



Assessment 3:
Social Media
Strategy - Client
Pitch!

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Social Media Strategy

ARITZIA



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Executive Summary

Hill family founded Aritzia in 1984 in Vancouver. Brian Hill is the founder and the executive chair of the company. He has led us as a third-generation retailer. The brand have opened 97 retail boutiques in key markets across Canada and the United States under his leadership, in addition to developing and launching our eCommerce business. Mr. Hill's vision and expertise have shaped and driven our growth as an accomplished retailer, merchant, creative director, and corporate strategist.

Aritzia is expanding at a time when many fashion retailers are feeling the effects of the COVID-19 pandemic, with several closing their doors permanently. Analysts see similarities between the brand's recent success and that of fellow Vancouver-based apparel company Lululemon, which is now one of the world's largest clothing retailers. When it comes to marketing, Aritzia's social media platforms are their primary focus. In order to increase engagement and customer loyalty, their digital advertising tactic includes the creation of a sense of community.

This social strategy proposal suggests several key points, such as starting a TikTok account to capture a large portion of the target market, starting a podcast to participate in this growing form of media, focusing on customer requests for improved sustainability, increasing the production of valuable content on YouTube, and encouraging user-generated content to increase brand trustworthiness. The paid social strategy will center on promotions on the most popular platforms, including Instagram, TikTok, Snapchat, and the use of influencer marketing. The attached content calendar shows that organic social recommendations focus on consistent, valuable, informative, and educational content. These recommendations and content calendar align with the smart goals proposed for increasing brand awareness throughout this campaign.



Analysis of Current Business State

STRENGTHS

Geographic Presence: Aritzia has a significant geographic presence thanks to its extensive dealer and associate network, which assists in providing efficient services to customers and managing competitive challenges in the Retail (Apparel) industry.

Track record of innovation: While most participants in the Services industry strive to innovate, Aritzia has a proven track record of consumer-driven advancements.

The success of new product mix: Aritzia offers its customers a wide range of product mix options. It enables the company to cater to different customer segments in the Retail (Apparel) industry.

Market Leadership: Aritzia holds a significant market leadership position in the Retail (Apparel) industry. It has aided the company in quickly scaling new product successes.

Brands catering to various customer segments within the Retail (Apparel) segment: Aritzia's extensive product offerings have assisted the company in reaching out to different customer segments within the Retail (Apparel) segment. It has also helped the organization diversify its revenue streams.

High margins compared to competitors in the Retail (Apparel) industry: Despite facing downward pressure on profitability, Aritzia maintains higher profit margins than competitors.

WEAKNESSES

Supplier loyalty is low: Given Aritzia's history of developing innovations to drive down supply chain prices. In the Retail (Apparel) industry, competitors can easily imitate Aritzia's

Business Model: To overcome these obstacles, the company name must develop a platform model capable of integrating suppliers, vendors, and end-users.

The additional cost of constructing a new supply chain and logistics network: Internet and Artificial Intelligence have significantly altered the business model in the Services industry. Given the diminishing importance of the dealer network, Aritzia must construct a new robust supply chain network. This can be extremely costly.

Aritzia's per-unit revenue is declining due to increased competition in the Retail (Apparel) industry, which is putting downward pressure on profitability. The following is a starting point for managing this situation for the company name: objectively assessing the current value propositions of the various products.

High cost of replacing existing Aritzia experts. Few employees are in charge of Aritzia's knowledge base, and replacing them will be extremely difficult under the current circumstances.

Consumer Persona

Audience - Fashion-Driven Luxury
Preference Location - Available throughout Canada
Gender - Females
Age range: 15 to 35 years
Interests - Fashion, everyday luxury, shopping, and winter.



Competitors Research

	Facebook	Instagram	Twitter	Youtube	Tiktok
Joe's Jeans	85.8k followers Engagement rate 105%	108k followers Posts - 24 Engagement rate - 0%	10.2k followers 13 Tweets Engagement - 0.011%	1.35k followers engagement rate 0%	2.53k followers 6 videos 13.9% engagement rate
Urban Outfitters	2.18M followers engagement rate 0%	9.25M Followers Engagement rate 5.09%	921K Followers Engagement rate 0.003%	No page	117k followers 36% Engagement rate
GAP	1.85k followers Engagement rate 0%	3.11M Followers Engagement rate 18%	13.9k Followers Engagement rate 0%	99.1k followers Engagement rate 0%	9.11k Followers Engagement rate 0.46%
ZARA	30.2 M Followers Engagement rate 37.7%	No Page	1.37M Followers Engagement rate 13%	No Page	2.10M Followers Engagement rate 200%
OAK + FORT	34.5k followers Engagement rate 0%	427k followers Engagement rate 31.4%	No Page	No Page	9.05k Followers Engagement rate 62.7%



SOCIAL MEDIA PRESENCE

CURRENT SOCIAL MEDIA PRESENCE

FACEBOOK
INSTAGRAM
TWITTER
TIKTOK
LINKEDIN
PINTEREST

MISSING CHANNELS

YOUTUBE
SNAPCHAT
PODCAST APPS





**SOCIAL MEDIA AUDIT
&
ASSESSMENT
OF
EFFECTIVENESS
&
ENGAGEMENT**

INSTAGRAM

FOLLOWERS

1.34 M

POSTS

1.34 M

AVERAGE AMOUNT OF COMMENTS

49.5%



Aritzia published 13 posts, or only about three posts per week. We recommend posting at least once per day because your followers want to hear from you!

POSTS / WEEK



Aritzia

⚠ Not available

Competitor Average

RECOMMENDATION:

In terms of feed posts, the account is quite active; they post content every 1-2 days. Their reels are mostly generated in-house, with a few user-generated reels mixed. Their account looks nice, but Aritzia could benefit from posting more customer features or raw/unedited product shots. Aritzia should also work harder to improve its CRM score. A few questions in the comments section go unanswered. Using hashtags and brand hashtags in posts and stories to increase organic reach and visibility. To close the gap between followers and engagement rate, Aritzia should increase engagement and create more user-generated content.

FACEBOOK

FOLLOWERS

208K

POSTS

29

AVERAGE AMOUNT OF COMMENTS

40.9%

Aritzia's Facebook Audience

May. 12, 2022 - Jun. 10, 2022 EDT



RECOMMENDATION:

They post every 2/3 days, but their content is identical to Instagram's. Despite having 208k followers, their average post like is as low as 20. Engagement in terms of likes, comments, shares, and replies is almost non-existent. The "shop" feature on Facebook adds an important feature to the page. Hashtags are not permitted in any posts. Upselling during the holiday season or during any festivities is not seen on Facebook. They are not running any ads on Facebook. They are active in comment sections and use appropriate hashtags wherever possible to increase organic reach. Run Facebook ads to increase sales and brand awareness.

TWITTER

FOLLOWERS

59.7K

POSTS

22

AVERAGE AMOUNT OF COMMENTS

37%

Aritzia's Twitter Audience

May. 12, 2022 - Jun. 10, 2022 EDT



Aritzia's Twitter Followers were consistent during this period. Keep posting high-engagement content to attract new followers.

FOLLOWERS

59.7k +0.1%

Aritzia

Not available

Competitor Average

RECOMMENDATION:

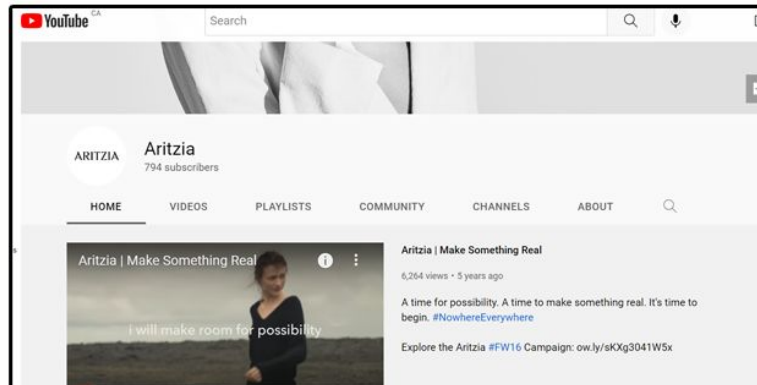
They post every 2/3 days, but their content is identical to that of any other social media platform. Their average post like is as low as 10. Respondent engagement is moderate. The number of followers is adequate but not excessive. Hashtags are not permitted in any posts. Upselling is not seen during the holiday season or any other festivities. There is no user-generated content. The bio section contains only a brief description of its theme; it is recommended that it include its values, what distinguishes it, brand hashtags, latest collections, and campaigns. Should include hashtags for clothing, holiday festivities, seasonal changes, and so on. More buzz and user-generated content, as well as retweets of any positive reviews, should be included. Including motion pictures and videos to increase reach

YOUTUBE

RECOMMENDATION:

Recently, the account is not been active on YouTube. The account has 8 videos in total, with no posts in the last 5 years. The subscriber base is insufficient. Engagement and responsiveness are non-existent. There are almost no comments. They've used hashtags in previous videos that have been posted. The most recent video was posted four years ago, with their 2017 spring collection.

Initiate, edit, and share in-house videos from other social channels, as well as create informative videos to help your brand stand out. Creating short styling videos based on the seasons. Release video campaigns for year-round festivities and clothing based on demand. Run YouTube ads to gain more subscribers.



SOCIAL MEDIA POSTS

INSTAGRAM



Instagram is a critical platform to be active on. The goal of this post is to increase user engagement on Instagram by incorporating relevant hashtags for greater reach. The post will feature a brand ambassador and will show you how to style your sweater in three different ways. The reference image is shown below. Using hashtags like

#styleyoursweater #sweater #winter #aritzia #myaritzia #sweaterweather

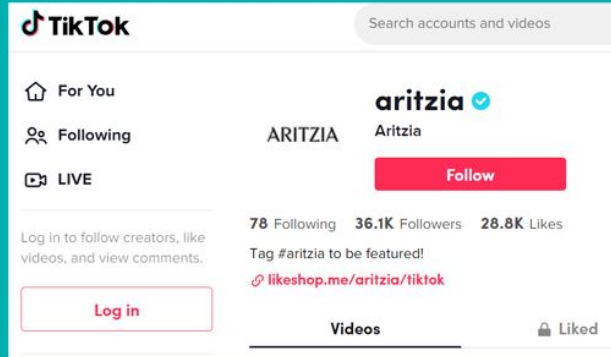
The goal of the post is to increase relevant followers. The post will also ask the audience to tag their friends and let them know which of three styles they preferred. This will increase the rate of engagement.

FACEBOOK



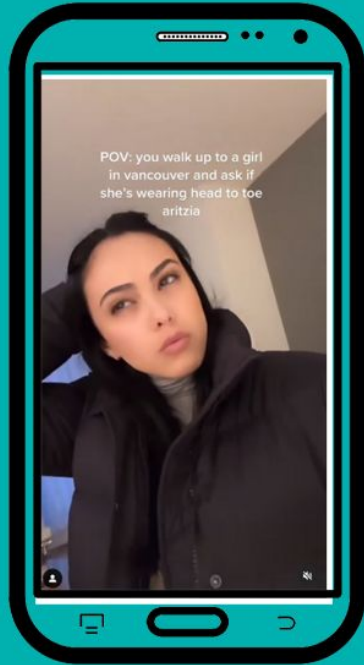
Facebook has one of the largest user bases for advertisers. According to Statista, Facebook had more than 2.6 billion users worldwide as of July 2020. Facebook's audience is not only large, but also diverse in terms of demographics. The ad formats, targeting options, and measurement capabilities of Facebook complement any marketing strategy. The suggestion is to create a post for Aritzia's new collection and target customers before the launch to generate buzz. This ad will be published 14 days before the launch and will include an early-bird coupon code, encouraging viewers to interact with the brand and visit the Facebook shop with the discount applied while checking out. The advertisement will include key hashtags such as #knittseason #sweaterweather #myaritzia #everydayluxury.

TIKTOK



TikTok users are at ease on the platform and even eager to interact with one another. TikTok users enjoy their time there because of the unique content. Aritzia should launch a TikTok channel and create fast-paced videos of "everyday luxury" in only two pieces of clothing. The hashtag #tiktokmademebuy, which is currently trending, should be included when posting the video. This TikTok post will feature styling ideas with Aritzia and will include branded hashtags to increase post reach. "Permission to be whomever you like being," the caption will read. Dress in your everyday luxury. #aritzia #fashion #everydayvibes #tiktokinspiredmetobuy

INSTAGRAM SPONSORED REEL



Instagram Reel is a critical feature to use. With an average attention span of about eight seconds, this type of video content is ideal for maintaining the attention of targeted audiences. Engagement with reels is higher than with IGTV or video posts. Instagram sponsored user-generated reels will provide a relatable touch, allowing more people to easily relate and engage. Use relatable hashtags like #Aritzia #luxuryfashion #ootd to increase reach.

BRAND AMBASSADOR PROGRAM

Distribution Channels and Content Type
Developing a content campaign in which customers can be the face of the brand by wearing brand clothing and posting photos on various social media channels. The idea is that the customer creates content and has the opportunity to become an Aritzia Brand Ambassador. As an Aritzia Brand Ambassador, they will receive a special 10% discount on their next purchase. They will receive a percentage of the company's commission as well as content linked to all official social media pages as a Brand Ambassador. The winner will be chosen from those who have received the most likes, comments, and shares on their posts.

Recommendations

I believe that Aritzia's presence on the following platforms will help us achieve the goal of increasing brand awareness in the new online retailer space. The organic reach content pillars will centre on being inspiring, educational, entertaining, and selling.

To increase brand awareness, each platform will use a strong call to action encouraging engagement with the brand. The following frequency of content to each platform is explained below, as seen in our content calendar. The brand's hashtag, #aritzia, will be used to collect user-generated content and raise brand awareness. 4x weekly Facebook posts - Emphasis on photo content and conversational CTAs.

YouTube x2 organic posts per week with podcast recordings - in line with smart goal recommendations to increase YouTube presence with Aritzia video content and support podcast promotion.

Podcast x2 weekly uploads - YT video of podcast recordings Increase engagement on other platforms and on the website. TikTok x5 videos per week + collaboration with influencers/user-generated content video - TikTok is extremely popular among our target audience. TikTok videos are either 15 seconds or 60 seconds long. Using the hashtag #aritzia to promote the brand will increase brand awareness. TikTok's content goal is to create a trend or new sound so that users can make their own TikToks and increase brand awareness across the app.

TikTok values authentic and genuine content, so using an organic social strategy rather than paid promotion at first would be a strong strategy.

Estimated Budget

Aritzia reported a fiscal year-end revenue increased by 66.1% from last year to \$444.3 million. A company's marketing budget is typically 10% of its gross sales, or \$267.5 million. According to Hootsuite, B2C companies should allocate approximately 20.9 percent of their marketing budget to social media marketing. As a result, 20.9 percent of a \$267.5 million marketing budget, we would have to consider dividing the funds among the following groups with this amount:

- Platform advertisements:
 - Duration of the campaign (monthly/quarterly)
 - Instagram Carousel/Story ads, Snapchat video ads
- Measuring KPIs to determine whether to continue focusing on these platforms or shift organic strategy to pay for other platforms.
- Team of Content Creators - Content creators (videographers and photographers) graphic designers
- Copywriters, designers, and creative directors (continues on next page)

Content Calendar

KEY:	Holiday	Campaign	Webinar	Blog Post	Shopping Ads	
	User-Generated Content	Social Media Post				
SUNDAY	MONDAY	1- TUESDAY	2- WEDNESDAY	3-THURSDAY	4- FRIDAY	5 - SATURDAY
		Youtube short video Launch Brand Ambassaador Launch	Instagram post	Facebook post Tik tok made me buy campaign	Facebook Ad Post TikTok Styling Post	Brand Ambassador re post Facebook Ad Post
6	7	8	9	10	11	12
	Product instagram Post(Winter collection) Instagram Reels (how to style)	Product twitter Post Facebook Ad Post	Product youtube launch Facebook Ad Post	Brand Ambassador re post Facebook Ad Post Tik tok made me buy campaign	Instagram reel upload TikTok Styling Post Facebook Ad Post	Retweets and uploads on user generated content
13	14	15	16	17	18	19
	TikTok made me buy campaign Facebook Ad Post	Social Media Blog Post Brand Ambassador re post	Instagram Reel Facebook post	Facebook Ad Post You tube video 2 upload Instagram post	TikTok Styling Post TikTok made me buy campaign Brand Ambassador re post	User-Generated Content on stories of instagram Live Instagram Session with judges of Brand Ambassador campaign
20	21	22	23	24	25	26
	Social Media Influencer Content Instagram Reels post Facebook Ad post	Instagram post	Youtube video 3 upload	Brand Ambassador re post Facebook Ad post	TikTok Styling Post Instagram Reels	Stories on Instagram
27	28	29	30	31		
	Social Media Influencer Content Facebook Ad post Tik tok made me buy Campaign	Blog Post Instagram post Brand Ambassador Campaign	Live Instagram Session on tips to win Brand ambassador Facebook Ad Post	Social Media Influencer Content Product Social Media Post Brand Ambassador Campaign	TikTokStyling Post Product Social Media Pos Tik tok made me buy Campaign	Stories on Instagram Instagram Reels Brand Ambassador Campaign results

Resources:

<https://app.rivaliq.com/overview>

<https://www.similarweb.com/website/aritzia.com/#overview>

<https://www.owler.com/company/aritzia/competitors>

Academic Integrity Checklist

- I fully understand my instructor's requirements for group and individual assignments (when in doubt always ask).
- There is no section or component of my assignment, paper or research report that I do not understand (if you do not understand your own work it is, therefore, not in your own words, and has been plagiarized).
- I have kept my research notes, lab sheets, outlines and early drafts (you may be asked to provide these to your instructor).
- My direct quotations have quotation marks (both opening and closing) and are fully referenced.
- All ideas used from other sources include citations.
- The reference entries in my bibliography/works cited/reference list corresponds with every idea/quote I have used.
- I have checked my work against my notes to be sure I have correctly referenced all direct quotes or borrowed ideas.
- Apart from material that is a direct quotation, everything else is in my own words.
- In paraphrasing the work from others I put the complete idea into my own words and did not just change a few words.
- I have checked all citations for accuracy (i.e., page numbers, dates, web page addresses).
- I have asked an instructor or librarian about how to include any material I was unsure how to document.
- I have used one recognized Reference Style (i.e., APA, MLA, Chicago, etc.) consistently throughout my paper/work.
- I have accurately and completely described any data or evidence I have collected.
- I did not share my work/answers/content with others in ways not explicitly authorized by my instructor.
- This is the first time I have submitted this material for a course.

Nabila Husseni

10/06/2022

Name

Date

