

An aerial photograph of a river meandering through a dense, lush green forest. The river is dark and flows from the top center towards the bottom left. The forest is thick with various shades of green, indicating a healthy, mature ecosystem. The riverbanks are irregular and covered in dense vegetation.

Two Cumberland

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Project Overview

- In particular, we believe their social media presence can be improved. Our main goal is to help this local business in Charleston expand its reach both within the city and in surrounding areas. Since Two Cumberland is located downtown on King Street, it has the opportunity to attract more consumers from outside the area. By building a significant online presence, the store could engage with a wider audience, especially those who may not have the time or proximity to visit the physical store. Being strategic about where and what type of content to post can help maximize their overall reach.

Target Audience



- Our target audience is those who have an interest in the modern fashion industry as well and locals throughout Charleston.



Goals and Objectives

- Increase Two Cumberland's online visibility and customer engagement by developing a targeted social media strategy that expands its reach to both local Charleston residents and surrounding areas. The objective is to grow the boutique's online following, drive traffic to both the physical store and website, and create a consistent and engaging presence that attracts consumers who may not have the opportunity to visit in person. This will be achieved through strategic content creation, local influencer partnerships, and location-based advertising

Main message of the Campaign

- As mentioned before, the main objective is to aid in Two Cumberland in gaining a more what social media presence. This can also aid them in being up to date on current trends and knowing what the consumers are interested in at that moment, as it is ever changing.



Strategies

- Increase Two Cumberland's social media following within the next six months by creating and sharing visually appealing, high-quality content on social media that showcases the boutique's unique clothing offerings and aligns with its brand identity
- Reach potential customers in surrounding areas outside Charleston (Mount Pleasant, North Charleston, and Summerville) by utilizing targeted social media advertising campaigns and collaborations with regional influencers
- Boost website traffic and increase foot traffic to the King Street location by promoting exclusive online offers, in-store events, and seasonal sales on social media platforms such as Instagram and Facebook