

FAR & WIDE

Social Media Marketing Strategy and Audit

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COMPANY OVERVIEW

2018



Far & Wide
was
founded

2 friends



Brianne McDaniel
and
Calli Duncan

1 location



353 Victoria St
Kamloops, BC

1 mission



“Make
Kamloops
Cool”

Social Media Overview










Far & Wide:

- Facebook - 3.8K followers - avg. 7 likes/post
- Instagram - 12.5K followers - avg. 40 likes/post
- TikTok - 190 followers - no viral posts



Social Media Overview - Competitors

	FAR & WIDE	JARDINES DOMAINE	Crooked Crown	THE HOUSE OF
	3.8K followers	6K followers	2.1K followers	2.5K followers
	12.5K followers	7187 followers	6720 followers	3698 followers
	190 followers	×	×	×
	×	×	×	×
	×	×	×	✓
Blog	×	×	×	×
	✓	✓	✓	✓
	×	✓	×	✓

*As of November 2022

Compared to its competitors, Far & Wide is doing fairly well on social media. However, their reach and engagement are severely lacking. To remedy that, we have developed a strategy that will help increase their stats.



Competitor Audit

far_and_wide_bc [Follow](#) [Message](#) [...](#)

1,642 posts 12.5K followers 1,552 following

Brianne and Calli she/her
Entrepreneur
Curated mix of small brands, women owned + lovely pieces
Mon - Fri 10-5:30 + Weekends 10-4
Online is always open!
Sister store to @botanical.scene
bit.ly/farandwidekamloops

Followed by palakdhingra, keepkamloops, jubaida_ahmed7869 + 8 more

Loyalty **Lady o...** **Shop T...** **Works...** **Speak ...** **Loyalty...** **Natural...**

POSTS **GUIDES** **REELS** **TAGGED**

jardinesdomainehome [Follow](#) [Message](#) [...](#)

88 posts 10.3K followers 47 following

JD HOME
Shopping & retail
Kitchen, bath, body, bar, and home decor.
everything you need to make your home a masterpiece 🏡
241 Victoria Street.
Sister store @jardinesdomaine
www.jardinesdomaine.com

CUSTO... **GIFT G...** **GIVE B...** **NOV F...** **COFFE...** **JUNE F...** **MAY F...**

POSTS **REELS** **TAGGED**

crookedcrown.kamlo... [Follow](#) [Message](#) [...](#)

909 posts 6,745 followers 1,148 following

Crooked Crown
Entrepreneur
404 Victoria St, Kamloops
Online shopping available
CDN wide shipping
Vendor inquiries? Pls email us instead of DM ❤️
#crookedcrown gifts
linkin.bio/crookedcrown-kamloops

Followed by letsmovestudio, kamloopsviews, keepkamloops + 1 more

Eco-Fri... **yka fav...** **Deodor...**

POSTS **GUIDES** **REELS** **TAGGED**

Competitor Audit Conclusions

Post-Audit Conclusions

Scoreboard			
	Instagram	Facebook	Total
FAR & WIDE	20	22	42/60
JARDINES DOMAINE est. 1984	24	19	43/60
<i>Crooked Crown</i>	19	20	39/60



SWOT

Strengths –

1. Unique branded products
2. The quality of products is good
3. Locally sourced raw and packing materials
4. Support of the local community, like local artists
5. Lucrative items like home décor, kitchen décor, ladies' bags, and other fashion wear.


Opportunities –

1. To grow outside of Kamloops
2. To thrive in the men's segment
3. To attract virtual clients

Weaknesses –

1. Only women are its customers

Threats –

1. High competition
 2. Attracts others to become an entrepreneur and competitors
- 

Brand Goals and Objectives

H – Health, well-being and natural beauty are promoted

O – Organize and decorate your homes with gift cards to kitchen appliances

M – Market for women with the current trend of self-acceptance and self-love

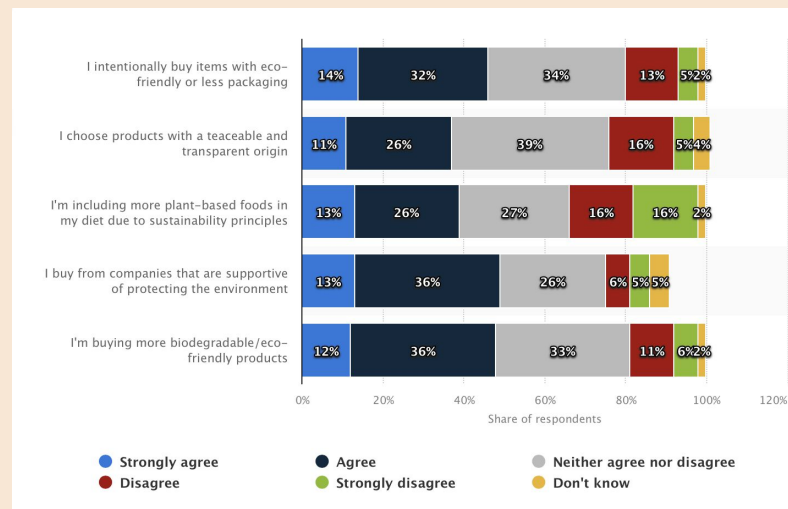
E – Eco-friendly and biodegradable packaging and mostly locally produced products

P – Promoting thoughtful gift exchange to bring positivity into the world

R – Range of different personal tastes are catered to

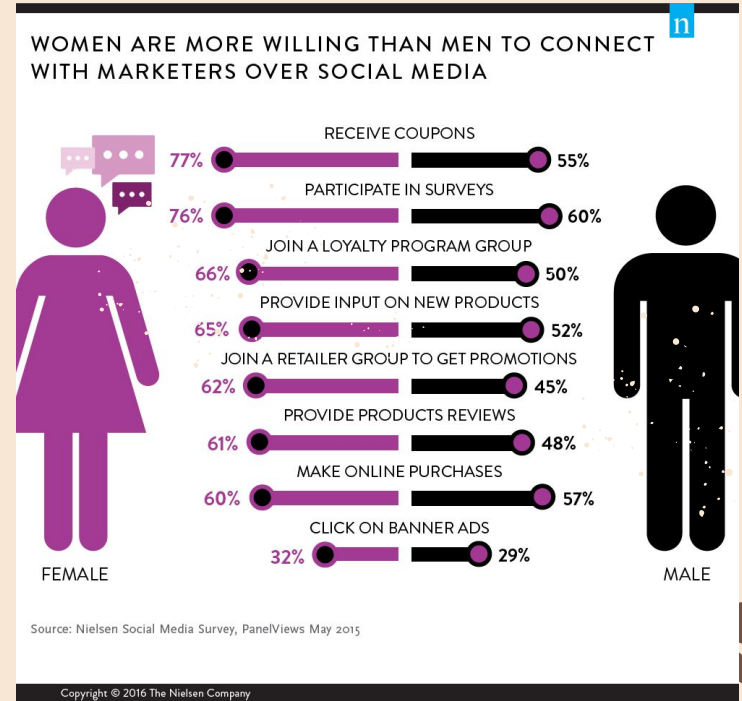
O – Offer love and appreciation for people and community, design, cooking and hosting

Consumers' opinion on statements about shopping sustainably in Canada, March 2021 (Statista's)



Target Audience

- Gender : Women
- Age Group : 23-38 mostly
- gift card section : 23-30 age group
- Main Offers : 'boutique' and home decor items
- Psychological : Women have always loved expressing themselves through fashion and beauty and liked being perceived as confident, attractive and authentic.
- Focused attributes of Married women :
 - Keeping the kitchen and dinner segment tidy
 - Food, receiving guests and self-care.
 - Interested in throwing small dinner parties
 - Relaxing after a stressful day at work
 - Taking care of kids



Marketing Strategy

feeling of coziness, love and warmth in store = leverage it in Far & Wide social media campaigns

Problem

Depression, anxiety, high stress levels prevalent in our daily lives

Solution

Campaign spreading positivity and love using inspirational tone of voice.
#PositivewithFar
AndWide

Stimulation tool

A giveaway of a self-care bundle



Platform

Use Instagram as the main platform, then back it up with TikTok

Marketing Strategy

Goals

- to build stronger relationships with the audience
- to spread store awareness
- to spread positivity in the Kamloops community

Schedule

- Instagram stories: 2-6 times a day.
- Instagram posts with photos: 3-5 times a week.
- Instagram posts with video Reels: every Friday and weekend.
- TikTok video: every day and on weekends 2 times a day.

Results

- gain more trust and have stronger credibility with the locals
- well-promoted values of sustainability and community support

Marketing Strategy

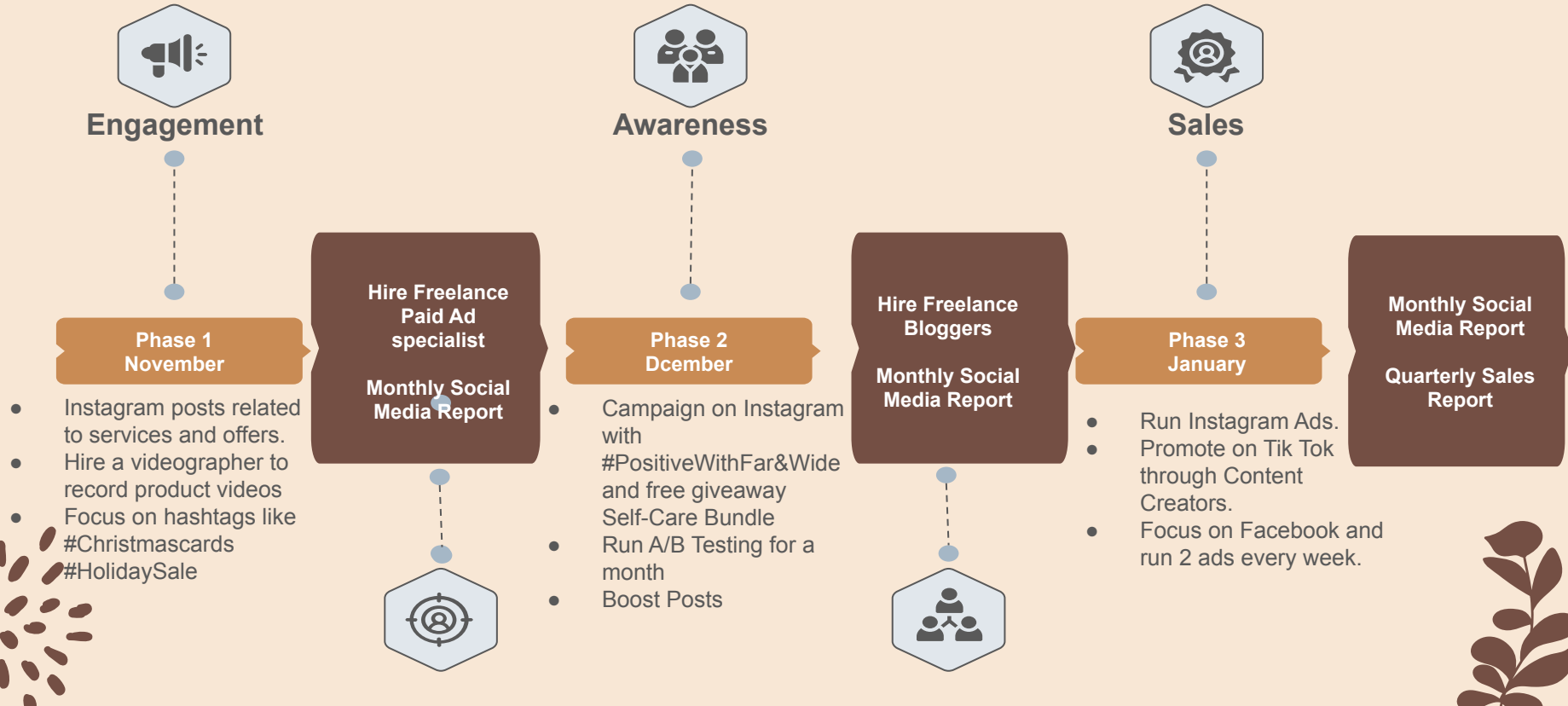
Planning Tools

- Inpreview
- Hootsuite

Paid Media

- Hire a content creator who will fulfill content requirements and explain the algorithms
- Launch 'targeted marketing' and analyze that data (via Instagram and Google Ads)

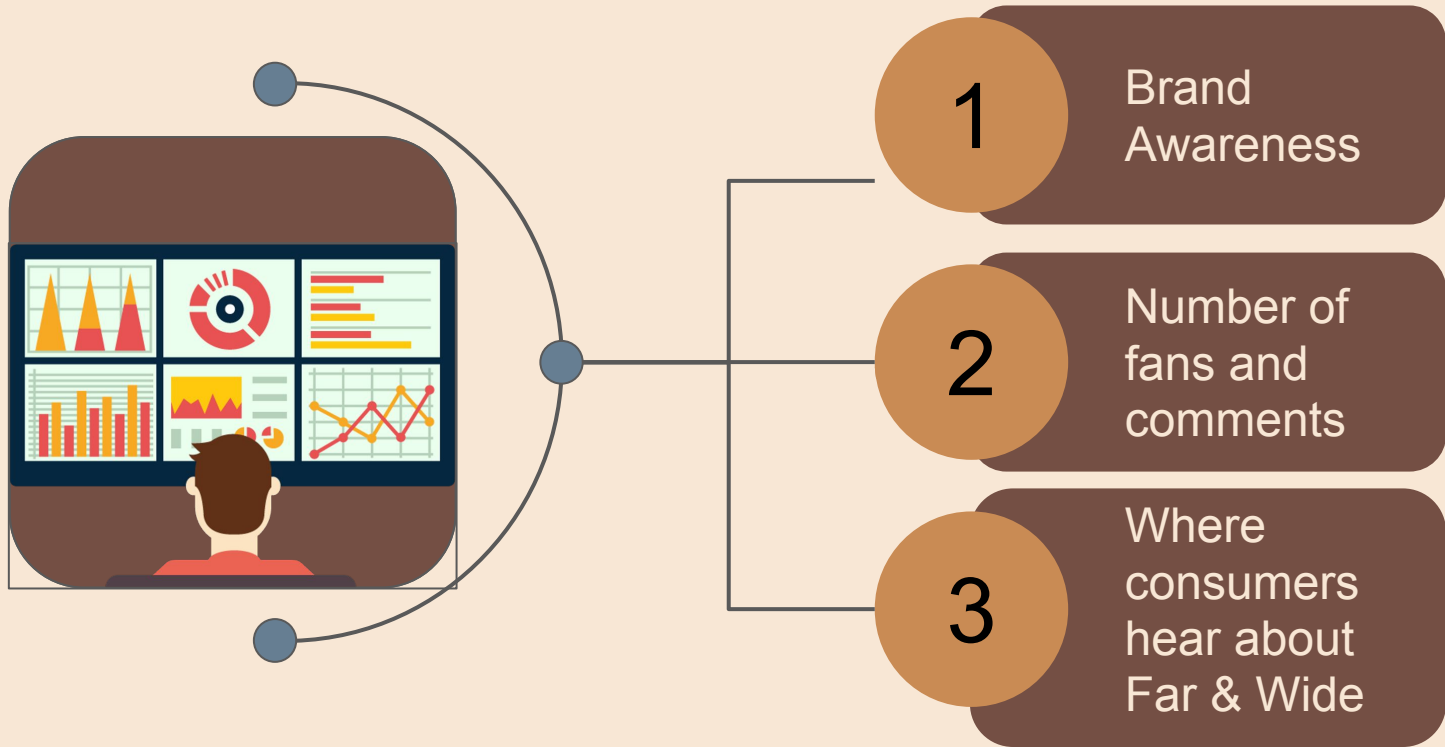
Timeline



Organizational Structure



Monitoring



Tuning



Retool and reposition the three platforms. Different campaigns on different platforms can make the campaign more effective.



TikTok platform prefer to go through video content.



Instagram users prefer creative and design-oriented images.



Facebook users are more focused on information about events and discounts.

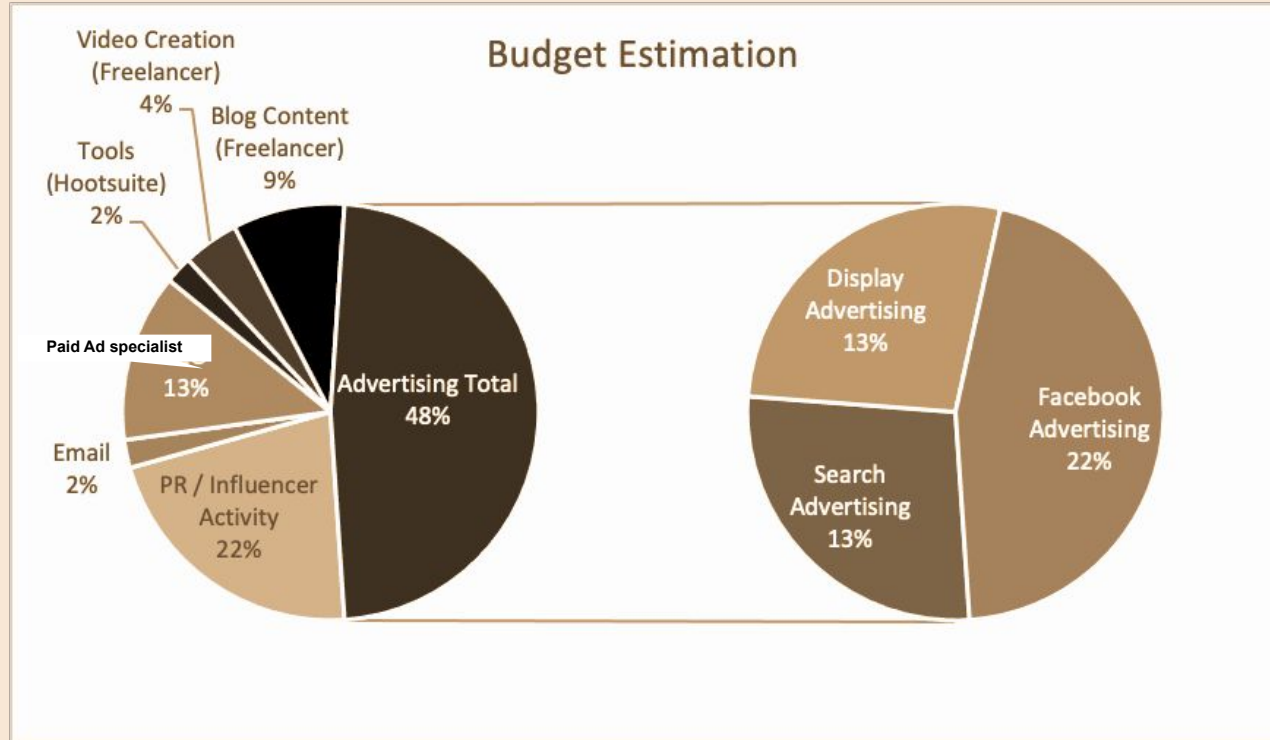


Estimated Budget

Summary	LOW MONTHLY	HIGH MONTHLY
Total Marketing Budget	\$5,000	\$8,000
Digital Marketing Budget	\$3,000	\$5,350
Detail	LOW MONTHLY	HIGH MONTHLY
Search Advertising	\$300	\$700
Display Advertising	\$300	\$900
Facebook Advertising	\$500	\$1,000
Advertising Total	\$1,100	\$2,600
PR / Influencer Activity	\$500	\$1000
Email	\$50	\$100
Paid Ad specialist	\$300	\$600
Tools (Hootsuite)	\$49	\$49
Video Creation (Freelancer)	\$100	\$500
Blog Content (Freelancer)	\$200	\$500



Estimated Budget



Estimated Budget

CATALOGUE SALES



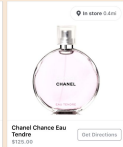
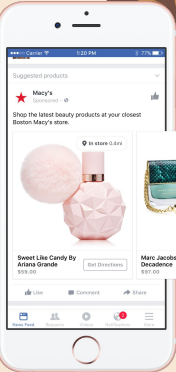
Shy Wolf Rock Lyrics Candle
\$30.00



Joy & Noel Throw Pillow
\$63.00



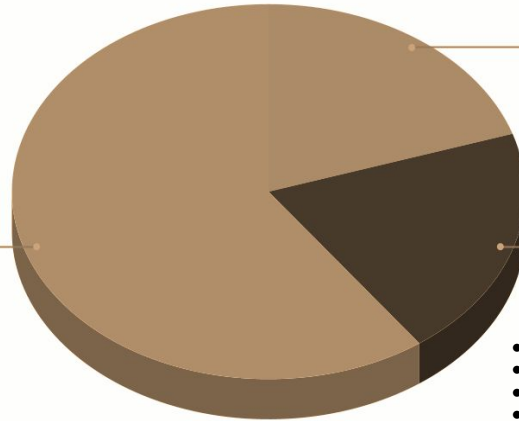
Cypress + Fir Incense Cones
\$27.50



Facebook Ads

Promotions
60.0%

- Catalogue Sales
- Store Visit



- Brand Awareness
- Reach
- Traffic
- Engagement

Retargeting
20.0%

Audience Building
20.0%



Key metrics for monitoring

Stage of Buyer's Journey	Awareness	Consideration	Decision	Adoption	Advocacy
Key Performance Metrics to be measured	Organic: Impressions, likes, video views, Post photo/video view clicks, Autoplay video views	Organic: Comments, shares, Engagement rate, Saves, Link clicks, Video thru-plays, CTR, website clicks	Organic: Link clicks, Social traffic, Page actions, Social conversions	Organic: Brand mentions, Brand/Product sentiment, Average engagement	Organic: Post engagement rate, % of Impressions from specific influencers
	Paid: Cost per Thousand Impressions (CPM), Clicks, Video views, Cost Per Video view (CPV)	Paid: Cost Per Click (CPC), Click Through Rate (CTR), CPV	Paid: Web conversions, Conversion rate, Return on Ad Spend (RoAS)	Paid: Web conversions, Conversion rate, Return on Ad Spend (RoAS)	Paid: CPM, Cost Per Video View (CPV) from specific influencers

Benchmarks



Followers:

Facebook & Instagram: 100 new followers every month



Engagement Rate:

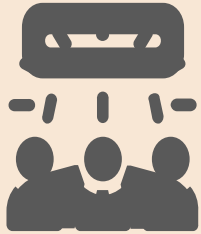
Facebook: 0.06%
Instagram: 0.68%



CTR:

1%/100 Impressions

Benchmarks - ROI



Conversion Rate:

2.8%

Increase online growth by
2.8%



CPC:

\$0.62

(for paid ads running more
than 5 days)




ROAS:

5:1


means that for every
dollar spent, we'll be
getting \$5 back in
revenue



THANK YOU!



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