

Project 2 – Social Media Analysis & Campaign

Organization Name: Starface

Social Network (select only one): Instagram

Hyperlink to Profile: [@starface](#)

Part One: Profile Audit

Branding

Starface's mission is to destigmatize acne, whether that be pimples, scars, etc. Its primary message is to simply give your skin some love. Starface's presence is cohesive and gives a sense of continuity, as they use the same shade of yellow in all their marketing efforts. Its content style highlights its most popular product and the origin of the Starface brand called the [Hydro-Stars™](#) (also endearingly nicknamed "Big Yellow"). Additionally, the organization utilizes the same font (similar to Roboto Mono), logo, and "mascot" (their biggest product, Big Yellow).

Given the name Starface, the intergalactic space theme across its marketing tactics comes as no surprise. One large example is located in the "[About Us](#)" page on Starface's website, where a *Star Wars*-style opening crawl greets the incoming visitor. It complements the "star" aspect prominent across the brand. Overall, despite Starface's humorous take in many of its posts, its social media strategy seems more focused on expanding its communication efforts rather than enhancing the brand.

Visual Communication

Upon entering any of Starface's company-owned media, including social media and website, the first thing you will see is the color yellow. Even by looking at its Instagram, the majority of Starface's posts feature a yellow border, bringing cohesion to every post. Additionally, this color brings the focus back to its major, most popular product: the [Hydro-Stars™](#).

Additionally, the visual aesthetic of Starface's posts helps increase the shareability among other users. As long as the post is as visually pleasing, users will be more inclined to share these posts on their personal Stories. This goes along with providing valuable content —whether informational, inspiring or entertaining — to your audience. This holds especially true when considering who Starface wants to talk to..

Audience

After looking at Starface's website and social media presence, I believe its target audience to be women between the ages of 16 to 24. This is the audience I believe gravitate most to the brand and its content, even if this targeting might not be exclusively to this audience. Additionally, while Starface has profiles on many social networks, its social media strategy specifically focuses on TikTok and Instagram, hinting that its primary target audiences reside on these platforms. Further, Starface's opportunities on the company website such as [Starface U: High School](#) (a brand ambassador program targeted to high school students) gives us a hint as to who Starface finds important enough to talk to.

Many, if not all, of the organization's posts are casual. Posts usually hint at pop culture trends and hot topics in order to resonate with Starface's audience. This [Instagram post](#) serves as an example. The Nov. 6, 2020 post takes on the [viral video](#) of TikTok user @420dogface208

skating while drinking Ocean Spray's cran-raspberry juice, the song "Dreams" by Fleetwood Mac in the background. Considering this play on the viral video (but instead using Big Yellow, essentially the brand's mascot) and the informal and textspeak caption, Starface's social media presence focuses on illustrating personality within the brand — bright, fun and comforting. Also, as mentioned, many of the organization's posts use the overarching theme of stars and intergalactic space all the while speaking on trending issues are pertinent to its audience.

Social Media Posts

Many of Starface's posts are casual and informal, littered with emojis and consistent use of textspeak. In addition, the posts are light in nature, engaging its followers to respond and interact with the brand, such as [this post](#) prompting users to choose the best 'Halloween costume' for Big Yellow. There are a few exceptions, such as when talking about more serious issues like inciting young eligible voters to go to the ballots. Even then, the organization shares content the target audience will find valuable. But overall, Starface's social media presence strives to not take themselves too seriously.

The posting schedule on Instagram for the organization is fairly consistent. For example, for November 2020, Starface posted between five to seven times a week. I believe Starface's content is scheduled, especially when looking at important dates such as Election Day where posts are focusing on getting people to vote. Further, I find there to be a consistent voice in the organization through its posts, emphasized by the cohesive writing style found throughout its social media presences. Additionally, while Starface does make good use of their social media accounts, it doesn't adhere to the 80/20 rule. The 80/20 rule of social media structures a brand's

content around 80% valuable content (informational, inspiring or entertaining) and 20% on solely promotional material. Instead of the 80/20 rule, there is a 50/50 balance between promotional/review posts and valuable content to followers, usually humorous content. While this might seem as a risk, even the promotional content provides some sort of value and relatability to the target audience, resonating with even the most loyal brand consumers. These promotional posts also follow that unique textspeak writing style, further illustrating the conversational and comforting brand personality Starface has cultivated. These are reasons why this 50/50 ratio works for Starface. Again, there are few exceptions (such as [this post](#) encouraging eligible voters to register for Georgia's runoff election for U.S. Senate), but in general, the purposes are either to sell something or to make people laugh, further providing value to the consumer.

Part Two: Promotion Plan

Campaign Name/Overarching Theme:

#StarringYou Campaign

Goal of the Promotion

Starface is a relatively new company, despite from what the increasing media placement and coverage might suggest. Nevertheless, we want to increase brand awareness among key publics ideally by 20% to make the most of this placement. Additionally, we want to generate website traffic and increased sales (by at least 15%) using this increased brand awareness. The

most important goal to note will reflect the mission of Starface: to empower people to feel cute and comfortable in their own skin.

Timeline

This would be a relatively short campaign, ranging between six to eight weeks.

Proposed Budget

I believe a budget between \$10,000 to \$20,000 will comfortably cover all the costs related to this promotion, including any unforeseen expenses that might occur.

How it Works

During these weeks, our focus is to recruit micro-influencers to promote the campaign and inciting their followers to describe on Instagram posts (preferably video) the ways acne positivity has changed their life using #StarringYou. The top ten posts with the most likes will win a bundle with all the items that Starface offers (a retail value of \$51.26), including a \$100 coupon code to share with friends or use for themselves. During the giveaway, Starface's Instagram page will include the influencer's sponsored content using #StarringYou, posting once a week at minimum.

Advertising the Promotion

Post 1:



Post 2:



Post 3:



Measuring Success

An important measurement tool at our disposal to will be the number of giveaway entries using #StarringYou. This can illustrate the reach of the campaigning efforts, as well as the amount of engagement Starface received when opening up a conversation regarding acne-positivity, in company-created, influencer or user content. Additionally, throughout the campaign, the team should measure the amount of website traffic and see if any noticeable increase has occurred both in the process of the campaign and afterward.

Necessary Tools & Resources

Social media analytics tools such as Hootsuite will measure the amount of engagement. Additionally, the in-built Instagram analytics can be utilized to measure the reach of the campaigning efforts.

Legal Considerations

As we're doing a giveaway, this comes with many legal considerations to include. Some of the following are as follows:

- No purchase is necessary to enter. Purchasing an item doesn't increase the odds of winning the giveaway.
- You have to be 18 years or older to enter the giveaway.
- The giveaway is only eligible to the areas Starface already ships to; this is the US (including Puerto Rico), UK, and Canada.

- Make sure privacy is emphasized while conducting the giveaway, as those entering will need to include personal information to participate, such as contact information in the case a user does win.