



THE PLANT STUDIO

Social Media Strategy

TARGET AUDIENCE

Austin, Texas and Surrounding Area

Has some plant experience but looking to expand their current collection.

Male/ Female 30/70% 20-35 years old

Looking for cool spaces when shopping in-store.



COMPETITIVE ANALYSIS



CHAIN STORE PLANT SECTIONS

Lower Price, Lower Quality, Low Selection, minimal plant knowledge
Tags may be wrong on care.



MOM-POP PLANT STORES

Quality Plants, Average Price,
Moderate Selection, Low/no Social Presence.



WHOLESALE GROWERS

Doesn't Sell to Public, Low Competition, Minimal Selection of House Plants

INDUSTRY TRENDS

Variegation and
Colors!

People are looking
for new and unique
imported plants.

IDTY. SOCIAL TRENDS

Walk-Throughs
with trending
audios, Plant
Repotting with tips,
Educational
Content is king in
this niche.

CURRENT SOCIAL PRESENCE

Many plant stores use social as a way to just promote their store.

As we are starting fresh, I want to make the platform educational and more than just the product.



STRENGTHS

Location/Decor on Trend
Good Pricing
Well Established in
Community

WEAKNESSES

Lack of Social Presence
Hard Competition in Social
Sector

OPPORTUNITIES

Cool In-Store Experience
Unique Connection to
Distributors

THREATS

Online Only Retailers and
Shoppers
Transitions in Wholesale to
Direct to Public

PLATFORMS



Facebook

Older
Demographics

Targeted Ads
Capacity

Largest platform

Direct sales
from site.



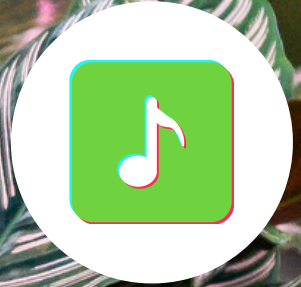
Instagram

Favors Short-
Form Video

Younger
Demographic

Audience
management is
easier on this
platform.

Shop Function



TikTok

*Pending
Legislation

TikTok Shop
& Coupons

User-Generated
Content is doing
really well here

Search Engine
Usage by Gen Z

CONTENT PILLARS

1. UNIQUE AND ORIGINAL PLANTS



- Educational - Reel - Highlight low light plants for an office space.
- Educational - Multi-Static - Show with slides/infographic signs of over-watering.
- Entertaining - Reel - Trending “alocasia” in store

2. COOL AND VIBEY SPACE



- Inspiring - Reel- Show off store space with trending quote audio
- Multi-Static - Reel - Show off Customers enjoying the space

3. COMMUNITY CO-OP



- Inspiring - Reel - Highlight members stories
- Sales- Static- Show off co-op products
- Inspiring - Reel - “Share the Good” Audio

POSTING FREQUENCY

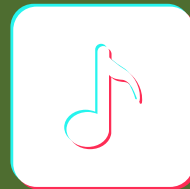
Monday



Tuesday



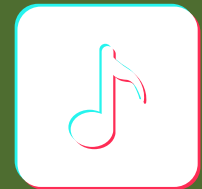
Wednesday



Thursday



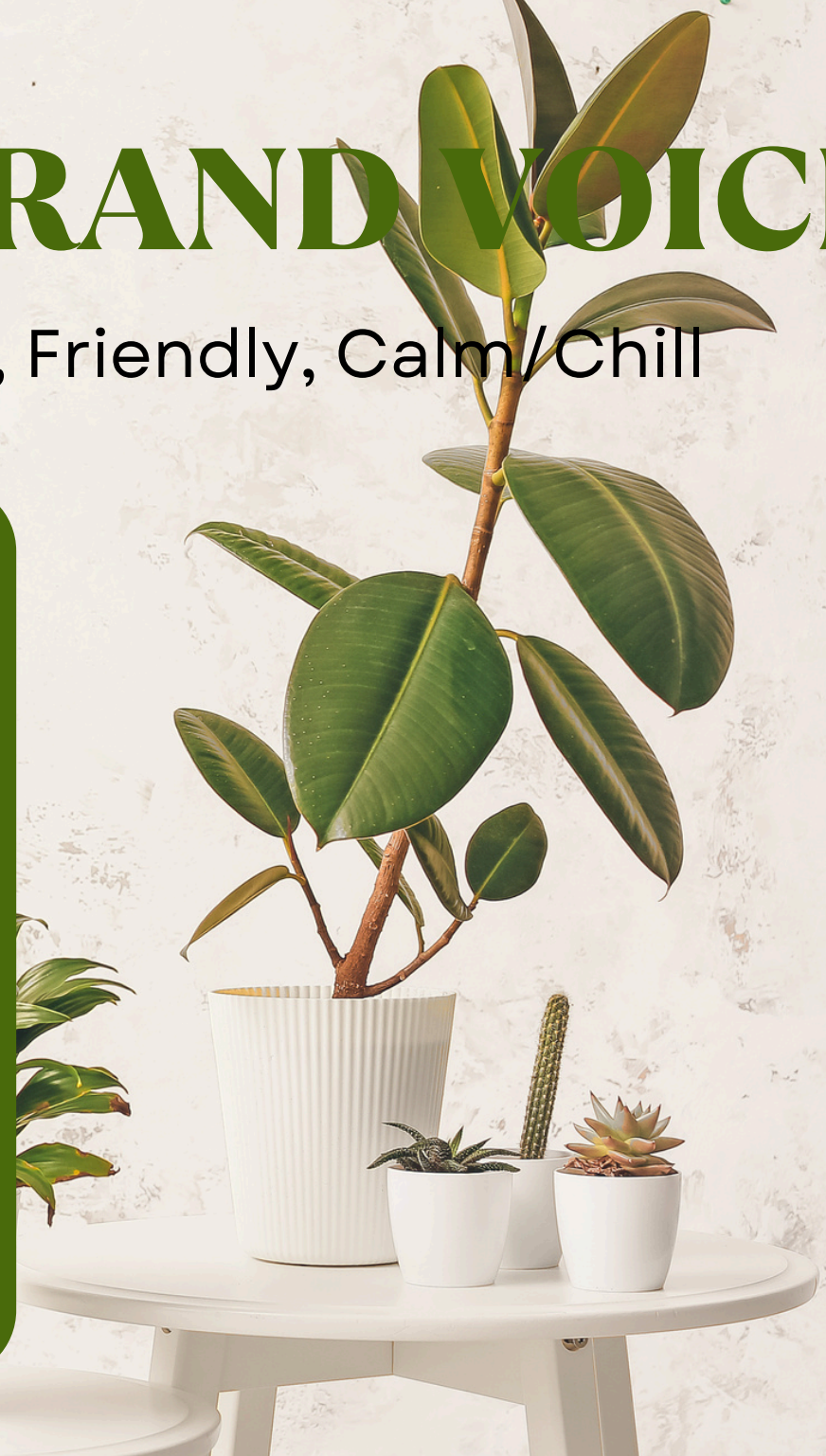
Friday



CAPTIONS AND BRAND VOICE

Voice: Young, Trendy, Educational, Friendly, Calm/Chill

1. "🌱 Ready to level up your plant game? Dive into our jungle of rare finds! #PlantLove #GreenThumbs"
2. "Hey Austin! 🌵 Let's turn your space into a botanical oasis. Discover the extraordinary right here. #PlantParadise #UrbanJungle"
3. "Unearth the extraordinary! 🌸 From rare succulents to exotic ferns, we've got your plant wishlist covered. #PlantGoals #GrowTogether"
4. "Plant fam, unite! 🌿 Join us for our weekly workshops and get your hands dirty while expanding your botanical knowledge. #PlantCommunity #GreenLiving"
5. "Feeling plant curious? 🌿 Dive into our world of leafy wonders and let your green journey begin! #PlantDiscovery #GrowWithUs"
6. "Need a little green therapy? 🌿 Swing by our cozy corner and let our leafy friends soothe your soul. #PlantLove #ChillVibes"
7. "Unique finds for unique minds! 🌿 Explore our curated collection and add a touch of rare beauty to your urban jungle. #PlantObsessed #KeepAustinGreen"



ENGAGEMENT PLAN

Raffles - Once per Quater, Like, follow, share etc.

Influencers - Gift plants to well followed and on-brand influencers with a code for content.

Weekly Livestream - Drawing of Raffle, talking about plant questions good community management tool

Giving discounts for User Generated Content

Engagement Rules

1. Respond in under 24 Hrs
2. Do not respond after standard work hours
3. Respond Clearly and Concise
4. Follow Brand Voice
5. For plant issues refer them to Plant Care FAQ , if can't be solved refer them to in-store consultation
6. Daily needs - Response, Like, Commenting, and Sharing required 30 mins

METRICS AND TRACKING

Link Clicks - Shows customers have left the platform to go to the company site - 2nd step in our customer journey



Reach - While it is considered a vanity metric for a new account it shows our account is being shown to non-followers which helps us grow



Conversion Path- Link Clicks, Shop page clicks, Purchase

Monitored Weekly by the SM Manager and Reported Monthly to Client