



Averie

INSTA STRATEGY

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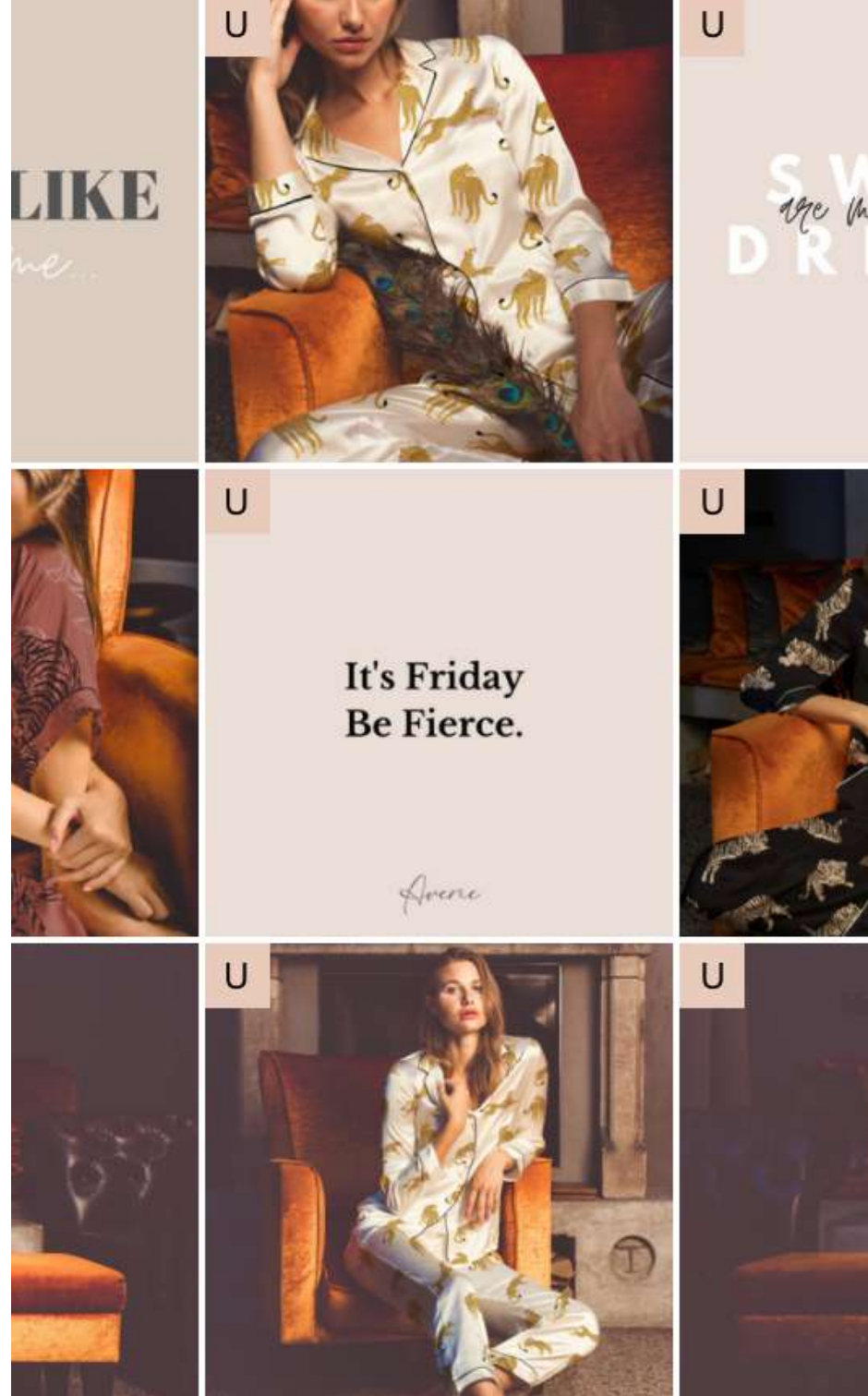
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OVERVIEW

What we're doing

- Start with an attractive BIO
- Link to your site
- Build an aesthetic feed
- Respect your brand identity
- Focus on the target audience
- Stay consistent
- Make your Instagram shoppable (*pending*)



WHAT WE COULD DO

- Use strategic hashtags
- Brand filters to encourage engagement (*pending*)
- Strategic Likes/Follow/Comments
- Tag locations
- Run competitions
- Get audience's input with polls
- Work with influencers/content creators
- Collaborations with other brands & platforms (media?)
- Tap into seasonal themes & holidays



You deserve
some me time.



trending #-tags for product shots, quotes, & lifestyle images

#averieclub #sleepwear #loungewear #metime
#averiesleep #nightwear #pajamas etc..

Action point: Find trending #-tags according to type
of content and start using them.

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like, comment,
follow posts &
accounts of
target group

Some interesting accounts are...

Desmond & Dempsey
Olivia Von Halle
Pour Les Femmes
Lunzia
RADICE

Action point: Target these accounts & establish more accounts to follow / engage with, who channel "luxury fashion vibe" aligned with our brand.



We spent 1 year commenting, liking & following resulting in an organic growth of 20,000 followers in a 12 month period.

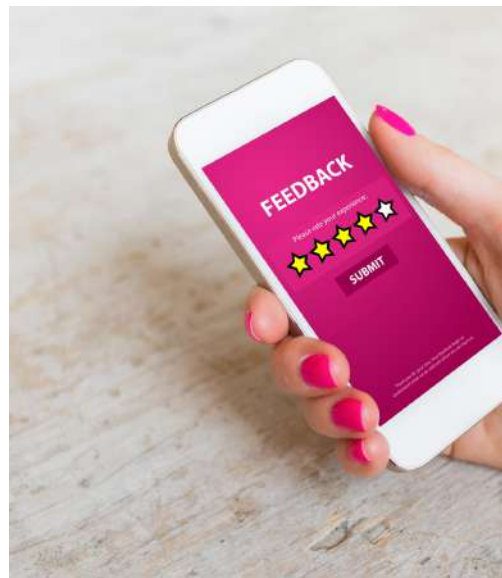
– Jia Wertz, FORBES



competitions & polls

- "Follow our page and invite 2 friends to follow us to enter" / "Tag your bestie to win..."
- "What shall we design next?" Answer in the comments below and invite 2 friends to answer.

Action point: Look into competitor's successful comps. / polls and copy them.



work with influencers/ content creators

- As soon as we have product in stock do influencer & content creator outreach.

Action point: Establish WHO to work with, that align with our brand. Research needed.





collaborations with brands / media outreach

- Identify possible collaborators in other brands that could pair well with our brand.
(eg. anything from beauty products, jewelry, liquor, hair (GHD?), fashion brand, chocolate...)
- Do we want to do a media outreach?

Action point: Establish WHO to work with, that align with our brand. Research needed.



IGTV & Instagram Live

One example – "Style Your Pajamas"

Action point: Research potential ways to grow audience using these tools.





tap into seasonal themes & holidays

- *Wear Your Pajamas to Work Day (16th April)*
- *Netflix & Chill Day (2nd January)*
- *National Lazy Day (10th Aug)*
- *X-mas*
- *Mother's Day*

Action point: *Establish which holidays to pin-point in the year and develop potential campaigns.*

*That's
it for
now!*

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