

MARK4600S Client Project



TEAM 10

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Gable, & Robbie Reily



Introduction

Pinterest

Lilly Gable &
Kaitlyn Lauria

Instagram

Gabi Lewis &
Abby
Cunningham

Research & Analytics

Robbie Reily

Client Overview

- **Alpharetta-based handcrafted jewelry company**
- **Owned by Sherri Murphy**
- **3 Core Values: Faith, Community & Country**

InspireDesigns has a showroom at AmericasMart, where their jewelry is sold. AmericasMart shows happen year-round, usually for one week out of the month. The type of show differs (apparel, gift, etc), but they make most of their profit through wholesale buys at these trade shows. However, the client is eager to expand on the retail side since large profits can be made when marked up from the wholesale cost of production!



Industry Background

The first company that comes to mind with a similar message to our client is Altar'd State. After conducting some research, we found that chains, dainty-type necklaces/bracelets, pendants, and layered jewelry are trending within the industry. Currently, brass jewelry is not trending which is featured on her Altar'd State seems to be following these trends, with many dainty-style jewelry that includes pendants and layered necklaces. Our client could take inspiration from Altar'd State's uniformity of marketing on their website. A weakness of our client is that her website is difficult to navigate and lacks uniformity in displays. Also, there is the opportunity to include more skin tones, further allowing customers to better envision how the products would look on different types of skin tones.

The Ask

MARKETING OPPORTUNITY

- Expanding reach & social media engagement
- Building more brand loyalty,
- Maintaining a strong, shareable, relatable presence on social media accounts such as Instagram and Pinterest

April

2023

TOP PRIORITIES:

- 1 Masters
- 2 Easter
- 3 Earth Day
- 4
- 5

NOTES:

Earth Day:

- Focus on new Still Waters collection

Become a "Verified Merchant" on Pinterest

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
					1	2	
3	4	5	6	7	8	9	
			Masters			Easter Campaign	
10	11	12	13	14	15	16	
Easter Campaign							
17	18	19	20	21	22	23	
		Earth Day Campaign					
24	25	26	27	28	29	30	

May 2023

TOP PRIORITIES:

- 1 Mother's Day Campaign
- 2 Graduation Gifts
- 3
- 4
- 5

NOTES:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
			Mother's Day Campaign			
8	9	10	11	12	13	14
[Blue bar]						MOTHER'S DAY
15	16	17	18	19	20	21
	HS Graduation Campaign					
22	23	24	25	26	27	28
29	30	31				

These goals will be broken into 3 deliverables

DELIVERABLE #1

Social Media Calendar

Social media content calendar created for both Pinterest and Instagram platforms.

The calendar will include important dates, and times to post to maximize engagement.

DELIVERABLE #2

Social Media Content

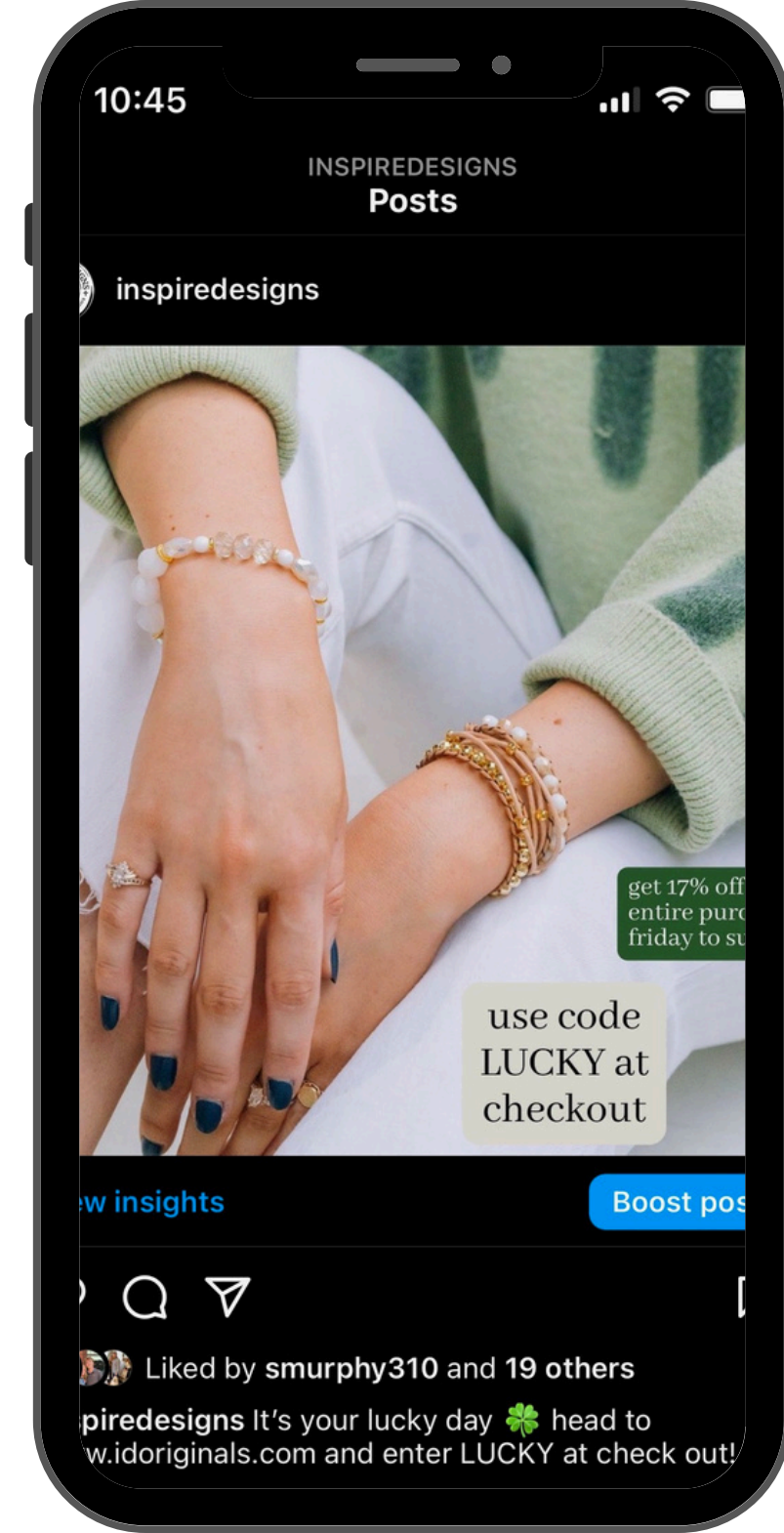
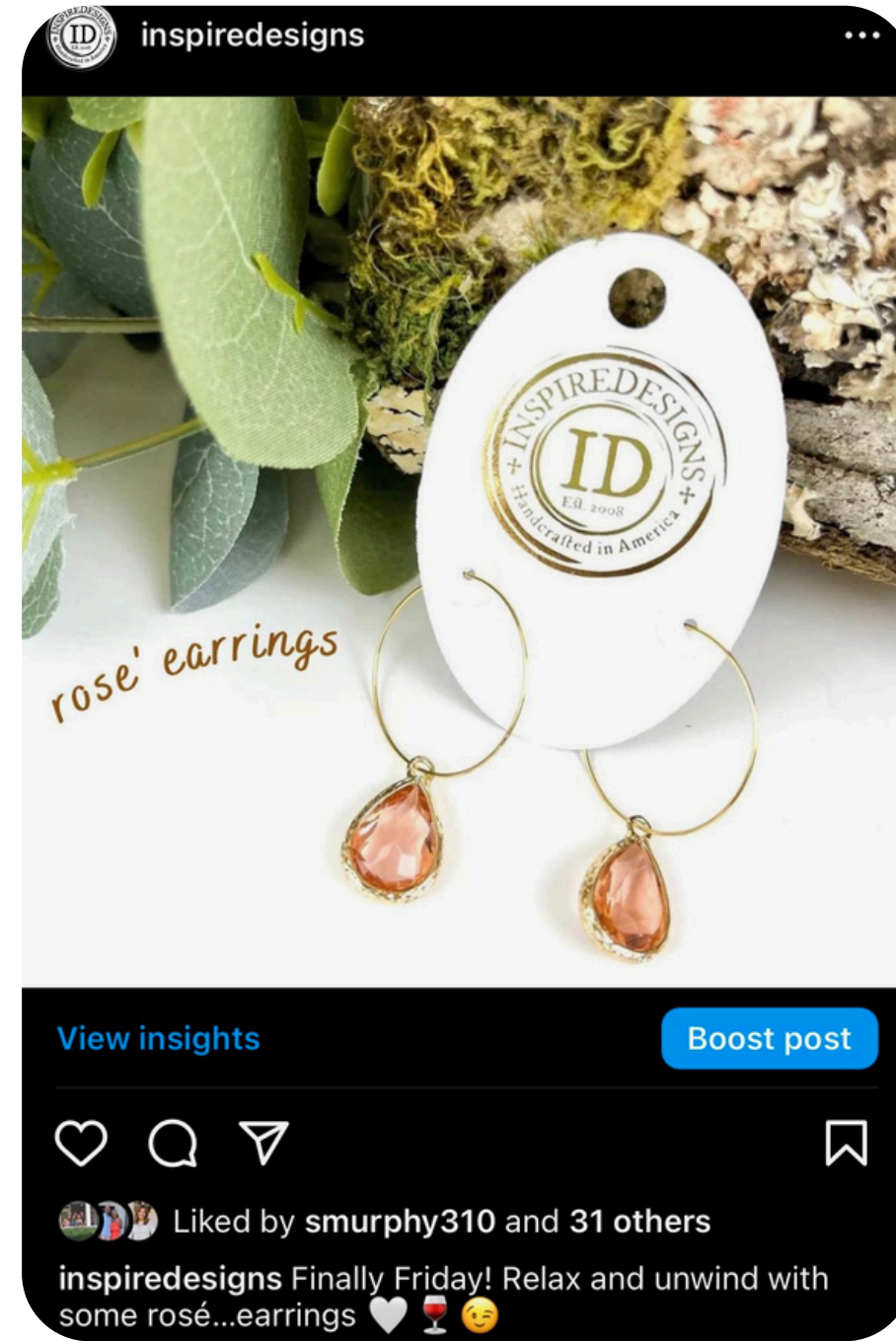
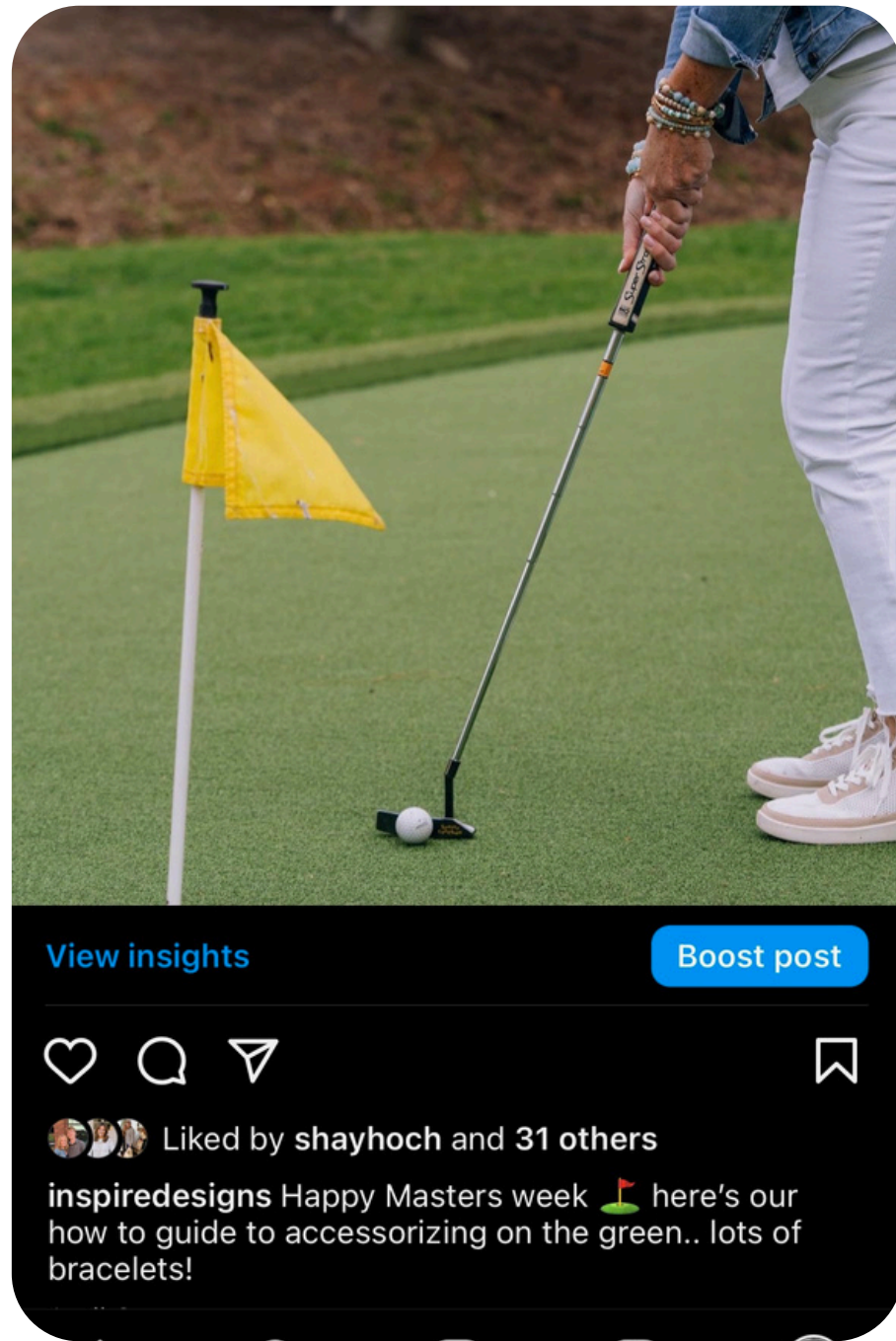
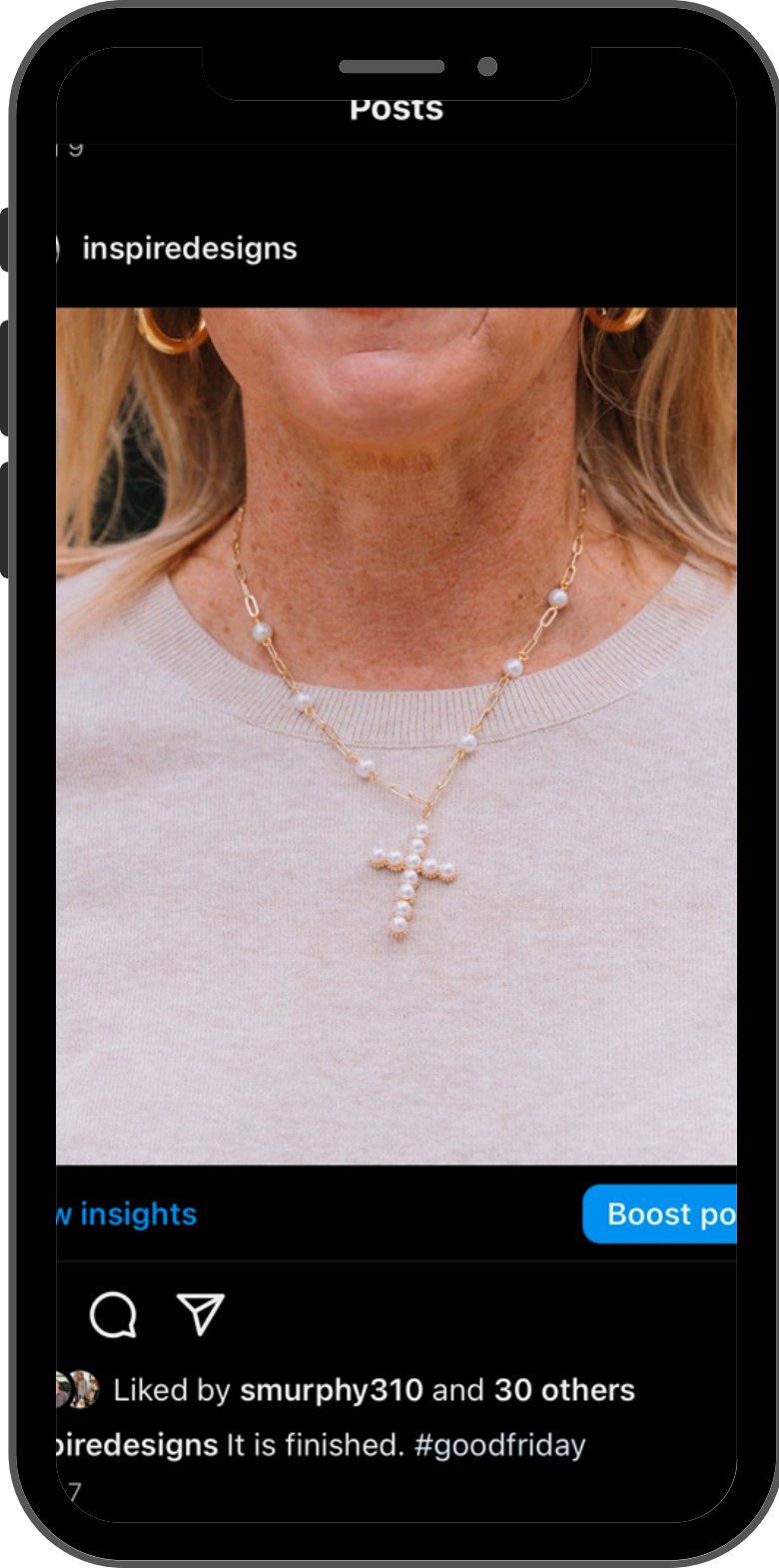
- Ideation and creation of content for both Instagram and Pinterest
- Value-based marketing approach to increase consumer engagement.
- Creating beautiful, shareable content that fits the intended brand image.
- Ideating and find ways for InspireDesigns to truly engage with their audience and reach more of their target market

DELIVERABLE #3

Website Updates

- Updated and easy to locate "Our Story" portion of the website.
- Addition of a map on the website to show customers where all the US handmade items are sourced from.
- Mentioning on the website InspireDesigns' pledge to give back to the community through contributions to various charitable organizations.
- Addition of a "Favorite" button to the website

creative in-feed post ideas



We strived to maintain a cohesive and engaging feed that appealed to our target market We also created a more active posting schedule. We used the feed to promote any new collections, holidays, events and sales..





InspireDesigns

[Verified merchant](#) · @InspireDesignsShop

idoriginals.myshopify.com ·
@InspireDesignsShop · Jewelry handmade in
America

262 followers · 252 following

128k monthly views

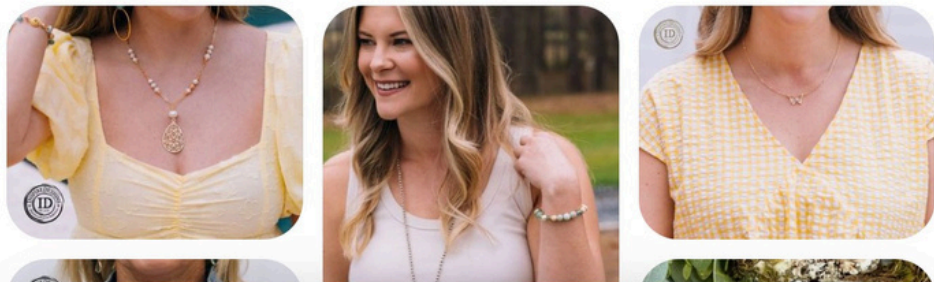


Follow



Created

Saved



Pinterest

- Retail Site Items
- Verified Merchant Status
- Ad Campaigns





Pinterest Campaigns

Easter Campaign

- April 7–17
- 26,917 impressions
- 101 pin clicks
- 123 conversions
- Focused on religious pieces







Earth Day Campaign

- April 19–21
- 811 impressions
- Focused on new Still Water pieces

Mother's Day Campaign

- May 4–13
- 

Pinterest Insights: Past 30 Days

Event type	Number of events
> PageVisit	3,738 
> ViewCategory	1,318 
> Search	340 
> AddToCart	52 
> Checkout	8 
Init	3,741 

Performance

Showing data from the last 30 days

Analytics overview 



Impressions

93.8k

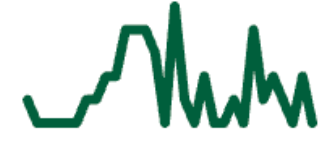
(+53%)



Saves

41

(+273%)



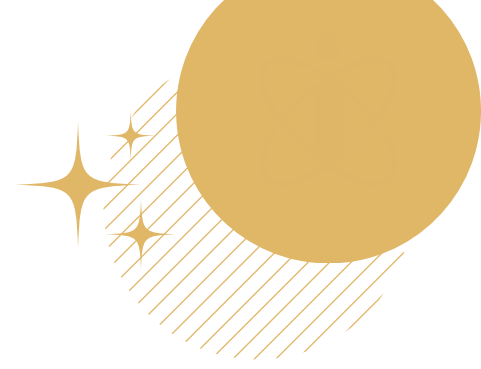
Outbound clicks

171

(+106%)



Secondary Research



Advertising Allocation

- Monetary amount allocated for ads was researched
- Instagram
 - \$.40–\$.70 per click
- Pinterest
 - Recommended \$10–\$20/day allocation
 - \$2–\$5 per 1000 impressions
- Our allocation
 - \$150 per month for Instagram
 - \$5 per day
 - \$300 per month for Pinterest
 - \$10 per day
 - \$50 disposable

Best Post Times

- Research was conducted to figure out the best times to post on social media platforms
- **Instagram**
 - Weekdays between 10am and Noon
 - ~9am on weekends
- **Pinterest**
 - Saturdays 7–11pm
 - Weekends middle afternoon
 - Weekdays during the late morning
 - Decide times on our data

Target Market

- InspireDesigns appeals to all demographics
- Still have a *desired* market in mind
- Millennial women
 - Disposable income
 - 99% of Millennials are active social media users
 - 25% of the population and \$1 trillion in spending power
 - Starting families
- Value handcrafted and designed products from the United States
- Supporting local companies that give back to the community



Best Practices

- Looked at other companies to get ideas
- Specifically Kendra Scott, Altr'd State, and Enewton Design
- Saw that more activity on Instagram and on other social media apps like Pinterest would be beneficial to our goals
- Kendra Scott was very active on posting stories on Instagram
 - Focus on campaigns and new releases
- Both Kendra Scott and Altr'd State were actively posting on Pinterest
 - Had amassed large following and impressions each month
- Enewton Design was not and did not have a large following
 - Did not want to follow in their practice



Best Practices (con't.)

- Figure out ways to increase engagement on Instagram
 - More interactive posts and stories
- Compare social media to presence to other companies
- Start posting on Pinterest
 - 130.89k impressions per month
- Appeal to larger audience
 - Creating ad campaigns
- Review advertisements and their engagement
- Keep track of data to monitor progress
- Consulting
 - Recommending photos from the dropbox
 - Allocating proper time to specific promotions

Objectives

- Boost brand engagement
- Reduce the number of lost sales
- Expand target audience

Our Impact

BOOST BRAND ENGAGEMENT

- 814 page visits P
- Instagram reach +110.8%
- 155.62K impressions P
- engagement 2K

REDUCE THE NUMBER OF LOST SALES

- Add to cart +12%
- Reach check out +5%
- Sessions converted +3%
- Conversion rate +20%

EXPAND TARGET AUDIENCE

- Total audience 89.05K
- Majority of audience 18-24
- Majority of engagement 55-64
- Male audience 19.7%

Creative Brief



Creative Brief

Objectives

- Boost brand engagement
- Reduce the number of lost sales
- Expand target audience

Strategies

- Pinterest posts
- Interactive Instagram stories & timed posts

Social Media Content Calendar

- Website Updates
- Value Based Marketing

Problem?

Inspire Designs did not have an organized, consistent presence on several platforms.

Target Market

- Millennial women
- Disposable income
- Value handcrafted and designed products from the United States
- Supporting local companies that give back to the community

Solutions




Measures of Success: KPIs

Pinterest

- Impressions
- Engagements
- Pin Clicks
- Pin Saves
- Outbound Pin Clicks
- Add to Carts
- Conversions
- Monthly views

Instagram

- Engagements
 - Likes, comments & shares
 - Reach
 - Follower growth
 - Website traffic
 - Add to Carts
 - Conversions
- 



General Recommendations

**Value-Based
Marketing
Campaigns**

**Consistent,
Engaging
Content on
Social Media**



Summary Statement

Our team worked on increasing the social media presence of Inspire Designs.

We incorporated creative in-feed posts for Instagram to showcase new releases in an appealing way to the target market. We also advertised sales and promotions that they had around certain events and holidays as well as incorporating interactive Instagram stories to increase engagement. In addition to this, we revamped their Pinterest to create a click-to-purchase design and increase traffic to Inspire Designs retail website. Finally, we updated parts of their website to help consumers navigate through more easily as well as show them the amazing story and craftsmanship of Inspire Designs.

Questions?

Thank You!



**We have absolutely loved working with you this semester.
Thank you so much for everything!**

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