Cashmere & Coco

Social Media Report

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Cashmere and Coco Final Report

Executive Summary

On March 27, the co-owners of Cashmere and Coco Boutique met with Team 2 to discuss a social media strategy that Cashmere and Coco can follow. The client asked for an evaluation of the website and all social media outlets that they currently use. The emphasis on would be placed on user usability, the flow of information, and feedback from customers. Additional items for discussion would be placed on how to encourage a following for the online store through social media. We have created a detailed report that outlines the steps that our client should take that addresses all of their needs. Furthermore, we have provided additional information for sites that will monitor metrics for the site and information for cross-social media communications.

Our team was divided into three sub-teams: primary, secondary, and deliverables. The primary and secondary sub-team focused on a particular aspect of the social media spectrum, and the deliverables sub-team compiled all the data to produce the finish product. This document explains the steps we took to create a social media strategy for the client, and provides recommendations for the future use.

We took a multi-stage approach with the information that was provided. Our first step began with the teams first conducting a heuristic evaluation of the Cashmere and Coco website and blog site. From there we began by identifying the audience's needs. Next we identified our objectives for the project.

The primary team then conducted research into how the consumer thought, as it pertains to Cashmere and Coco. They conducted a focus group of a handful of women from the target demographic 30-50 years of age, varied income, and education. They went one step further and created an online survey that was filled out by 17 people. Even though the survey was only available for a few days, the same number of questions was asked. We also established that there is another customer type: new customers who have not visited the boutique. In order to learn their needs, we interviewed local individuals based on their online shopping preferences.

The secondary team concentrated on the hard facts of the social media sites. They used Google Analytics to evaluate Cashmere and Coco's online presence and that of their competitors. Furthermore, the secondary team conducted extensive research into Cashmere and Coco's social media architecture and provided recommendations for improvement.

We established customers needed to be able to link the online store through multiple mediums (Twitter, Facebook, Instagram, etc.). The information on

these mediums need to reference one another as well as link back to the online store. We have determined that using products such as HootSuite or WordPress (not mentioned in this report) would provide Cashmere and Coco a viable means to solicit information to all accounts through one interface.

Our final result is a social media strategy that
- Puts an emphasis on the store
- Keeps the customer within a few clicks of a purchase
- Ties all links back to the physical boutique

Introduction

Retailers have many options to draw in traffic to increase consumer sales through their online retail site. Usually, no one method is the best choice for every company, but instead a business model tailored to their specific situation is needed to achieve the greatest impact in the most cost effective manner. Since Cashmere and Coco's permanent brick-and-mortar store location resides in the vacation destination of Vail, Colorado, it must rely on online sales to reduce dips in cash flow during the off-seasons. Currently, Cashmere and Coco's online sales are not ideal; therefore a new business model is needed.

This report summarizes research into various methods often employed by retailers to increase sales. The report then analyzes each method to determine an effective model that Cashmere and Coco may use to increase online sales.

Our analysis shows:

- Cashmere and Coco's current online presence
- Metrics for each social media profile
- Cashmere and Coco's primary demographic
- Cashmere and Coco's audience assessment
- Cashmere and Coco's competitors' online presence
- Methods to increase web traffic

Through research, an audience survey, and a demographic focus group, the current online presence of Cashmere and Coco has been audited. From this information, a detailed report covering methods for developing online traffic and increasing sales has been finalized.

By increasing and changing the style of online posts, implementing promotional and advertising techniques, connecting all profiles to the online store, Cashmere and Coco should see a dramatic rise in website traffic and sales. A detailed analysis and specific recommendations may be viewed in the provided report.

Social Media Background

In order to understand our client's needs, Team 2 has sorted the website's background into three main parts:
- The company's history
- The website's purpose
- The website's audience.

Company History

Cashmere and Coco started as a fashion blog of the same name, with bloggers Ann and Amanda making frequent posts. The blog was popular, and Ann had recently appeared on the television show *The Bachelor* as a contestant. With the extra money from the show and backing from an investment firm (Team 2's client), she opened the Cashmere and Coco boutique in Vail, Colorado. The boutique features high-end items at a much lower price than most of their competitors.

With the store being moderately successful in the winter and summer holidays, Ann and the client added an online store to the Cashmere and Coco website. The website now hosts the blog, which provides most of the website's traffic, and the store in two separate formats. The client is concerned because the website has yet to bring in significant traffic.

Social Media Purpose

The social media's main purpose is to supplement the Cashmere and Coco website, especially during the slower sale seasons. Social Media should direct customers to the Cashmere and Coco website which would allow the company to pull in business from outside customers. The client mainly expects repeat and referral business from the physical boutique.

The social media should be easy to link to the Cashmere and Coco website. The client wants visitors to always be within a few clicks on purchasing a product. Providing relative information about the store and sales through social media will provide the client with the desired outcome.

The secondary purpose of the social media strategy is to supplement away with the blog. In its current state, the blog does not redirect customers to the store front at all. While the blog does generate some business, it is ineffective in directing customers to the website or the store. Social media will be the tool for the client to get customers in the store or buying from the website.

Social Media Audience

The website's audience is mainly female shoppers from mid-20s to mid-40s. They tend to be more fashion savvy and are looking for up-to-date, pop-culture styles. Many of them are reading from Cashmere and Coco's fashion blog, so the store should focus on products that match the blog's advice.

While Cashmere and Coco is priced lower than most of its competitors in Vail, the client believes their customers are not bargain hunters. While the lower price is a plus, the customers want to know that what they are buying

is high end and fashionable. They do not want the feeling that they are buying bargain-bin products.

Some customers have visited the physical boutique and are interested in shopping with Cashmere and Coco again. The website must have the same branding as the store to attract these shoppers. The client currently feels that their online customers may be confused and think that they have not found the Cashmere and Coco they're looking for.

This report contains four major sections. In the Social Media Outlet section, we will describe the data collection and analysis of social media for Cashmere and Coco for the competitive analysis. Social Media Metrics analysis takes a look at how the information is viewed through data analysis. Next section discusses the how to increase webpage traffic. The final section discusses a competitive analysis between Cashmere and Coco and their competitors. The summary of this document will outline all key recommendations that Cashmere and Coco should consider for their social media strategy.

To recap our teams objectives are provided below.

Project Objectives

This project seeks to address the client's concerns with the current Cashmere and Coco's social media strategy. The social media strategy, in its current state, is not linked with the website nor is the preferred social media sites linked together. Information in the social media spectrum is outdated, not relevant to Cashmere and Coco, or directs potential customers away from the Cashmere and Coco website.

Primary Objectives

Cashmere and Coco are currently having problems getting online attention from their audience. They are active on Twitter, Facebook, Pinterest, Instagram, and their blog, but are not effectively directing customers to their online store, and are therefore not selling much. Possible causes include confusing, discontinuous designs and taglines for their various social media outlets, links that go to websites other than their online store, and not putting emphasis or links to the online store in most of their social media posts. To learn more about the online environment and how Cashmere and Coco can better connect to their customers, we will analyze 8 comparable online boutiques' activities on the most popular social media outlets: Twitter, Facebook, Instagram, Pinterest, and their blogs. We will also analyze the audiences that interact with these boutiques to learn what audiences comparable to Cashmere and Coco's target demographic want out of an online boutique.

Objectives:

- Determine 8 online women's boutiques that are comparable to Cashmere and Coco in products, price range, and target audience (30-40 year old, wealthy women).
- Determine which of the competitors are most successful in terms of most followers and customer interactions on the various social media sites.
- Analyze how the competitors catch audience's attention by looking at the responses to various types of interactions (coupons, flash sales, announcements of new products, posts from customers recommending the boutique).
- Analyze audience's interactions with competitors online by conducting big data analysis of tweets and comments on blogs, Facebook, Instagram, and Pinterest.
- Directly ask the target demographic what they want out of online stores by conducting a focus group.
- By the end of this project, to provide Cashmere and Coco with applicable recommendations for how to better engage their audience online and get more traffic to their online store.

Secondary Objectives

Within the different media outlets for Cashmere and Coco, contains information that is inconsistent with one another. One site might mention a sale or a new product and the information won't be mentioned on the other sites. Links lead away from the store front, content is outdated and/or irrelevant. Overall, the social media strategy lacks unification, consistency, and links to the storefront. Our team will develop a social media strategy that addresses these concerns.

Social media websites will link directly to the Cashmere and Coco website. When new items are posted on the website, social media sites will be updated as well. Social media sites will only post things that pertain to the company and its website.

Users should be able to access the website with minimal complications. The company will post on social media sites on a timely manner and on a regular basis. If any problems arise, such as the store owners having trouble with various social media sites, the group lead will be available to answer any questions.

Objectives:

- Increase the number of followers the store has on social media websites by doing more promotions.
- Ensure that the website receives more visits by having links to the website on all of the social media sites.
- Increase number of posts the company makes on each social media site.
- Increase the website's success by applying marketing techniques within the context of each social media site to ultimately broaden the marketing scope.
- Users will have access to a direct link to the website from the social media sites.
- The social media sites will have more frequent posts from the store

Deliverable Objectives

Cashmere and Coco currently do not use the chosen social media outlets to their full potential. The blog is only loosely tied to the actual website and has not been updated in almost three months. By creating a new social media strategy we can increase Cashmere and Coco's online presence and therefore increase web traffic and online sales throughout the year. In order to keep repeat customers interested and grab the attention of new customers, all social media outlets need to be updated on a regular basis and linked together.

Only information related to Cashmere and Coco should be posted on any social media sites. All social media outlets will have regular postings that link to the online store.

All information about selected social media outlets will be clearly explained so that they may be used correctly and in a way that is appealing to the customers. The team lead will not be available as of May 10, therefore all use of social media will be explained thoroughly. Online references for how-to guides for all social media outlets will also be included in the report.

Objectives:

- Clarify business' social media goals
- Determine social media outlets already used by Cashmere and Coco
- Outline the primary outlets that will meet these goals
- Develop the content strategy
  - What type of content will be posted and promoted via social media?
  - How often will content be posted?
  - Who is the target audience of each type of content?
  - Who will create and manage the content?
  - How will the content be promoted?

- Track progress with analytics
- Adjust strategy based on analytics
- Create a style sheet as a guide for group consistency
- Explore options for websites that will run social media for small businesses
- Combine information from all groups to make a coherent final presentation

These options will be obtained upon completion of the new social media strategy:
- Customers are drawn to the online store by postings on social media outlets
- Customers are kept in the loop by seeing regular postings on social media
- One time customers become return customers who are involved online

Social Media Outlets

The Cashmere and Coco blog site effectively uses social media through icons that provide links to the various social media outlets:

- Pinterest,
- Instagram,
- Facebook,
- and Twitter.

However, the Cashmere and Coco's online store only includes links to their Facebook page and blog. Cashmere and Coco have profiles on Yelp and Four Square; however, Pinterest, Instagram, Facebook, and Twitter prove to be used more often by customers.

We tracked the key characteristics of each media outlet and measured the purpose for each to provide Cashmere and Coco a logical choice for their social media strategy. Figure 2: *Cashmere and Coco's Social Media Audience* demonstrates the usage for each media by their customers. The graph gives Cashmere and Coco a clear view on how to target their social media strategy towards their customers.

Cashmere and Coco's Social Media Audience

Outlet	Followers/Likes	Posts/Ratings
Twitter	1,238	173
Facebook	3,406	78
Instagram	5,574	94
Pinterest	449	235
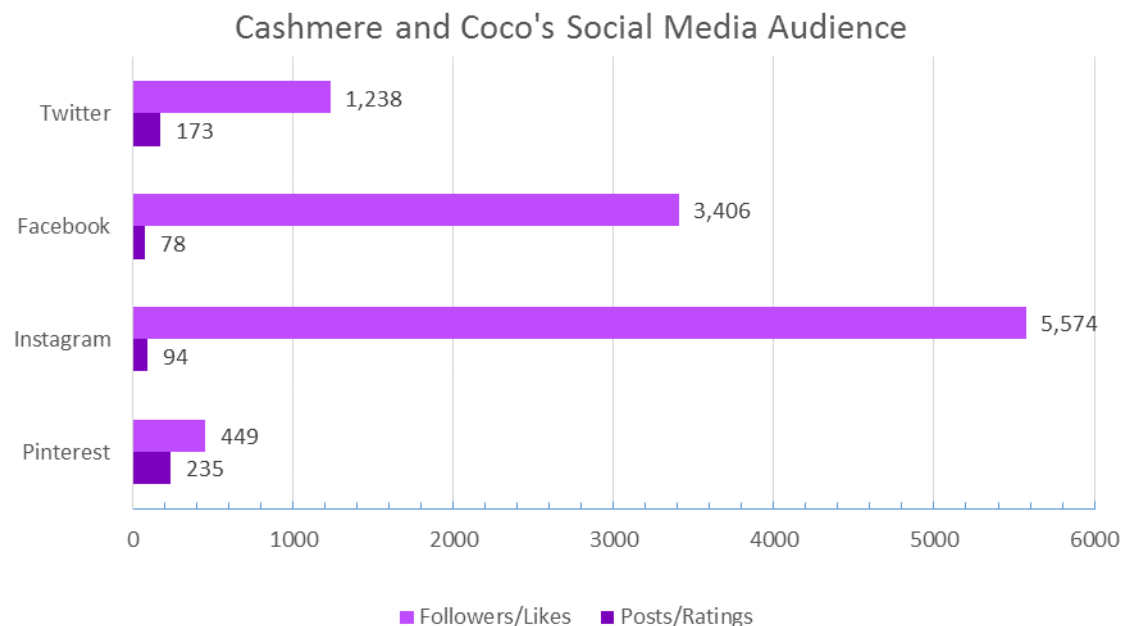
Figure 1: Cashmere and Coco's Social Media Audience

We will now discuss Instagram, Facebook, Twitter, Pinterest and Bloglovin' usage as it pertains to Cashmere and Coco. Each of these sections are further broken down into the how Cashmere and Coco uses the social media.

Instagram

Instagram offers a platform for users to capture images, apply digital filters, and post them online to a user's Instagram profile or other social media webpages. Users can set their images to be viewed publicly or privately just by their followers. Instagram is a great medium to use for hot new items or sale items, to get the information out quickly to the customers. The Cashmere and Coco Instagram page includes a brief company bio with a link to direct anyone to the store website.

Cashmere and Coco's Current Instagram Usage

The Cashmere and Coco Instagram account description states the company is "a clothing boutique chain with stores in Vail, Colorado and Scottsdale, Arizona owned and operated by @anncsincsak." Cashmere and Coco's Instagram had 5,574 followers at the time of this report.

Cashmere and Coco's Instagram Posts

As shown in Figure 2: *Cashmere and Coco's Social Media Audience,* Instagram has the greatest number of followers in relation to their other social media profiles. Since the profile's creation this past year, Cashmere and Coco has made 94 posts to Instagram.

The photo posts include a variety of subjects from:
- New arrivals/ products sold at the boutique
- Promotion of media outlets (Bloglovin' App, Twitter, Facebook, Instagram)
- Celebrity fashion "hit or miss"
- Pictures from inside the actual boutique
- Articles featuring Cashmere and Coco.

Cashmere and Coco most effectively communicates with their followers using Instagram. The "hit or miss" photos were designed to interact with followers by asking for their opinion. It creates a rapport with customers, who then will feel comfortable about recommending their friends to follow and shop online.

All of the posts included a link to the Cashmere and Coco website, which provides an effective method for followers to directly access the online store.

Cashmere and Coco's Instagram Hashtags

The use of hash tags is evident in the more recent posts, but they are not used as often as they should. Hashtags provide the opportunity for

conversation i.e. #CashmereandCocoSale, #CashmereandCocoHotNewProducts.

Users can search certain phrases, and find posts with common topics. Through the use of hashtags, Cashmere and Coco can start a fashion or style topic and incite a conversation and publicity through free advertising.

Cashmere and Coco's Instagram Likes

Followers can also 'like' Instagram posts made by Cashmere and Coco. This can be useful for the store because the number of likes the store receives on a post will determine if customers would be interested in purchasing the clothing.

Cashmere and Coco' Instagram profile has the most followers out of all the used social media sites. Instagram provides visual pictures so the audience can see exactly what the store has to offer. Now let us take a look at Facebook.

Facebook

Facebook offers versatility that other social media sites lack. Users may post their status or choose an image, video, or a website link. On Facebook, it is less common for companies such as Cashmere and Coco to have friends but they have followers or fans. Cashmere and Coco's established business page can be used to help promote what their customers click "like" and want to "follow".

Cashmere and Coco's Facebook Usage

The Cashmere and Coco Facebook page includes information about the blog and the boutique. In the "About" tab, the following information is displayed:
- Store Address
- Phone number
- Hours of operation
- Email
- Link to online store website
- Link to Foursquare
- Link to Yelp

On the home page, Cashmere and Coco display an email signup tab and a link to their Instagram. On the right hand side of the page, there is a customer review section where Facebook users can either write a review or read other users' reviews and rating of their shopping experience.

Cashmere and Coco's Facebook has 3,413 followers at the time of this report.

Cashmere and Coco's Facebook Posts

Posts made on Facebook can be shared between friends who will increase the number of times Cashmere and Coco appears on timelines and news feeds. More posts increase the chances users will see them.

In Figure 2: *Cashmere and Coco's Social Media Audience,* Facebook page has the second highest number of followers and likes. Conversely, their Facebook page has the lowest number of posts compare to the other social media sites. By increasing the number of post on Facebook, Cashmere and Coco can grow exponentially with their web presence.

Cashmere and Coco's Facebook Likes

When the page is liked, any posts made by Cashmere and Coco will appear on the user's personal timeline. The news that the Cashmere and Coco page has been liked will also appear on the timelines of the user's friend's pages. This allows for Cashmere and Coco to be on multiple timelines with one simple action.

Cashmere and Coco's Facebook Photos

In the photo cache, Cashmere and Coco exhibits a wide range of subjects/ topics, which include the following:
- New arrivals/ products sold at the boutique
- Promotion of media outlets (Bloglovin' App, Twitter, Facebook, Instagram)
- Beauty/ fashion tips
- Celebrity fashion
- Event/ sale promotions
- Holiday messages/ inspirational quotes
- Pictures from inside the actual boutique
- Pictures of the boutique owners and family.

Based on the overall information presented on the Cashmere and Coco Facebook page, this media outlet is mainly used to promote the Cashmere and Coco Boutique. By increasing their post, Cashmere and Coco can increase their web presence. Now we are going to see what the Tweets are all about.

Twitter

Twitter is a short message communication tool that allows users or companies to send out messages (tweets) up to 140 characters long to people who subscribe to their feed (followers). These tweets can include a link to any web

content, photos, or videos. Tweets can also be retweeted to easily share tweets with followers (retweets).

Cashmere and Coco's Twitter Usage

The Cashmere and Coco Twitter account is described as a "Fashion boutique run by @anncsincsak, Fashion writer, blogger, and lover of all things #fashion!"

A link to the store website is included on the Twitter page of Cashmere and Coco. Currently, Cashmere and Coco have 173 tweets and 1,238 followers. In Figure 2: *Cashmere and Coco's Social Media Audience,* Twitter page has the third highest number of followers and likes. This is a fairly low number of tweets considering how long this account has been active and how easy it is to promote the store through tweets.

Cashmere and Coco's Twitter Tweets

All of their tweets are direct links to the Cashmere and Coco blog, meaning for every new blog post, there is a tweet with the correlating website link. The tweets subjects range from style tips to online sales; however, they do not direct followers to the online store. Hashtags are used only occasionally.

Based on the overall information presented on the Cashmere and Coco Twitter account, this media outlet is mainly used to promote the Cashmere and Coco Blog. Cashmere and Coco can capitalize on potential sales by restructuring their intended purpose of Twitter. Moving on to Pinterest.

Pinterest

Pinterest is an image-based social media that allows a company to easily share their products and items with others. Successful pins combine great images with content to offer something desirable or appealing to its users. Users create and share collections (called "boards") of visual bookmarks (called "pins") in various categories, such as fashion, recipes, or interior design. Users can follow and like others, subscribing to all of their posts; or they can just follow specific individual boards, subscribing to just that collection of pins.

Cashmere and Coco's Pinterest Usage

The Cashmere and Coco's Pinterest account is described as a "Blog and Boutique," and there is a direct link to the Cashmere and Coco website. The Cashmere and Coco Pinterest account have 452 followers at the time of this report. The account has two boards: "Cashmere and Coco" with

235 pins and "Polyvore by Cashmere and Coco" with zero pins. The majority of the pins that comprise the "Cashmere and Coco" board are pictures from blog posts from the actual Cashmere and Coco blog. When the picture is clicked, the user is directed to the original blog post. The "Polyvore by Cashmere and Coco" board is currently inactive.

Cashmere and Coco's Pinterest Pins

Companies can pin an item from their store website onto their boards, and any users following that board will see the content posted. This will result in a company promoting their brand and content to more people. Pins do not necessarily have to be taken by a professional photographer to be popular, but the pictures should be of good quality.

In Figure 2: *Cashmere and Coco's Social Media Audience,* Pinterest page has the least amount of followers, but the greatest amount of pins. When an item is pinned, there are chances the image is being seen and passed around, and it becomes more popular through the process.

When users come across this image, either through the Pinterest main page or from a friend's page, they can click on it and can be redirected to either the original site where the picture was pinned or to the original Pinterest page where they will find a link to the Cashmere and Coco store website.

Based on the overall information presented on the Cashmere and Coco's Pinterest account, this media outlet is mainly used to promote the Cashmere and Coco's Blog. Cashmere and Coco can use Pinterest much like Instagram and promote using quick post on new and sale items. Our final discussion point is Cashmere and Coco's blog.

Bloglovin'

Bloglovin' allows users to follow their favorite blogs, or find new ones based on personal interests. Users can view new posts from the blogs they follow in one place, allowing them to easily stay up-to-date with one look at their feed. The Cashmere and Coco Bloglovin' account allows followers to view the blog posts from the blog website without having to actually go to the website.

Cashmere and Coco's Bloglovin' Posts

These are the same posts made on the original website. The content is exactly the same, which includes posts about "the latest in fashion, trends, life, and style." Based on the overall information presented on the Cashmere and Coco's Bloglovin' account, this media outlet is mainly

used to promote the Cashmere and Coco's Blog. Cashmere and Coco had eleven followers on Bloglovin' at the time of this report.

While this is a separate social media profile, it has not been factored into the social media audit because it is an extension of the blog. Cashmere and Coco's Bloglovin' site isn't providing enough traffic to the store. In order for Cashmere and Coco to be successful with their blog, they should consider revising the structure of the blog or cast it aside altogether.

All of Cashmere and Coco's social media outlets are connected by the company name only. They operate independently of each other and from the online store. Cashmere and Coco are missing out on customer notifications because these sites are not linked together. If each customer is only following one outlet of Cashmere and Coco, that would equate to 10,678 individual customers or as few as 5574 customers. Given the fact that these outlets are not linked; not every person is reached by one social media outlet. It is important to post similar status updates to reach all of Cashmere and Coco's customers on each site, and to provide them with a means to link back to Cashmere and Coco's website.

Connections between Media Outlets

Although the media outlets that Cashmere and Coco use are different from one another in what they can do and the type of audience they address, the outlets can be interconnected in two ways.

Cashmere and Coco Can Connect Through Posts

First, the media outlets can promote another media outlet. For example, if Cashmere and Coco's Facebook page makes a post about their Bloglovin' account, the two media outlets are interconnected. Table 1: *Social Media Comparison* demonstrates the connections between the social media outlets. Reading the table left to right, the left-hand column indicates the media outlet being discussed. The top row indicates all the possible media outlets that can be connected to.

Table 1: Social Media Comparison

Original Media Outlet	Media Outlet Being Connected To					
	Bloglovin'	Facebook	Instagram	Pinterest	Twitter	Blog
Bloglovin'	√			√		√
Facebook	√	√	√		√	√
Instagram		√	√		√	√
Pinterest	√			√		√
Twitter					√	√
Blog	√	√	√	√	√	√

It is evident that the blog from the Cashmere and Coco website is 100% interconnected with all of the other media outlets. This is in stark contrast with Twitter, which only connects back to the blog and none of the other media outlets.

Cashmere and Coco Can Connect Through Content

The second way the media outlets can be interconnected is through the type of content posted. Much of the same information is presented through two or more of Cashmere and Coco's accounts. After a thorough investigation of each media outlet used, the information presented in posts can be broken up into seven categories. Table 2: *How the content is represented on each of Cashmere and Coco's Social Media outlets*, below displays the type of content that is represented by each media outlet.

Table 2: How the content is represented on each of Cashmere and Coco's Social Media outlets.

Content Being Represented on each of Cashmere and Coco's Media Outlets							
	Boutique Sales/Promotion	Boutique New Arrivals/Merchandise	Promotion of other media outlets	Cashmere and Coco blog posts	Holiday messages/quotes	Boutique photos	Fashion not from the blog
Bloglovin'				29			
Facebook	13	55	3	51	9	16	3
Instagram	3	49	1			17	24
Pinterest			2	191		6	36
Twitter	6			167			

Here we see that Facebook and Instagram are the most encompassing form of social media, while Bloglovin' is the least encompassing form.

Bloglovin' is specifically used only for direct blog posts from the Cashmere and Coco website.

By understanding the correlation between the different social media sites and the information posted to them, Cashmere and Coco can make an informed decision on how to proceed with their social media strategy. The different social media outlets will allow Cashmere and Coco to tailor the content based off the desired needs of their customers while promoting the Cashmere and Coco brand. Now we will evaluate the numbers behind these sites as it pertains to Cashmere and Coco.

Social Media Metrics

Cashmere and Coco can capitalize on today's trends by analyzing the numbers behind the social media. Metrics are the primary means to determine what needs to be enhanced in terms of trends and numeric data. Metrics can help Cashmere and Coco understand how their website is performing. By monitoring the site's metrics, Cashmere and Coco can focus on their activities on areas that will provide the most traffic.

Using Google Analytics, our focus for Cashmere and Coco is concentrated on site traffic as the most important measure. We will discuss what we used to determine the measurable information. Then we will discuss a plan for Cashmere and Coco to follow, followed by a means to measure the success of social media, and finally a few tools Cashmere and Coco can use to help with data collection.

Cashmere and Coco Can Determine Web Traffic through Metrics

There are many variables that Cashmere and Coco must consider when determining which strategy will work best for them. We have determined that the following variables will help facilitate their best course of action.
- Number of site visits
- Duration of site visits
- Top ten most popular links to and from the site visit

Using web traffic to and from the site as a template for measuring success allows us to determine the trends. In applying this to social media, web traffic gives a glimpse into where all the visitors are coming from and how successful social media actually is in terms of numbers.

Cashmere and Coco Can Develop a Social Media Strategy from Web Traffic

In order for Cashmere and Coco to develop a plan from web traffic careful consideration must be taken on what information will be collected and how will it be used. From this information we can then determine what is successful. Furthermore, looking at information that competitors collect will further facilitate success for Cashmere and Coco.

The idea is to use the findings from the web traffic metric to see how much flow is coming directly from the social media sites into the store, what is being talked about, and how the information is being used..

Once the trends have been identified, the plan is to increase the frequency rate of site visitations directly from social media outlets. To go about this, data will need to be interpreted and correlated. Implement a strategy in which site visitation will drastically increase, a strategy that will inevitably lead to a rise in product sales. The more eyes there are on the website, the more likely people are to buy something.

The following informations will be considered when developing a social media strategy.

Measuring Success with Social Media

Google Analytics facilitates the tracking of numbers over a period of time. Table 3: *Social Media Metrics for Cashmere and Coco* is an actual representation of the overall web traffic trends for the Cashmere and Coco Store site.

Table 3: Social Media Metrics for Cashmere and Coco

Source / Medium	Sessions (#in%)	% New Sessions	New Users (#in%)	Bounce Rate (#in%)	Pages / Sessions	Avg. Session Duration
Total	654	67.74	443	33.64	7.90	06:01
cashmereandcoco.com / referral	444 (67.89)	67.12	298 (67.27)	26.58	8.95	06:43
(direct) / (none)	99 (15.14)	71.72	71 (16.03)	47.47	6.35	05:05
jessecsincsak.com / referral	37 (5.66)	94.59	35 (7.90)	64.86	3.70	00:48
courses.christopherylam.com / referral	25 (3.82)	8.00	2 (0.45)	28.00	9.56	10:15
cashmereandcoco.enstore.com / referral	21 (3.21)	95.24	20 (4.51)	71.43	1.43	00:27
google / organic	18 (2.75)	50.00	9 (2.03)	38.89	6.44	07:31
facebook.com / referral	3 (0.46)	66.67	2 (0.45)	0.00	5.33	01:06
bing / organic	2 (0.31)	100.00	2 (0.45)	0.00	4.00	05:25
semalt.semalt.com / referral	2 (0.31)	100.00	2 (0.45)	100.00	1.00	00:00
yahoo / organic	2 (0.31)	50.00	1 (0.23)	0.00	2.00	00:12

The numbers reflected in the above chart show that the majority of the traffic comes from the Cashmere and Coco referral site. What should be noted; however, is that facebook.com is only number seven on the top ten list, the only social media outlet that is generating any traffic.

Ideally, all of the social media sites should appear in the top ten list. Keeping this goal in mind, let us look at how to achieve it.

Cashmere and Coco's Website Analysis

Success in terms of social media means one thing: word of mouth. Word of mouth is what turns posts and interests into viral phenomena. In order to achieve that level of popularity, a drastic increase in frequency must be made.

Table 4: Cashmere and Coco Can Determine Web Traffic through Metrics

Source / Medium	Pages / Sessions	Percentage (#in%)
	654	
cashmereandcoco.com/referral	444	67.89
(direct) / (none)	99	15.14
jessecsincsak.com / referral	37	5.66
courses.christopherylam.com / referral	25	3.82
cashmereandcoco.enstore.com / referral	21	3.21
google / organic	18	2.75
facebook.com / referral	3	0.46
bing / organic	2	0.31
semalt.semalt.com / referral	2	0.31
yahoo / organic	2	0.31

What is important to note about Table 4: *Cashmere and Coco Can Determine Web Traffic through Metrics* is that the data therein reflects only traffic to the Cashmere and Coco Store site and not the Blog. Facebook only had three of the total 654 total site visits, registering it at .46% of all visits.

The fact that the margin of visits is so large between the top site and those at the end of the list shows that an increase in the number of posts, tweets, pictures, and tags on all the various platforms will have a drastic impact on site traffic, and, therefore, eventually boost business.

Cashmere and Coco's Blog Analysis

The blog is in slightly better shape than the store site. In Table 5: *Rate of Reporting Social Media Traffic* depicts the metric of web traffic data for the Cashmere and Coco Blog Site. Pinterest comes in at number three on the site traffic top ten, and Instagram is number nine.

Table 5: Rate of Reporting Social Media Traffic

Source / Medium	Sessions (#in%)	% New Sessions	New Users (#in%)	Bounce Rate (#in%)	Pages / Sessions	Avg. Session Duration
	1,349	73.09	986	26.17	3.09	02:48
google / organic	435 (32.25)	80.00	348 (35.29)	18.16	3.69	03:40
(direct) / (none)	346 (25.65)	76.30	264 (26.77)	30.64	3.13	03:35
pinterest.com / referral	242 (17.94)	87.19	211 (21.40)	40.08	1.90	00:24
cashmereandcoco.enstore.com / referral	117 (8.67)	12.82	15 (1.52)	16.24	3.50	05:27
bing / organic	31 (2.30)	83.87	26 (2.64)	9.68	4.74	02:02
feedburner / feed	21 (1.56)	23.81	5 (0.51)	9.52	3.71	00:48
anncsincsak.com / referral	19 (1.41)	78.95	15 (1.52)	52.63	1.63	00:09
yahoo / organic	13 (0.96)	69.23	9 (0.91)	23.08	4.69	04:32
Instagram.com / referral	10 (0.74)	100.00	10 (1.01)	50.00	2.50	00:35
semalt.com / referral	10 (0.74)	100.00	10 (1.01)	40.00	1.60	00:06

An immediate plan of action would consist of shifting focus from the blog to the store. Blogs are easier to tie to social media, but the majority of the traffic should be directed toward the store site. Where links previously existed in Pinterest and Instagram posts, a link to the store site should be included.

Cashmere and Coco Can Employ Tracking Tools

While there are many different analytic tools out there, and several that are tied in with existing accounts (with paid subscription) we choose to use Google Analytics for our study. We recommend using Google Analytics as well. Google Analytics proves to be the most effective tool in determining trends. It is also the most user-friendly and easy to subscribe to. Monitoring web traffic will be essential in finding out which social media outlets need more attention and those that are on course. It is suggested that each social media outlet make at least two posts per week to achieve maximum online presence.

Recommendations

Several of the media outlets have fairly strong followings, but there isn't a relationship reflected in Cashmere and Coco's online presence. The company needs to be engaging with their followers because they are all potential customers. Currently, the Cashmere and Coco Instagram has made attempts at creating a rapport with followers by asking questions and encouraging people to respond. However, it is inconsistent and therefore has little benefit.

The following list is comprised of simple ways to engage with followers, which will hopefully result in higher numbers of likes, retweets, and followers:

- Participate in social media trends such as #FF (Follow Friday) and #TBT (Throw Back Thursday) to stay relative
- Hold social media contests to encourage high activity
- Retweet, repost, or favorite similar companies and brands to establish good relationships and make connections

Now that we have discussed how we looked at the data for developing a social media strategy, we will dive in deeper by breaking down the different Social Media Outlets to further increase website traffic. The next section will discuss the social media in detail.

Increase Webpage Traffic

If the ultimate goal is to increase the online boutique business, the content presented on each of the media outlets needs to be geared towards the merchandise being sold. The Cashmere and Coco blog appears to be the main focus of all of the media outlets, but the blog posts do not promote the boutique's items.

Currently, Facebook and Instagram are the only outlets that are posting pictures and prices of items from the boutique. Each post needs to be centered on what the boutique has to offer, whether it is a sale, promotion or new arrivals. Right now, the blog is promoting other stores and which is hurting the business. Directing the media presence away from the blog and towards the boutique will benefit website business.

The most prominent issue found through the social media audit is the infrequency of posts. The Cashmere and Coco social media profiles feature very few and infrequent posts. The more posts made, the more often people kept up to date with the store. If Cashmere and Coco are not posting on these social media outlets then the customers will not know about the new store arrivals. A customer may enjoy shopping while they visit Vail, but once they return home, without reminders to continue to keep them up to date online, they will forget. Here out of sight is out of mind, we want them to keep Cashmere and Coco in mind!

We will now break down the social media sites Cashmere and Coco uses and then discuss measures for increasing their web presence. First we will explore how Cashmere and Coco can increase recognition, then we will look at their primary demographics, finally we will wrap it up with a competitive analysis of their competitors.

How Cashmere and Coco can get more Recognition

It is important that Cashmere and Coco put themselves out there on these social media sites. This task should be taken lightly, nor should it be done haphazardly. After carefully reviewing the collected data, Cashmere and Coco can begin targeting their social media strategy towards their customers using the following recommendations.

Instagram

To get more followers on Instagram:

- Post at minimum three times a week
  - These posts do not only have to consist of new arrivals. They can include pictures of customers wearing clothes from the boutique (with customer consent) or celebrity look-a-like outfits.
- Use hash tags in the caption of the posts
- Link all post to existing social media outlets and back to the online store.

Facebook

Facebook should be used mainly for promotional purposes and getting the customers involved in the posts. To get more likes on the Facebook page it is recommended to:
- Post, at minimum, two times a week
  - Posts should ask for customer feedback and opinions
  - Posts should include surveys or promotions to provide customers with the chance to win or receive a gift card (some type of promotional value)
- Posts between 100 and 250 characters in length (or less than three lines of text)

Other options include:

- Incorporate an application to hide the details of certain promotions until the user "likes" the page
  - Provides an incentive for users to "like" the page
- Run incentives for fans/followers to invite their friends to "like" the page
  - Some companies run promotions to enter fans that get twenty friends to "like" the page into a drawing for a gift card.
- Post signage on the door with a QR code that links to the Facebook page for customers to scan, and then "like" the page
  - Can also have a QR code on a display at the register
- Offer free Wi-Fi for customers (codes will not be necessary)
  - Customers search for Wi-Fi and will be prompted to check-in on Facebook (other users to see their friends shopping at Cashmere and Coco)
    - Customers can choose to set their phone to manually check-in for when they return
  - Then customers will be asked to "like" the Facebook page

Pinterest

Pinterest should be used to expose the Cashmere and Coco brand and content to users by:

- Pin content from the Cashmere and Coco website three times a week
- Encourage followers to re-pin company posted pins to their boards
- All pins should direct back to the store webpage or to the blog entry that includes a link to the store.

Suggested pins:

- New products
- Style and outfit tips using Cashmere and Coco products
- Home decorating tips and ideas using Cashmere and Coco products

Twitter

Twitter is a great tool for driving traffic to the store website. To do this:
- Tweet, at minimum, two times a week
    - At least one tweet should include link to store website
    - Tweets should include some surveys/promotions
    - Tweets should interact with followers using the '@' symbol
- Encourage followers to retweet tweets
    - Some[R1] companies implement a promotions that give a gift card to the first follower who get a certain amount of friends to retweet a post
- Follow customers and competitors
- Implement more hashtags

Email

Since Vail is a vacation destination, the majority of shoppers will leave for large periods of time. They may not remember to continue to shop online or even be aware that there is an online store. An email twice a month will serve as a reminder to visit the online store, check out the blog, or follow Cashmere and Coco on the social media sites for updates on products or sales. Email is a great way to continue to reach customers who travel from all over the globe.

The Facebook page utilizes an email sign up tab for users to be placed on an email list. This feature allows customers to receive regular emails about sales or new products and can serve as a reminder to shop online. This feature should also be implemented at the register. When customers check out they should be asked for their email before paying. Their email should be imputed into a computer database and a bi-monthly (minimum) email should be sent.

Action Shot

Include[R2] an "action shot" feature on the store, Instagram, or Facebook photo cache. Customers can submit photos of themselves wearing clothes/accessories or using the home décor items. This can be set up so customers must submit their pictures via an email address to screen for appropriateness. An action shot feature allows potential customers to see these items on people like them or in home situations. It provides a social shopping experience by giving the illusion of have others present when shopping to have company and to bounce around ideas/opinions.

Putting this feature on the website would be a direct experience; however, if they are posted to a social media sight include a link on the store site, so customers know about the feature and do not have to go out of their way to search for it.

Social Media Management Applications

Despite the importance, posting on social media sites can be time consuming. Cashmere and Coco has four social media profiles and a blog, and all must frequently be active. Long delays cause followers to lose interest or worry that something has happened to the company. To save time, there are programs that allow users to post on multiple social media platforms at once.

The social media manager should communicate and respond with the customers on each social media site; wish customers a good weekend or holiday, answer questions, and comment on reviews, positive or negative. Each of these sites will require some extra time, but communication is the key.

These programs are effective for quick informational posts about new products or other images. However, it is still important to spend time engaging with followers, post lengthier blog entries, and see what currently interests the online community. Multiple sites boast this feature; however, HootSuite offers more products for lower prices.

Connect Social Media Accounts

While each media outlet is somehow connected to another media outlet, there is no continuity or fluidity between them. It is unlikely that a potential customer follows every form of media that Cashmere and Coco offers. By having each outlet post the same information, customers are more likely to see it, giving them the opportunity to react.

Using a social media management system, such as HootSuite would allow Cashmere and Coco to easily integrate all of their media outlets into one dashboard. This makes keeping up with the different outlets simple and ensures that the same information is being put out, no matter the outlet.

HootSuite

HootSuite is a social media dashboard used to manage and measure the social networks a company uses. This website would allow Cashmere and Coco to manage multiple social networks, schedule tweets and messages, and track social media traffic.

The social media manager for Cashmere and Coco should use this dashboard to reduce time spent on posting for the manager and storeowners. Posts and tweets may also be scheduled in advanced and will post automatically to the specified sites to create a more stable online presence. HootSuite also offers advanced analytics that, among other options, allows the user to monitor traffic to the pages as a whole, as well as the most viewed content.

Paid Advertisement

Google offers a program called AdWords that allows a business' ad to appear when users search for certain keywords. This program allows you to set a daily budget, for example $10, and you will be charged a per-click fee. This means that every time someone clicks on your ad you will be charged $.40, but you will not be charged for the service unless someone clicks on your link. Choosing the right keywords will help garner more attention, but Google estimates that you should receive at least 25 clicks a day.

Some companies have a bid rate. This means that for popular keywords, business will bid to be listed first. To work around this, choose focused phrases, not just single words, select words that relate to your company name, products, or mission statement.

Facebook[R3] ads can be an inexpensive yet effective way to spread word about Cashmere and Coco. Make sure the ad includes good pictures of cute clothes, usually the most popular sellers. If the Facebook user sees appealing clothing they may either click on the ad or Google the name of the store.Primary Demographic

Cashmere and Coco's target demographic is a primarily woman aged thirty to fifty. These women are fashion-forward and looking to stay trendy. Education and income vary among those viewing comparable boutiques' social media.

Methods

The research team gathered a group of women, in their forty's and fifty's, who met the qualities of Cashmere and Coco's primary demographic. These women were acquaintances of the members of the team and varied in employment and interests.

They were asked a series of questions to establish their interest in fashion and gain an insight on their preferences when shopping.

Similar questions were also asked in an online survey that was posted to individual team member's Facebook pages. The survey received impute from women of all age groups.

Questions included:

- What is the primary way that you hear about new fashion?
- Do you keep up with fashion blogs?
    - Do you find them useful or intimidating?
    - What kinds of posts would you like to see?
- What social media do you use?
- Do you use social media to look for fashion or clothing stores?
- When you buy new clothes, do you share with your friends?
    - Through social media or in person?
- What kind of posts would you like to see from a boutique?
- Would you be interactive with the social media of a boutique?
    - Comment, review, or participate in quizzes?

Research shows that younger viewers were more likely to participate in contests and giveaways, but Cashmere and Coco's company history suggests that older women with higher incomes are more likely to purchase items.

Because Cashmere and Coco hopes to increase revenue from their online store, advertisement should be focused on promoting the online store. Cashmere and Coco also has a line of men's clothes, but we recommend that advertisement be directed at women who will draw in the men in their lives.

Twitter

Tweets directed at comparable online boutiques were analyzed for content to determine what interested customers about the companies. Two hundred tweets that tagged various competitors with the @ function were analyzed. Content of the tweets were categorized into Figure 3: *Audience Tweets.*

Audience Tweets
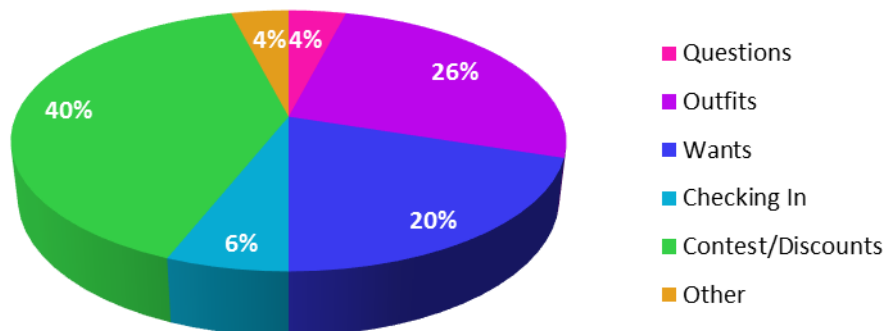
Figure 2: Audience Tweets

Twitter Followers Interaction
- Questions- These were mostly customers asking about availability of items
- Outfits: Customers who tweeted pictures of themselves wearing the boutique's clothes.
- Wants: Customers who tweeted links to items in the boutique's online store that they like
- Checking In: Customers who tweeted that they were shopping at a physical store
- Contests/Discounts: Tweets in response to a contest or discount opportunity that required they retweet a message
- Other: These included holiday wishes, mentions of the boutique in conversation between viewers, and inside jokes.

The most tweets (40%) were responses to contests and discount opportunities. These tweets usually just required the customer to retweet something that the boutique posted. Because of the ease of participation and the reward attached to it, many twitter users joined in on these contests, resulting in the same message being retweeted many times. Contests are effective at spreading the name of a boutique while simultaneously encouraging audience participation and building positive relationships between the boutique and their customers.

Tweets about outfits (26%) and wants (20%) often came from the same users. These users were typically fashion bloggers, and many of them followed multiple boutiques comparable to Cashmere and Coco.

However,[R4] Francesca's prompted customers to post pictures of them wearing clothing from the store. Other companies hosted a contest for twitters followers to post a picture for a chance to win prizes. A few followers spontaneously tweet a picture using @store's twitter name. The company would respond with a simple "Lookin' good in our dress! @the follower's user name.

- @KendraKiss108 Lookin' great in our dress! You can find our latest collection http://t.co/W9Q4hp3XoO -@shopfrancescas
- @dmunsieee Looks like a great shopping trip! We love your fran picks! -@shopfracescas

It is important to respond to build a positive relationship with the customers. These types of tweets show customers and potential customers that you care about them and appreciate their business. Francesca's also included a link back to their store webpage and the name of their twitter profile so other followers of that user can check out the store and merchandise.

Bloggers on Twitter

Most of the bloggers have large followings, meaning the things they tweet get personal recommendations sent to many people. It would be advantageous for Cashmere and Coco to get one or more fashion bloggers to follow them and post about their merchandise. Some of the most common fashion bloggers we encountered are:
- @pieceofshirt
- @RoStylist
- @style_bungalow
- @befrugal
- @femalebloggerRT.

@femalebloggerRT is unique; the account retweets many fashion bloggers. Other affluent fashion bloggers' information could be retrieved from this account. Cashmere and Coco could host a contest specifically for bloggers to win a prize by making a blog post about Cashmere and Coco to attract these bloggers' attention.

Cashmere and Coco [R5]could host a contest specifically for bloggers to win a prize by making a blog post about Cashmere and Coco to attract these bloggers' attention. Send out a general tweet to alert all of the followers to the contest, but make sure to tweet each blogger using the @name of profile (@pieceofshirt) and include @CashmereandCoco so they can find the contest.

Also retweet advice or information these bloggers may tweet or post on their blog and include @name of profile to give credit and alert the blogger to your presence. After a few of these types of tweets, the fashion bloggers may take notice of your company and follow on twitter or mention Cashmere and Coco in their own tweets or blog posts.

Check-ins and Questions

Check-ins[R6], questions, and other posts were less common than other tweets. Encouraging customers to check-in when they visit Cashmere and Coco's physical store is good advertising, especially if they include a message about how enjoyable their experience was.

Responding quickly to questions and other tweets will build a good relationship between Cashmere and Coco and its customers.

Tweet closed questions to your followers. Humans are social creatures an love to share their opinions.
- What is your favorite type of fashion accessory?
- Broaches/Pins are underrated fashion accessories. Yes/No?
- If you had to choose, would you wear a necklace or earrings?

Post the "retweet if…" tweet. Like the closed questions, these tweets gain more traffic. However, they can be more effective because people love to be a part of a community. By retweeting, users can show their followers that they are a part of a larger group.

- Retweet if you prefer boots to flats
- Retweet if you're still in school and give a shout out to where you attend
- Retweet to wish @celebrity username or @fashion blogger a happy birthday

The Reply

If you want a specific person to take notice, talk to them directly. "@janedoe A colorful scarf is a great way to accent winter clothes. @CashmereandCoco #WinterFashion."

- Answer a question they've asked
- Help with a problem they've posted
- Thank them for something they shared or posted

You may not receive a response, but it spreads the Cashmere and Coco name. Through infrequent contact the user may tweet back or check out

the Cashmere and Coco profile. This is useful to gain the attention of fashion bloggers or fellow celebrities on Twitter.

Network

As you build [R7]your Twitter profile, you can become a networker. A personalized tweet can gain the attention of two people to your brand as well as be helpful for them. They do not have to be followers of the Cashmere and Coco profile, but we recommend that there has been some interaction before networking.

- @username, meet @username –you're two great fashion bloggers

Before connecting fashion bloggers together, t is also important to have a few fashion bloggers as followers and post some useful fashion tips. This will make Cashmere and Coco seem like a credible source.

Use the Bachelor and Bachelorette brand. This is an already established network and should not take very much effort to build. Tweet fellow Bachelor and Bachelorettes using the @CashmereandCoco so start a conversation and gain attention from their followers. Tweets can vary in topics.

- Fashion or life questions
- Tweet a picture of Ann and her new baby to a Bachelorette with a new baby
- Retweet with their @username and @CashmereandCoco
- Ask them to check out the online store or blog for new fashions
- Give them a discounted or free accessory and ask for them to tweet, using #CashmereandCoco, a picture of them wearing the item
    - Retweet this tweet with @username, @CashmereandCoco, and a personalized hashtag

    After building the Bachelor and Bachelorette network, tweet personalized messages to other celebrities. Start with a celebrity follower of the other Bachelors and Bachelorettes.

Recommendations

- Host multiple contests a month
- Offer discounts or flash sales several times a month
- Host an event to catch the attention of fashion bloggers
- Encourage customers in physical store to check-in or tweet about their purchases

- Reply quickly and thoroughly to questions, comments, or other interactions with customers

Interaction with Other Social Media

Audience Use of Social Media
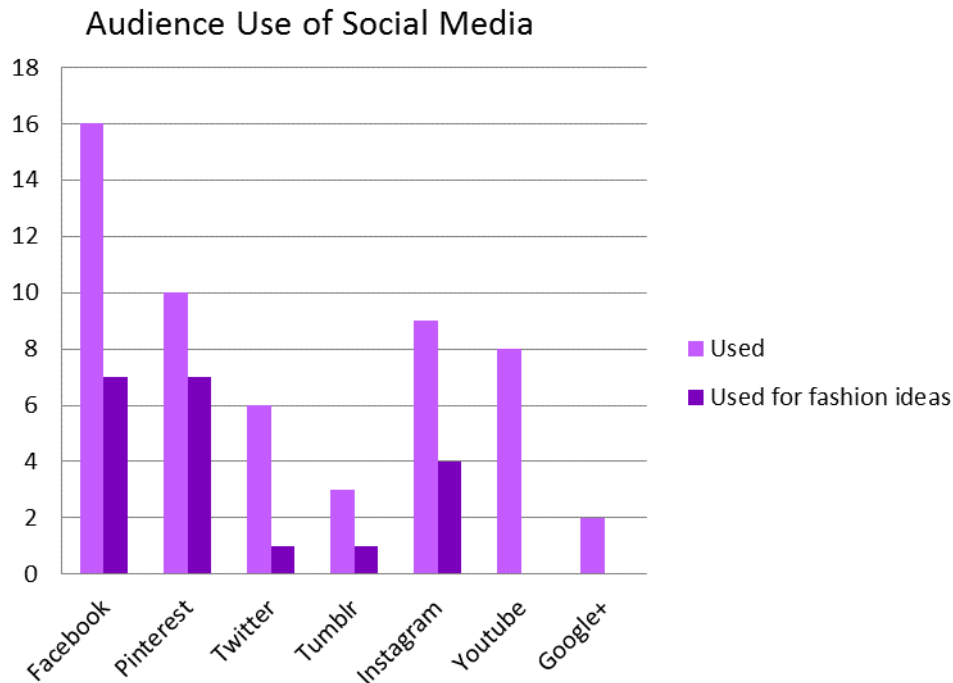
Figure 3: Audience Use of Social Media

Customer interactions on Facebook, Pinterest, and Instagram were also analyzed. These social media sites were chosen because they generate the most interest in fashion, as shown by Figure 4*: Audience Use of Social Media.* As many of the interactions are similar across the different social media sites; the most significant findings from all of them have been combined here.

Customer Service

Throughout the competitors, customer service was the number one topic discussed by customers. Elle and K boutique, another women's clothes boutique, were the most praised for customer service, which included a handwritten thank-you note and complimentary koozie with each purchase; customers were very impressed by this, and their beautiful gift-wrapping. This is a worthwhile and realistic strategy that Cashmere and Coco should consider implementing.

Positive Reviews

Contests/discounts were another common topic among customers. Winners of contests often posted about how much they enjoyed their prizes. These positive reviews are very good for a business, and it is recommended that Cashmere and Coco encourage their contest winners to brag online.

Shipping

Negative feedback often centered on shipping rates. Many competitors provide either a flat rate or free shipping with a certain order amount, and companies that do not offer these benefits were highly criticized by customers. Many customers posted about being dissatisfied with shipping costs. Cashmere and Coco does not want this type of negative publicity, so it would be wise to offer deals on shipping costs.

Customer Requests

Based on some suggestions from customer posts, another way to increase customer base is to incorporate a wider range of sizes or environmentally conscious clothing into their product lines. Many customers requested these types of clothing, and providing them would give an advantage over other similar boutiques.

According to our analyses, the most important aspect of online shopping to customers is customer service. Cashmere and Coco should strive to make customers feel a warm, personal connection with their boutique.

Recommendations

- Provide good, personalized customer service to those who purchase from the store
  - Consider writing personalized notes for online orders
- Respond quickly and thoroughly to questions, comments, or other interactions with customers
- Encourage happy customers to brag online
- Provide deals on shipping rates
- Consider selling a wider range of sizes or environmentally conscious clothing

Fashion Blogs

Cashmere and Coco started out as, and is best known for, a blog. In order to improve their blog and make it a useful selling tool, we directly asked viewers what they want to see in fashion blogs through our focus group and Facebook survey. Only six of our participants actively viewed

fashion blogs, but 100% of the focus group participants concluded that a good fashion blog could be very helpful in helping to stay trendy.

Audience Analysis

Participants unanimously agreed that the overall aesthetic appeal of a blog is the most important factor that makes them want to continue reading a blog. Viewers want a blog to be organized, easy to navigate, and to have a good color scheme with bright, eye-catching colors. Participants said that their favorite blog posts contained:
- Where to find cute, affordable clothes (including celebrity style look-alikes)
- How to pair basic clothes into multiple outfits
- Age-appropriate, figure flattering, and still fashionable clothes
- Hair and makeup tutorials

Participants in the focus group were shown Cashmere and Coco's blog to critique. The most common criticism was that Cashmere and Coco's blog features garments that they do not sell. When viewing the blog of a boutique, customers want to be able to easily find and purchase items that intrigue them.

We recommend that Cashmere and Coco put only items that they sell on their blog, and make redirecting from the blog to the online store seamless and easy for customers. Participants also thought that Cashmere and Coco's blog posts were often too long. The group consensus was that posts should feature no more than four photos or main topics. More than four topics can become overwhelming and cause the viewer to lose interest in the post.

Recommendations

- Create organized, eye-catching blog interface
- Include variety in blog posts, but always feature items that Cashmere and Coco sells
- Make redirecting from blog to online store easy
- Keep blog posts to four or fewer photos or main topics
- Post frequently (once a week) and consistently

Online Shopping Atmosphere

Shopping online is very different from shopping in a physical store. In our survey, 84% of women preferred shopping in a physical store, and none of the women preferred online stores to physical stores (Figure 5: *Audience Shopping Preferences*). An analysis of the differences between

online shopping and shopping in a physical store show why this opinion is so ubiquitous and what Cashmere and Coco can do to waive it.
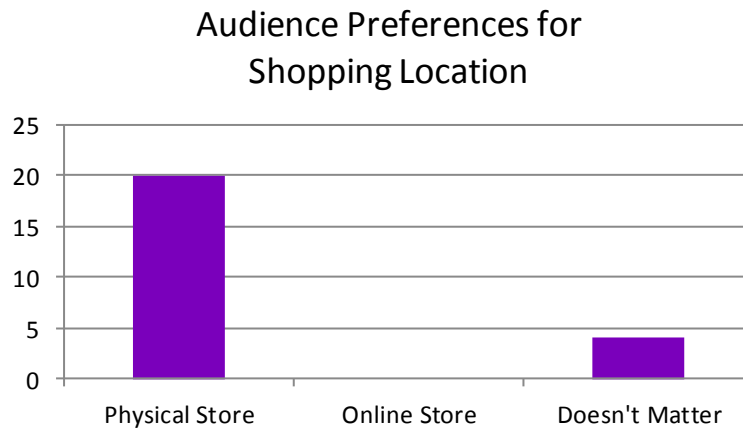
Audience Preferences for
Shopping Location

Figure 4: Audience Shopping Preferences

Shopping for women is often a social event; they hang out with friends and bounce fashion ideas off of each other and store employees. The social interaction influences the customers' enjoyment, thus making them more likely to make a purchase. An online store is immediately disadvantaged because it does not have the social atmosphere of a physical store. To give women the social experience that they desire, Cashmere and Coco should embed social cues onto the site that create a virtual interaction and subconsciously create a social atmosphere.

In our focus group, women suggested that the clothing on the website be modeled by women of varying ages instead of a mannequin or runway model, to make them more relatable to the target demographic. Models should smile and look natural.

Just as social experience is important to shoppers, so are all of the sensory cues. When women shop, they can feel fabrics and the fit of garments, hear the sounds of the store, and often will grab a bite to eat while out. These sensory cues can be included in modeled photographs by adding things associated with sounds or tastes, like an instrument or a margarita. Also giving pictures of garments from multiple angles and providing descriptions and sizing information about the item will make customers more confident in buying clothing without trying it on first. Fulfilling all of these sensory needs will make customers feel more natural and at home while shopping online.

Trust is another issue that online stores face because of the fear of a breach of sensitive data to an anonymous source. Customers cannot pay

cash if the online store appears sketchy, so they are more likely to choose not to purchase anything. It is important to maintain a professional, organized online store so that customers will feel they can trust Cashmere and Coco. The store should look similar to the blog, since Cashmere and Coco is most known for their blog.

Recommendations

- Use models of varied ages
- Give images of garments from various angles and in various poses
- Give detailed descriptions and sizing info about garments
- Include sensory cues in modeled photos
- Maintain a professional-looking online store

Competitive Analysis

Cashmere and Coco is a small women's boutique, with the target demographic of wealthy thirty to fifty year olds with a taste for fashion, who wants to increase traffic to their online store. One of the most effective ways to increase traffic is through the use of social media. In order to help Cashmere and Coco effectively use social media, we have analyzed eight comparable women's boutiques that could be considered competitors.

- **Anthropologie**- Features an online store and multiple locations across the United States and European. Sells quality women's clothing, accessories, and home accents in a similar price bracket. Target young women in their teens to thirty's.

- **Boston Proper**- Features and online store and multiple brick and mortar locations in Florida. Sells high-end women's clothing in a similar price bracket as Cashmere and Coco. Targets thirty to forty year old women.

- **Francesca's**- Features an online store and multiple brick and mortar locations across the United States. Sells quality women's clothing in a lower price bracket than Cashmere and Coco. Targets young women in their twenty's and thirty's.

- **The Dime Handmade**- a Denton, Texas establishment with an online store. Sells handmade accessories and home accents at a reasonable price. Targets women of all ages.

- **Krimson and Klover**- a local Dallas, Texas women's clothing boutique with an online store. Sells quality women's clothing in a lower price bracket than Cashmere and Coco. Targets young women in their twenty's

- **Palm Tree Boutique**- a Texas clothing boutique with an online store. Sells quality women's clothing at a lower price bracket. Targets young women in their teens to thirty's.

- **Diani**- a California clothing store with an online store. Sells high-end women's clothing in a similar price bracket as Cashmere and Coco. Target women aged twenty to forty.

- **Elle and K**- an entirely online clothing store. Sells quality women's clothing at a lower price bracket. Target women aged twenty to forty.

As competitors use various social media outlets differently, analyses have been broken up by social media site. Recommendations have been given for how Cashmere and Coco can best utilize the various outlets.

Twitter Comparison Amongst Cashmere and Coco's Competition

The format of Twitter does not encourage discussion the way that Facebook or Instagram do with the ability to comment, like, and share. Because of the lack of participation, the number of followers each company has measured successful use of Twitter. Companies that are successfully using Twitter have embraced the tendency for lack of participation by using Twitter as an announcement center to direct customers to events that are happening on other social media sites and posting pictures of new merchandise to pique interest in the store at a passing glance.

Figure 6: *Twitter Comparison amongst Cashmere and Coco's Competition* depicts Cashmere and Coco's competition and the usage of Twitter. Information on number of followers or exact percentages can be found on Table 6: *Twitter Comparison amongst Cashmere and Coco's Competition* in Appendix A: *Social Media Competition Comparison.*
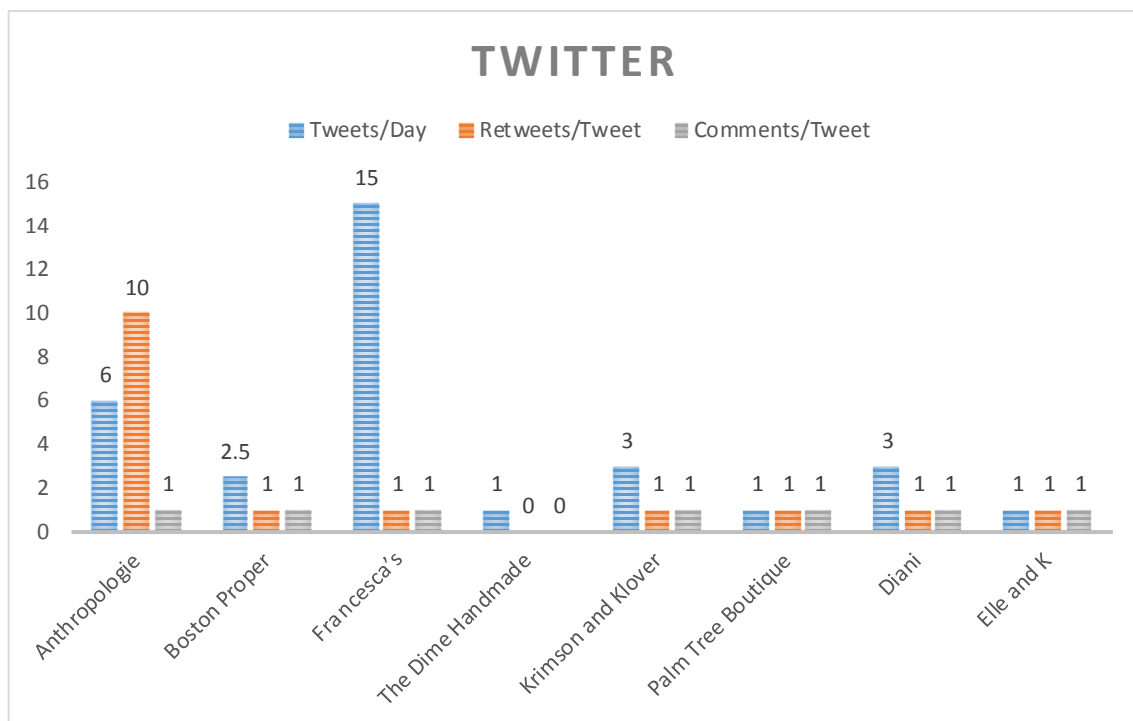

Figure 5 Twitter Comparison amongst Cashmere and Coco's Competition

Promote New Merchandise

All of the boutiques use Twitter to promote new merchandise by posting a simple picture of the item with a link to their online store. While this is a good strategy for informing customers of products, posting only these

kinds of tweets seems to bore customers. Diani and Palm Tree Boutique have the lowest numbers of followers and for its size, Boston Proper has very few followers, probably because the content of their tweets are not exciting or interesting to the audience.

Vary Tweets

The most successful companies have a lot of variation in the content of their tweets. Anthropologie is the most successful, mostly because of their large size, but also because they have a huge difference in the content of their tweets. They had multiple tweets per day and many tweets consisted of clever sayings to introduce new products. Other tweets include recipes, comments about current affairs and fun facts, such as the birthday of Eiffel Tower, helping the Monarch butterflies, and quotes from fashion icons. While the amount of energy put into Anthropologie's Twitter is unrealistic for Cashmere and Coco, due to the difference in size, it is clear that variety in tweets is key for keeping customers interested.

Conclusion

Smaller boutiques Elle and K, Krimson and Klover, and Franchesca's provide good working models for the future of Cashmere and Coco. They each add variety to their tweets and encourage customer participation by announcing their many giveaways and contests, which take place mostly on Instagram and Facebook. They also all tweet thank you's to their customers regularly, fostering a personal relationship between the company and customers.

This personal relationship could be very useful to a small start-up boutique like Cashmere and Coco, since, if customers feel a personal connection, they may be more likely to recommend the boutique to their friends. Krimson and Klover also tweets an "Outfit of the Day" each day, made from their merchandise, which is a clever advertising strategy, but may better suited for Pinterest or Instagram.

Recommendations

- Use Twitter as an announcement center
- Tweet 3-5 times a day
- Vary tweets between:
    - Strict promotional tweets with pictures of merchandise and links to store
    - Posts about flash sales, contests, or giveaways
    - Thank you's to customers

Facebook Comparison Amongst Cashmere and Coco's Competition

Facebook's format is more conducive to open discussion than Twitter. Facebook users also give the most feedback out of all the social media platforms. Success on Facebook was measured with the number of "People Talking about This." This gauges the number of people that have interacted with the Facebook page within a seven-day period. Interactions include likes, posts, comments, shares, check-ins, and mentions of the page with the @ function. Successful competitors are using Facebook for more open-ended interactions with customers and as a hub for all of their posts on other social media.

Figure 7: *Facebook Comparison amongst Cashmere and Coco's Competition* depicts Cashmere and Coco's competition and the usage of Facebook. Information on number of followers or exact percentages can be found on Table 7: *Facebook Comparison amongst Cashmere and*
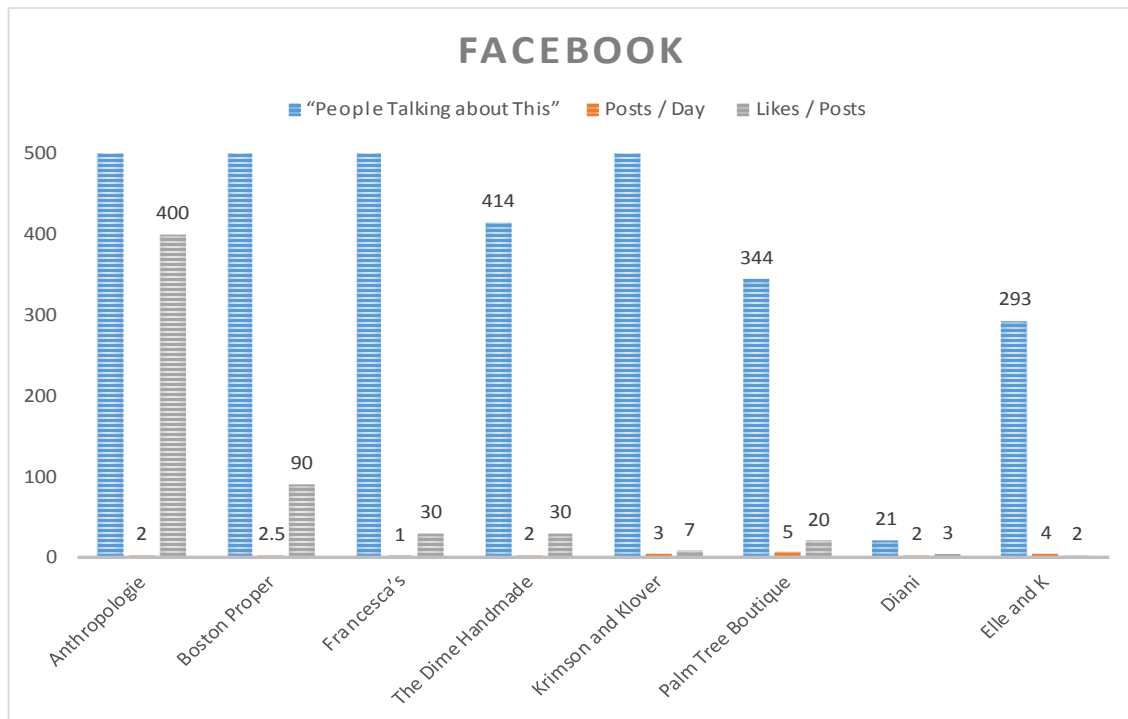
Coco's Competition in Appendix A: *Social Media Competition Comparison.*

Figure 6: Facebook Comparison amongst Cashmere and Coco's Competition

Palm Tree Boutique, Elle and K, and Diani's Facebook pages read like catalogs, with only posts containing pictures of modeled merchandise and links to the online stores. While these companies did have many likes, such one-dimensional posts did not foster much interaction from customers and is not recommended for Cashmere and Coco.

Successful Use

The companies that employ Facebook most successfully use it to directly ask customers for responses. Francesca's, Krimson and Klover, and Boston Proper encourage customer participation by asking them to post pictures of themselves wearing the boutique's merchandise. They often post quick references to current events, like music festivals and holidays, and ask for customers' stories or opinions. These companies also use Facebook to host many of their contests by asking customers to like, share, or comment on posts in order to win prizes. These posts generally have many replies and likes, which suggest this is a successful strategy for Facebook.

Anthropologie seems to have connected all their social media so that all of their posts are posted on all of their social media outlets. While we do not recommend this approach for Cashmere and Coco, as they do not have the resources to post as diversely as Anthropologie, and constantly bombarding customers with the same posts would annoy them, the idea of using Facebook as a catch-all social media outlet has merit. Having all of the information from other social media outlets in one convenient place could be useful to customers, and it is easy to connect Facebook to other social media outlets like Twitter, Instagram, and Pinterest

The Dime Handmade shows especially good feedback on Facebook. This is because the Dime is really a coalition of many individual designers and venders rather than one unified store. The community-like structure of this store and its emphasis on selling hometown-Denton merchandise leads to more community interaction. Because of the different natures of the Dime and Cashmere and Coco, the Dime's strategies are not applicable to our purpose.

Recommendations

- Connect Facebook to other social media sites so that all posts are also posted to Facebook
- Use Facebook to directly ask for customer participation with requests to see their outfits and fun, opinionated questions
- Host contests on Facebook

- o "Get five friends [R8]to like the Facebook page and post which follower directed them to the page to be entered to win a 20% off coupon code"
- o "Post a picture of you wearing or using Cashmere and Coco products to be entered to win"
- o "Post a picture of you wearing Cashmere and Coco to be entered for a chance to be the model of a new item on the store site for a month"

Pinterest Comparison Amongst Cashmere and Coco's Competition

Pinterest is a unique social media outlet; the content does not need to have a particular message the way that a post to Twitter or Facebook would. Often Pinterest pins don't have any words at all. Because this is such a unique platform, competitors utilize Pinterest differently than other social media outlets. Since browsing Pinterest is similar to window-shopping, fostering little interaction, success in Pinterest is measured by number of followers.

Figure 8: *Pinterest Comparison amongst Cashmere and Coco's Competition* depicts Cashmere and Coco's competition and the usage of Pinterest. Information on number of followers or exact percentages can be found on Table 8: *Pinterest Comparison amongst Cashmere and Coco's Competition* in Appendix A: *Social Media Competition Comparison.*
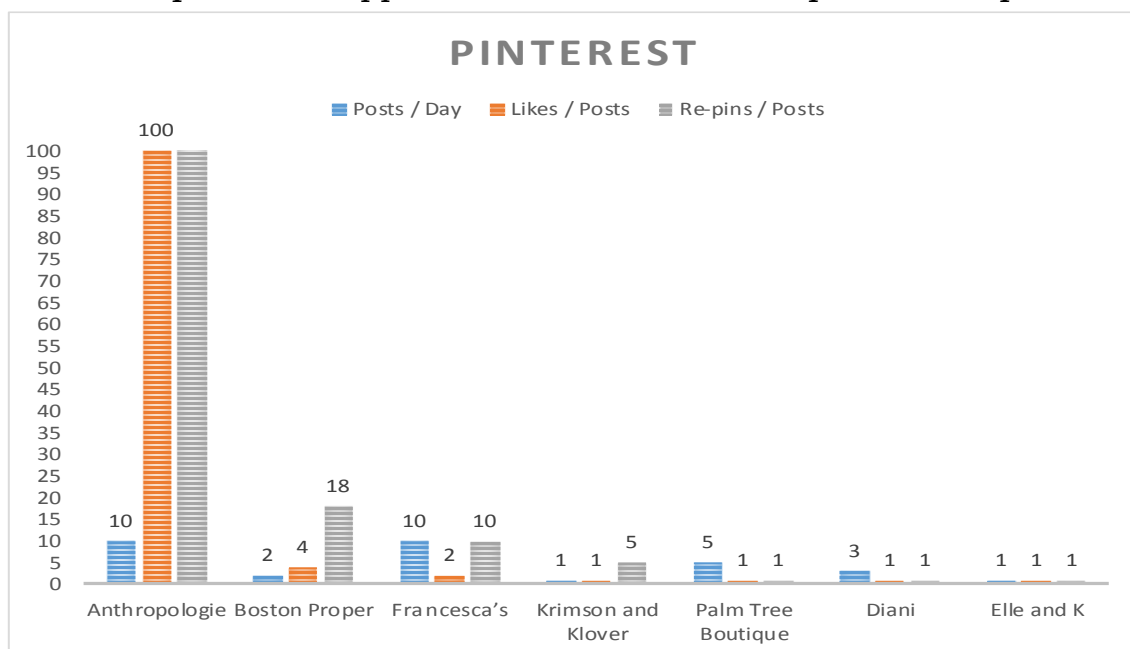

Figure 7: Pinterest Comparison amongst Cashmere and Coco's Competition

Vary Pins

Most of the competitors use Pinterest in the same way, using some boards for promoting their products and others for various life advice and creative outlets. The promotional boards read like a catalog, with pictures of modeled merchandise with a short description (name of item and price), and a link to the online store where it can be bought. Other boards included beauty tricks, hairstyles, and quotes from fashion icons, travel destinations, and celebrity style.

Both of these approaches could be useful to Cashmere and Coco's new social media plan. Posting pictures of merchandise allows customers to browse the store without putting in the effort of clicking over to the website. This will increase the number of people exposed to the merchandise and, therefore, increase possible sales. Pinning clothes also allows customers to re-pin items from the boutique so they won't forget about them if they choose to buy later.

Build Company Personality

Competitors use other Pinterest boards to develop a personality for the boutique rather than for strictly promotional goals. These types of pins can be helpful to customers and, if linked to Cashmere and Coco's blog, will drastically increase traffic to the blog as customers follow the links to access the tips. Fashion inspiration or celebrity style boards could be useful to Cashmere and Coco if they link their pins to similar items they sell in their online store.

Several competitors also pin announcements of contests, and Elle and K has a board dedicated to screenshots of tweets from happy customers. (We believe these types of posts are better suited for other social media outlets.)

The Palm Tree Boutique has all of their clothing under one board called "New Arrivals" that they seem to add to indefinitely. This is not recommended for Cashmere and Coco, as it makes it hard for customers to find exactly what they're looking for. Instead, clothing should be divided into boards based on type of garment or collection by designer, to make navigation easier on customers. This is how all the other competitors have their Pinterest's organized.

Some of the larger competitors, like Anthropologie, also seem to add to their Pinterest indefinitely. This approach can highlight the store's creativity and give a history of what types of garments to expect from the boutique. This is not recommended for Cashmere and Coco, as it may frustrate customers by letting them believe items are available when they

are sold out. Instead, Cashmere and Coco should keep their Pinterest boards up to date with their inventory.

Recommendations

- Organize Pinterest clothing boards like a catalog, dividing clothes by garment or collection
    - Include name and price of item and link to online store
- Keep Pinterest clothing boards up to date with inventory
- Cultivate several non-store related boards to develop personality
    - Link these to Cashmere and Coco's blog to increase traffic
    - Travel[R9] destinations
    - Fashion quotes (from Audrey Hepburn, Coco Chanel)
    - Health and beauty tips

Instagram

Instagram is specifically meant for sharing pictures, and because of this, competitors utilize this social media outlet to develop a personality for their company and employees. Instagram users give a lot of feedback to the competitors, so many of the competitors use Instagram to host their contests and giveaways. Because of the amount of audience interaction, percent engagement from the audience was used to measure success on Instagram.

Many of the competitors post pictures of their employees wearing their clothes and behind-the-scenes pictures of unpacking new inventory or playing with their pets in the store. Boston Proper is especially active in this type of post, the majority of their posts being behind-the-scenes pictures of fashion shows, store openings, and inspiration for their new clothing lines.

Boston Proper does not have much audience interaction compared to the other competitors, implying that using only these types of post is not ideal. Other competitors that use these types of posts along with other types are very successful, however. We recommend that Cashmere and Coco incorporate some of these types of posts to develop personality and make themselves relatable to their customers.

Figure 9: *Instagram Comparison amongst Cashmere and Coco's Competition* depicts Cashmere and Coco's competition and the usage of Instagram. Information on number of followers or exact percentages can be found on Table 9: *Instagram Comparison amongst Cashmere and Coco's Competition* in Appendix A: *Social Media Competition Comparison.*
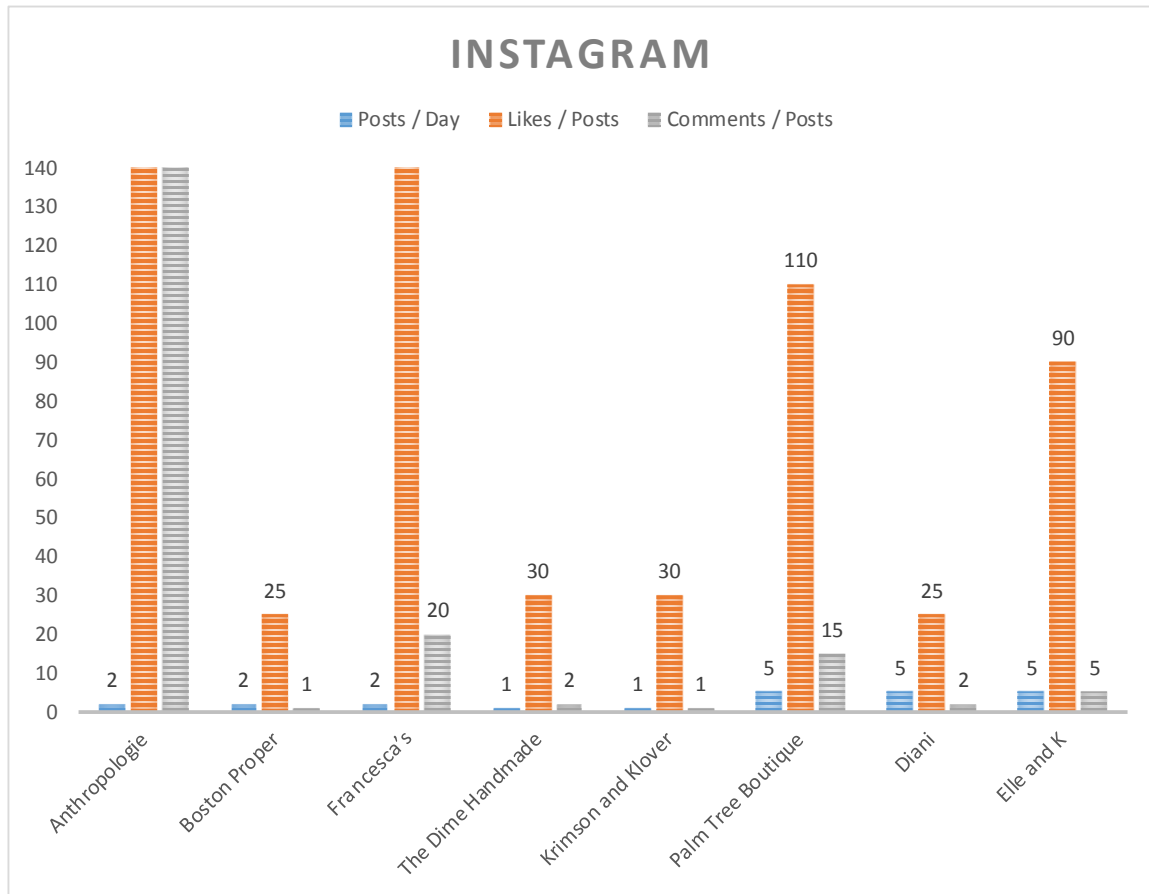
Figure 8: Instagram Comparison amongst Cashmere and Coco's Competition

Giveaways

The most successful competitors host multiple contests or giveaways a month on Instagram. Krimson and Klover and Francesca's host "Outfit of the Day" contests, where customers post pictures of themselves wearing the boutique's clothes, and the outfit that gets the most likes wins a prize. These contests are especially effective because they advertise the merchandise while engaging customers. Other contests involve liking, reposting, or sharing on Facebook. Winners of these competitions are also posted on Instagram. Francesca's also does a contest called "Be the Buyer", in which they post pictures of possible merchandise that the store might buy and customers get to choose which garments they buy. This is a unique and clever way to engage customers.

Sales

Competitors also post advertisements for flash sales, discounts, and garments that they are running out of, which are usually replicas of their posts on other social media outlets. As long as there are posts unique to

Instagram, and all the social media sites are not identical, like Anthropologie's, we believe these posts are effective advertising.

The Dime Handmade has the most Instagram success, but its social media strategies are not applicable to Cashmere and Coco. The Dime posts many pictures from events all over Denton, and does advertisements for their individual vendors. However, the Dime is a coalition of venders that musters a lot of small-community pride, so they are not comparable to Cashmere and Coco.

Recommendations

- Use Instagram to develop personality
  - Travel destinations[R10]
  - Fashion quotes (from Audrey Hepburn, Coco Chanel)
  - Health and beauty tips
- Post pictures of Cashmere and Coco employees and behind-the-scenes images.
- Host at least two contests a month
- Attempt "Outfit of the Day" and "Be the Buyer" contests
- Integrate flash sale and discount advertisements similar to those posted on other social media.

Blogs

Since Cashmere and Coco started as a blog, and most of their brand recognition comes from that, making the blog a useful advertising tool is important. The only competitors that maintain blogs like Cashmere and Coco are Anthropologie, Francesca's and Diani. All of the blogs post on a regular bases (weekly) and are very similar, discussing topics like seasonal trends, celebrity style, makeup, hair, and beauty tips; similar to Cashmere and Coco's blog.

Pinterest-like Interface

Competitors organize their blogs in various ways. Anthropologie has a Pinterest-like interface that is easy for the viewer to navigate. This lets the viewer easily see the products, as well as the categories of merchandise and themes. Categories such as "Style," "Décor," and "DIY" are in tabs across the top of the page and within each category Anthropologie uses themes such as weather by month, current events, and color palettes. All posts contain mentions of Anthropologie merchandise and links to the online store. Even posts such as a how-to for a hairstyle have mentions of Anthropologie merchandise, such as hair clips and combs.

Creating a Pinterest-style interface may be too complicated for Cashmere and Coco right now, but adopting some of these aspects, such as sticking to over-arching themes and giving lots of links to redirect customers to Cashmere and Coco's online store will influence customers to buy more.

Classic Style

Francesca's and Diani have more classic blog styles. Francesca's posts "look books" that feature models wearing Francesca's merchandise in different settings. These are meant to inspire customers on how to wear and make outfits out of their clothes. The look books are themed by season, location of the photoshoot, or particular line of clothing, and, when viewed, redirect the customer to a page of individual pictures of items the models are wearing within Francesca's online store.

Diani gives similar posts of models in their merchandise with links to their store. This is very effective advertising, as it gives customers an idea of how they can use different garments, encouraging them to buy things. Cashmere and Coco can apply this to their current blog posts, such as celebrity style, by giving links to similar items that they sell in their online store.

Recommendations

- Categorize blog posts to make them easy for viewers to navigate
- Include themes that follow trends, the seasons, celebrity style and tie these posts in to Cashmere and Coco's merchandise
- Provide many links and re-directs to the online store
- Post frequently (at least once a week) and consistently

Report Summary

The client, co-owner of the Cashmere and Coco online boutique and blog, has requested a social media content strategy report. In its current form, Cashmere and Coco is not attracting a significant amount of business with their social media strategy. The client would like us to analyze the social media strategy in its current form, in an attempt to increase Cashmere and Coco's web presence and generate more revenue. Cashmere and Coco aims to increase traffic and sales on their online store. The most effective way to do this is through advertisement on social media outlets.

Key Recommendations

Posting on the blog, Facebook, Pinterest, Instagram, and Twitter at least twice a week will maintain a connection with the audience and keep followers interested and apprised of boutique updates. The updates should be crafted to display the online store products or display information that connects back to the store.

An audit of comments and discussions with the focus group, survey, and Cashmere and Coco and other boutique's social media pages showed that customer service and shipping rates were highly valued in the online clothes shopping market. Competitors offer flat rate shipping or free shipping deals and include a personal thank you with each order.

A simple display on the front door or at the register with QR codes for customers to scan and follow the social media sites is an effective way to increase online traffic.

Including collecting email address as part of the check-out process allows for future contact with out of town shoppers.

Social media should funnel potential customers to the store. It serves to raise awareness, keep out of town shoppers notified, garner new interest, and foster customer communication and discussion.

Through implementing these recommendations, Cashmere and Coco should expect to see a dramatic increase in social media traffic and online sales.

Appendix A: Social Media Competition Comparisons

Twitter

Table 6: Twitter Comparison amongst Cashmere and Coco's Competition

	Followers	Tweets/Day	Retweets/Tweet	Comments/Tweet	Engagement %
Anthropologie	459,000	6	10	1	1%
Boston Proper	3,053	2.5	>1	>1	1%
Francesca's	8,434	15	1	>1	1%
The Dime Handmade	141	1/month	0	0	1%
Krimson and Klover	2,140	3	>1	>1	1%
Palm Tree Boutique	17	1	>1	>1	1%
Diani	410	3	1	>1	1%
Elle and K	1,133	1	>1	>1	1%

Facebook

Table 7: Facebook Comparison amongst Cashmere and Coco's Competition

	Page Likes	"People Talking about This"	Posts / Day	Likes / Posts	Engagement %
Anthropologie	843,924	5,732	2	400	1%
Boston Proper	117,448	1,390	2.5	90	1%
Francesca's	129,351	2,484	1	30	2%
The Dime Handmade	2,695	414	2	30	15%
Krimson and Klover	5,286	671	3	7	6%
Palm Tree Boutique	57,184	344	5	20	1%
Diani	2,783	21	2	3	1%
Elle and K	27,486	293	4	2	2%

Pinterest

Table 8: Pinterest Comparison amongst Cashmere and Coco's Competition

	Followers	Posts / Day	Likes / Posts	Re-pins / Posts	Engagement %
Anthropologie	445,425	10	100	500	<1%
Boston Proper	5,308	2	4	18	<1%
Francesca's	8,93	10	2	10	<1%
The Dime Handmade	-	-	-	-	-
Krimson and Klover	6,415	1	1	5	<1%
Palm Tree Boutique	372	5	<1	<1	<1%
Diani	1,366	3	<1	<1	<1%
Elle and K	1,391	1	<1	<1	<1%

Instagram

Table 9: Instagram Comparison amongst Cashmere and Coco's Competition

	Followers	Posts / Day	Likes / Posts	Comments / Posts	Engagement %
Anthropologie	727,033	2	13,000	160	2%
Boston Proper	1,277	2	25	1	1%
Francesca's	42,515	2	800	20	2%
The Dime Handmade	512	1	30	2	6%
Krimson and Klover	6,508	1	30	1	1%
Palm Tree Boutique	13,540	5	110	15	2%
Diani	2,089	5	25	2	1%
Elle and K	11,041	5	90	5	1%

Appendix B: Project Schedule

Project Schedule

The project's schedule is listed below and is divided into whole-team deliverables and sub-team deliverables. All due dates are the latest deliverables can be turned in. If a deliverable or task is finished early, the next on the list will begin immediately. If any team member or sub-team falls behind, it is the project manager's responsibility to fill the gap.

Project Schedule

Team Lead Meeting		Monday @5	Team Leads	None
Team Status Report	Weekly	Monday @12	Chris	
Primary Research Team Report		EOD Friday	Stephanie	
Secondary Research Team Report			Justice	
Deliverable Team Report			Amanda	
Project Plan	23-Mar	4-Apr	Chris	
Style Guide			Deliverable Team	
Primary Research Team Schedule and Objectives		2-Apr @12 AM	Stephanie	
Secondary Research Team Schedule and Objectives			Justice	
Deliverable Team Schedule and Objectives			Amanda	
Final Report	28-Apr	5-May	Leadership	
Final Client Presentation		Finals	Leadership	Complete written report, and presentation

Primary Team Schedule

Competitive Analysis of Online Presence				
How are cashmere and coco's top 8-10 competitors using the web to engage their customer base?	2-Apr	11-Apr	Stephanie	
-Identify cashmere and coco's top 8-10 competitors	31-Mar	2-Apr	Team	
-Identity all the social media platforms competitors are using				
What are the key topics they are discussing with their audiences?	2-Apr	11-Apr	Melinda	
Break down type of interaction (coupons, photos, new products, etc.) by social media site				
What are the key topics they are writing in their blogs?	2-Apr	11-Apr	Kelsi	
How are each of the competitors fulfilling key metrics for each social media site?	2-Apr	11-Apr	Zach	
-Analyze various social media metrics (reach, engagement, acquisition, conversion, activity, etc.)				
-Analyze how they are drawing people to their sites				
Combine and edit Competitive Analysis drafts	11-Apr	18-Apr	Team	
Description of audience and audience needs				
What kinds of things are audiences tweeting about? (Big data analysis)	11-Feb	21-Apr	Stephanie	
What are audiences looking for when engaging online? (Survey, interview, and/or focus groups)	11-Apr	21-Apr	Kelsi	
-Make plan/survey/script for focus group		14-Apr		
-Conduct focus group		19-Apr		

What are their primary demographic characteristics?	11-Apr	21-Apr	Zach	
-Determine cashmere and coco's target audience				
-Make a short (5-10 questions) demographic survey for the focus group		14-Apr		
-Analyze tweets for demographic information		21-Apr		
What social media outlets does your audience prefer?	11-Apr	21-Apr	Melinda	
What kind of content are they looking for?				
-Make a short survey for focus group asking what they desire from a boutique's social media		14-Apr		
-What does audience desire from cashmere and coco (products/information)	11-Apr	21-Apr		
Compile and edit description of audience and audience needs	21-Apr	28-Apr	Team	
Objectives				
Weekly Team Meetings		Wednesday @5	Team	
Weekly Project Reports		Thursday@12am		
Complete Competitive Analysis		18-Apr		
Complete description of audience and needs		28-Apr		

Secondary Team Schedule

Overview of web presence and social media				
What are ALL of the various outlets for online presence? (Facebook, Twitter, YouTube, Slideshare, Pinterest, etc.)			Justice	
Research all outlets	1-Apr	9-Apr		
What changes will be made to increase website business				
Rough draft	11-Apr	16-Apr		
Final draft	16-Apr	23-Apr		

Cashmere
& Coco
Boutique Blog

Task	Start	End	Owner	
What are the key characteristics of each media outlet? (e.g., number of users, annual growth, primary modes of content dissemination, etc.)	1-Apr	9-Apr	Justice	
What is the purpose of each media outlet?				
What are the key metrics for measuring success for each outlet? (Reach, audience growth, total followers, engagement rate, visitor frequency rate, assisted conversions, bounce rate, click thru rate)	1-Apr	9-Apr	Spencer	
What changes can be made on each outlet to bring more business to the website				
Rough draft	11-Apr	16-Apr		
Final draft	16-Apr	23-Apr		
How are they tracked and measured? What software is free and available to track such metrics?	1-Apr	9-Apr		
What constitutes success and how do we interpret these metrics?				
Current audit of online presence for Cashmere and Coco				
How is Cashmere and Coco establishing an online presence? Provide a detailed overview of all of their media outlets.	1-Apr	9-Apr	Jessica	
How are media outlets interconnected?				
What changes will you make to increase website business				
Rough draft	11-Apr	16-Apr		
Final draft	16-Apr	23-Apr		
What content and topics are presented on each media outlet?	1-Apr	9-Apr	Jerrika	
How are they fulfilling key metrics for each social media outlet they are using? (Reach,				

engagement, etc.)				
Changes to metrics that will increase website business				
Rough draft	11-Apr	16-Apr		
Final draft	16-Apr	23-Apr		
Objectives				
Everyone's final report will be due		26-Apr		

Deliverable Team Schedule

Social Media Strategy				
Clarifying Business' social media goals	1-Apr	9-Apr	Bradley	Info from client
Outline the primary outlets that will meet these goals				
Develop the content strategy				
What type of content will you post and promote via social media?	1-Apr	16-Apr	Amanda B	Blog/ other media sources
How often will you post content?				other social media sources
Who is the target audience of each type of content?			Amanda W	Info from client/social media
Who will create and manage the content?			Rachel	Info from client
How will you promote the content?				other social media sources
Track progress with analytics			Vinh	Google Analytics
Adjust strategy based on analytics				
Synthesizing, editing, and designing content for final report	16-Apr	30-Apr	Amanda W/ All help	Research from all other teams
Final presentation	28-Apr	Finals	Team	
Objectives				
Style Sheet	1-Apr	4-Apr	Amanda B,	Previous class

			Amanda W	experience/Word
Cover social media C&C are already specifically using			Amanda W	C&C Website
Potential use of a website that will run all of your social media for a small business		16-Apr	Rachel	Internet Search
Putting together information from all groups in an order than makes sense/makes a good point		30-Apr	All	

Team 2 Contact Information

Contact information for Team 2 is provided below. Please utilize email as primary means of communication, followed by text and last resort phone. All information for the client will be shared via Dr. Lam to the project manager. Subsequently, all team members need to coordinate via their team leads.

Project Manager

Chris Tognocchi: christophertognocchi@my.unt.edu

Primary Team

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Secondary Team

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Jerrika Cromer:	jerrikacromer@my.unt.edu
Spencer Hamilton:	s_hamilton9177@yahoo.com
Jessica Simmons:	jessicasimmons46@yhaoo.com

Deliverable Team

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Amanda Birkheimer:	abirkheimer@sbcglobal.net	817-209-7831
Bradley Edwards:	bradleyedwards02@my.unt.edu	469-315-4490
Rachel Baker:	rkb991@yahoo.com	540-359-5215
Vinh Pham:	vinhpham@my.unt.edu	469-432-4021

Style Guide

Page Elements

Layout	Microsoft Word
Spacing	Single space for text
Padding	Zero for text
Page size	11″x8.5″
Margins	1″
Layout	Multi-paged manual format
Visual Aids	Photographs, background color, diagrams, figures, and logo-Left justified
Headings	Left justified

Type Elements

Typeface	Bookman Old Style for text
	Tahoma for Headings (H1, H2, H3...)
Size	36 point for title page heading
	24 point for other page headings
	16 point for subheadings
	12 point for text
Style	Bold for cover text and headings
Color	Black for text
	Dark Purple for H1 headings (72, 0, 72)
	Plum for H2 headings (102, 0, 51)
	Purple for H3 headings (183, 101,164)

Text Elements

Numbers	Spell out numbers 1-10
Lists	Numbered lists for instructions
	Bulleted lists use dot bullet
	Capitalization first letter of every word in heading brand names
	Punctuation Spell out abbreviations (first occurrence)
	Items in a series use comma before last item bulleted items and numbered lists do not use end punctuation
Style Handbook	*A Writer's Reference* by Diana Hacker

Index