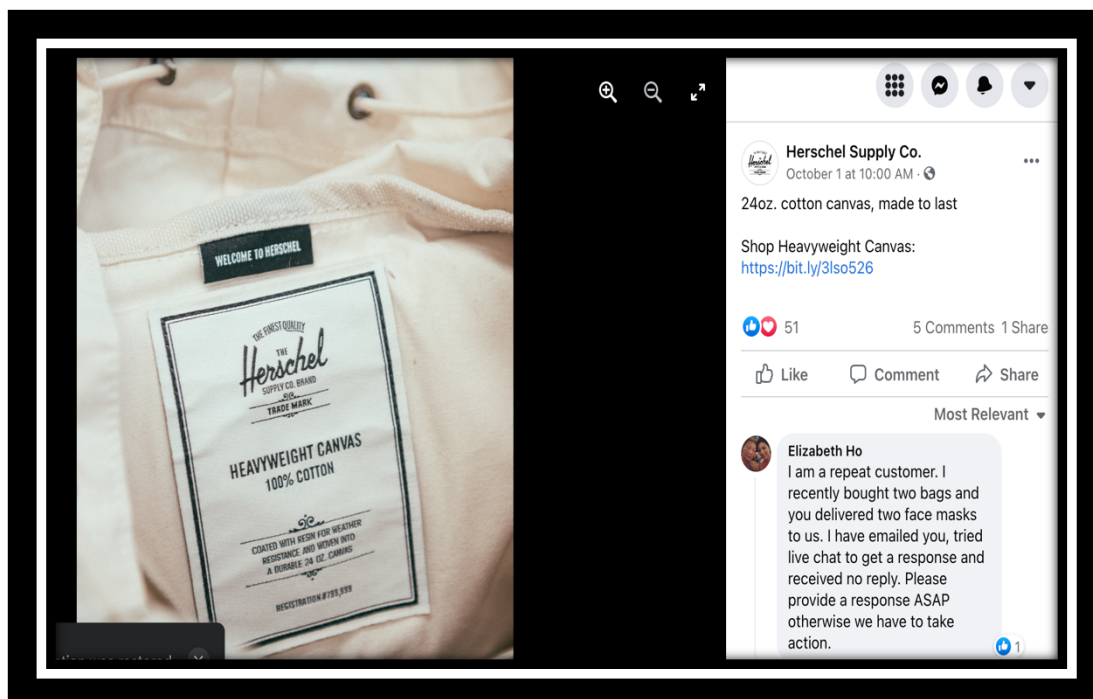


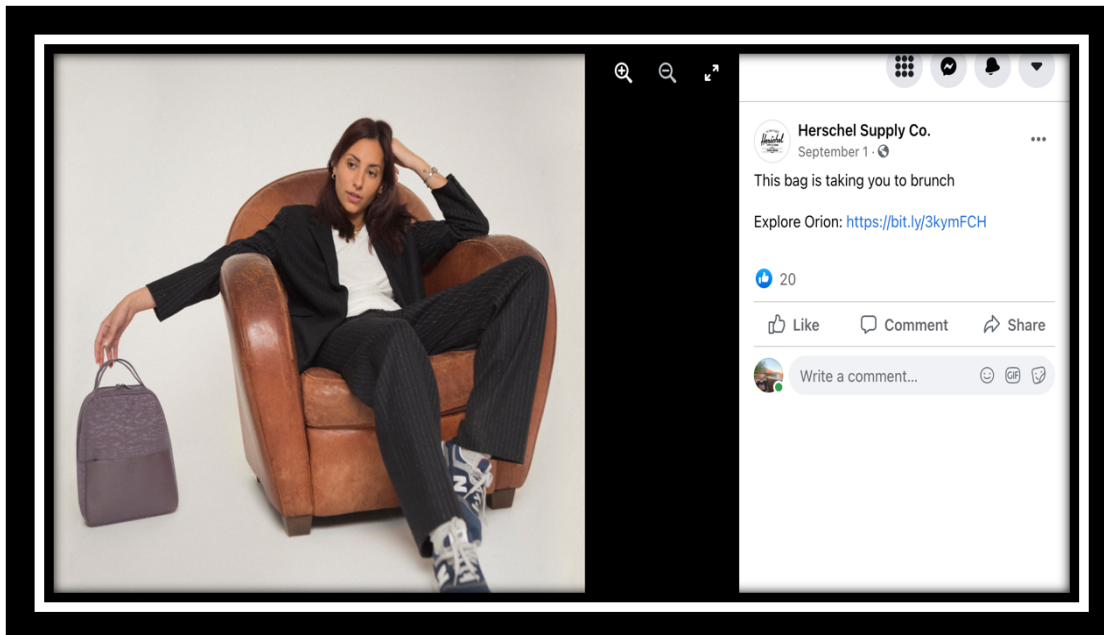
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Social media strategies
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Stukent content brand analysis

After completing a social media audit for Herschel Supply Co. I learned about which dates and times seem to be best to post content. I also learned that just because the product is shown in the image doesn't make it promotional. For the content to be considered promotional it must be a photo or video of just the product alone. There is typically a link posted with the video, photo, or content that directs you to the shopping cart page for that specific product.



Above is an example of a promotional product focusing only on the backpack and a link to the canvas collection.



Above is an example of a non-promotional photo because there is more than just the product in the photo, the focus is not centered on the bag. Although there is a link to purchase the product it is not considered promotional.

Companies don't always post promotional videos, photos, or content because eventually people would get sick of "always being sold to." Therefore, a lot of companies will post a lot of educational blog posts to add value and knowledge to the customer. Other types of posts could include a funny meme or a non-promotional picture or video with a caption of "happy holidays" (around Christmas). These strategies let customers know about your presence and it builds trust though educating (educational blog posts) them or making them laugh (funny meme).

After reviewing the data from the social media audit, it became clear that Herschel's strategy was to post Monday at 10AM. This time and date are when they posted about 80% of their posts. They rarely posted on weekends and usually never after 12pm, most likely because these times are when they have the most reach with social media.

I think it would be a good idea for Buhi bags should follow this same strategy in order to get the most reach and follow the market trend. I found that Herschel's Instagram posts got a lot more likes than their Facebook posts, even when it was the same exact posts on both platforms. If posts include captions, it was more likely to gain more likes, views, and shares. When they used a question as a caption with a post, they received more comments and engagement.

The time of day that a post is shared has a big impact on how much reach a company can gain. It's important to stick to a posting schedule and to not flood social media pages with multiple posts a day. Make sure the posts are well thought out and add value to the customers life. Posts with pictures or videos that include captions always perform better, especially when it's a clever caption or it includes a question. Be sure that all posts are not promotional as you do not always want to sell to the customer. Include educational blog posts that relate to your brand and audience that they could find value in.