



Marketing Proposal



From

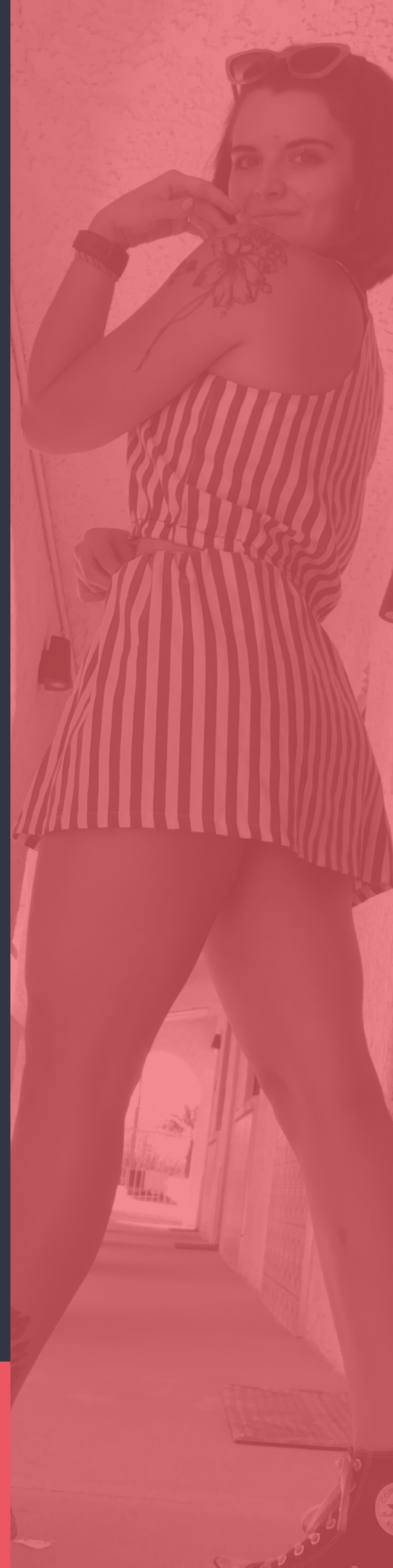
Rachel Ryan
Marquette graduate student

Prepared for

Maddi Racine
CEO of Meshed Official

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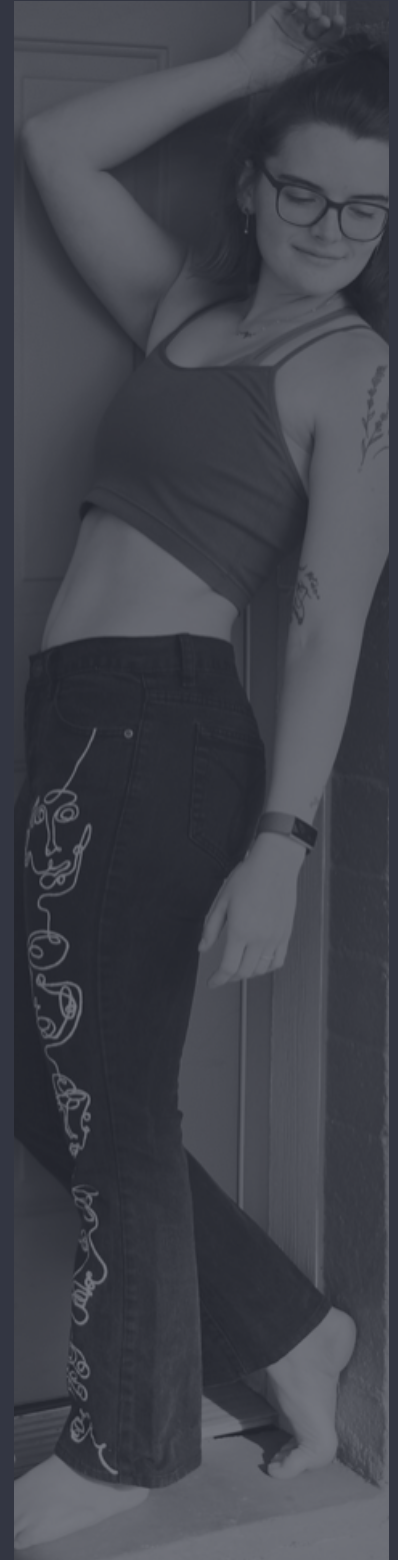
Introduction

Meshed is an upcycled and redesigned clothing business started by Maddi Racine and two other co-founders in 2018. As a collaborative platform, they partner with other artists to give thrifted clothing a new life. These artists are called "makers." Each maker has their own style and distinct items that they make for the shop. Additionally, each piece of clothing is redesigned to embody community, creativity, and confidence.

Not only that, but each piece seeks to reduce clothing waste. Makers thrift a majority of the clothing found on the site, including pants, shirts, sweatshirts, skirts, dresses, etc. Meshed also sells homemade jewelry and some of the pieces are made from recycled beads.

While the majority of the business is done virtually, over the past few years Meshed has expanded to in-person pop-ups in the Michigan area. This has increased their sales numbers immensely.

Now as the sole owner of Meshed, Maddi runs the entire show. She makes a large share of the clothing, handles the social media, recruits makers and so much more. There are also a couple of reps, or influencers, that help market the brand online.



Statement of the Problem

According to scholars, “researching and developing a solid game plan is the only way to win” (Quesenberry, 2019, p. 14). Without one, marketers and business leaders are taking shots in the dark. Additionally, most marketers have limited resources, so having a plan in place will help them focus on what is important. In a study exploring social media strategy, Tafesse and Wien (2018) found that a well-developed strategy can also help increase social media performance. However, a plan cannot be established without first understanding what drives results for one’s own business.

Analyzing the current business and social media strategy is one way to do this. Once a business gains knowledge of their social media analytics, it “fosters a culture of data-driven decision-making [that enables] marketers to prioritize their actions and allocate resources efficiently” (Tafesee & Wien, 2018, p. 745). Specifically, a marketer needs to take stock of the five “W’s”, including “why,” “who,” “what,” “when,” and “where” as well as the “how” (Cigelski, 2017). In other words, one must understand their purpose, target audience, metrics (i.e., success, intermediate, and key performance indicators (KPI)), appropriate timing, preferred social platforms and management tools (Cigelski, 2017; Tafesse & Wein, 2018). A formal strategy should also incorporate goals that help drive specific marketing actions from consumers, such as aiming to increase sales by 10 percent (Tafesee & Wein, 2018). These are just some of the things marketers should keep in mind when producing a strategy so that there are solid facts guiding content.

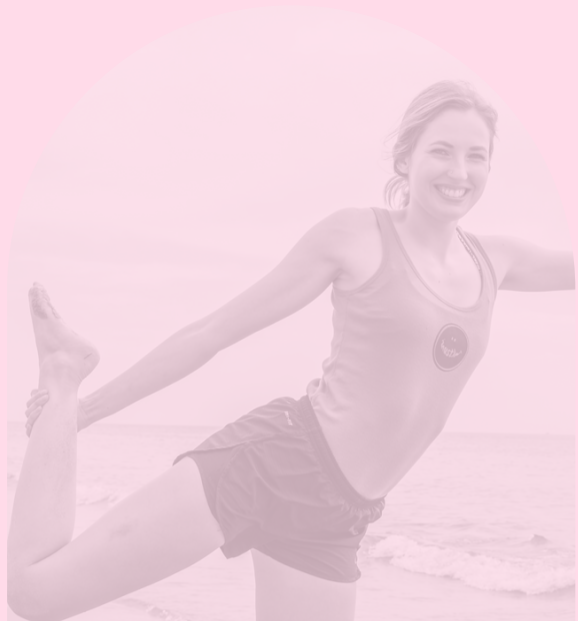
Of course, a strategy is not valuable unless one is being authentic to the business. As Sprung (2021) states, “it is crucial that you be you” (p. 41). Authenticity means that one’s actions align with the values one preaches. It is key to strategy, especially if a brand is standing up for an important social cause, as Meshed does with the environment. If a brand is not authentic in the context of brand activism, it can affect credibility of the business and discourage consumers from buying goods (Vredenburg et al., 2020). Therefore, it is important to always make sure a strategy is authentic in nature. For Meshed, that would mean making sure they are not greenwashing consumers through their marketing efforts; they would be staying true to their word of protecting the environment.

Statement of the Solution

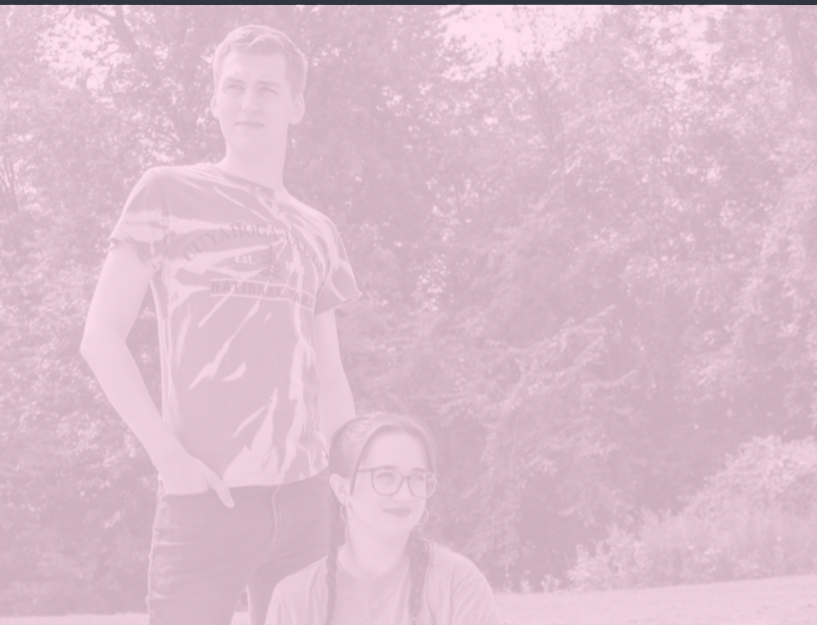
In order to increase sales for Meshed and increase engagement on the brand's social media, a full social media analysis needs to be conducted. This includes forming a comprehensive strategy for Meshed, starting with a breakdown of the business' mission. Figuring out the target audience through a deep dive is also an important step in the process of analysis. It also involves identifying prime ambassadors or influencers for the business. Additionally, success and intermediate metrics as well as KPI's need to be formed to measure success for future social media campaigns in the business. This analysis will help guide Meshed in their decisions on social media and filter out any noise from vanity metrics, such as number of followers.

Next, Google Trends need to be used to figure out the optimal timing for Meshed to carry out campaigns. Using key words like "sustainability" or "shop local" as well as specific clothing items like "jean jackets," will illuminate certain times when it would be ideal to run a social campaign for Meshed. Another crucial part of the social media strategy is finding the right social media platforms to use. These platforms need to be determined based on Pew Research Data about the demographics of specific consumers on different platforms. Research also needs to be done to determine an appropriate social management platform for the media channels selected as optimal for the business. An analysis of several existing Meshed posts need to also be completed and compared against the mission, selected metrics, target audience, and optimal timing. The analysis will also seek to find patterns among certain types of social media posts with high engagement levels that could be used as a model for future successful posts.

Following, a trial two-week social campaign will be run through Meshed social platforms. This includes writing original copy, pulling or creating collateral for the imagery, and scheduling the posts for optimal timing. All of these posts will be reflective of what was learned from the social media analysis of Meshed. Directly following, a brief analysis will be done to determine the success level of the campaign. This will be done by comparing engagement numbers with previous posts and by looking at sales numbers for the duration of the campaign. All of this can be found on the following pages.



Mission





Mission

Meshed's primary mission is saving the planet and creating community, one piece of clothing at a time. This mission statement, along with the idea of community, creativity, and confidence is what fuels Meshed and the pieces of clothing it creates. The environment is at the core of what they do. By thrifting clothes instead of stock-buying them, Meshed saves hundreds of clothing items from going to the landfill every year. Community, the second biggest piece of the mission, is created through the selection of different artists/makers for the business. Each piece of clothing that gets made is creative and promotes confidence among its buyers.

So, how is this represented in social media?

“ Saving the planet, creating community, one piece of clothing at a time. ”



Mission

represented on social media

There are a handful of social media posts Meshed has created that showcase the unique vision of the business.

Community is represented through re-posting buyers or Rep Instagram pictures as well as through posts that ask the audience to reflect on what makes them feel confident. For example, one post reads "Why do you choose to adorn yourself in certain clothes and not in others? What accessories make you feel like YOU? Self-expression through clothing is powerful. Make that power work for you :)" This type of content is typical on Instagram and it aims to create a sense of community and belonging among the business and its customers. The language in some of these posts also aims to make it feel as though it were your best friend posting content. This is another way Meshed tries to create a feeling of community.

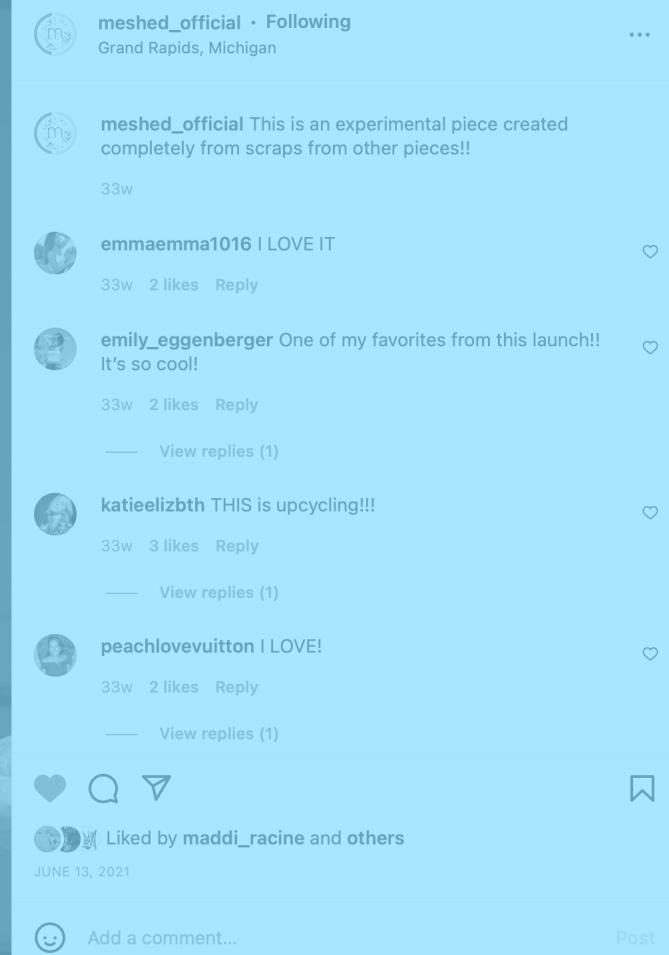
Creativity is represented through posts that celebrate design. Often, Meshed will post reels of makers creating a new design on a pair of pants, or showing an item's development from start to finish.

Environmental sustainability is represented best in posts that highlight a specific piece of clothing and how it was made. Occasionally, there will be a call to action about buying more responsibly to save the earth. While Meshed does have a long way to go in terms of demonstrating this mission through social media, they have clearly already taken some steps in the right direction.

Social media bios also include the tagline "Community, creativity and confidence" but could benefit from something regarding the environment.

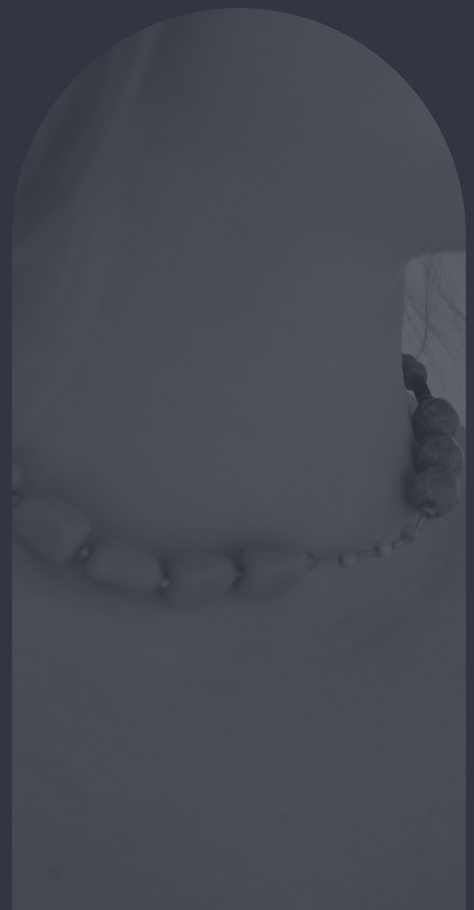
Overall, Meshed has room for improvement on representing their mission amid social media. There are still a lot of "marketing" posts that feel like a straight sell. Each post should feel personable to the consumer and make them feel welcome and inspired to make the earth a better place.





An example of mission.

The above post represents a great way of incorporating Meshed's mission of sustainability into social media. The post showcases a piece of clothing for sale in the shop that was created from clothing scraps. By highlighting this fact, Meshed shows it cares about recycling without even having to say it. It is clear from the comments that this sort of upcycling resonates with the audience, who say, "THIS is upcycling" and, "one of my favorites from this launch!! It's so cool!!" These reactions are the goal for Meshed. It should aim to encourage others to fall in love with slow and sustainable fashion. Even though there is no call to action in this post, it still gets across the intended message.





Audience & Metrics

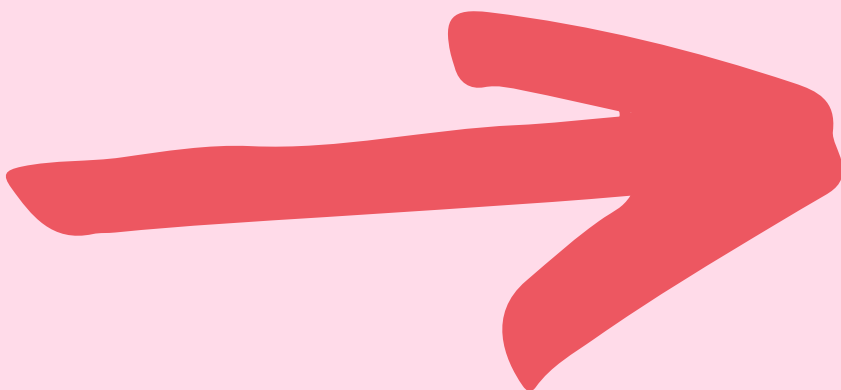




Target Audience

- Men & women age 18-30, all races and sizes.
- Are committed to buying sustainably and saving the planet. Most likely, they thrift in their free time already.
- Has an experimental style of clothing.
- Lives within the U.S. or Canada.
- Enjoys uplifting local businesses instead of big-box retailers.
- Promotes self-confidence and healthy mindful habits, using clothing to express themselves.
- Exudes a sense of community in their posts.

Why this target audience?



Target Audience Explained.

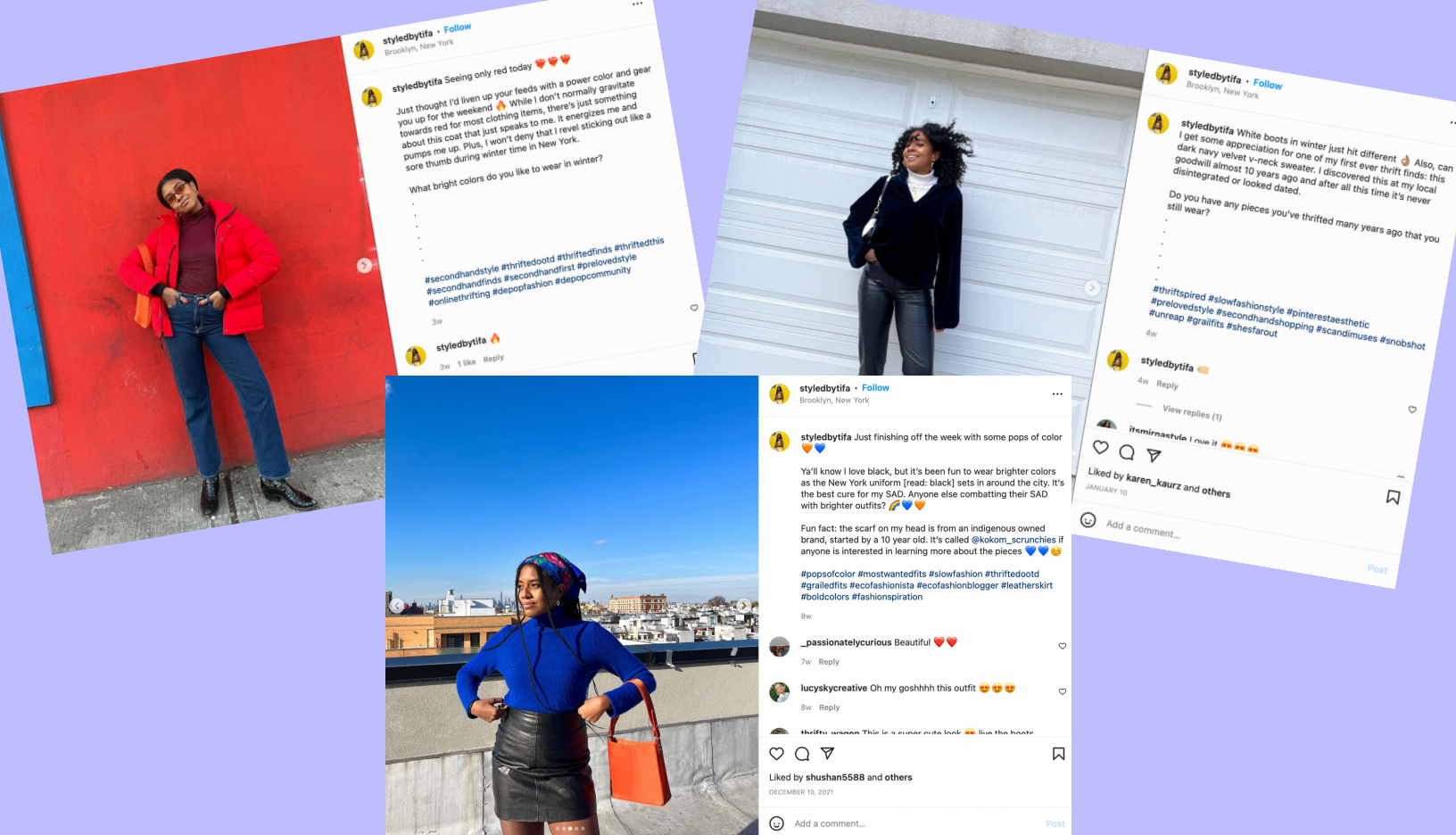
Meshed is a business that prides itself on inclusion, meaning it wants buyers of all colors to feel welcomed by the clothing it creates. Additionally, men and women are a target audience because Meshed creates a variety of items that are gender neutral and made for anyone. However, the target age range for Meshed customers is on the younger side. The clothing itself appears "youthful," which is why it is Meshed's goal to reach people between the ages of 18 and 30. That doesn't mean Meshed cannot reach people older than age 30. In fact, an older audience can be a secondary one to the main target audience, as they may be looking for gifts for friends, their own kids, or other family members. The target audience will also reside within the U.S. because at this time, Meshed does not ship internationally.

Meshed consumers will most likely have an interest in saving the planet because the business itself is conscious about such efforts. Each piece of clothing has been thrifted with care. Therefore, these types of consumers will feel motivated to purchase from Meshed because a main part of its mission is focused on preserving the environment. People that are environmentally conscious are also most likely into thrifting because it is an earth-conscious activity. Meshed would be wise to play into this target audience and use it to their advantage.

Consumers in the target audience will also have a passion for buying local, as Meshed is not a big corporation. That makes the business personable and community-centered. People that want this out of a business interaction will want to shop with Meshed.

Ideally, consumers will also be social media orientated and want to share their purchases with others. This will help Meshed grow awareness of their business and this type of content can also be used as user-generated posts for the business itself.

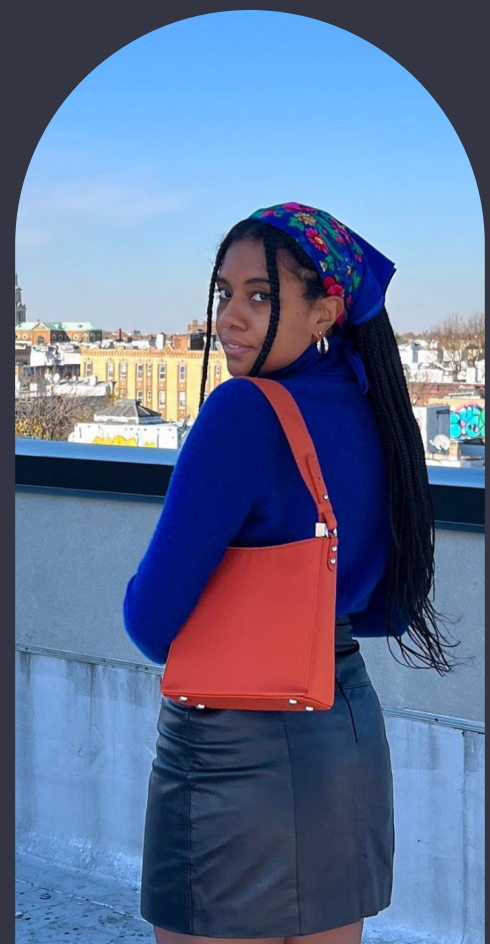


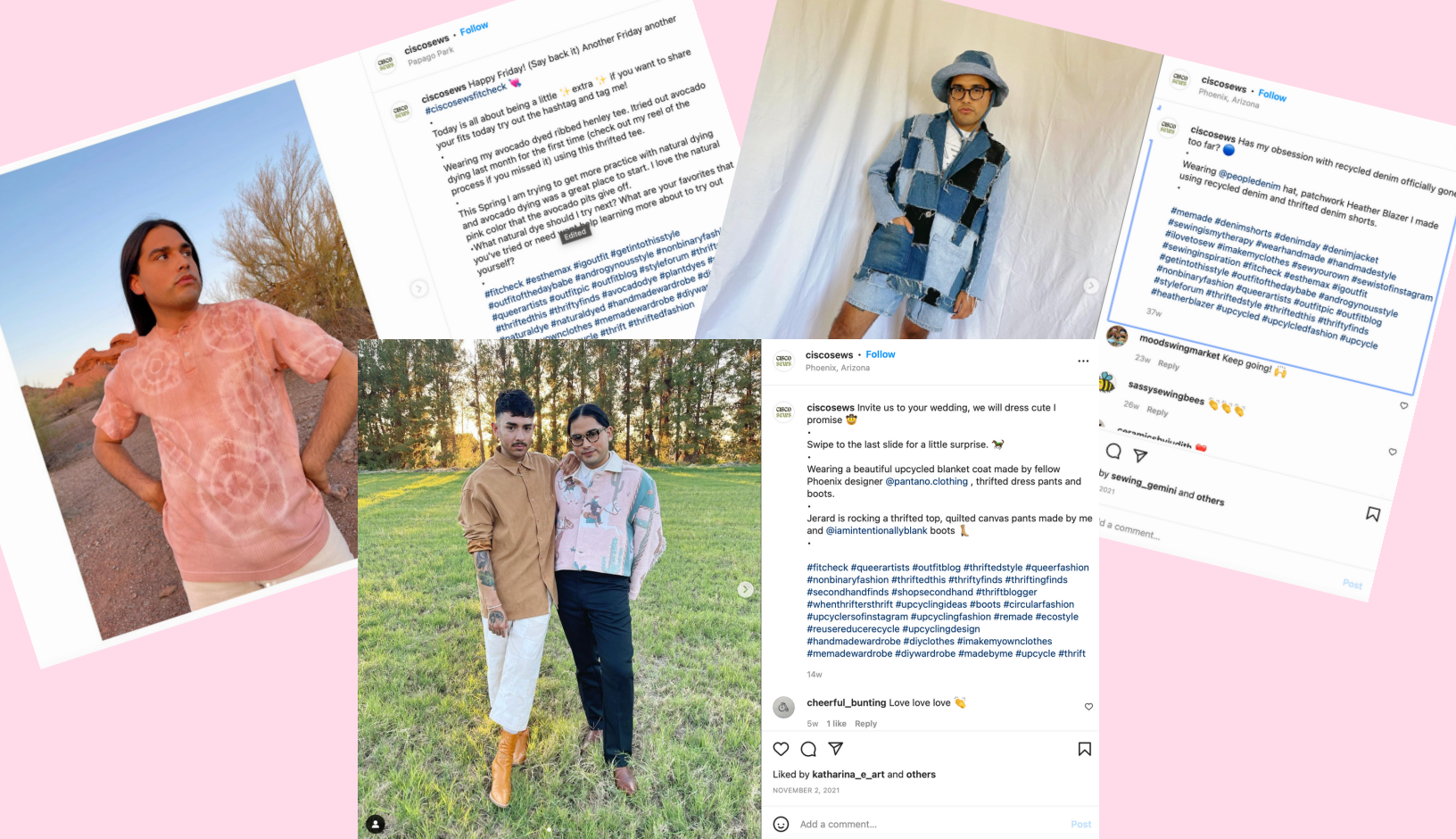


Brand Influencers: @styledbytifa

While Tifa has a smaller audience on Instagram, she embraces the idea of slow fashion and self-expression through clothing, something that aligns well with Meshed. In every post, she also talks in a conversational style about the outfits she has put together, which creates the idea of community with her followers. Tifa mentions thrifting some of her pieces and even emphasizes re-wearing pieces as a part of normalizing the process of recycling clothes items. As a part of her stories section, she has a series called "thrift w me." Located in NYC, Tifa could also help Meshed expand to new audiences in more ways than one. On her Instagram, she represents other trustworthy, unique brands in her previous posts.

Instagram Followers: 613



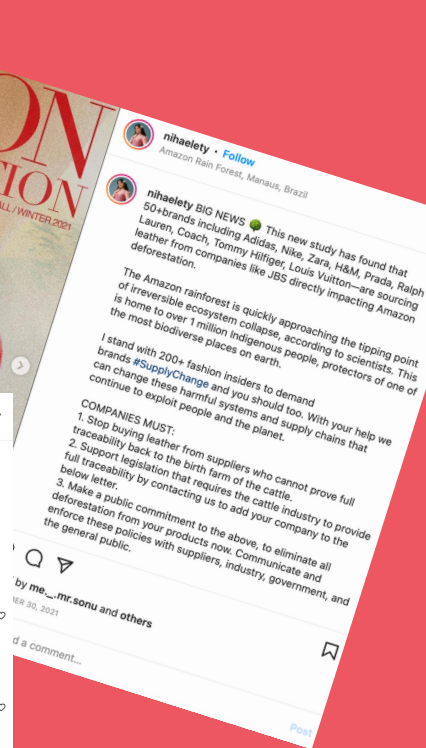


Brand Influencers: @ciscosews

Francisco is based in Arizona as a creator of upcycled clothing himself. His Instagram exudes creativity and experimental fashion, such as sewing items of clothing together or making clothing out of non-ordinary items like a tablecloth. He even posts reels explaining his creative process like Meshed and if it's not a video, he's writing the fun explanation in the post copy. He also is clearly open to creating a community with other creators and uplifts some of their work on his page. Similar to Meshed, a lot of his pieces are thrifted. He also crafts his clothing in a similar style to Meshed. This means the two businesses could be natural partners. Additionally, Francisco keeps sustainability in mind with his other materials, using avocados as a more natural way to die clothing. As a queer creator of color, he would also help Meshed reach a new audience.

Instagram Followers: 19.9k
TikTok: 5,857





Brand Influencers: @nihaeity

Niha shouts sustainability education on her social platforms. By making reels and strategic posts, she aims to educate consumers on how to save the earth through the purchases you make. Particularly, she represents sustainable brands in her fashion choices. Since Niha is such a large advocate for sustainable fashion, she would be an ideal fit to represent the Meshed brand. Even though her fashion is slightly different from the typical Meshed items, she can still advocate on behalf of its mission. Not only does Niha press for purchasing more responsibly, but she also wants to educate people about the origin of certain clothing items or potentially, parts of her own culture. As a young women of color, she would also serve as a strong representation of the inclusivity that Meshed strives toward.

Instagram Followers: 24.1k

TikTok: 854

Website: <https://www.eletbyniha.com>



Key Metrics

Success Metric:

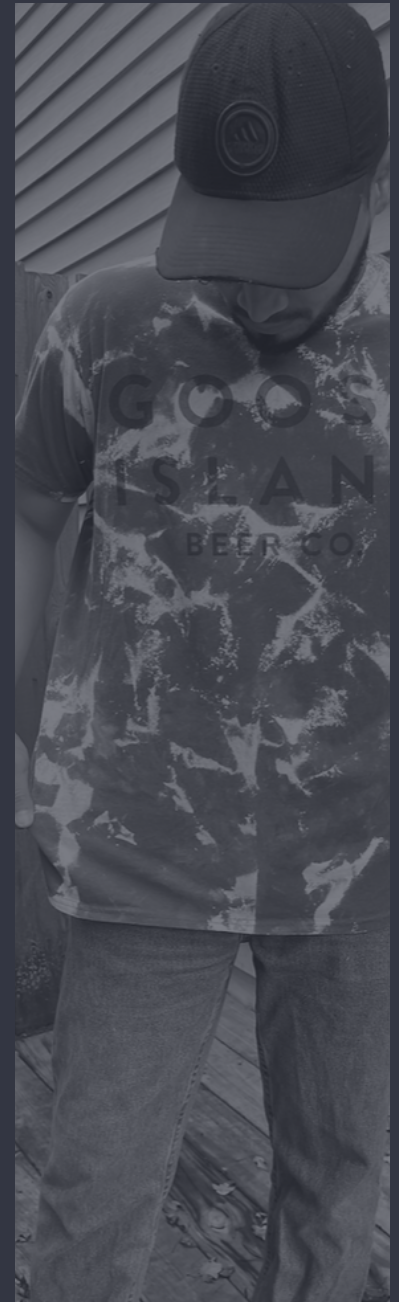
Increase sales in the Meshed shop by 10%.

KPI:

Increase engagement on Instagram by obtaining likes that are consistently over 100, at least 10 website taps, and around 30 profile visits.

Intermediate Metric:

Write 13 posts over a two-week period that focus on the brand's love for the planet through the launch of new, earth-centric clothing items.



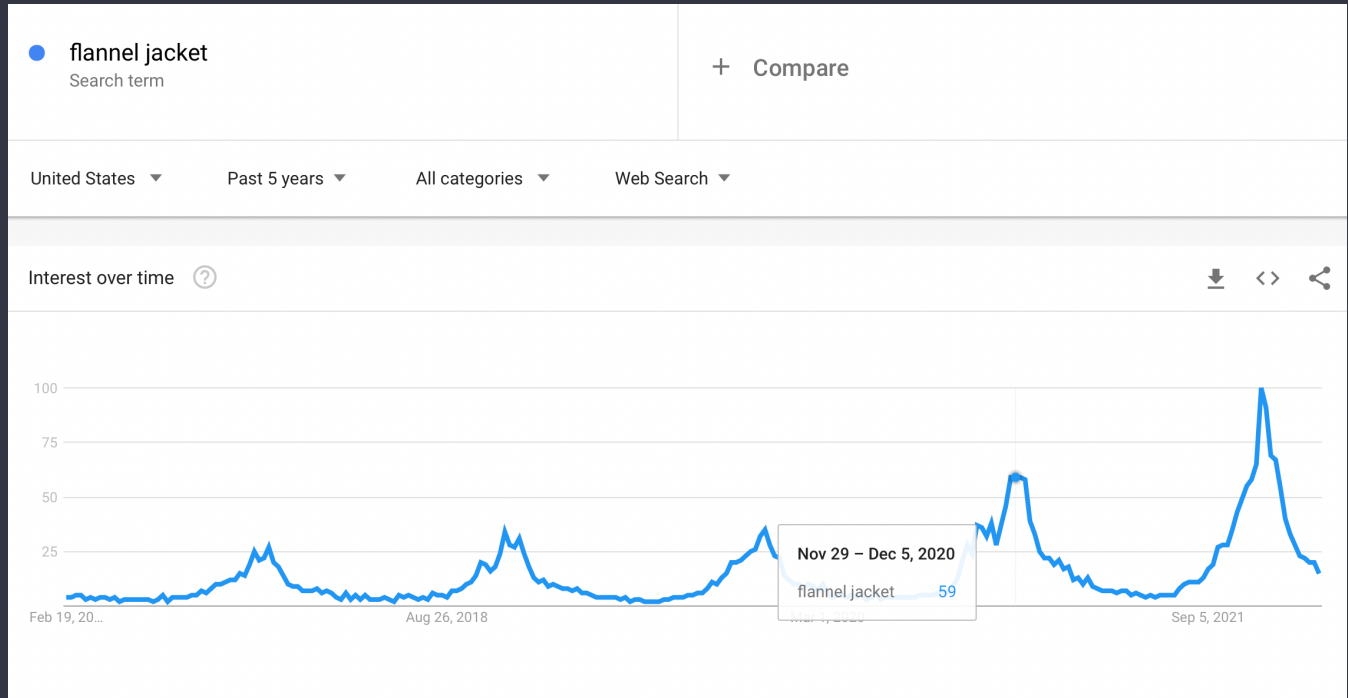


Timing

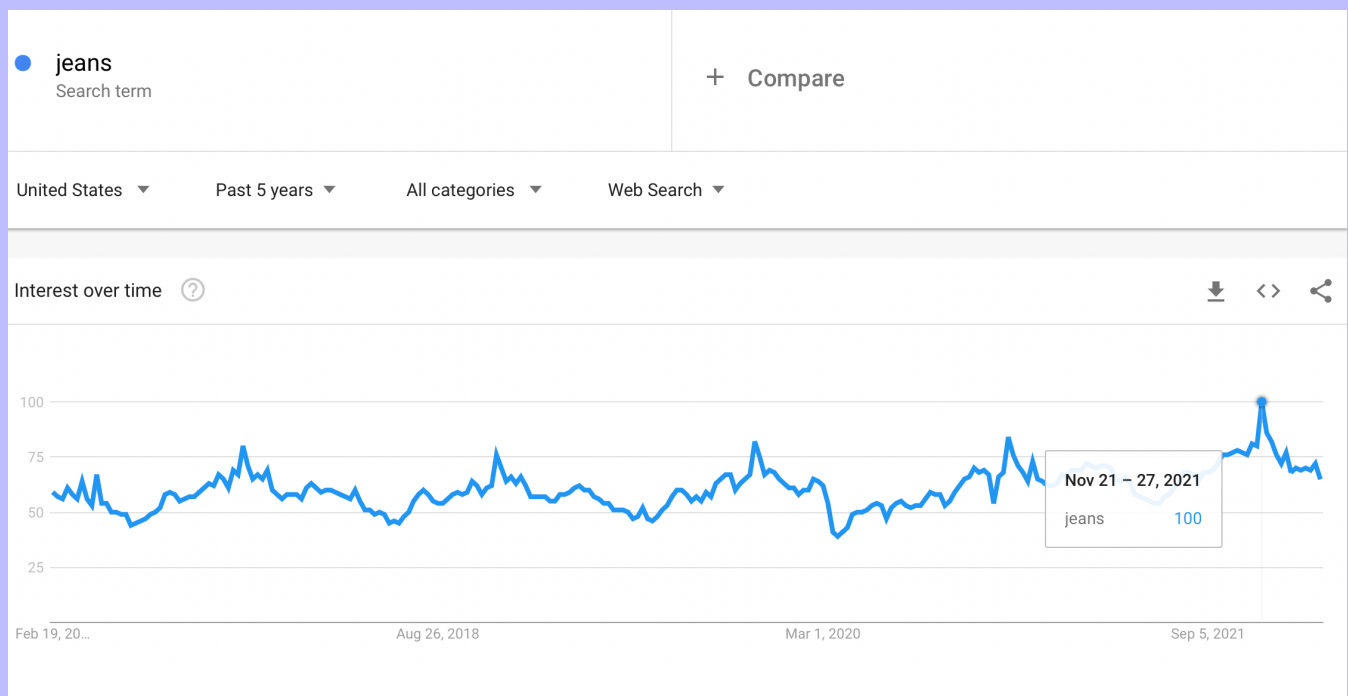


Google Trends: *for Late Fall*

"flannel jacket"

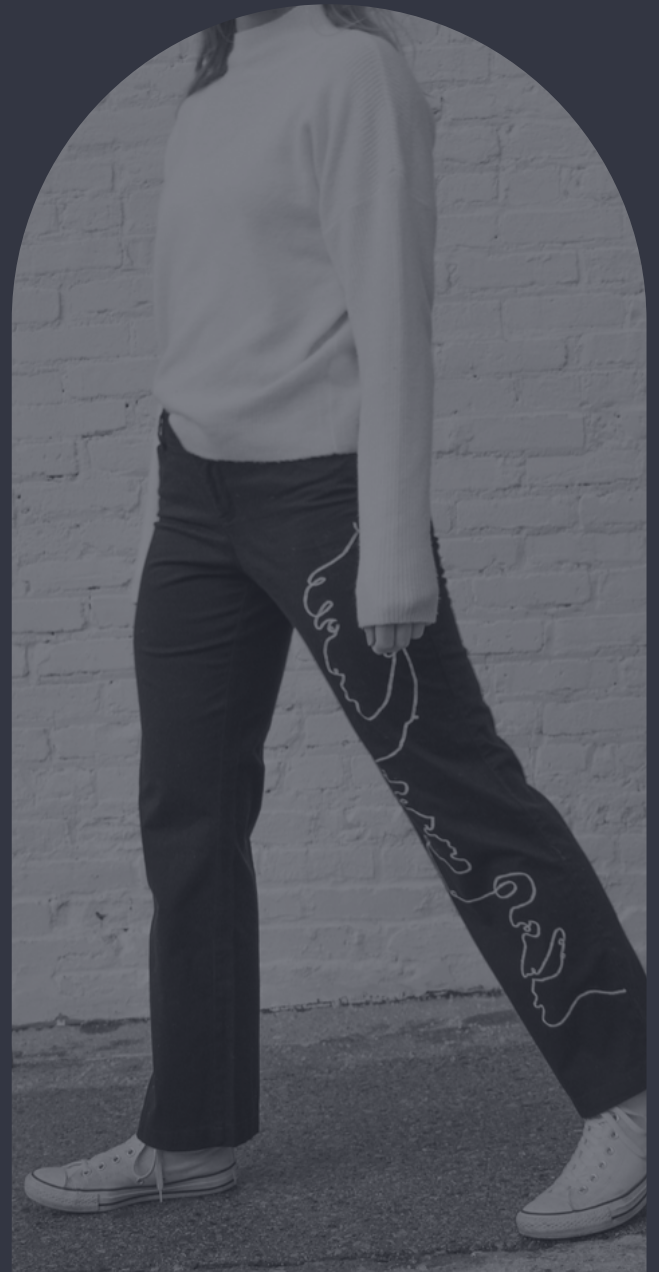


"jeans"



What this fall trend means for Meshed.

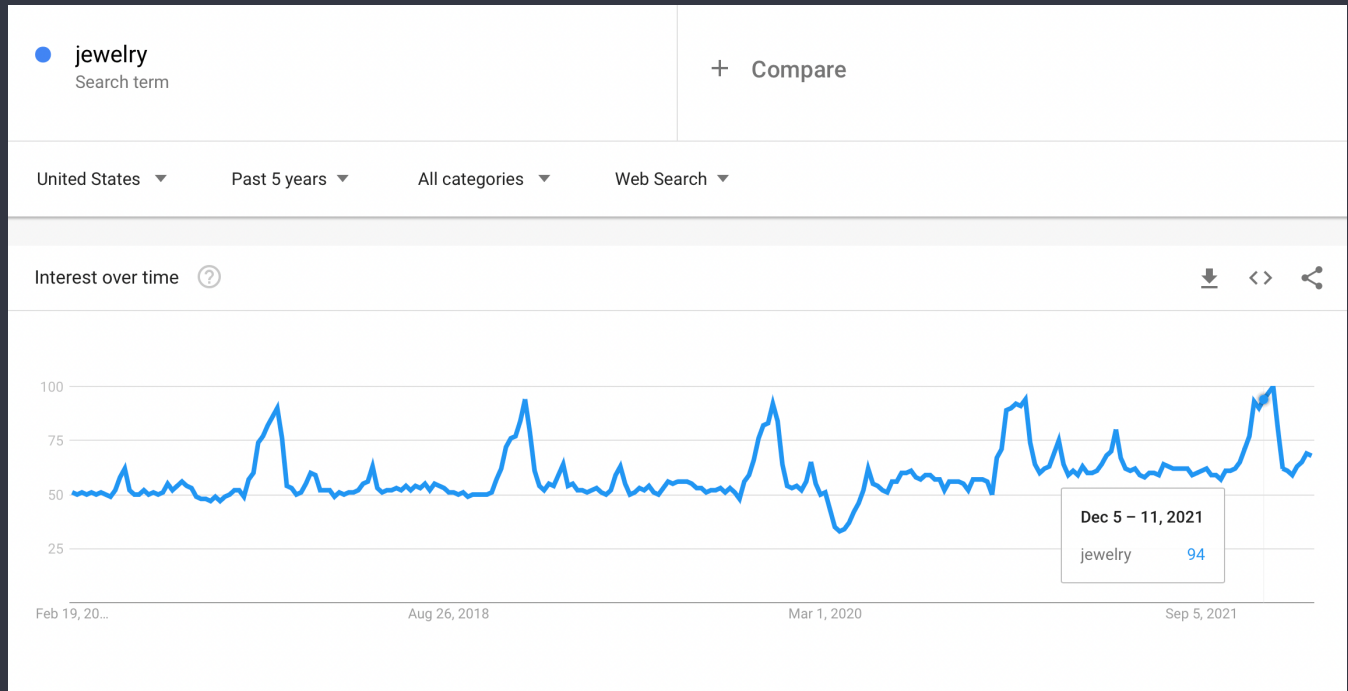
Given that "flannel jackets" and "jeans" both have consistent spikes around late November into early December, it would be wise for Meshed to drive marketing efforts around these types of clothing at this time. This could include making more of these particular items or simply highlighting some of the great pieces already on the website. These two clothing types are also larger staple items that Meshed typically thrifts and turns into unique pieces. It would make natural sense to turn some attention toward them during November/December.



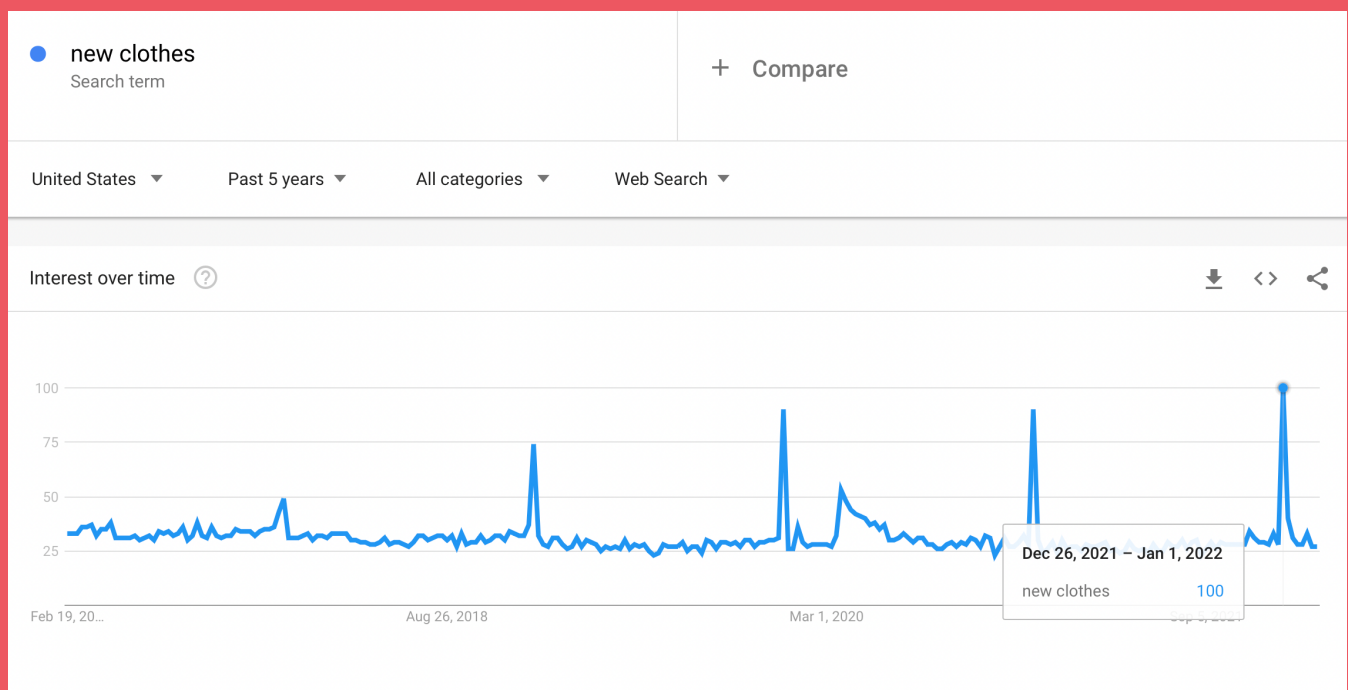
Google Trends:

for around the Holidays

"jewelry"

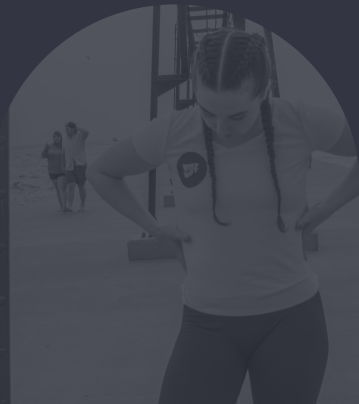
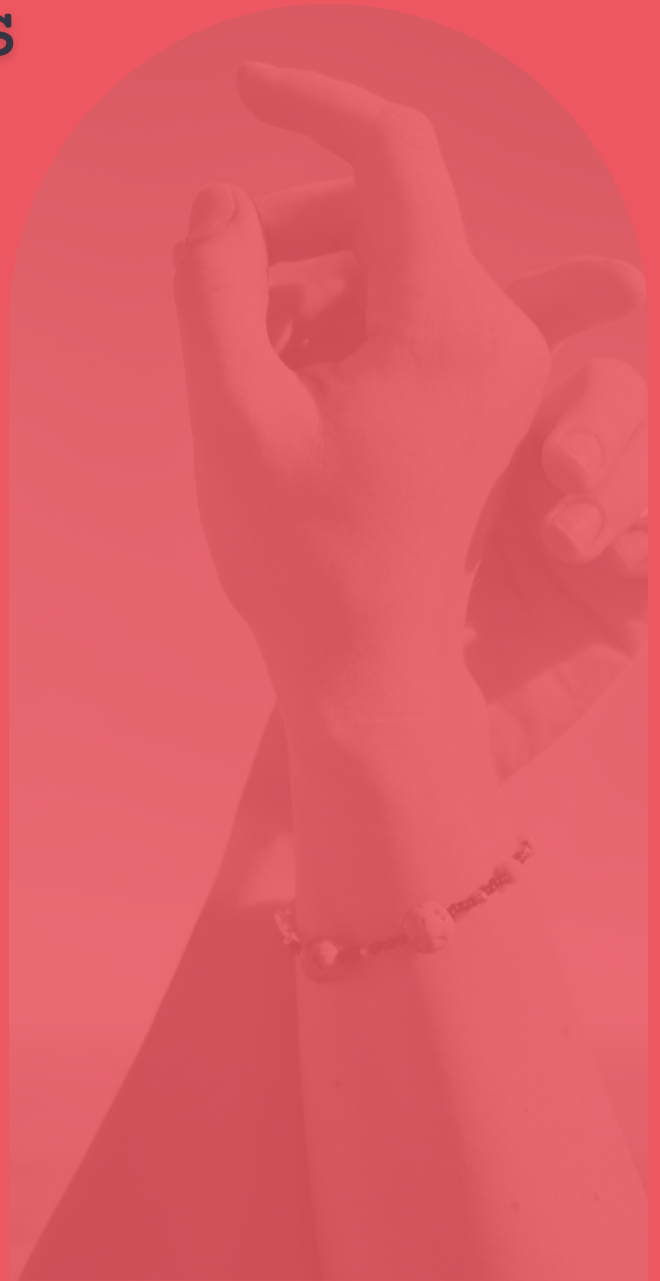


"new clothes"



What this holiday time trend means for Meshed.

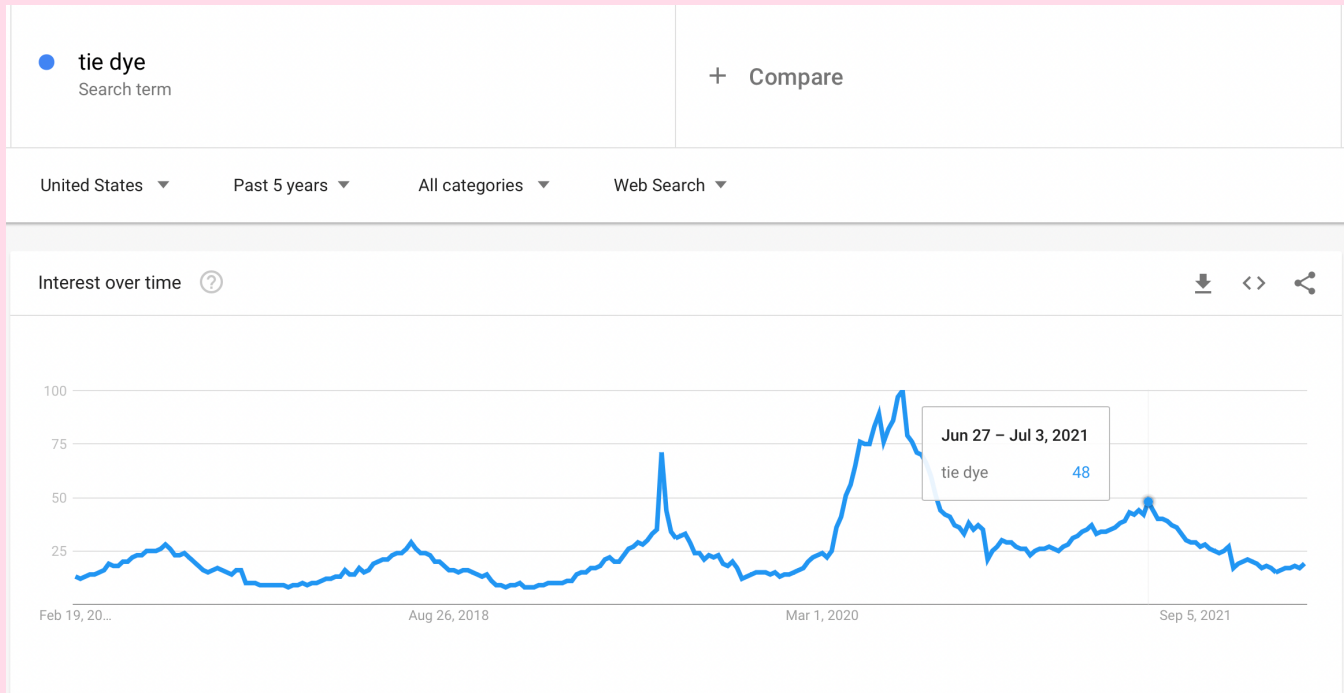
Both "jewelry" and "new clothes" trend around the holiday time. This is most likely because people like to buy jewelry for holiday gifts. It is also a time when people may be motivated to buy new clothes because of increased clothing deals. It could also simply be a time of renewal for people before the new year. Given this information, Meshed should push jewelry as "gifts for loved ones" around the holidays and should encourage habits of "renewal" as the new year approaches. This will take advantage of the consistent trends as indicated by Google Trends.



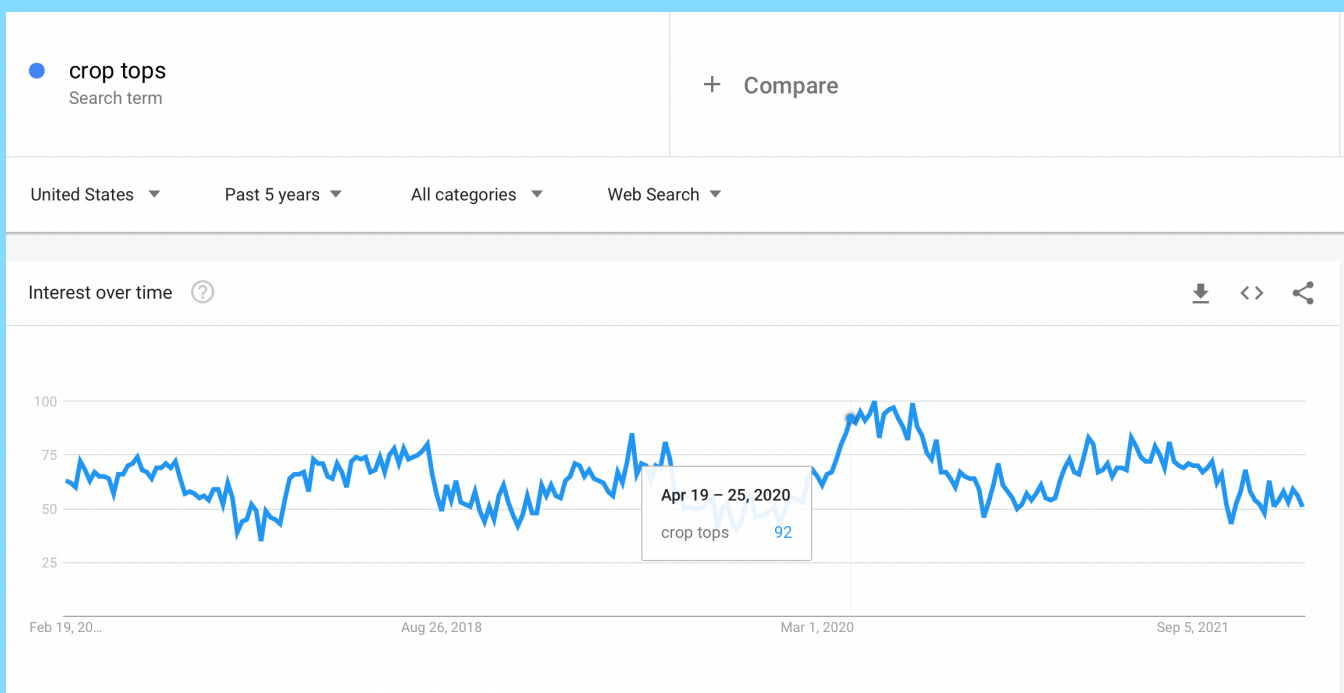
Google Trends:

for late Spring & Summer

"tie dye"



"crop tops"



What this spring & summer trend means for Meshed.

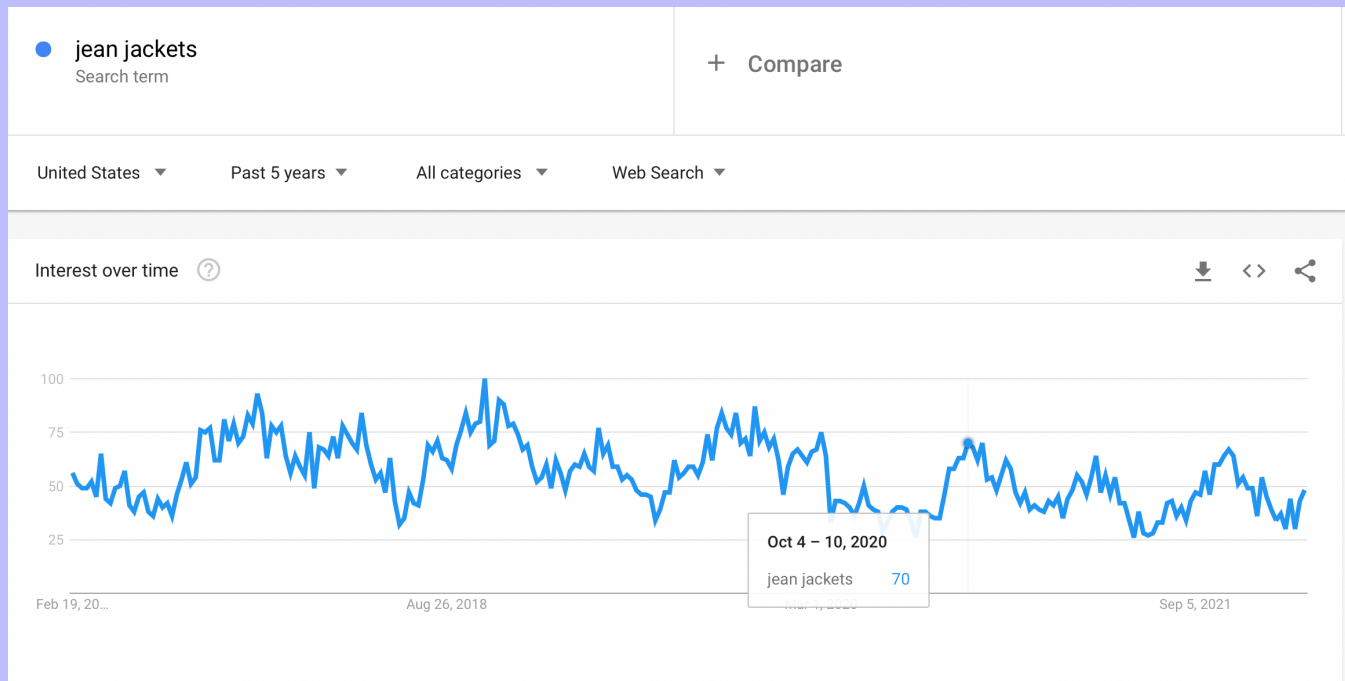
Since Meshed makes a lot of crop tops and tie dye items, it would be wise to center messaging around these items at certain periods of time. Google Trends indicates that "tie dye" trends around June/July and "crop tops" trend from April to July. In taking these facts into consideration, Meshed should concentrate on pushing these items during this late spring and summer period. Most likely, consumers will latch onto tie dye and crop top items more readily during these times, thus increasing sales.



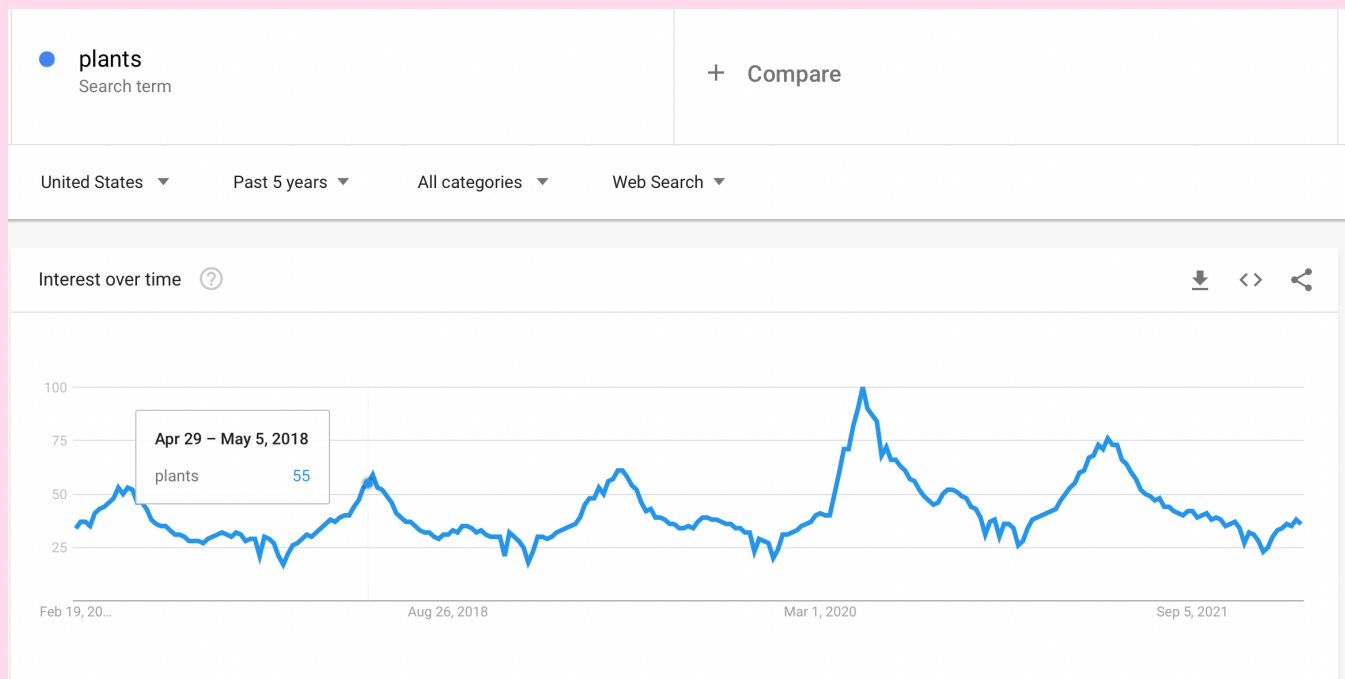
Google Trends:

for early Spring & Sustainability

"jean jackets"



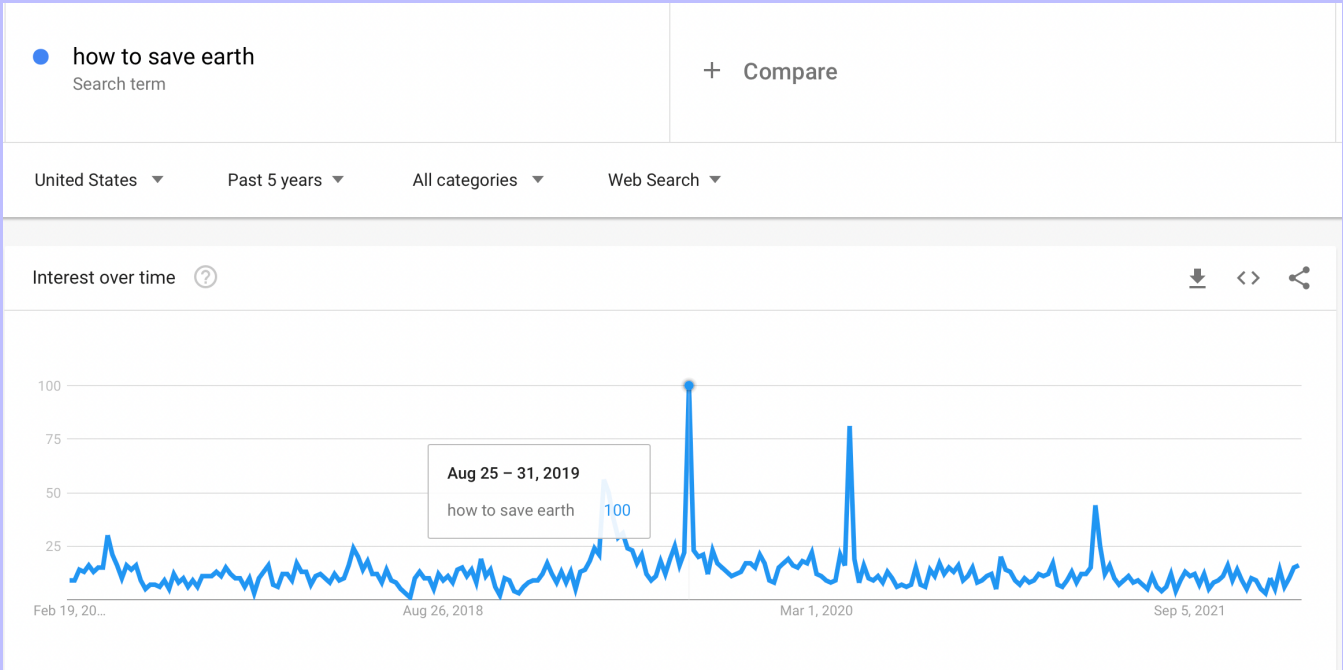
"plants"



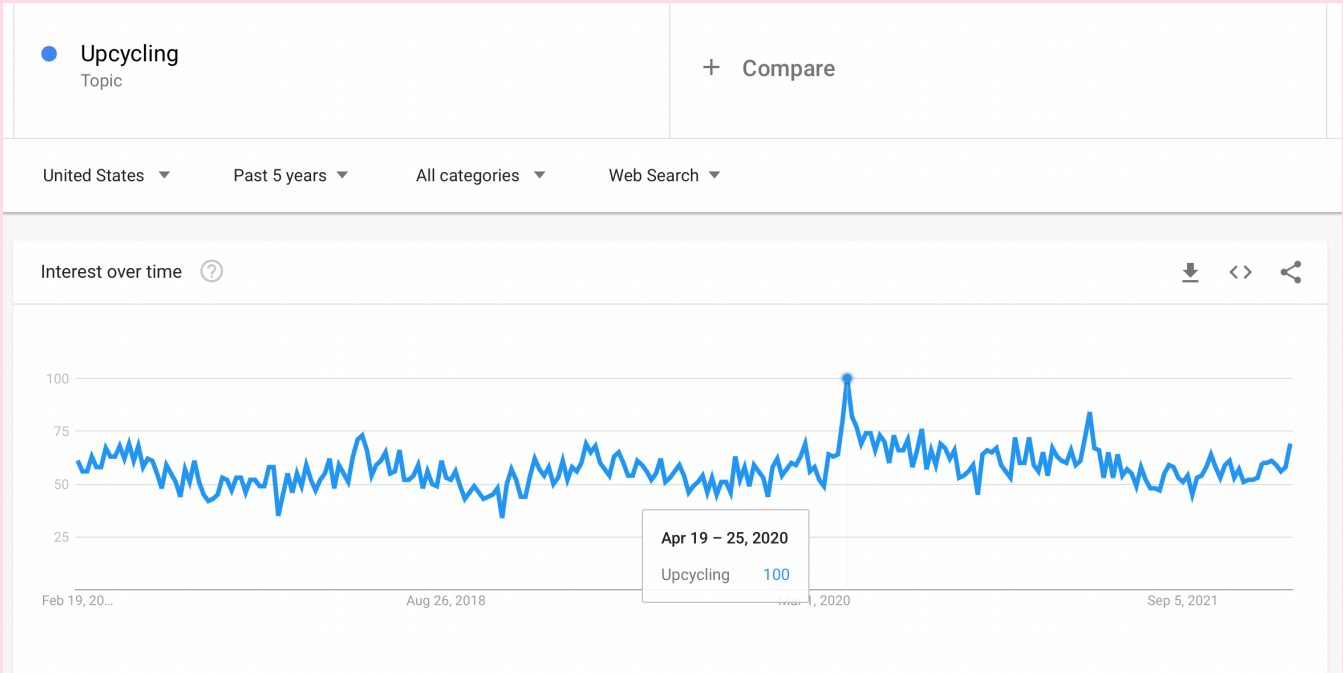
Google Trends:

for early Spring & Sustainability continued...

"how to save earth"



"upcycling"



What this spring & sustainability trend means for Meshed.

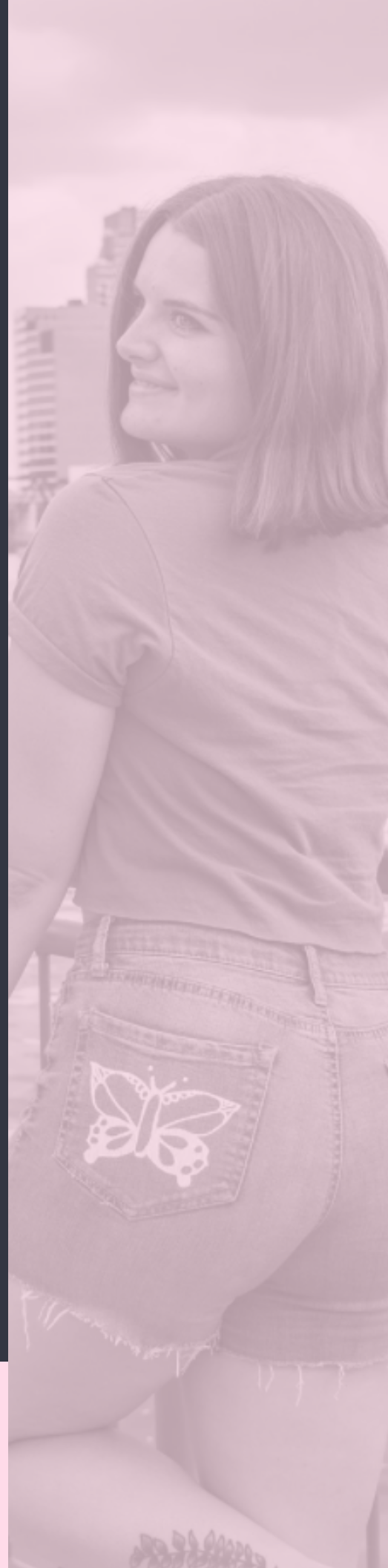
According to the data on Google Trends, "jean jackets" trend in the fall and again in the spring, starting in April. Also, the term "plants" tends to peak each year around April and May. Since Meshed makes pieces that feature plant drawings or patterns and also makes a staple jean jacket with a fun new back pattern, these trends should be observed. In accordance with these two terms, "how to save the earth" and "upcycling" also trend in April. Most likely, this is due to Earth Day, which is usually in the month of April. These words are integral for Meshed because it prides itself on sustainability and upcycling clothing. With each purchase, a consumer is making a smarter choice.



Therefore, Meshed should produce content around this time of year that's even more highly focused on saving the earth. Meshed could push clothing like the jean jackets and plant-patterned clothes to coincide with the other sustainability trends in April, a time when consumers are hyper-focused on it.

Major Takeaways for Timing

- Take advantage of clothing trends like "crop tops" in the summer and "jean jackets" in the fall and spring.
- Provide extra attention to saving the earth attitudes in the Spring when consumers are hyper-focused on it.
- Consider producing certain types of clothing at different times of year to coincide with trends.
- The holidays are a good time to push attitudes like refreshing your wardrobe with some new staple, confidence-inducing items.





Platforms



Trends in Data



Women (44%) and ages 18-29 (71%) are the highest percentage of U.S. adults who say they ever use **Instagram**.



Of the percentage of U.S. adults who say they ever use **TikTok**, women (24%) and those ages 18-29 (48%) are the most common demographics.



Those that ever use **Pinterest** are more likely to be women (46%), and span between the ages of 18 and 64.



Of the percentage of U.S. adults who say they ever use **Facebook**, women (77%) and those ages 30-49 (77%) are most common.



U.S. adults who say they ever use **YouTube** consist most highly of an even mix of men (82%) and women (80%) and those ages 18-29 (95%).

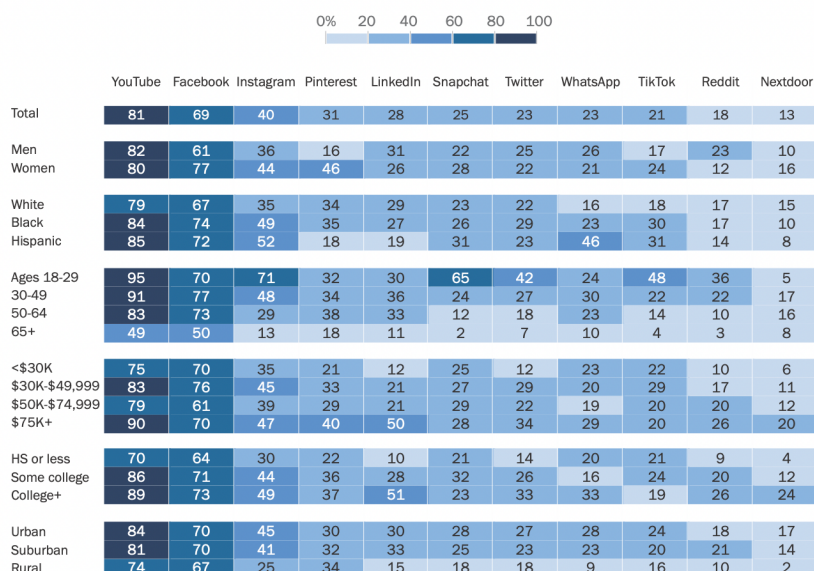
Similarly, **Pinterest** and **Instagram** have a larger percentage of users that are more likely to have a higher income, or one closer to \$75k.

Instagram, TikTok, Facebook, and YouTube are platforms more likely to reach Black or Hispanic populations.



Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



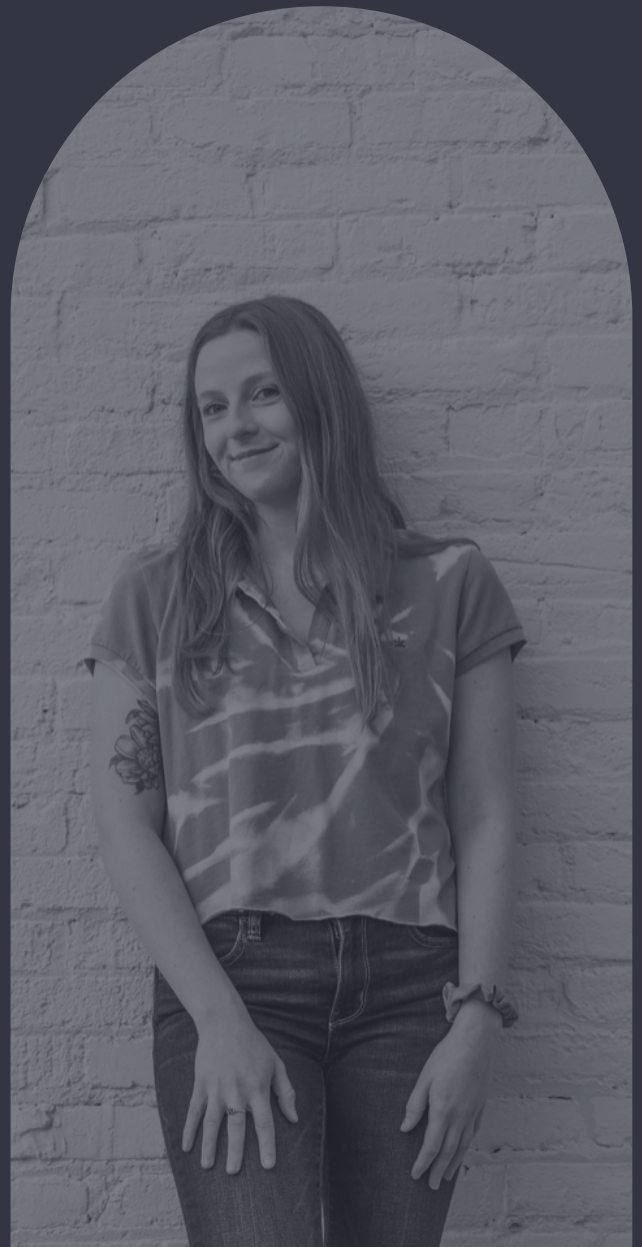
Trends in Data:

Spending & Brand Awareness

Shoppers on **Pinterest** spend 80% more than people on other platforms every month, with pins typically helping them decide what they want to buy.

An **Instagram** Trends Research study from 2021 revealed that 44% of people surveyed used Instagram to shop weekly. They did so through features like shopping tags and the Shop tab.

When people see ads for a brand on **Instagram**, they are 50% more interested in that brand. Additionally, 90% of people on Instagram follow a business.



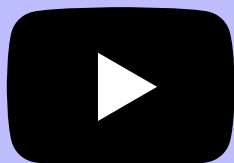
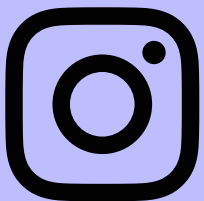
According to a study conducted by Kantar in March 2021, "1 in 4 **TikTok** users globally said they've purchased or researched a product after seeing it on TikTok."

Ideal Platforms for Meshed.

According to the data, Meshed should focus its marketing efforts on the following platforms: Instagram, Pinterest, TikTok, and YouTube.

Most users who are in the ideal age group for Meshed (18-30) are using Instagram, TikTok, and YouTube. These platforms also reach a diverse audience, which is something that Meshed is striving toward in promoting its clothing.

Given that Meshed is also looking to sell items through marketing, it is beneficial for those consumers to have a decently high income, which will most likely lead to higher spending. Pinterest, Instagram, and even TikTok have been seen as top platforms where consumers follow through on purchases. Each app has integrated features that allow consumers to click through to the product they are interested in buying.





Management Tool

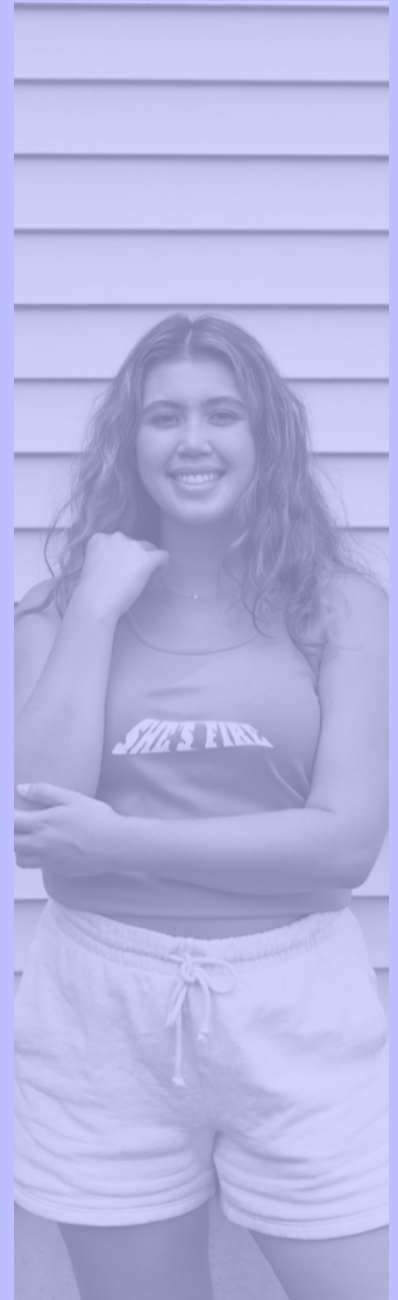


Management Tool

Given that Meshed is still an up-and-coming local business, it does not have a large budget for social media. Additionally, Maddi is the only person that is currently in charge of running the social media accounts. Therefore, Meshed operates on a free system for keeping track of posts.

Currently, Maddi uses a private Instagram account for planning out posts on the actual Instagram page. While this is visually appealing to see how it will appear on the feed, it does not provide a calendar view to keep track of when and at what time things are posting. Other platforms like TikTok, Facebook, and Pinterest operate similarly, with no planning or management software in place.

After taking all of this into consideration, Meshed should adopt native scheduling and planning tools for their business.



Why Native Platforms?



Native platforms would best suit Meshed's current business model because scheduling and managing analytics via native channels is free. This means that more of Meshed's resources could go toward boosting posts if needed. Also, because there is only one person in charge of social media, there is less need for a tool that allows collaboration.

If Meshed ever had the capacity to hire a marketing person or was able to have a larger budget, they may benefit from a scheduling platform like Hootsuite.

What are the native platforms?

- Meta Business Suite for Instagram
- TikTok Video Scheduler
- Pinterest Business Account Scheduler

*I would also recommend that Meshed use a platform like Trello to help keep track of when posts are running across all platforms





How native platforms fit in with analytics.

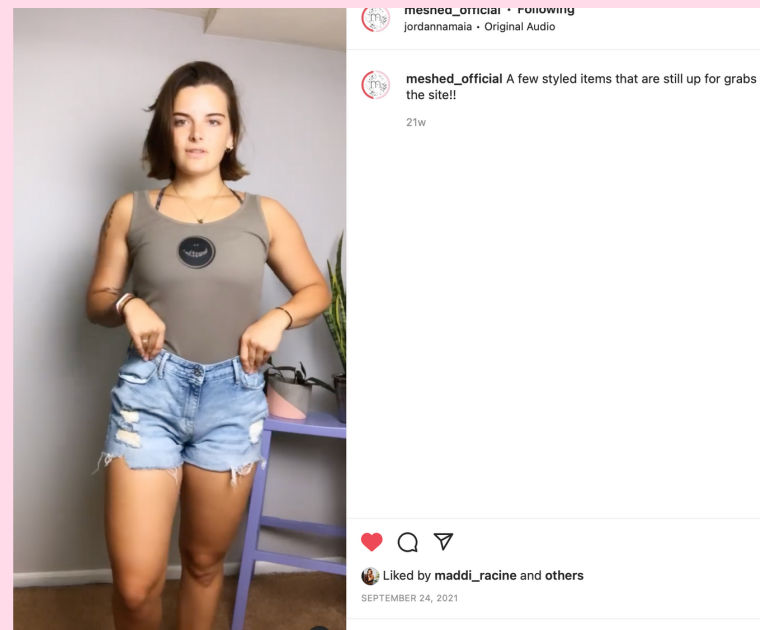
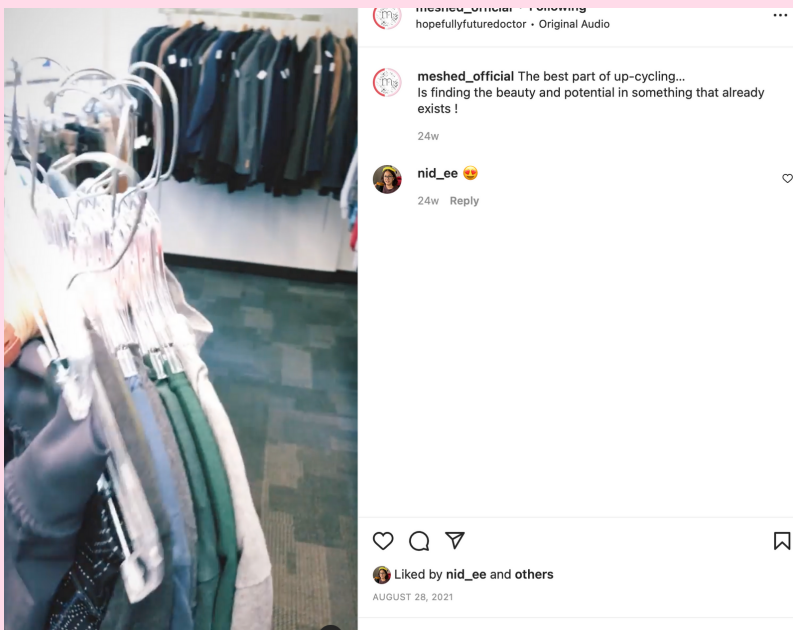
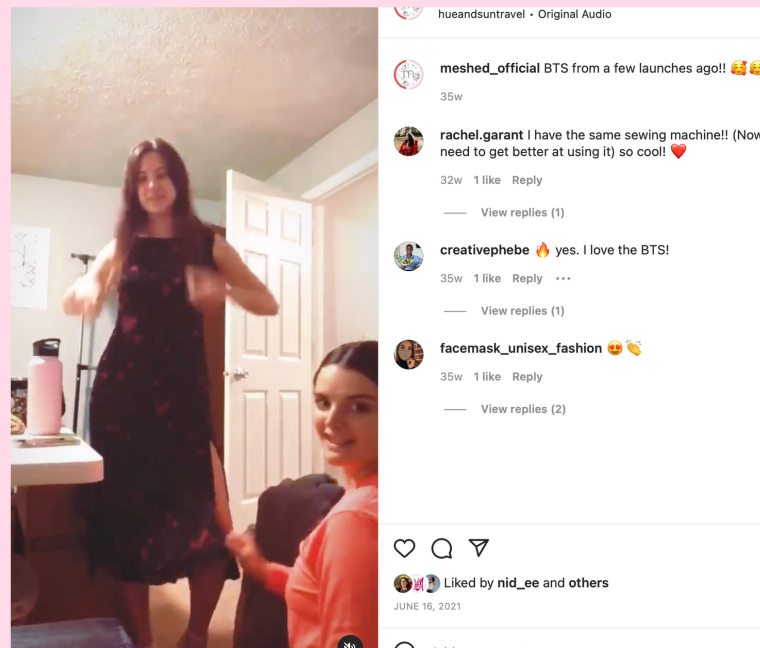
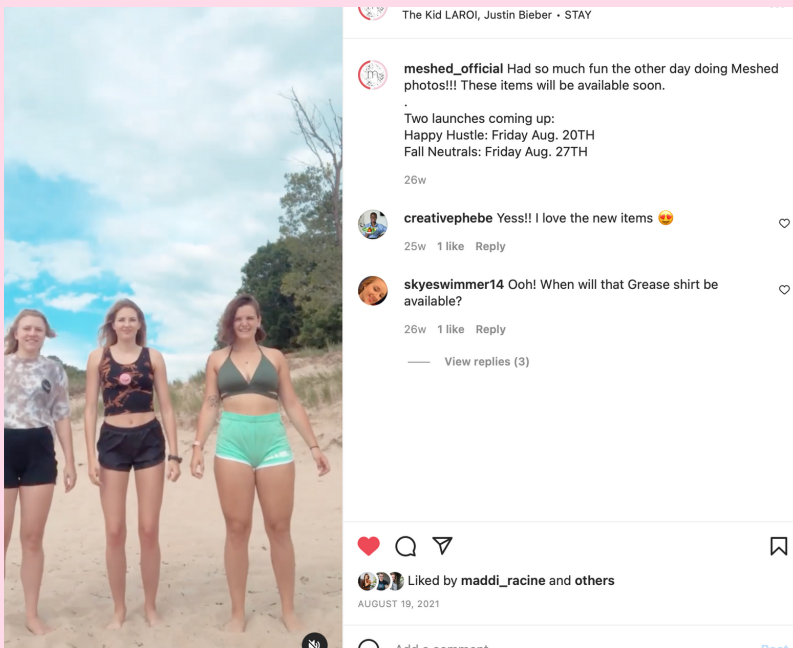
Although it will be hard to tie sales to social media posts alone, the KPI can still be measured through these native platforms and on the platforms themselves. For example, engagement can be measured via the insights tab on Facebook and can also be measured via Instagram's insights page. This will help Meshed track what content is performing well and will allow them to see the amount of likes certain posts get compared to others. Similarly, TikTok has an analytics page that will show a business the engagement metrics on its page. The intermediate metric for the amount of posts written for the campaign can also easily be tracked via these native platforms with the addition of a platform like Trello.





Evaluation of Social Posts



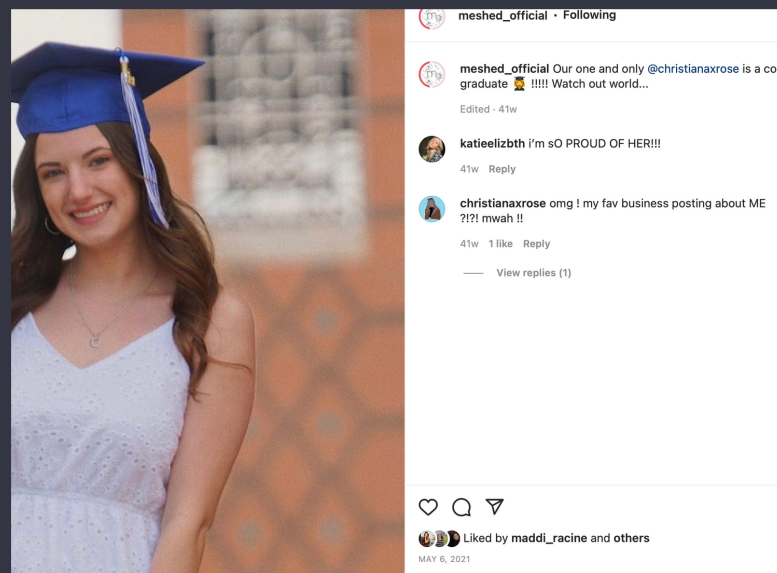
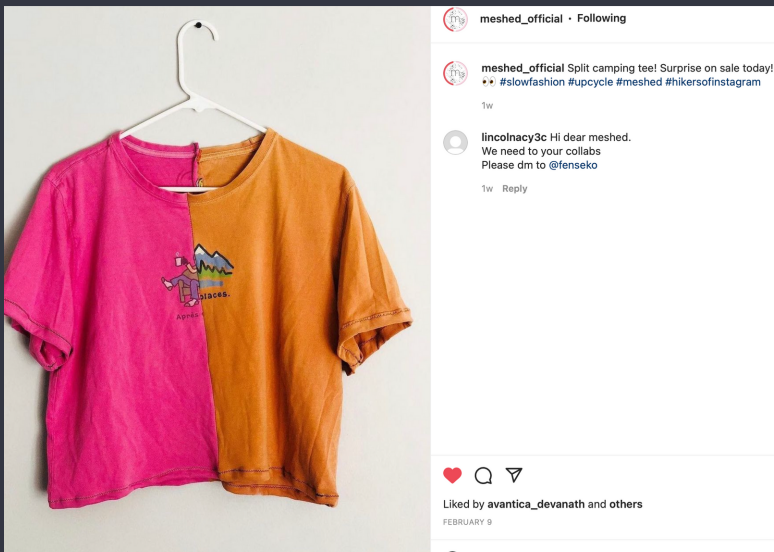


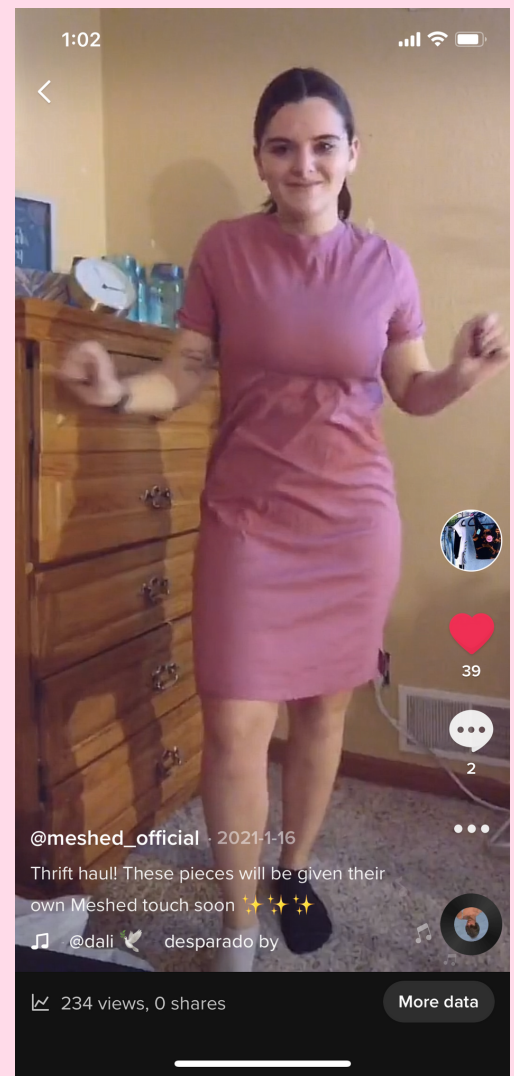
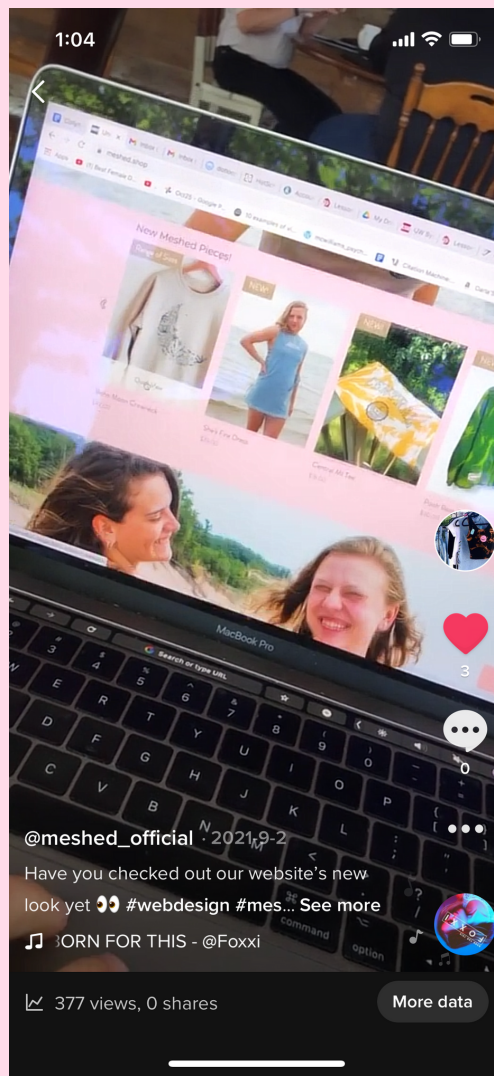
Instagram Reels

After analyzing which reels historically have the most likes, it is apparent that most reels that do well either show the full making process, behind the scenes content, styling outfits, or have at least one person in them. While this is not the end all be all for what type of content works best, it can still be used as a guide for future content. For example, the reel of Maddi styling various items of clothing (bottom right) is one of the top performing reels on Instagram, with 154 likes, a reach of 4,105, and 4,153 plays. Clearly, these types of videos resonate more with followers over reels that simply show a product. They also align more with the mission of Meshed, which is centered around creating community and confidence. By showing more people and outfits in the videos, it fosters this sense of community and confidence. Full-process videos also draw on the mission of creativity and sustainability.

Instagram Posts

Analysis of social posts shows that posts with people in them tend to do better. Particularly, those that uplift supporters, customers, and members of Meshed seem to resonate well with Meshed's audience. For example, the post with someone at the pop-up (bottom left) received 112 likes, 13 profile visits, 3 website taps, and had an overall reach of 883. Similarly, the post uplifting Christiana (one of the past business partners) on her graduation got 191 likes, 22 profile visits, and had a reach of 1,029 (bottom right). Both of these posts are top-performing. These type of supportive posts generate the feeling of community that Meshed strives toward, which is most likely why they performed well. Other posts that have done well include cool and unique facts about an item, such as a top that was made entirely from scraps. This is in line with Meshed's sustainability initiative. However, there is not enough data on posts that include these sustainable tidbits to see whether the strategy being used is entirely effective. This will have to be tested in the future. Posts that are the least effective are ones that simply show the product, such as the split camper tee post (top left). This post only had 25 likes and a reach of 374. Part of this may be the shop feature that shows up below the post, which appears like an ad. That feature may deter consumers from liking the post.





TikTok Posts

After reviewing Meshed TikTok posts, it is clear that content showing a process or something behind the scenes tend to get higher likes and overall interactions. For example, the TikTok of Maddi painting plants on a clothing piece had the highest amount of likes in the history of their TikTok, with a total 74 likes (left). A video of Maddi trying on her thrifted clothing items before transforming them has 39 likes and 2 comments (right). This is high for the Meshed TikTok page. Content that does not perform well are those that are fairly stagnant such as the one showing the new website look, which only got 3 likes (middle). Similarly, a post that simply showed pictures of the new items in the shop only had 2 likes. This shows that TikTok viewers are most interested in seeing transformations or parts of the creative process. This, along with those that include more camera shots and angles, tend to do the best on the platform. Posts that show the creative process are also in line with Meshed's mission of spreading creativity. Something that could be improved upon is highlighting other parts of Meshed's mission like environmental sustainability or even the confidence aspect of the clothing. It would be worth seeing how this type of content performs on the platform as well.



Social Campaign





"Love for the Planet"

Campaign & Launch

Meshed's "Love for the Planet" campaign will take place from March 9 - 23. In line with part of Meshed's mission, this campaign's purpose will be to spread love for the earth through conscious choices and sustainable practice. Social posts will embody this philosophy. The campaign will also include a launch of new and older clothing items that express the beauty of earth. This will include clothing with plants painted or sewn on them and jean jackets with re-used fabric on the back.

To gear up for the launch, Meshed will post earth-positive, creative content for the first week and introduce a re-launch of older items. In the second week, posts will be centered around the new launch, accompanied by captions that have an eye toward appreciation of earth.

Why this campaign?

According to the previous research done on trends during this time of year, "jean jackets" and "plants" seem to resonate most with consumers. Additionally, Earth Day and themes of "how to save the planet" also trend in the spring. Even though it is not April yet, consumers will still be starting to nod a head toward these trends. By playing into them, Meshed will key into what consumers are thinking about and hopefully generate more sales and awareness of sustainability in its customer base.



Social Calendar

Week 1: March 10 – 16

Thursday

10

- 11 a.m. CT: Launch preview IG post

Friday

11

- 12 p.m. CT: TikTok of re-launch items
- 12 p.m. CT: IG reel about re-launch

Saturday

12

Sunday

13

- 6 p.m. CT: Reminder of the re-launch on IG

Monday

14

- 6 p.m. CT: Why do you love the planet? IG post

Tuesday

15

- 10 a.m. CT: Re-launch plant clothes feature on IG

Wednesday

16

Social Calendar

Week 2: March 17 – 23

Thursday

17

- 3 p.m. CT: Thrifting haul IG teaser reel
- 5 p.m. CT: Teaser for launch IG post

Friday

18

- 12 p.m. CT: Launch IG reel modeling the various pieces
- 12 p.m. CT: TikTok launch reel (modeling/styling)

Saturday

19

Sunday

20

- 4 p.m. CT: Thrifting haul TikTok (re-make of IG reel)
- 12 p.m. CT: Happy Spring and reminder of launch IG post

Monday

21

Tuesday

22

Wednesday

23

- 7 p.m. CT: Last plant launch push on IG

Assets:



Re-Launch Announcement post 3/10

Earth is one of the most sacred and beautiful things we have. Let's celebrate it.

🌱 Tomorrow at 1 p.m. ET we'll be re-launching items that are meant to show our love for the planet, like this floral stitched skirt. 🌱🌱

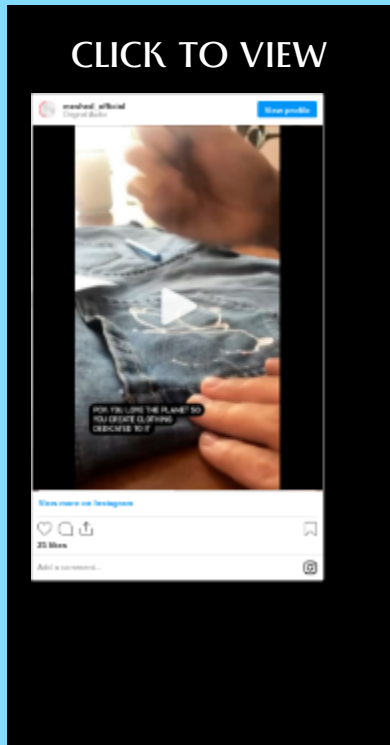
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#lovetheplanet #earthday #earthdayeveryday #sustainability #upcycle #makeadifference
#planetearth #sustainablefashion #slowfashion

Assets:



Re-Launch Live IG Reel 3/11

Our Love for the Planet re-launch starts now! Here's to showing the earth just how much we appreciate it. 🌍🌍

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#lovetheplanet #earthdayeveryday #sustainability #upcycle #makeadifference
#sustainablefashion #slowfashion

Assets:

CLICK TO VIEW



POV: you love the planet so
you create clothing
dedicated to saving it

Re-Launch Live TikTok 3/11

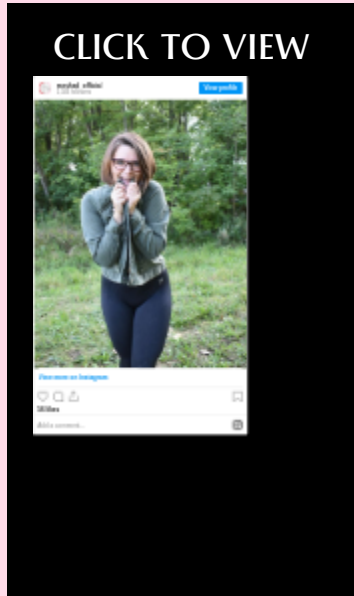
Just out here loving the planet one piece of clothing at a time

🚫🚫 Love for the Planet re-launch starts now

#lovetheplanet #sustainability #upcycle #makeadifference #sustainablefashion

#slowfashion #fyp

Assets:



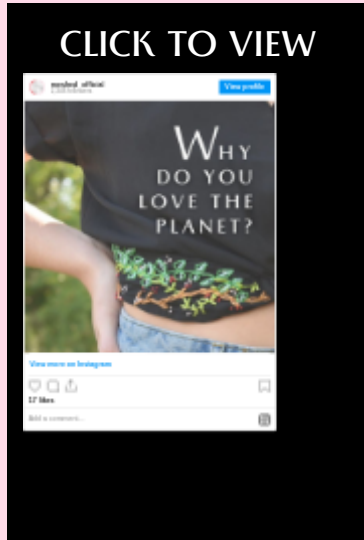
Re-Launch post 3/13

Did you know earth is 4.5 billion years old? Neither did we! But no matter how old it is, its beauty never dies. If you haven't checked out our Love for the Planet re-launch items, head on over to the *Meshed* website. 🌍

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#lovetheplanet #jeanjackets #thrifting #earthdayeveryday #sustainability #upcycle
#makeadifference #planetearth #sustainablefashion

Assets:



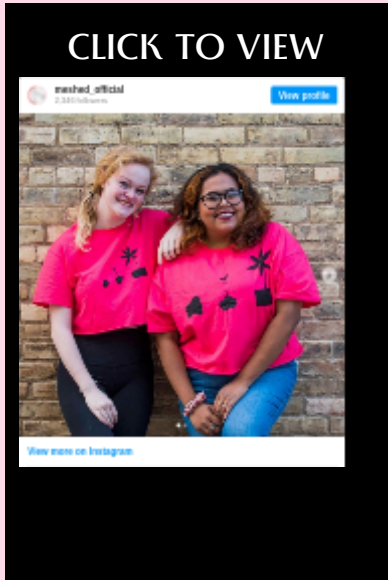
Video submission post 3/14

Why do you love the planet? Send us a DM with a short video telling us why for a chance to be featured on our story during our Love for the Planet launch!

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#lovetheplanet #lovefortheplanetlaunch #thrifting #earthdayeveryday #sustainability
#upcycle #makeadifference #planetearth #sustainablefashion

Assets :



Re-Launch post 3/15

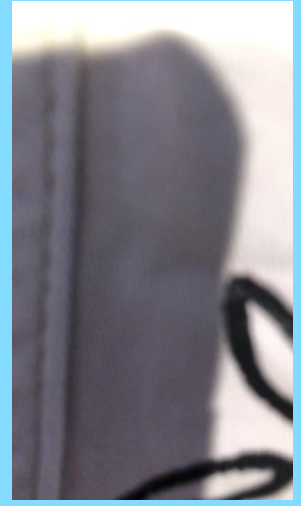
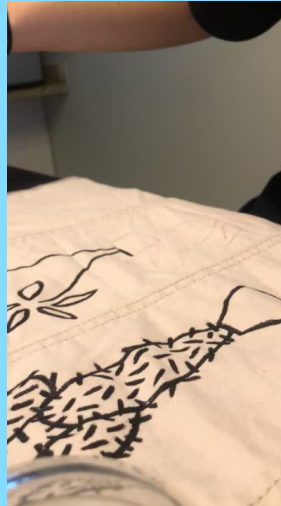
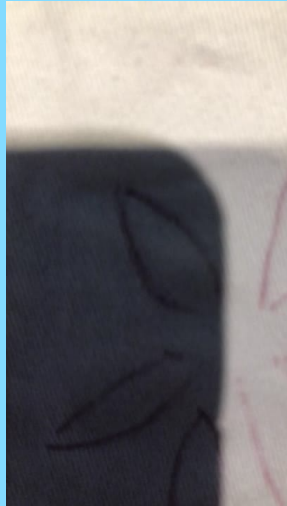
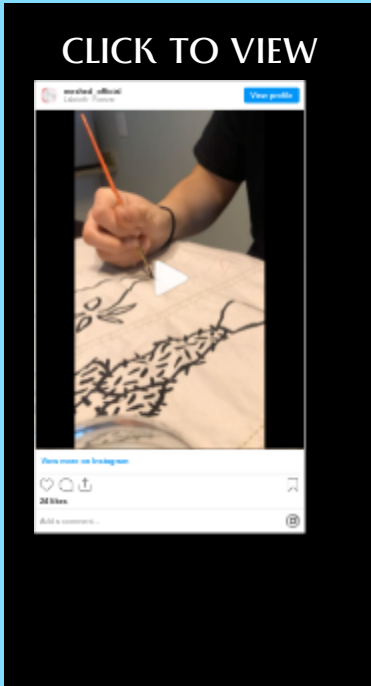
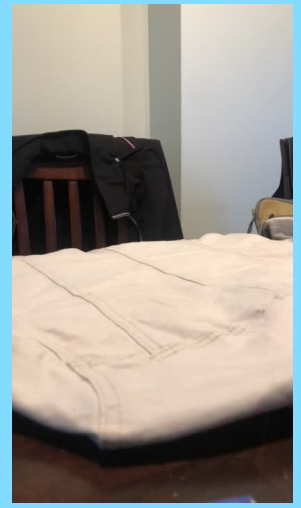
"A beautiful plant is like having a friend around the house." 🌱

That's why we embroider and print them on our thrifted pieces. These tees and more plant-inspired clothing is available now in the Meshed shop.

#lovefortheplanet #upcycle

TAGS: @colbyrachel @prarthitanath

Assets:

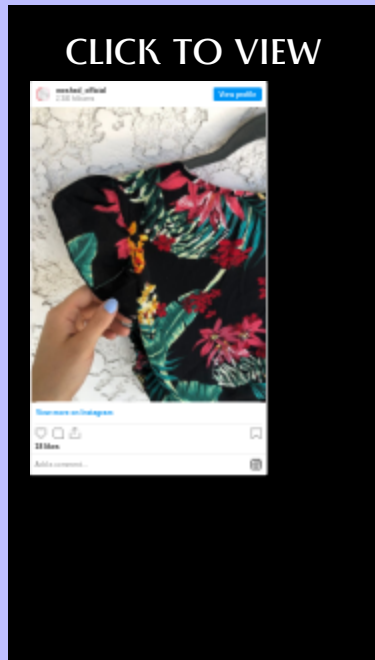


Thrifting reel 3/17

Thrifting is sort of like giving the earth a small hug 🤗 Together, we can stop fast fashion and show our love for the planet by making and buying more sustainably. New items for the Love for the Planet launch drop on Friday at 1 p.m. ET

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#lovefortheplanet #plants #earthdayeveryday #spring #jeanjackets

Assets:



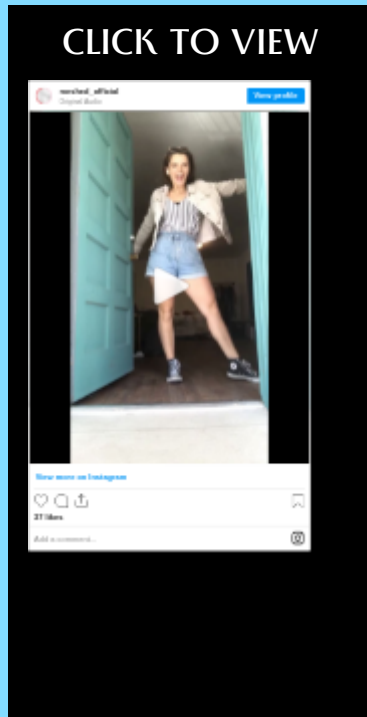
Launch announcement post 3/17

New Meshed pieces inspired by our love for the planet are dropping tomorrow at 1 p.m. ET. We can't get enough of these plants on clothing. 😊 Just in time for spring adventures!

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#lovefortheplanet #plants #earthdayeveryday #spring

Assets:



Sound: "Abracadabra"

Launch reel 3/18

Try-on haul!!

I think we're just as OBSESSED with the planet as we are with these new upcycled clothing items that are now live on the Meshed website ❤️

#lovefortheplanet #plants #spring #jeans #jeanjackets #upcycle

Assets:

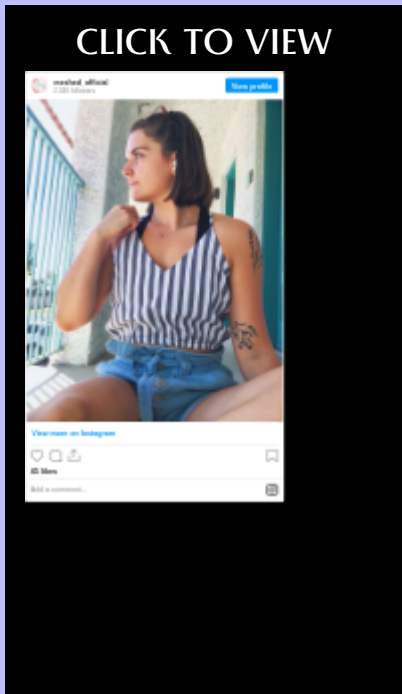


Sound: "Abracadabra"

TikTok of Launch 3/18

Who says upcycled clothing can't be fashionable? New Meshed Love for the Planet launch live now. #lovefortheplanet #plants #spring #jeans #jeanjackets #upcycling #fyp

Assets:



Happy Spring/Launch post 3/20

Happy Spring 🌱

We are so excited to see plants in full bloom. But even if they may not be at their fullest for a while yet, at least we still keep them close through the plants we adorn ourselves with.

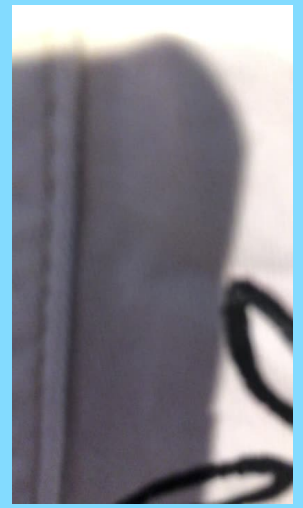
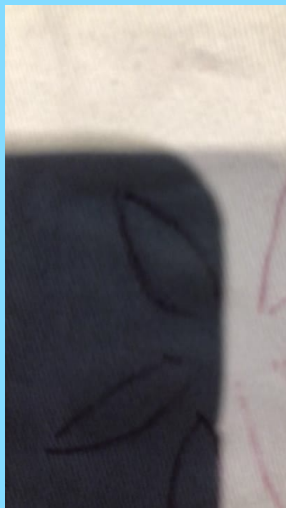
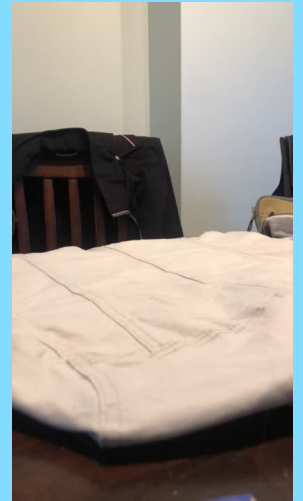
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#lovefortheplanetlaunch #plants #earthdayeveryday #spring2022 #jeans
#jeanjackets #upcycling

Assets:

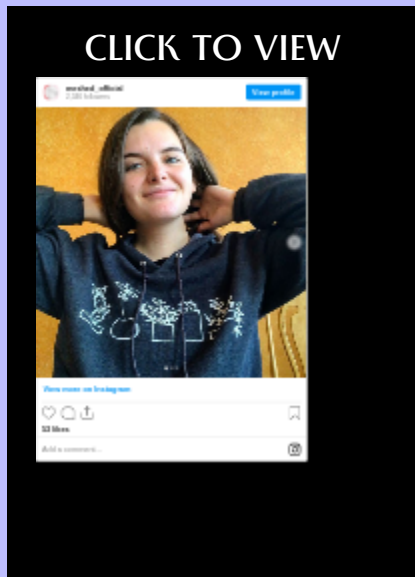
CLICK TO VIEW



Thrifted TikTok 3/20

Thrift and design a new Meshed jean jacket with me 🌿 #fyp #plants #thifting
#lovetheplanet #jeanjackets

Assets:



Last plant launch post 3/23

This one's for all the plant and earth lovers out there 🌿

Each of these pieces were upcycled with great care toward the planet and they are ALL still available in our shop!

#lovefortheplanetlaunch #plants #upcycling

Analysis:

"Love for the Planet" campaign

BY THE NUMBERS

Instagram

- 3/10 post: 43 likes, 5 profile visits, 2 product page views (reach of 363)
- 3/11 reel: 25 likes, 3 shares (552 reach)
- 3/13 post: 56 likes, 6 profile visit, 2 product page views (reach of 434)
- 3/14 post: 17 likes, 2 profile visits, product page NA (reach of 307)
- 3/15 post: 28 likes, 5 profile visits, 5 product page views (reach of 269)
- 3/17 reel: 22 likes, 4 shares (reach of 728)
- 3/17 post: 18 likes, 3 profile visits, product page NA (reach of 291)
- 3/18 reel: 28 likes, 2 shares (reach of 454)
- 3/20 post: 45 likes, 8 profile visits, product page NA (reach of 380)
- 3/23 post: 48 likes, 5 profile visits, product page NA (reach of 431)

TikTok

- 3/11 tiktok: 22 likes, 4 comments, avg. watch of 6.4s (reach of 375)
- 3/18 tiktok: 10 likes, 0 comments, avg. watch of 5.8s (reach of 361)
- 3/20 tiktok: 6 likes, 0 comments, avg. watch of 6.4s (reach of 412)

Website Traffic

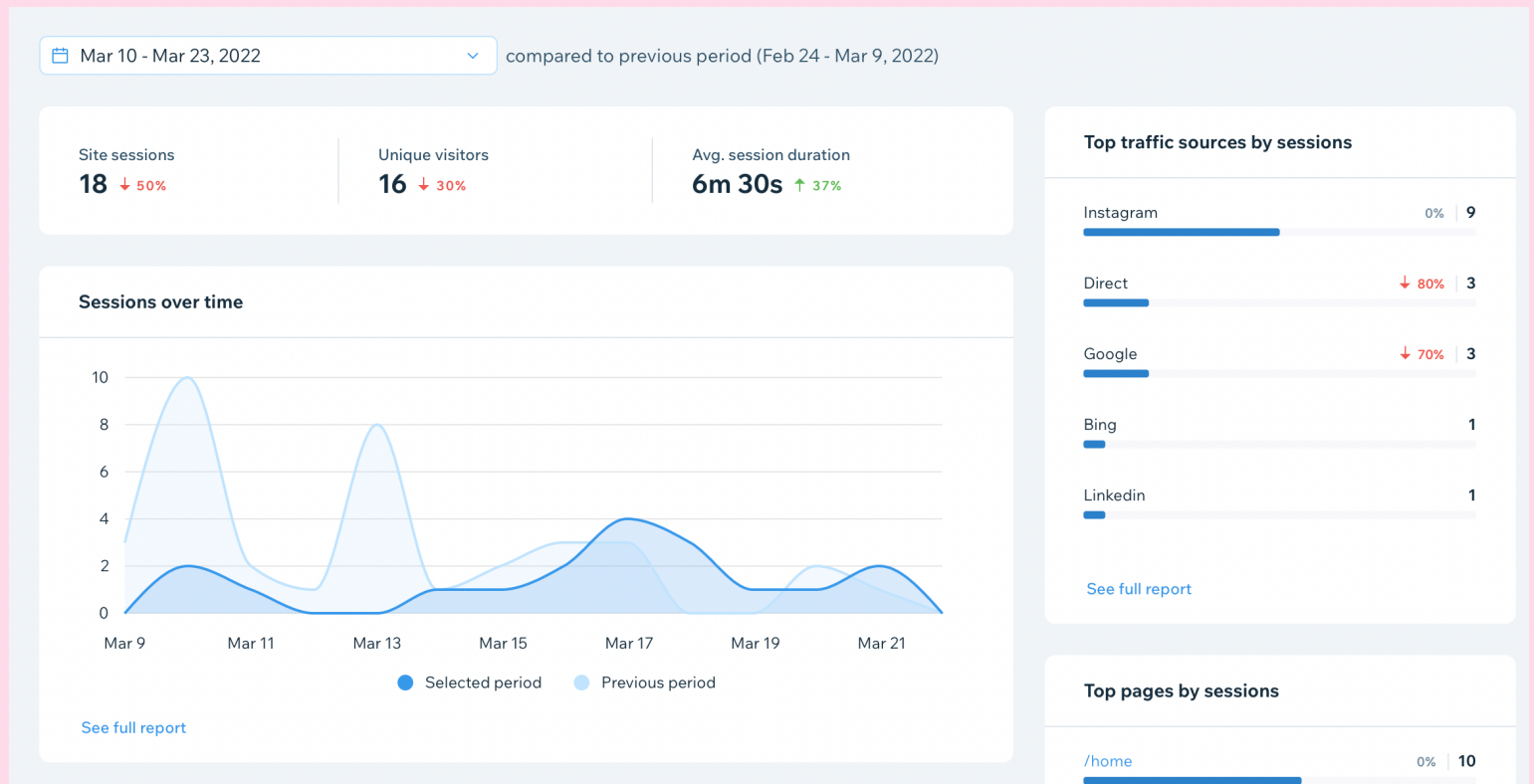
- There was a clear spike in website traffic mostly coming from Instagram around the time of the second launch, though numbers were still down compared to the previous period (SEE SCREENSHOT ON NEXT PAGE).



Analysis:

"Love for the Planet" campaign

Website Traffic Breakdown for Length of Campaign Period



Analysis:

"Love for the Planet" campaign

REFLECTING ON THE NUMBERS

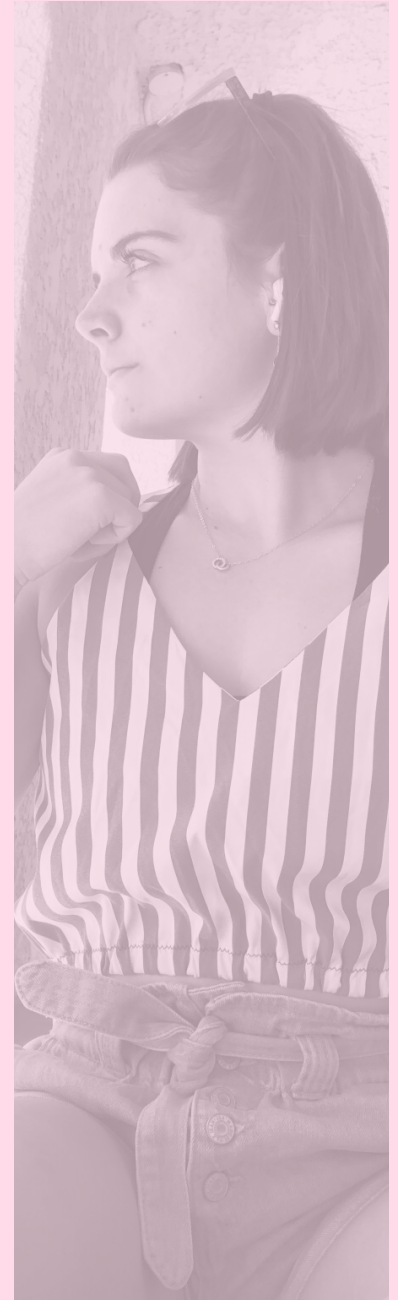
The Love for the Planet campaign was meant to draw on the themes of earth, spring, renewal and sustainability. Through social media posts, the hope was to drive meaningful engagement that would lead to purchase of the launched clothing items.

Instagram

As it applies to this short campaign, the KPI for Instagram posts was to increase engagement by obtaining 100 likes on each post and to get at least 30 profile visits. Neither KPI was met during this campaign. The highest amount of likes a post received was 56 and the highest amount of profile visits was 8.

TikTok

The KPI for TikTok was to receive higher engagement by getting around 30 likes on each TikTok posted during the campaign. However, this KPI was not met. The highest performing TikTok only received 22 likes.



Analysis:

"Love for the Planet" campaign

What happened?

There are several items that may have interfered with the KPI during this campaign. First, the campaign took place during a period when schools were on spring break. Since Meshed has a younger audience, it can be assumed that many of Meshed's followers were on vacation or on a break period. This interference could explain lower numbers as many are not checking social media as often during break periods, especially if preoccupied with a vacation.

Second, the KPI may have been too ambitious. While Meshed does receive over 100 likes on Instagram posts and over 30 likes on TikToks, that number is not yet consistent. Aiming for that amount of likes consistently may take more time and development over a longer period.

As mentioned previously, the timing of this campaign may have also been a bit off. It would have been preferred to run this campaign in April, which is closer to Earth Day. Plants are also more in bloom during that month and this gets people outside more often. It would be interesting to see how this content would have performed in a later month. The only reason this campaign ran in March was to comply with the due date for the project itself.

REFLECTING ON SUCCESS METRIC

Unfortunately, this campaign did not reach the success metric of increasing sales by 10%. This factor can be contributed to the same reasons listed above as well as the economic timing of this campaign. Many young people are already conscious of spending money. However, the situation of March 2022 is extra unique. Gas and grocery prices around the U.S. skyrocketed during the month of March. It can be inferred that many people cut back on frivolous spending. Given that Meshed clothing prices are not the most affordable, it may have prevented people from buying from the launch.

Additionally, Meshed has a history of delayed purchases, meaning items from a launch are not immediately sold during the launch. Often, items are sold in the months following after it lingers in a person's mind or is shown at a pop-up event in person.



Analysis:

"Love for the Planet" campaign

Other Takeaways

As anticipated, Instagram reels and TikToks that show the maker process lead to more engagement from users. Also, posts that utilized model shots of the clothing items tended to perform better as opposed to those simply showing the clothing items or those that just contained text. Prioritizing this content going forward should be the company's goal.

Future Meshed campaigns should explore using Pinterest as an avenue to raise revenue for the business, whether that be outfit inspiration using Meshed clothing items or simply the announcement of new launches and items.

Other ideas for plant-centered launches include making customizable items, such as asking users what their favorite plant is and on what item of clothing they would like to see it. Another idea could be to take photos in Meshed clothing in beautiful parks around the U.S. so that the idea of loving the earth is highly enmeshed with the campaign.



Conclusion

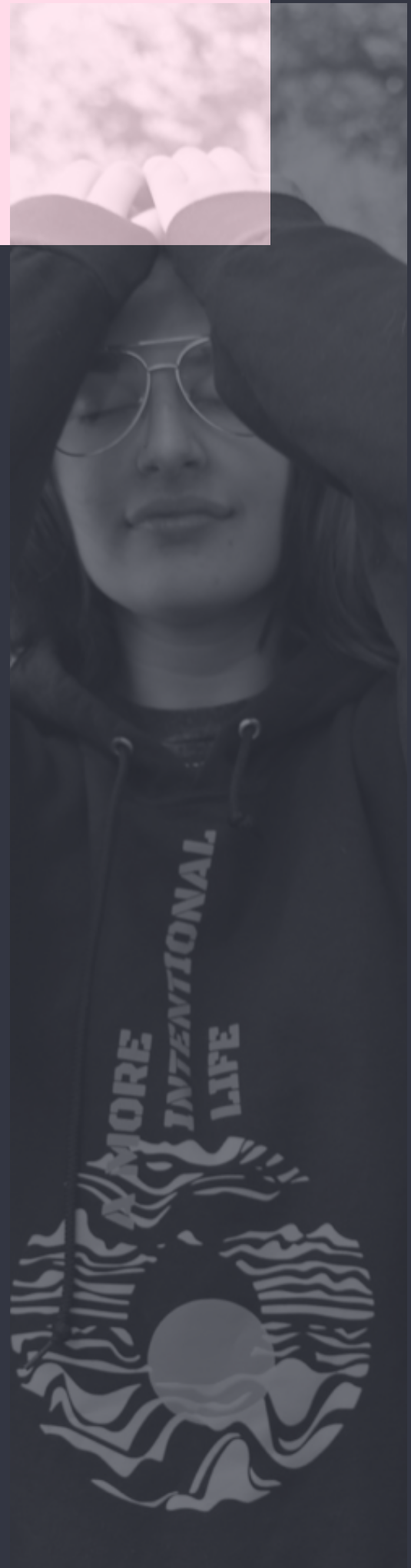
While this campaign was not as successful as anticipated, it still put some valuable ideas to the test. After an analysis and trial, it is now clear what content resonates most with social media followers. Videos that are dynamic and show the making process as well as photos of actual models tend to gain more likes and interactions.

Meshed should also look into timing certain clothing items according to the Google Trends data gathered to see if that will motivate further sales on the website. It is clear that jean jackets, shorts, and other specific items peak at specific times of the year.

In the future, Meshed should make sure to focus social media marketing efforts across TikTok, Instagram and Pinterest. Potentially, they could expand into the YouTube space further down the line to reach their target market of young customers.

Another step Meshed might take is to find more influencers that fit with the mission of their business, which involves adorning yourself in creativity and sustainable clothing that builds confidence. Finding influencers from different states and areas within the U.S. could also be beneficial to expanding the reach of the business. Highlighting the mission through pointed language should also be adopted as a part of the long-term social media strategy.

Overall, Meshed would do well to re-examine some of these new strategies and test them through implementation in intentionally-timed campaigns. Regardless of if these strategies boost sales, it would give valuable insight into future work.



The background of the entire page is a photograph of a woman with dark hair and glasses, looking down. A semi-transparent pink overlay covers the entire image. In the center, there is a rectangular area with a black and white mesh pattern. The word "meshed" is written in a large, black, lowercase, sans-serif font across this mesh area.

meshed

A professional project by Rachel Ryan