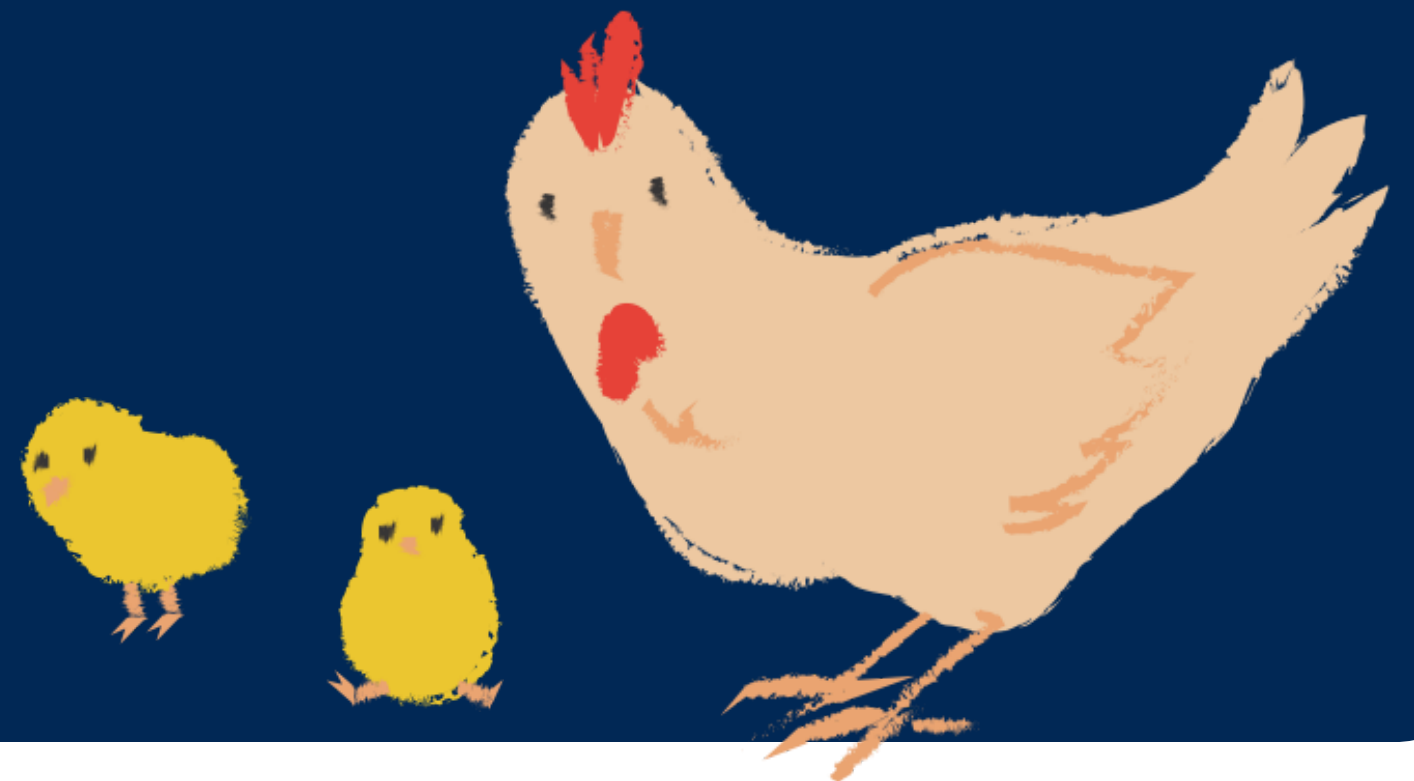


# Social Media Strategy Pitch

Driving awareness of PETstock's chicken range



# Ideation

My approach for this task began with a deep dive on PETstock's social channels to observe the current content strategies for each platform, and ascertain what has worked well in the past. Here is what I found:

## Facebook

- A mix of original and re-shared memes
- Photos of pets with featured products
- Links to blog posts on PETstock website
- Information and videos of PETstock's services, e.g. Doggy Daycare

## Instagram

- Branded infographics and Fun Facts
- Re-shared UGC— mostly dogs
- Photos of pets with featured products
- Memes, but with PETstock branding

## TikTok

- Entertaining/cute pet content, following trends
- Occasional product-related videos

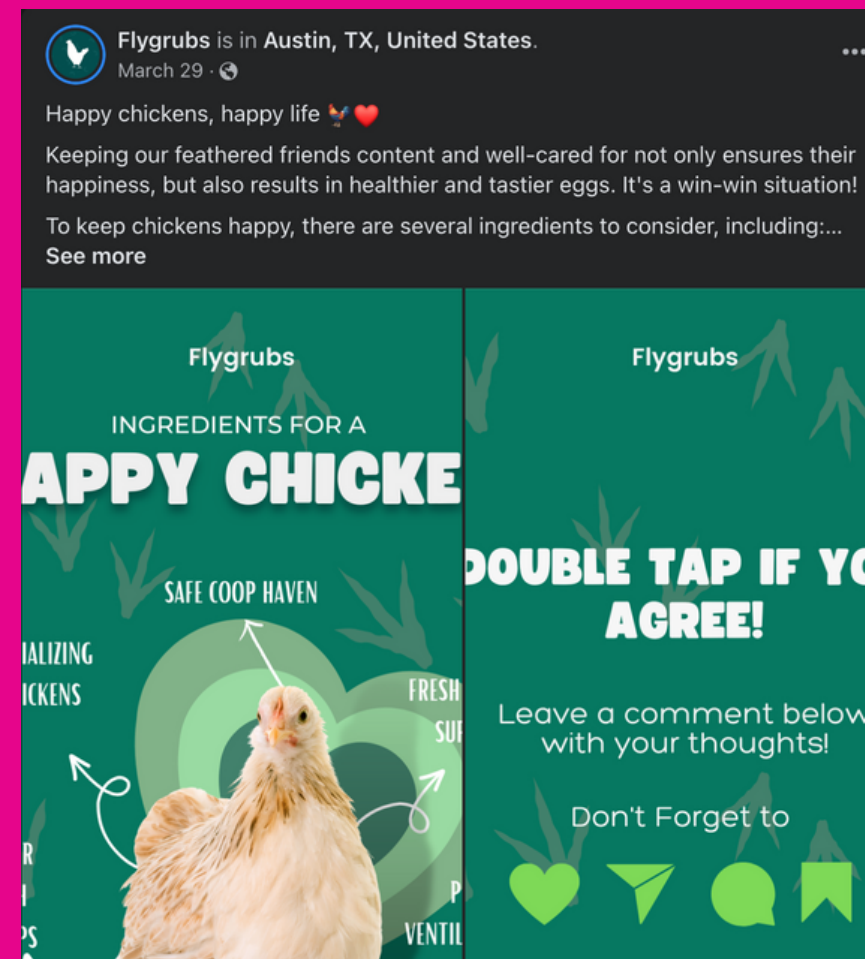
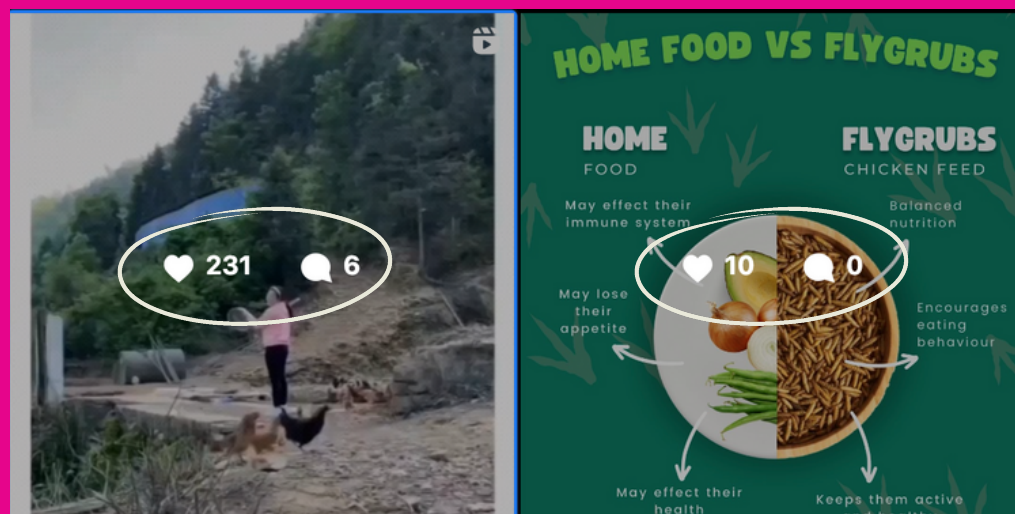
From this initial research, I was able to gain an understanding of how PETstock's strategy is tailored to suit the unique formats of each platform.

Applying these strategies to PETstock's chicken products, it is imperative that the content is adaptable to a range of platforms, and seamlessly integrates with the existing content.

# Case Study

In this initial phase of the creative process, I also conducted research into competitors' social media platforms to see what kind of content is most effective in the chicken product space. Flygrubs, a premium chicken feed brand, served as a great case study to learn from.

Flygrubs predominantly posts branded infographics, chicken-related fun facts, memes and testimonials. Additionally, entertaining viral chicken videos are interspersed throughout the feed. While Flygrubs' original branded content is high-quality, visually appealing and informative, it is clear that the entertaining chicken videos get the most views and engagement.



Crossposting without tailoring the format = much less effective

Flygrubs' posts across Facebook and Instagram are identical, despite the fact that the posts have clearly been designed for Instagram. In this Facebook post, the images have become cropped, obscuring the text, and the call to action is a 'double tap'.

This is an example of the need to tailor content for each platform.

Chicken owners seem to prefer content of chickens over content about chickens.

# Approach

## **Integrate chicken content into day-to-day posting**

Increasing the amount of chicken-related content on PETstock's socials is a key component of building awareness of the brand's chicken range. This could be done most effectively by observing PETstock's past success, and mirroring the styles and formats of content that perform the best across each platform. This would allow the scope of the social channels to be expanded to include more chicken-posting, while ensuring consistency with previous content.

## **Diversify the UGC for long-term awareness**

Across all platforms, reposting UGC forms an integral part of the posting strategy, as well as fostering community engagement. However, the vast majority of content shared with #PetstockAustralia is of dogs. Encouraging chicken owners to share chicken-related content under PETstock's tags, and/or by tagging PETstock, would build sustained awareness of PETstock as a chicken product stockist. #ChickensofPetstock

## **More chicken representation in informative content**

Much of PETstock's educational content references, or links to, longer-form blog content on petstock.com.au. However, there are only 2 articles about chickens on the website, compared to 45 about dogs. Having a greater breadth of informative chicken content to link back to on socials would consolidate PETstock as a source for chicken content.

### **Facebook**

- Relatable chicken memes/reaction images
- Informative chicken blog posts
- Share viral chicken posts

### **Instagram**

- Chicken fun facts
- Informative text over chicken videos
- Viral chicken videos

### **TikTok**

- Entertaining content of chickens using products like the toys on PETstock's store
- "Influencer" marketing/partnered posts

# Implementation

## Gradual integration

Slowly introduce more chicken-related posts into the feed, as not to alienate the portion of the audience who follow PETstock for dog and cat content. Currently, for every 10 videos there are approx. 8 of dogs, 1 of cats, and 1 other. Including 1-2 chicken posts within this frequency would be a gradual, but noticeable way of building awareness. In building up to more frequent feed posts, PETstock could represent chicken content more often in story posts. This could be in the form of memes/relatable posts, blog post links, viral chicken content, etc.

## Community engagement

Getting chicken owners to engage with and contribute to the chicken content is imperative— especially those who already know and trust PETstock as a source for chicken products. The brand presence across platforms should positively reinforce community engagement by responding to comments, re-sharing UGC and reaching out for partnered posts.



# Measuring success

As the objective is driving awareness for PETstock's chicken range, the most valuable metrics for success are reach, shares, UGC and engagement.

- An increase in reach indicates that the audience— and potential customer base— has expanded to include more chicken owners.
- Hand in hand with further reach should be an increase in shares. If customers interested in chicken products share the chicken-related content with others, particularly those with similar interests, the awareness will snowball.
- As UGC is a key component of PETstock's social strategy, an increase in the chicken-related content that is shared under PETstock hashtags, and/or tags the PETstock account, will aid sustained awareness.
- An increased rate of chicken owners engaging with PETstock content, particularly high quality engagements like positive comments, will be indicative of an increase in awareness. This will also reflect the type of chicken content that resonate with the chicken owners.