater good of society
- Empowered, or desires to be so
- Compassionate
- Caring
- Desires to look and feel more beautiful
- Love for beauty products
- Preference for naturally-inspired products

- Environmentally conscious
- Health conscious
- Socially conscious
- Values product quality over savings
- Values service and experience over savings

### Behavioral Characteristics

- Participates in a beauty regiment at least once daily
- Purchases beauty or health products at least twice a week
- Talks about beauty or health with others at least twice a week
- Actively researches beauty products online at least once a week
- Has between 3 - 7 loyalty or rewards memberships with other companies

### Social Media Habits

- Active on at least two social media networks daily
- Uses social media to talk about products, services, and brands at least twice weekly

- Seeks out and/or shares opinions about beauty products on social media at least 2-3 times a month
- Has made a purchase in the past month based on a recommendation found social media
- Uses social media for research at least once a week
- Uses social media or digital media to learn about current events at least 2 - 3 a week

## **SOCIAL MEDIA ZONES AND VEHICLES**

### Social Community / Relationships

The Body Shop will be represented across social media platforms with a consistent brand voice, personality, and style. The Body Shop’s brand persona is described as: Happy, positive, caring, compassionate, socially responsible, upbeat, light-hearted (where appropriate), empathetic (where appropriate), reverent (where appropriate), educated on our naturally inspired products, up-to-date on current events, passionate about the causes that matter to us and to our audiences, inspiring, motivational, encouraging, empowering, loving, friendly, conversational, and *always* professional.

We will continue to build brand awareness and focus on engagement on: Facebook, Twitter, YouTube, Pinterest, and Google Plus. Additionally, we will focus on building a brand new presence on Instagram. Across platforms, the content creation focus will be on creating conversation with our audiences through asking questions, asking for their ideas and opinions, welcoming feedback, taking polls, incorporating “Cap This” posts, asking readers to share their experience and

expertise in the areas of life, beauty, and well-being. We will also actively seek out conversations to join in effort to expand our reach and heighten engagement.

*Specific Uses for each platform:*

- **Facebook** - Having conversations, sharing informational posts on our products and beauty topics in general, cross-promoting content from other platforms, etc.
- **Twitter** - Listening and monitoring, seeking out conversations via search terms and hashtags, proactively searching for conversations expressing negative brand sentiment and offering solutions to problems. Additionally, tweeting on trending topics will be a focus for this channel.
- **YouTube** - From a relationship building aspect, we will use YouTube to engage with other users on the site by liking, following, commenting, and sharing their content.
- **Pinterest** - The focus of Pinterest is on tips, DIY, and aesthetics. This platform will continue to showcase our products, but will also share some other recipes for beauty DIY. We will pin inspiring and empowering quotes and images, plus photos of the campaigns we're involved in and the people whose lives our customers are able to change through their patronization of The Body shop.
- **Google Plus** - Will mirror Facebook in many ways. We will continue to share content from our website and other social platforms on this platform to enhance SEO. Like the other social channels, optimizing our SEO will increase traffic to our website and generate sales leads and revenue.
- **Instagram** - The focus on Instagram will be to sharing beautiful, artistic images that are related to our products, yet only *of* our products about 10% of the time. We will also use this platform to give an inside, behind-the-scenes look at our company and culture.

## Social Publishing

Our brand voice and style will continue to remain consistent across all platforms, as stated above. Social publishing will aid us in creating quality content that will engage, inspire, and help our audiences. We want to educate them on our products and how to use them as well as on issues of overall happiness and wellness. Additionally, we will share information on the causes we support in order to gain more awareness for each cause.

- **YouTube** - This is our informational video hub; perfect for sharing beauty secrets, tips, and insights. Videos can showcase our efforts in the community and environment as well as the results of our customers' support. This will be a way of thanking our audiences for sharing our mission and vision for creating a better world. We will also use the videos to promote our website and drive viewers across other platforms by asking them to find us and connect.
- **\*Blog** - *We currently do not have a corporate blog. This will be a new startup project for the next quarter, as Instagram is the start-up focus for this quarter.*

## EXPERIENCE STRATEGY

We want to share the message that generosity and giving to others is truly beautiful. To do so, we will create content around this theme on the above mentioned platforms with their specified mission. Since Instagram is our new platform on which we wish to build and nurture an audience, this is where our **Beautifully Generous** campaign will live.

We will share photos and video content of the amazing changes our customers have made in the lives of others and in our environment. We will also encourage them to go out into their communities and organize acts of generosity and kindness, and then to share photos and videos of their amazing accomplishments using the hashtag #BeautifullyGenerous.

Additionally, we will share these beautiful acts of generosity across other social platforms to build excitement and positive sentiment not only for our organization, but also for all of the other movements teaming together to spread goodness in their communities. All of the happiness and positivity generated will continue to promote more sharing. According to an article by *Buffer*, “Happiness makes us want to share” and it “... Is the main driver for social media sharing.” Therefore, our content for the #BeautifullyGenerous campaign and the user generated content from are very shareable in nature.

This exposure via our brand and campaign’s hashtag will be a draw to the key influencers and activists of our millennial target market to get involved. Those who are not willing to organize or physically be involved in “real life” will find contentment and pleasure in advocating through social media sharing in the digital realm. This way, everyone can take part and advocate for good deeds and generosity while making a positive emotional connection with The Body Shop brand. For some people, this may be the first touch with our brand, for others, the third or fourth, others will find themselves making the first purchase they’ve been thinking about for quite some time, and still others will find their way back to us for another order.

If the positive brand sentiment isn't enough to bring leads through the sales funnel, then perhaps an opportunity to donate to a charity of their choice through us will be the final push. Users who are creating content in support of their causes may, of course, encourage donations to their cause. In addition, they have the option to sign up through our Beautifully Generous program, (as long as they are a 501 C3 non-profit), to be featured on our website as an optional charity to which buyers can elect to donate. When customers place an order, we will donate 5% of the sale to their selected charity. After the sale has been placed, the buyer will have the opportunity to share a widget that says "Be Beautifully Generous! Join me in supporting... (name of cause)." This will help to generate more campaign awareness.

## ACTIVATION PLAN

- We will brief Cake, (our out-of-house advertising team), on the campaign and will meet to approve their proposal at the end of August.
- Cake’s metrics team will be in charge of monitoring and analyzing the social media and website data for benchmarking and measuring the KPI’s. The metrics team will present weekly on our progress, but the social media specialists and community managers will have real-time access to the data for immediate feedback.
- The marketing team, technology team, advertising, and metrics teams will all work together to make adjustments as needed to refocus and refine our strategy. We will do so each week always with our overarching business objectives, (listed in the “Objectives” section of this plan), guiding each decision and action.
- The technology team will begin work on the program sign-up and donation-at-checkout aspects of the plan from September through October.
- The budget allocated for this campaign is \$100,000 (excluding donations from sales).

*Sources:*

<https://blog.bufferapp.com/science-of-emotion-in-marketing>

## Measuring and Managing

### Measuring Business Objectives

- Increase overall sales revenue by 15% by the end of the first quarter of 2016  
*KPI: Overall sales revenue*
- Increase website traffic by 20% by the end of the first quarter of 2016  
*KPI: Website traffic metric*
- Increase website sales revenue by 10% by the end of the first quarter of 2016  
*KPI: Sales revenue from website sales*

### Social Media Objectives

- Increase Facebook fan count by 3% by the end of the first quarter of 2016  
*KPI: Facebook fan count*
- Increase Twitter following by 3% by the end of the first quarter of 2016  
*KPI: Twitter follower count*
- Increase Facebook engagement by 10% by the end of the first quarter of 2016  
*KPI: Facebook engaged users (unique), comments, likes, shares, URL clicks, and other engagement metrics*
- Increase Twitter engagement by 10% by the end of the first quarter of 2016  
*KPI: Favorites, replies, @mentions, and retweet metrics on Twitter*
- Create an Instagram profile and reach 5,000 fans by the end of the first quarter of 2015  
*KPI: Follower count on Instagram*

The marketing team, technology team, advertising, social media specialists, and metrics teams will all work together to make adjustments as needed to refocus and refine our strategy. We will do so on a weekly basis, and even a daily basis, when necessary. Every choice we make, and every action we take, will always be in alignment with our overall business objectives as both guide and goal.

#### SOURCES:

[http://www.thebodyshop-usa.com/about-us/aboutus\\_company.aspx](http://www.thebodyshop-usa.com/about-us/aboutus_company.aspx)

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