



# Social Media Network Campaign / Strategy WHITE-OUT SNEAKERS

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**WHAT IS THE PURPOSE / VISION  
FOR YOUR SOCIAL MEDIA  
NETWORK CAMPAIGN?**

**Our campaign's vision is to increase brand awareness and attract new potential customers. Through our social media network campaign, we aim to reach new sectors and regions, which will drive more traffic to our website and physical stores. Our goal is to gain more engaged followers and generate new leads.**

## WHAT SOCIAL NETWORKING SITE(S) WILL YOU USE, WHY?

To market our sneakers to new customers, we will focus on two primary social media platforms: Instagram and TikTok.

On Instagram, we will create a business account to add company information, view real-time metrics for posts (such as impressions, reach, and engagements), and get demographics on our followers, including their age range, gender, location, and active days/times.

We can also use Instagram stories, which offer many features, such as polls, questions, stickers, music, GIFs, external links, and links to other Instagram accounts, to engage with our audience.



## WHAT SOCIAL NETWORKING SITE(S) WILL YOU USE, WHY?

On TikTok, we will start a brand channel, collaborate with influencers, create hashtag challenges, and run TikTok ads. To be effective on TikTok, we will focus on knowing our audience, generating original content, utilizing influencer marketing, using paid ads, and using hashtags. We will engage with influencers on both Instagram and TikTok to have them share their content, take and post pictures with our products, create a video for Instagram stories, and do account takeovers, among other things.

Our vision for this campaign is to build our brand and reach new potential customers. We believe that our social media network campaign will allow us to reach new sectors and regions, generate more traffic to our website and stores, gain more engaging followers, and generate new leads.



# #hashtag

We believe that using hashtags is an effective way to increase post reach and grow your audience on social media platforms. The algorithm utilizes hashtags to rank the way your posts appear, so it is crucial to include relevant and popular hashtags. By incorporating trending or popular hashtags, we can gain more followers and increase popularity with our existing followers.

WILL YOU USE  
HASHTAGS TO  
PROMOTE YOUR  
SNEAKERS?

WHAT ARE THE  
HASHTAGS?

IF NO, HASHTAGS,  
WHAT WILL YOU  
USE TO HELP WITH  
THE BRANDING?

# WHO IS YOUR TARGET AUDIENCE? HOW WILL YOU ENGAGE THIS MARKET? HOW WILL TACK ADOPTION?

Our target audience consists of college students aged 18-26 who are interested in luxury-style sneakers at an affordable cost. To reach them, we will focus on pricing our product competitively and marketing through social media channels they frequent. Additionally, we will engage with our audience by responding to their messages, sharing videos of our products, analyzing social media metrics, and posting content beyond just business information.

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## WHAT IS YOUR VALUE PROPOSITION?



Our sneakers promise to offer both style and affordability to our customers.

# WHAT IS THE COST OF YOUR SNEAKERS?



**Our sneakers will cost \$39.99**

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**WHERE WILL  
THESE SNEAKERS  
BE SOLD?**



**Our sneakers will be sold on our website, and  
in retail stores.**