

# Social Strategy Channel for: Smith Optics

By Jordan Boulter



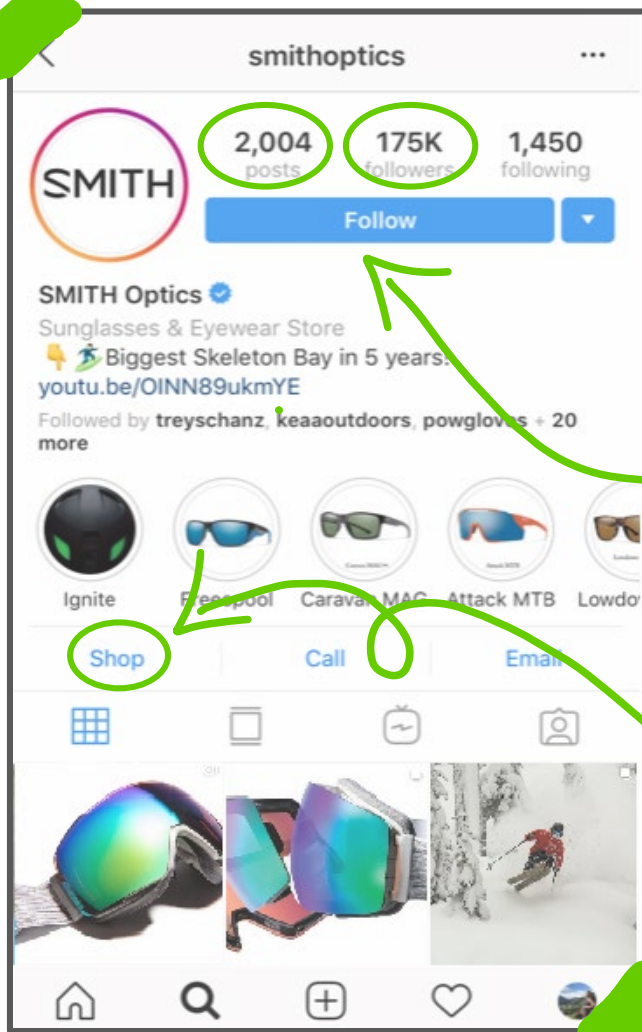
## the Brand: Who & What is Smith Optics?



# The Account: Instagram

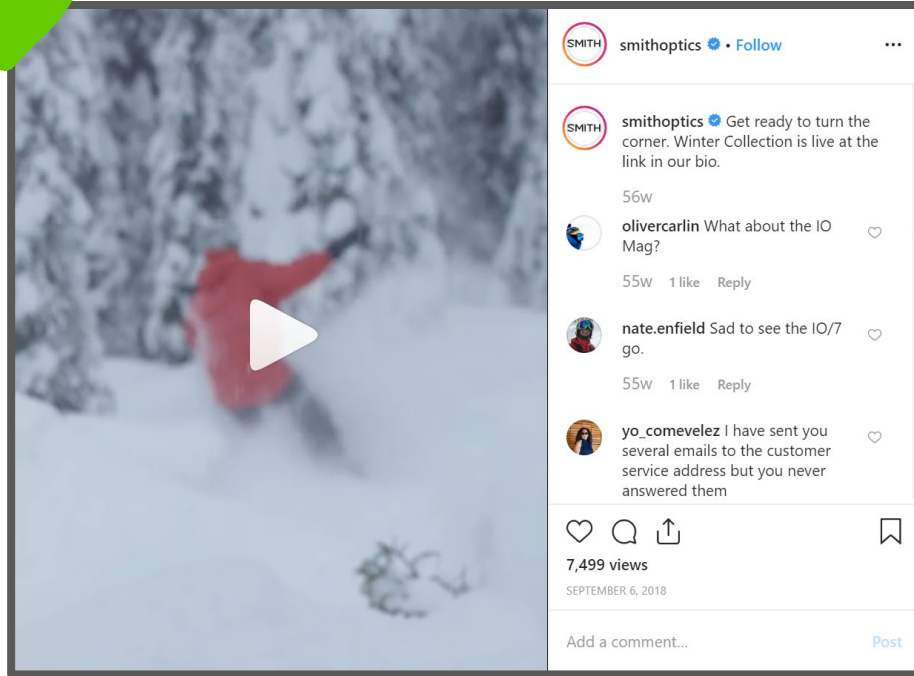


# Smith's Presence on Instagram



- +175k Followers
- +Average of 8 posts per month
- +Engagement rate less than 1% for posts
- +Features highlighted stories (misleading)
- +No direct link to website
- +No introduction to who company is
- +Shop tab is available to browse product

# Content on Social Media



# SWOT Analysis

- well established company, large following
- introduced widely used technology to sports industry
- well designed, reliable product
- modern, eye catching posts
- uses athletes to market product
- includes both video & images in posts
- posts vary in content

S

strengths

- no user generated content
- bad reports of customer service
- focused more on men than woman
- no direct link to website on Instagram page
- posts are inconsistent, lack of
- lack of targeting used, no hashtags
- lack of interaction

W

weaknesses

- more interaction with users including customer service
- expand market to focus on female market & user generated content
- include easier access to website
- post content consistently
- use targeted hashtags
- track other channels to respond & tag @smithoptics in product posts

O

opportunities

- more frequently posts & user interaction
- user generated content used on Instagram stories
- direct link to website on Instagram
- variety of ages and genders shown
- more emotion shown in images, more provoking for viewers

T

threats

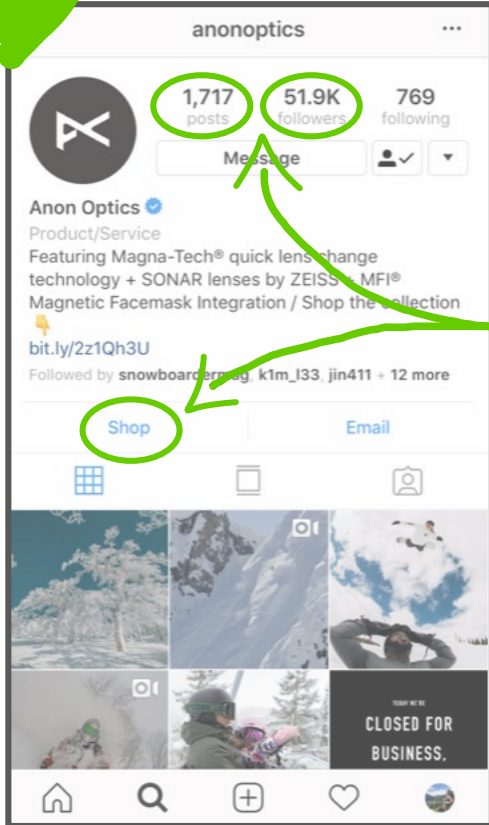


*The Competition:*

Anon Optics & Dragon Alliance

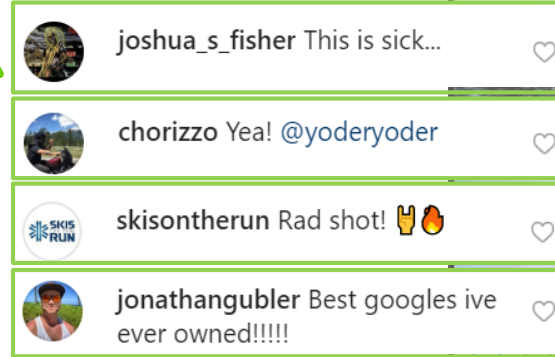


# Competition: Anon Optics

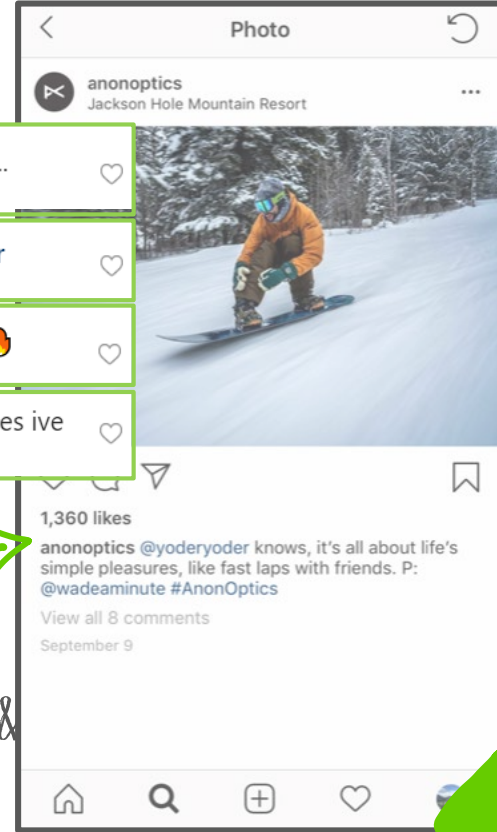


follower + post count /  
browse product

brand & athlete advocates

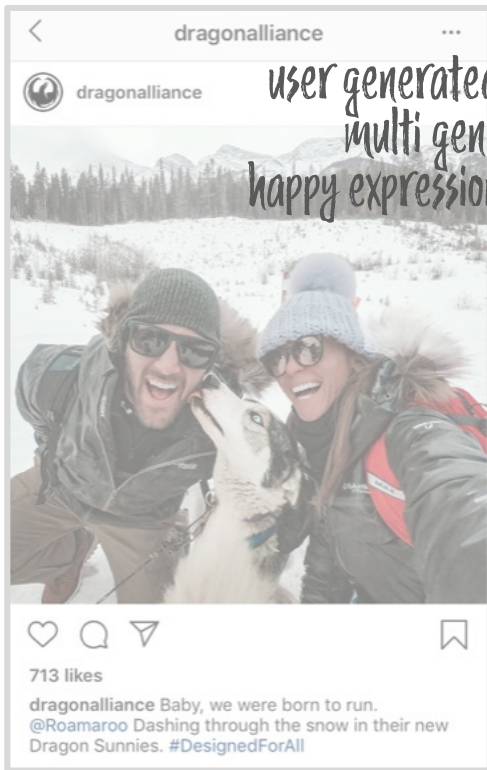


like count +  
athlete mentioned &  
tagged

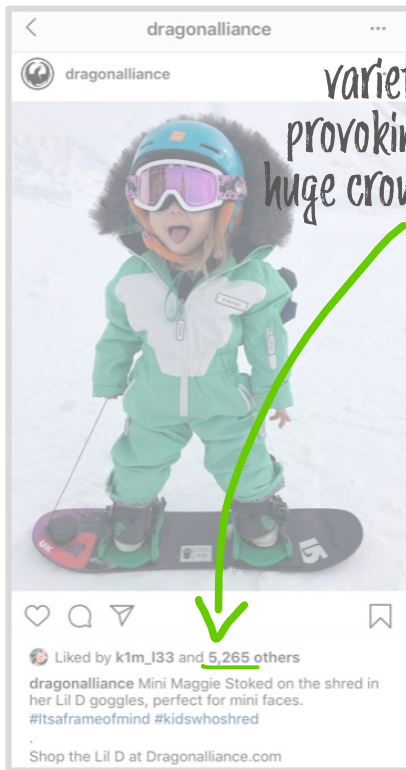


# Competition: Dragon Alliance

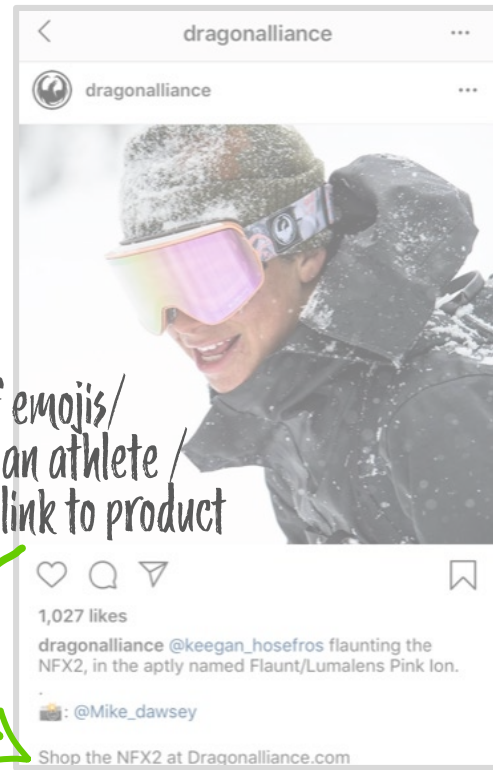
user generated content/  
multi gender/  
happy expression + realistic



variety of age/  
provoking emotion/  
huge crowd interaction



use of emojis/  
featuring an athlete/  
gives direct link to product





# The Audience:

Smith's current & target  
Instagram audience



# Current Audience



## Meet Ryan.

Age: 34 years old

Family: married, no kids yet

Location: Denver, Colorado

Income: 130k per year

Education: Bachelors Degree

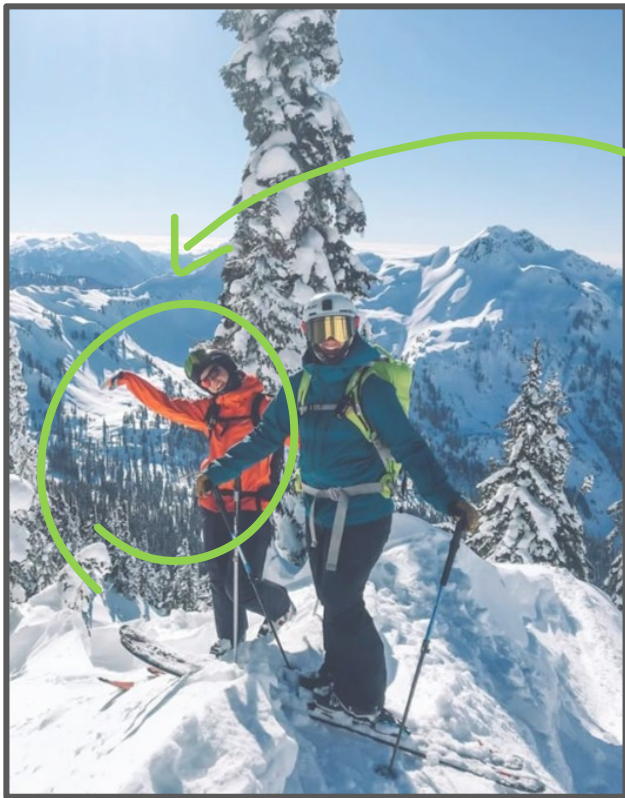
Lifestyle: active, avid skier &  
outdoor enthusiast

Days on Slopes: 40+ per season

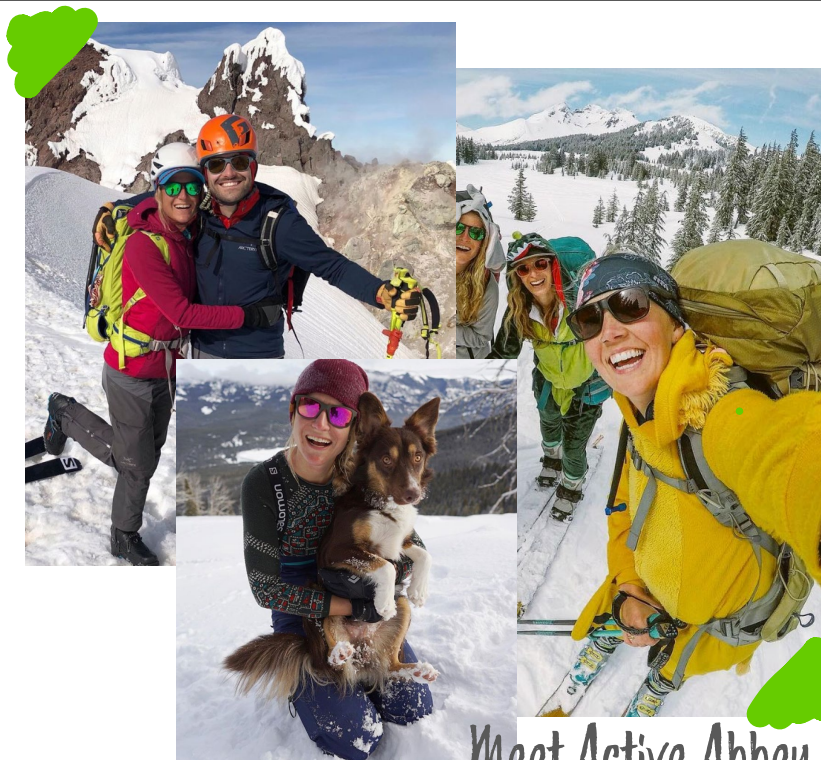
Technology: heavy social media  
usage for research & entertainment



# Target Audience



Who is She?



Meet Active Abbey



# Meet Active Abbey!

Age: 34 years old

Family: married, no kids yet

Location: Denver, Colorado

Income: 95k per year

Education: Bachelors Degree

Career: Nutritionist

Abbey is extremely active and considers herself to be an outdoor enthusiast. She is an avid skier in the winter and trail runner in the summer - frequently posting her adventures to Instagram. Abbey is happily married, with one dog and no kids yet, but hopefully in the future. Her and her husband spend most weekends exploring everything the Rocky Mountains have to offer.

## Pain Points

- needs gear that can keep up & is reliable
- prefers to spend more for high quality product
- prefers brands that specify in one product
- doesn't want to be misled by low quality, generic product

## Social Media Usage

- checks Instagram several times per day
- follows brands & outdoor advocates and athletes
- follows for entertainment, inspiration, & research
- prefers brands who post consistently both stories & posts
- prefers mix of videos and photographs as content



The Goals:

Smith's goals for Instagram



# Connecting SWOT to Audience Segment



no link to website /  
primarily men on page  
variety of types of content

## What do we know?

### Strengths:

- selling a widely known, reliable product
- already use modern, eye catching images / videos
- use athletes to market product

### Weaknesses:

- no user generated content
- lack of focus on woman
- posts are inconsistent (average posts 8 per month)
- lack of interaction (average engagement rate < 1%)
- lack of targeting (1-2 branded hashtags used only)
- not directing traffic to website
- poor customer service representation

# SMART Goals

## Business Goal:

Increase sale percentage of women's goggles

## Smart Goals:

1. Increase female followers by 20% over the next 6 months.

Stage: Awareness

2. Increase engagement rate of Instagram posts by 3% for each post, for the next 6 months.

Stage: Awareness + Interest & Consideration + Advocacy & Loyalty

3. Increase use of the hashtag #smithoptics, by 3% each month, for the next 6 months, as a way to increase user generated content

Stage: Advocacy & Loyalty



# SMART Goals + KPIs

**How do we know that our SMART goals are working?**

**KPIs Measured:**

1. Increase in sales for women's goggles
2. Increase in female followers
3. Total engagement rate percentage
4. Increase in use of hashtag percentage
5. Monitor referral traffic from Instagram to Website
6. Monitor reach rate
7. Top posts

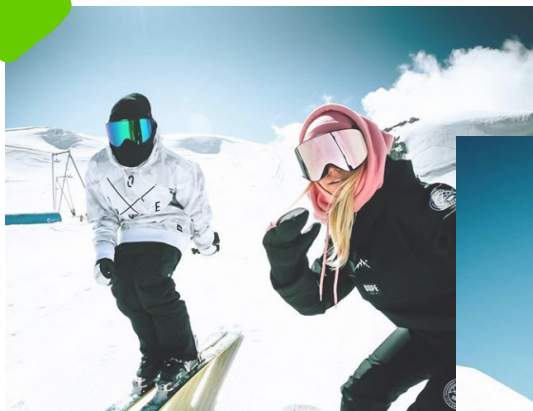


# The Plan:

Strategies & Tactics to achieve  
Smith's Instagram goals



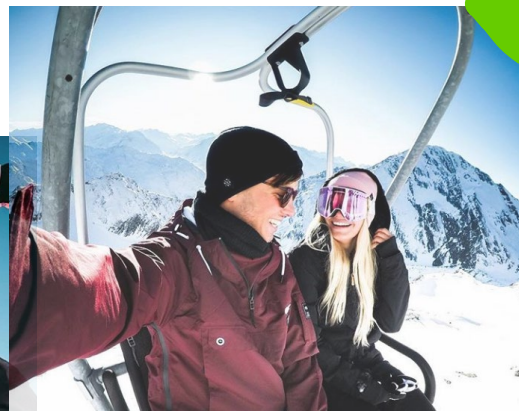
# Smiths Instagram Content



dragonalliance 🌟 Save some freshies for the rest of us, @dennisanatler  
👀 Credit: @maxglatzl



anonoptics 🌟 Dreaming of summer pow in the southern hemisphere. Who's with us? @krinster earning turns in the backcountry of Bariloche, Argentina. P: @elliott\_wr #AnonOptics



dragonalliance 🌟 The world looks a lot better from this angle.  
@dennisanalter 🏂



dragonalliance 🌟 Treat your eyes. 👁️  
The PXV & X2 goggles feature our LUMALENS technology engineered to improve and optimize visibility!

# Smiths Instagram Stories

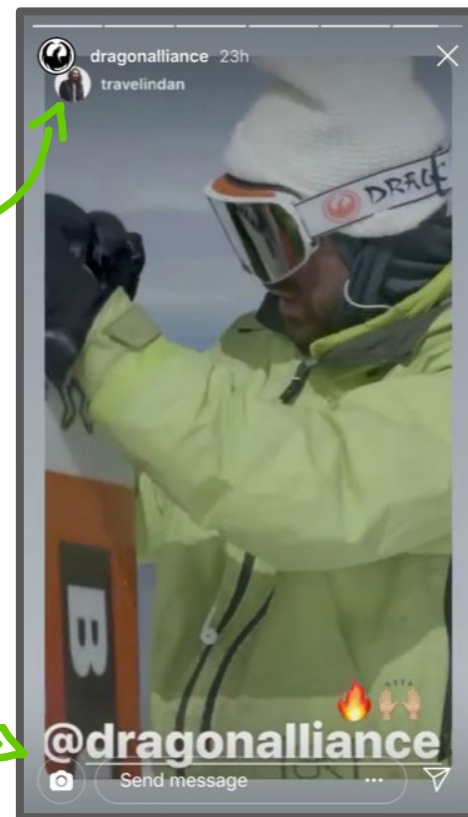


multiple stories  
posted at once

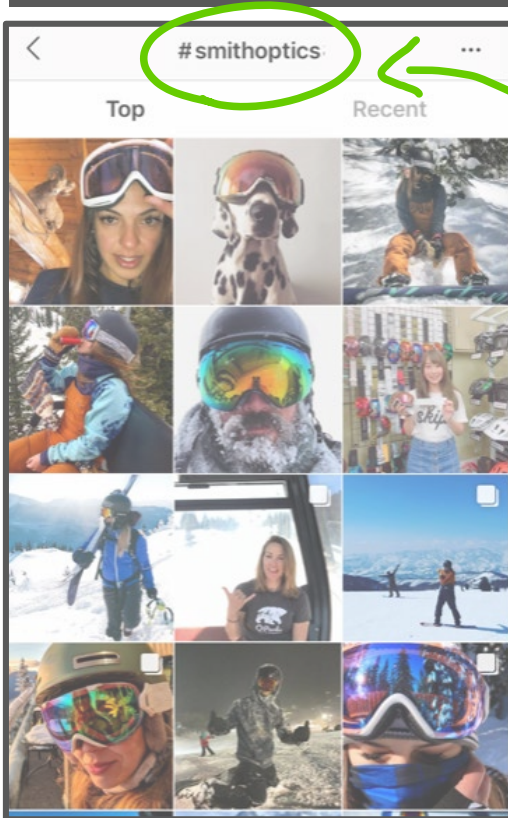
slide up to see more  
on this product!

user generated  
content reshared  
by Dragon

brand tagged &  
mentioned in post



# Smith's User Generated Content

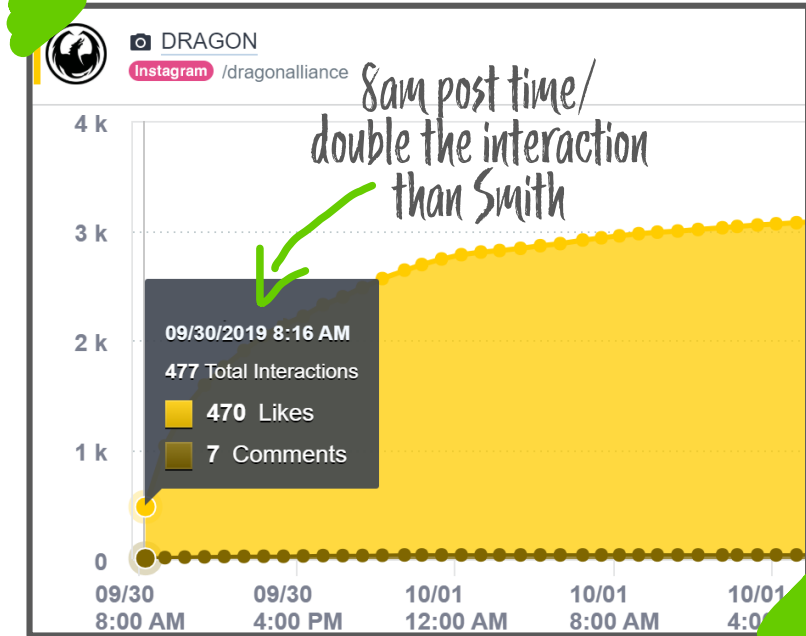
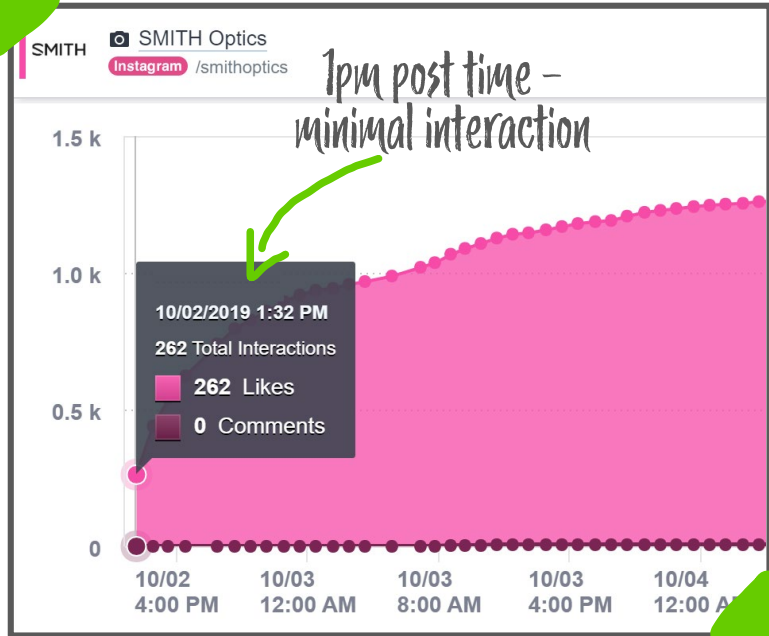


who are all of these people?

## Why User Generated Content?

1. shows interaction with audience
2. promotes recommendation of brand
3. helps to build strong, loyal relationship with customers
4. makes loyal customers feel appreciated
5. easy marketing of Smith brand
6. allows Smith to have "reviews" of product on Instagram (otherwise not available!)

# Smiths Instagram Posts - Time of Day



# Smith's Conversations - Targeting

⚡ #snow

⚡ #skiing

⚡ #winter

⚡ #mountain

⌚ #backcountry

⌚ #snowboard

⌚ #outdoorwomen

⌚ #mountainlife

#womenwhoexplore  
1,537,921 posts

#womenwhoshred  
14,737 posts

#getoutstayout  
3,876,864 posts

#choosmountains  
1,349,335 posts

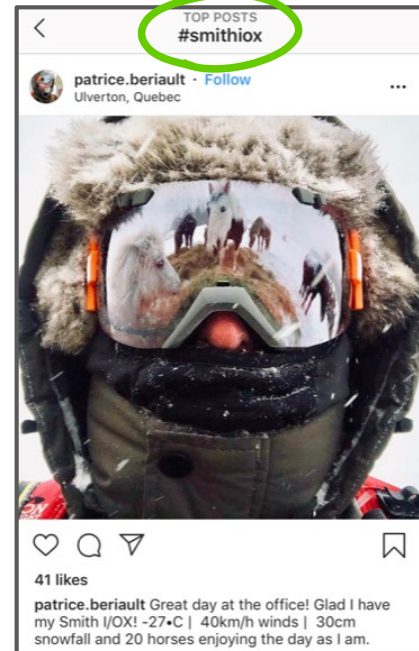
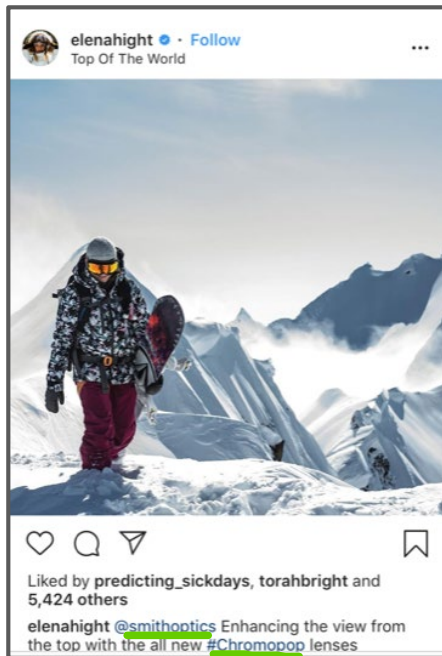
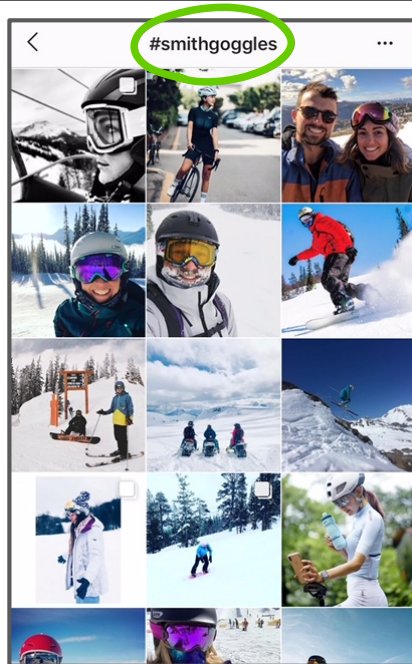
#goggetan  
13,676 posts

#mountainvibes  
197,711 posts

#powday  
183,298 posts

#apresski  
491,723 posts

# Smith's Audience Engagement & Development



so many conversations for Smith to engage in!

# Smith's Paid Media



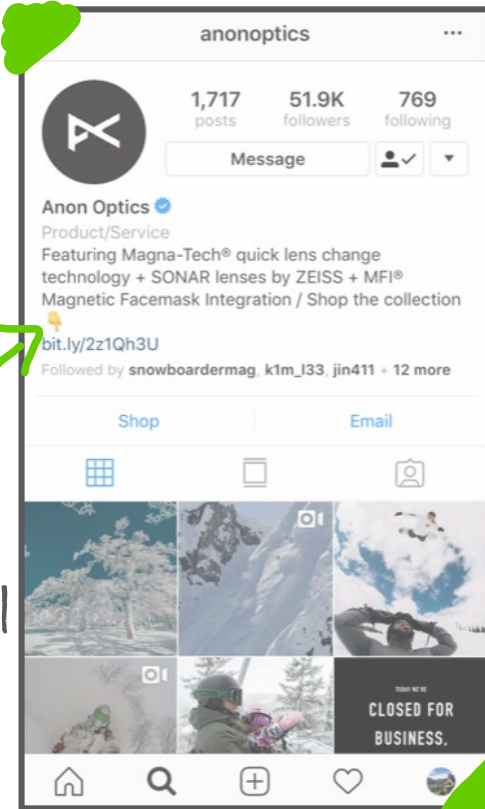
subtle advertisements examples on Instagram stories

# Smith's Instagram & Usability Focus



no direct link to website /  
no shop icons used for easy access to website /  
no description on what they sell / who they are

easy access to website /  
quick caption describing what they sell

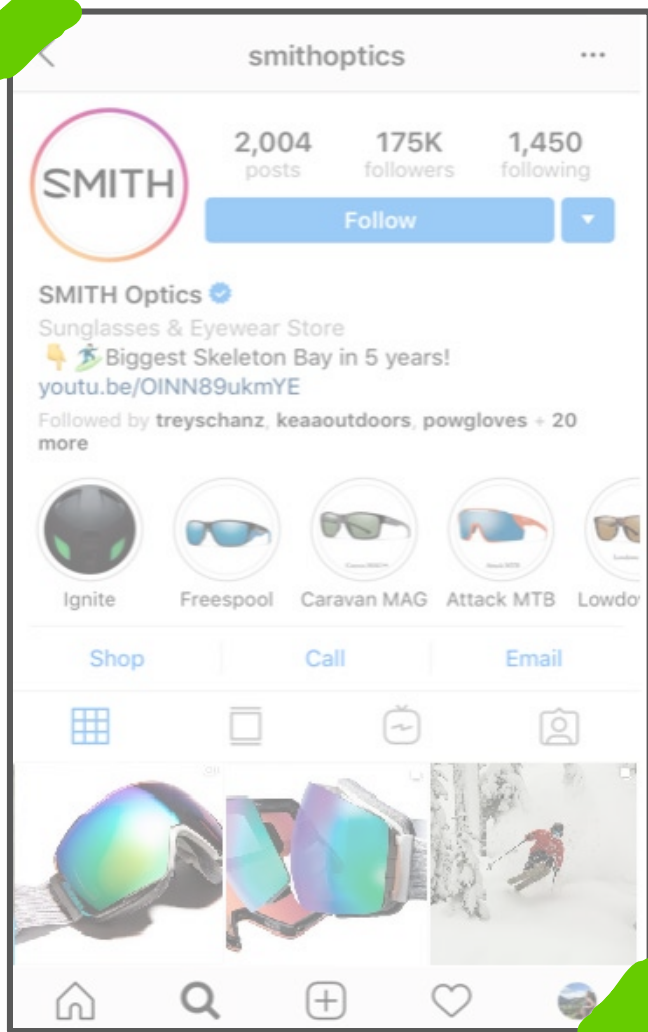




The Conclusion:

putting it all together for Smith





# Smith's Instagram Recap

- +175k Followers
- +Average of 8 posts per month
- +Low Engagement Rate on posts
- +No engagement on conversations with audience
- +Focus targets men + minimal hashtags used
- +Main Competitors: Anon Optics & Dragon Alliance
- +No shop icon used or direct website given
- +No paid marketing used

# Conclusion

**Goal 1:**  
Increase female followers by  
20% over 6 months

- changing content of posts to feature more female athletes and enthusiasts
- target female audience through hashtags & by getting in targeted conversations
- use paid media to target audience segment to create awareness of brand
- focus on usability of page and each post

**Goal 2:**  
Increase engagement rate by  
3% per post over 6 months

- use of targeted hashtags to draw attention to posts
- focusing on audience development by engaging in posts
- changing content of posts – create more relatable and engaging content
- focusing on time of day, consistently posting, and posting on page + stories

**Goal 3:**  
Increase use of hashtag  
#smithoptics by 3% each  
month, over next 6 months

- promoting use of hashtag #smithoptics
- posting fan of the week by sending swag to fan
- engaging with user generated content by commenting or liking posts
- resharing user generated content on stories + tagging user