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# Social Media Campaign

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False Gods Clothing

Social Media Manager: Amy Brokamp

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# About False Gods



## About:

False Gods started as an e-commerce clothing store in 2018. After gaining popularity, they were able to open a brick and mortar shop in the designers hometown Cincinnati, OH. The clothing is noted for its intricate Japanese-inspired designs. False Gods offers these designs on t-shirts, crop tops, hoodies and hats.

**Designer:** Zack Pizzo (Kaz)

**Mission Statement:** "We aim to deliver high-quality, affordable fashion to all, fostering a love of style and individual expression"

## Products:



# Brand Voice



**Mission Statement:** "We aim to deliver high-quality, affordable fashion to all, fostering a love of style and individual expression"

Dos:	Don'ts
<ul style="list-style-type: none"> <li>• Edgy</li> <li>• Authentic</li> <li>• Ambitious</li> <li>• Cool</li> <li>• Creative</li> <li>• Expressive</li> <li>• Passionate</li> </ul>	<ul style="list-style-type: none"> <li>• Dark</li> <li>• Original</li> <li>• Personable</li> <li>• Self-Confident</li> <li>• Spontaneous</li> <li>• Trustworthy</li> <li>• Mortal</li> </ul>

**Antithesis:** Our brand voice is edgy and expressive. It's passionate and creative. It is confident and it's trustworthy.

Voice Characteristics	Description	Do	Don't
<b>Trustworthy</b>	We will own up to mistakes when we make them, and we will find the best ways to right our wrongs	Find alternative solutions to ensure customer satisfaction. Use clear and concise writing	Oversell our products. Use overly sophisticated language
<b>Expressive</b>	We love the stories behind every design and the connection our customers have to them.	Promote story-telling and personal expression from our consumers. Use an inspiring tone of voice	Be cookie-cutter, allow for individuality
<b>Edgy</b>	We promote going against the grain and following your own path.	Embrace the darker side of life. Be unconventional	Use a formal tone

# Social Media Strategy



## Goals

- Build brand awareness
- Lead generation
- Increase Community Engagement

## Target Audience

- age - 15-35
- location - Midwest and southern California
- career - creatives and blue collar
- interests - japan, anime, metal music, motorcycles

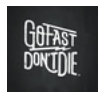
## Platforms Used

- Instagram
- FaceBook
- TikTok
- X (Twitter)



## Competitors

- LZMFG
- Hunt & Company
- Fast House
- Go Fast, Don't Die



# Goals



1

## Build Brand Awareness

- Build brand awareness by increasing the number of followers on Instagram by 15% in the next quarter
- Awareness stage of the marketing funnel

2

## Lead Generation

- Promote lead generation by increasing the number of website clicks by 10% in the next quarter
- Consideration stage of the marketing funnel

3

## Increase Community Engagement

- Increase Community Engagement by increasing our applause rate by 15%
- Awareness/consideration stage of the marketing funnel

# Campaigns



## 1 Build Brand Awareness:

- Organic
  - Giveaway for sharing a specific post on the user's story and following our page
  - Post on other socials to encourage following our Instagram page
  - Encourage people to @ our page by sharing their posts of our merchandise on their story's
- Paid - Instagram
  - Use a short video showcasing our brand <15 seconds
  - Use CPM bidding strategy (cost per thousand impressions)

## 2 Lead Generation:

- Organic
  - Ensure the link to our website is in all our social media profile bios
  - Post photos from recent merchandise photoshoot with links to our website in the description and/or attached to the post
- Paid
  - Find a top performing post and boost it on Facebook, Instagram and Tik Tok
  - Use CPC bidding (Cost Per Click)

## 3 Increase Community Engagement:

- Organic
  - Ask questions which encourage users to comment on our posts
  - Make sure we are posting at optimal times
  - Respond to 5 or more comments in every post on Instagram. Respond to 2 or more comments on Facebook.
  - Find videos relevant to False Gods on Tik Tok and comment like anyone else would
  - Make polls on X (Twitter) once a week. Make a post the following day about the results and engage with users in the thread.

# Build Brand Awareness

Increase the number of followers on Instagram by 15%

Giveaway post, Encourage people to @ our instagram page post



Description:

Hey everyone, we're doing a giveaway! Make sure to follow our Instagram page and share this post to your story. We'll have a drawing at the end of the week where 3 winners will get a free shirt of their choosing.



Description:

Seeing you all wear our designs while doing what you do brings us so much joy. Next time you wear False Gods clothing, whether you're playing at a gig, hiking up a mountain, traveling across the world, working at home or wherever else your adventure takes you, take a picture and tag us! We love being able to showcase our community on our story.



# Build Brand Awareness



**Increase the number of followers on Instagram by 15%**

Direct users on other sites to Instagram, paid campaign



## FaceBook



Hey FaceBook, the best and quickest way to see our new designs and merchandise drops, is through our Instagram page. Make sure to go follow @FalseGods\_Clothing on Instagram.

We're currently hosting a giveaway over there! So make sure to check that out too!

## Paid Campaign Information

- Film and edit a short video (<15 seconds) introducing False Gods for Instagram Reels
  - Videos are good for increasing brand awareness as it gives us time to introduce ourselves to new audiences
  - Good for reaching our target audience age of 15–35
- CPM bidding strategy (cost per thousand impressions)
  - Good for brand awareness as it allows us to reach a larger audience
- Steps
  - Create in FaceBook Ads Manager
  - Goal: Increase brand awareness
  - Budget: \$6.00 CPM
  - Campaign Window: 2 weeks
  - Define Target Audience
  - Select Manual Placement for this standalone ad placement
  - select call to action: Direct to our Instagram page

# Lead Generation

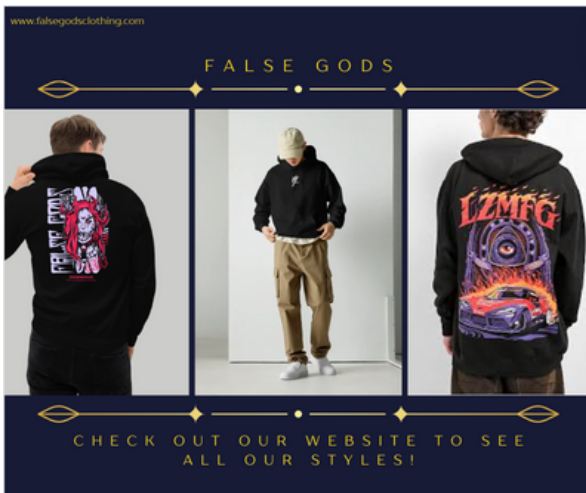
Increase the number of website clicks by 10% in the next quarter

website link, FaceBook post with link, paid campaign

## Website Link

- Ensure website link is in all bios
  - Instagram, FaceBook, Tik Tok, X (Twitter)

## FaceBook Post



Text:

Look how nice our hoodies are looking these days. Check out these and more styles on our website linked below.

[www.falsegodsclothing.com](http://www.falsegodsclothing.com)

## Paid Campaign Information

- Boost organic content – Instagram post
  - Using static images is good for maximizing clicks
- CPC (cost per click) is a good budget tool for generating website clicks as we're only charged when the website link is actually clicked
  - We can set a maximum for this
- Steps
  - Find a top performing post
  - Click boost
  - Define target audience
  - Budget: \$1 CPC (Cost Per Click)
  - Duration: 2 weeks
  - Goal: website visits

# Increase Community Engagement

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## Increase our applause rate by 15%

Review posting times, respond to comments, questions in posts

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### Posting Time:

- Review post analytics from the past month to find the optimal times to post.
  - The data shows posting on Facebook between 7-8am and posting on Instagram between 1-2pm normally receives the most likes

### Responding to Comments:

- Look through recent postings on Instagram, Facebook and TikTok
  - Respond to any common questions occurring
  - Respond to complaints and commendations
  - example response to a complaint about shipping times “Hey Tom we’re sorry to hear about your delayed shipping, we’ll get in touch with our vendor to see if we can fix the issue. Check your DMs so we can get to the bottom of this and get you your order!”

### Include Questions in Post Descriptions:

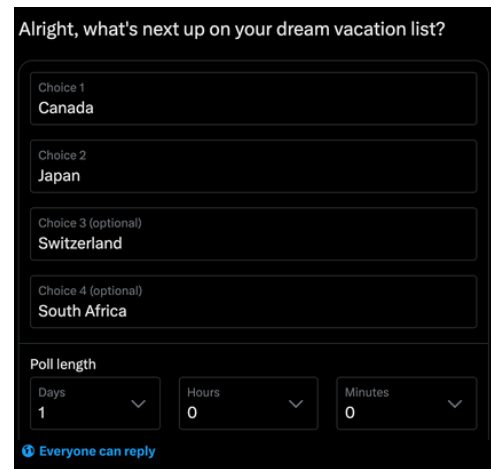
- Encourage engagement by posting questions in post descriptions. Keep the questions relevant to our target audience
- Example question “We’re looking forward to motorcycle season starting soon, what all are you waiting to do this summer”

# Increase Community Engagement

Increase our applause rate by 15%  
X (Twitter) Poll, Tik Tok Comments

## X (Twitter) Poll:

- Make twitter polls to increase opportunities for engagement
- leave them running for 24 hours
- The following day make a new thread to discuss the results
- On twitter, we must post often to keep up with the quick-pace of the app



Alright, what's next up on your dream vacation list?

Choice 1  
Canada

Choice 2  
Japan

Choice 3 (optional)  
Switzerland

Choice 4 (optional)  
South Africa

Poll length

Days: 1, Hours: 0, Minutes: 0

Everyone can reply

## Tik Tok Comments:

- Search through Tik Tok with keywords like “hoodies” “samurai” “metal”
  - Search through comment section of videos to find conversations that False Gods can fit into
  - Be very casual in the comments, comment like any user would while using our brand voice
- example comment on metal band “this song is unhinged live”

# Social Media Calendar



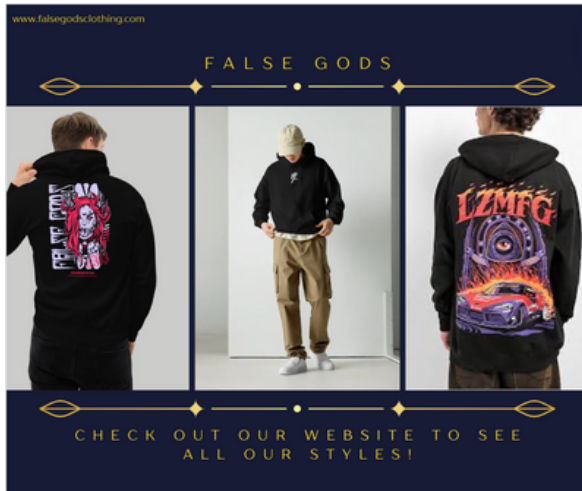
- The following includes weekly scheduled posts along with a Memorial Day Weekend Discount Campaign and an Instagram boosted post paid campaign
- It does not include engagement such as responding to comments and adding customer photos to our stories

May-24							KEY:
							Holiday
							FaceBook
							Instagram
							Tik Tok
							X (Twitter)
							Product Launch
							Testing
							Discount Campaign
							Paid Campaign
28 SUNDAY	29 MONDAY	30 TUESDAY	1 WEDNESDAY	2 THURSDAY	3 FRIDAY	4 SATURDAY	
			Asian Pacific Heritage Month Holiday Story Holiday Post	Post w/ gif	Design Edit		
					Instagram Boost	Instagram Boost	
5 SUNDAY	6 MONDAY	7 TUESDAY	8 WEDNESDAY	9 THURSDAY	10 FRIDAY	11 SATURDAY	
Cinco de Mayo Holiday Post Holiday Story	Merch Photo Twitter Poll Monday	Brand awareness video Results Brand awareness video		Merch Photo	Design Edit		
Instagram Boost	Instagram Boost	Instagram Boost	Instagram Boost	Instagram Boost	Instagram Boost		
12 SUNDAY	13 MONDAY	14 TUESDAY	15 WEDNESDAY	16 THURSDAY	17 FRIDAY	18 SATURDAY	
Mother's Day Holiday Post Holiday Story	Merch Photo Twitter Poll Monday	post with trending sound Results		Post w/ gif	Design Edit		
19 SUNDAY	20 MONDAY	21 TUESDAY	22 WEDNESDAY	23 THURSDAY	24 FRIDAY	25 SATURDAY	
	MDD post MDD post Twitter Poll Monday	MDD video Results	MDD story MDD story	Merch Photo + MDD	Merch Photo + Memorial Weekend	MDD story MDD story	
	Memorial Day Discount	MDD	MDD	MDD	MDD	MDD	
26 SUNDAY	27 MONDAY	28 TUESDAY	29 WEDNESDAY	30 THURSDAY	31 FRIDAY	1 SATURDAY	
MDD story MDD story	Memorial Day Holiday Post + MDD Holiday Post +MDD Twitter Poll Monday	post with trending sound Results		Post w/ gif	Design Edit	LGBTQ+ Month	
MDD	MDD						

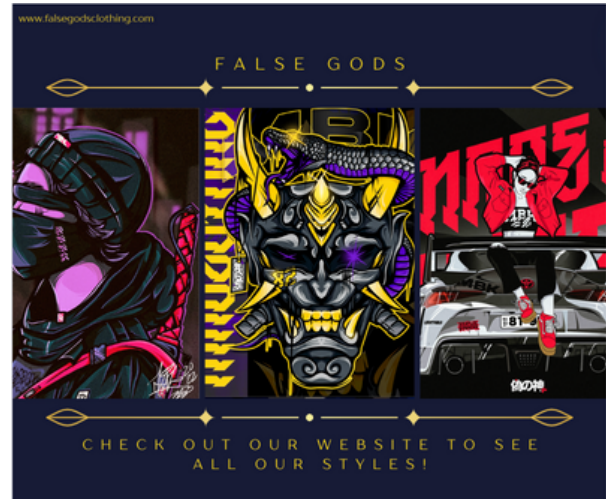
# A/B testing



- Run a campaign with the following two posts
- They are exactly the same other than the images used
- After a few days, check the analytics to see which post is gaining more website clicks from it
- From the results we see that ad A generates 70% more clicks than Ad B, so moving forward we only use Ad B

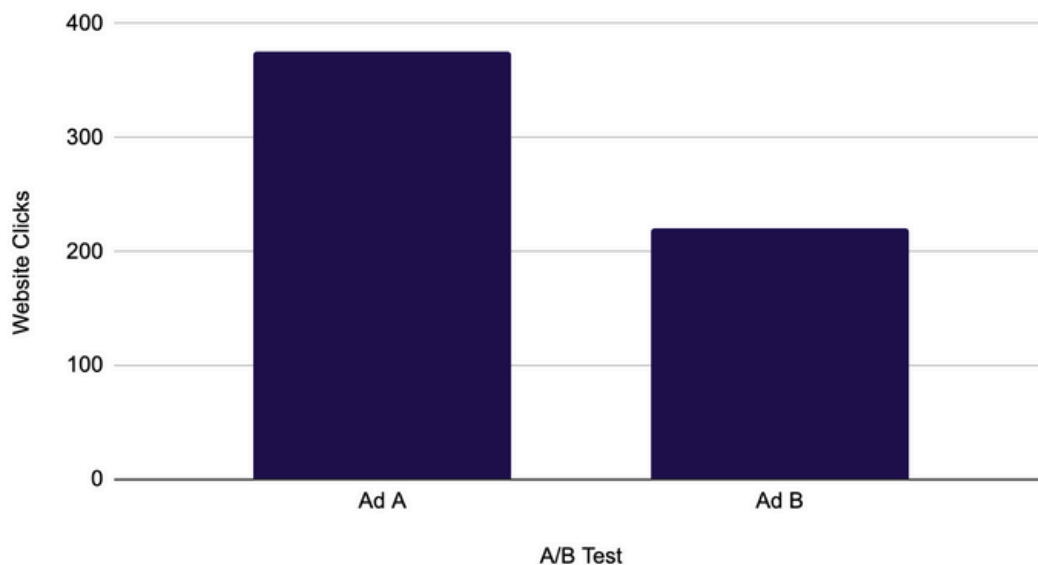


Ad A



Ad B

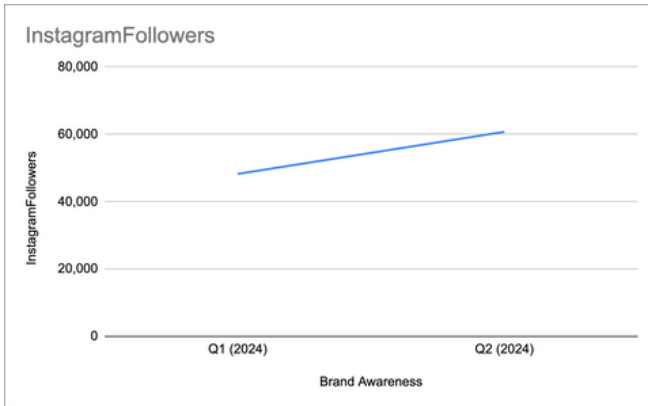
## A/B Test Results



# Social Media Report



## Brand Awareness

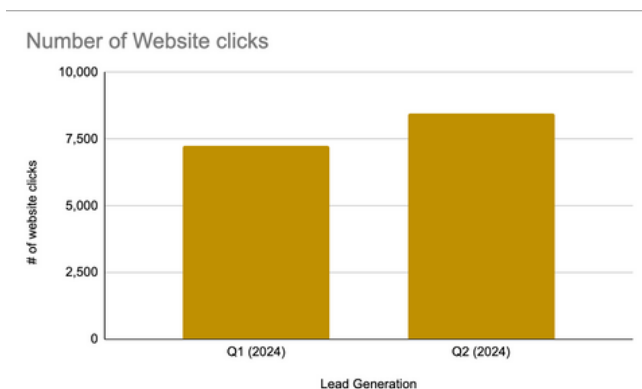


Brand Awareness	Instagram Followers
Q1 (2024)	48,251
Q2 (2024)	60,753
Percent increase	25.91%

Our campaign to increase brand awareness was a success! We wanted to increase our Instagram follower count by 15% and we superseded that goal. We increased our follower count by more than 25%.

We should carry on with these strategies in our next quarter to continue to grow our online presence and overall brand awareness.

## Lead Generation



Lead Generation	# of website clicks
Q1 (2024)	7,231
Q2 (2024)	8,451
Percent increase	16.87%

Our campaign to generate more leads was a success! We wanted to increase the amount of website clicks we got by 10% and we superseded that goal. We increased our follower count by 15%.

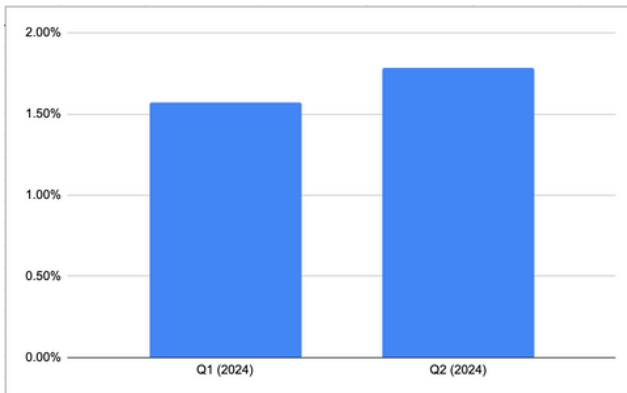
We should carry on with these strategies in our next quarter to steer more people towards our website in an effort to increase conversions.

# Social Media Report



## Increase Community Engagement

Community Engagement	Likes	Favorites	Comments	Followers	Applause Rate
Q1 (2024)	75,251	521	134	48,251	1.57%
Q2 (2024)	106,935	605	1,003	60,753	1.79%
			Percentage Increase		11.95%



To increase community engagement, we wanted to increase our applause rate by 15%. We fell just short of that goal and were able to raise it by 12%. While not as great as we were hoping, we found our new strategies did a good job at getting conversations started.

We should continue experimenting with different ways to get our followers involved on our pages. We discovered some useful tactics in the past quarter but should continue to expand our ideas.