



PEOPLE & PLANET FIRST
100% FAIR TRADE
SINCE 1946

ten thousand villages

Presented By:
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Bryce Kelso, and Lexi Martin

2024-25

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Meet The Team



Roquan Herbert

Hello!! My name is Roquan Herbert, and I am from Richmond, Virginia. I major in both Management and Marketing with dual concentrations in Management Consulting and Digital Marketing. In my leisure time, I enjoy fitness and binge-watching my favorite anime and TV series.



Mackenzie Keeling

I am a senior Marketing major and Music Industry minor from Ashburn, Virginia. On campus, I am involved in JMU's Be Friendly Bee Keeping Club as well as the Serenity Center, which is a space dedicated to mindfulness. In my free time, I enjoy live music, reading, and spending time with friends and family.



Bryce Kelso

I am a Senior marketing major at James Madison University who enjoys fashion and design. I recently transferred to Harrisonburg, from my hometown Williamsburg Virginia, in pursuit of finishing my bachelor's in marketing. I involve myself in various clubs and organizations that promote art and music and hope to further my career in the same field.



Lexi Martin

My name is Lexi Martin and I am from Winchester, Virginia. I am majoring in Marketing with a concentration in Digital Marketing and plan to graduate this May. In my free time I enjoy spending time with friends and family, taking road trips, and trying new/specialty restaurants or shops.



Executive Summary

Overview

Our Marketing campaign with Ten Thousand Villages was developed to help increase their reach across social media to, in return, boost their brand awareness and sales at their Harrisonburg location. Through our campaigns, we plan to target a mix of both younger (18-24) and older (25-50) demographics through a mix of both paid and earned initiatives between their two main platforms, Instagram and Facebook. More specifically, our strategies were built to help achieve the specific marketing objectives we have listed below.

Marketing Objectives

- Expand customer base by 20% in six (6) months in 2024
- Increase sales/revenue by 15% in six (6) months in 2024
- Strengthen online presence by 15% within six (6) months in 2024
- Increase community awareness by 20% within six (6) months in 2024
- Attract and recruit 5-10 more store volunteers within six (6) months in 2024

Why?

Through our research, we understand the impact a focused social media strategy would have on TTV's overall business and marketing goals. Although TTV's is placed in a popular location in Downtown Harrisonburg, they lack brand awareness that has ultimately led towards them being overshadowed by other local competitors who share similar values. Each campaign we have lined out will work towards achieving a mix of the marketing objectives listed above. Through both paid and earned media, our campaigns focus on increasing both reach and awareness through engaging posts across platforms, interactive content, contests, and highlighting important information regarding TTV's core values of Fair Trade and Sustainability. Each of our three campaigns, that we will detail further, focus on mixes of our target audience and work to collectively guide users through the customer journey funnel to help boost both TTV's online presence as well as create brand loyalty through event and volunteer initiatives.

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Company Overview

Ten Thousand Villages



Ten Thousand Villages (TTV), a non-profit organization, operates out of a downtown Harrisonburg storefront and website, offering a diverse range of products sourced from over 20,000 makers across 30 developing countries. These products include home decor, personal accessories, and gift items such as coffee, tea, and chocolate. TTV's unique selling point lies in its specialization in Fair Trade retail, reflecting a commitment to ethical sourcing and supporting artisans worldwide. The organization is driven by passionate volunteers dedicated to its mission. However, TTV faces weaknesses and limitations in terms of provisions from corporate entities, which may pose challenges to its operations and growth.



Industry Overview

TTV in the Retail Industry

TTV operates within the retail industry, specifically in gift shops and card stores. Several key points emerge regarding the industry's trajectory, including a projected revenue increase of 2.6% by 2029, driven partly by a post-COVID travel boom. High-income consumers play a significant role in driving sales within gift shops, while alternative retailers are capturing market share due to affordability and convenience. Despite challenges, the regulatory environment remains favorable, and effective inventory management is crucial for sustained success. Additionally, the rise of Fairtrade consumer trends presents both opportunities and challenges for retailers, with a growing segment of consumers showing a preference for ethically sourced products. As TTV aims to navigate these trends and capture market share, our social media strategy will focus on highlighting the unique value proposition of its products, emphasizing sustainability efforts, and engaging with its target audience to build trust and loyalty. By leveraging platforms to showcase their commitment to Fairtrade practices and offering tailored promotions, we can position TTV as a leader in the industry and drive meaningful engagement and sales.



Key Findings

The social media audit for Ten Thousand Villages revealed that the company maintains a very frequent posting schedule on both Facebook and Instagram. Their profile pages contain adequate information, including contact details, but the number of mentions and tagged posts is limited on both platforms. The top-performing content appears to be product mentions and gifting ideas.

One of the strengths identified for both platforms is their consistent theme and content, along with the use of consistent hashtags. However, weaknesses were noted in the lack of engagement with posts and the limited diversification in content. Additionally, threats include the presence of bots on the Facebook review page and competitors with more engagement and a stronger presence.



Social Media Audit

Table Summary of Audit

Platforms Utilized	Followers Per Platform	Types of Content on Each Platform	Client Talk on Social
Facebook	1.6K	<ul style="list-style-type: none"> - Photos - Videos - Reels - Stories 	Product features, history of product, modeling products
Instagram	1,324	<ul style="list-style-type: none"> - Photos - Reels - Stories - Videos 	Many product posts, products in use and events

Hashtags Used	Overall Sentiment of Audience	Post Frequency	Changes TTV Should Make to Socials
#LiveLifeFair, #fairtradeproducts, #shopwithintention, #smallbusinesssaturday	Positive audience, they enjoy product posts and are liking posts.	Very frequent posts, multiple times a week	<ul style="list-style-type: none"> • Post less, but make better content so you aren't overwhelming viewers. • Utilize featured section for events so they aren't lost in feed.
#LiveLifeFair #fairtradeproducts #shopwithlove #Shopwithintention	Audience seems positive toward brand, and engages with some content.	Consistent schedule every other day sometimes multiple times a day	<ul style="list-style-type: none"> • Use other photos in between, so it isn't the same products back to back. • Post content with real people using or modeling products

*Top row is Facebook, bottom row is Instagram

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Competitor Analysis #1

Green Hummingbird



Followers: 422
Post Frequency: 1x a week

Description of Content: Posts focus more on catalogue photos and people modeling products. They also utilize repurposing content and showcasing sales. Posts are organic on feed.

Communication Objective: Creating awareness

Strengths: Highlights products well and gives a lot of customer insight on product features.

Weaknesses: Lacking in media variety and they don't use any hashtags.



Followers: 1,000
Post Frequency: 1x a week

Description of Content: Posts include product photos, outfit ideas, and local content. Mainly organic posts utilizing only photos. Tactics for Facebook include repurposing content and using offers/coupons.

Communication Objective: Generating leads and encouraging a conversion/sale.

Strengths: Posts include real people showcasing products (clothing, jewelry). They also utilize the featured section to bring more awareness to events.

Weaknesses: Lack of creative content and they don't utilize hashtags.



Competitor Analysis #2

New Creation VA



Followers: 6,812
Post Frequency: almost every day

Description of Content: includes “meet the team” posts, sales promotions, and video content. Tactics involve storytelling, tagging creators, and using relevant hashtags

Communication Objective: create brand awareness - use sales as an incentive to visit the store

Strengths: utilizes a consistent theme with a good mixture of content

Weaknesses: not many posts with demonstration of products or models wearing stuff to interest customers



Followers: 7,600
Post Frequency: every day, sometimes multiple times a day

Description of Content: Includes reel/video and photo posts introducing new employees, ongoing sales promotion, and gift ideas. Tactics involve storytelling, engaging with the audience, and using relevant hashtags

Communication Objective: create interest, build customer relationships and brand awareness

Strengths: Has a featured section on landing page that showcases events and fundraisers to keep customers updated

Weaknesses: Very few posts that aren't reels that utilize hashtags, and there are no relevant customer reviews

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Competitor Analysis #2

New Creation VA



Followers: 31
Post Frequency: infrequent

Description of Content: showcases products, what's happening in the shop, and takes suggestions for new products to carry. Utilizes storytelling and hashtags.

Communication Objective: drive interest and build customer loyalty

Strengths: gives customers an insight on what happens at the shop and created a sort of friendship with posts

Weaknesses: No website link attached



Followers: 10
Post Frequency:
inactive for 4 years

Description of Content: introduced company mission/vision as well as staff and volunteers

Communication Objective: share knowledge

Strengths: gives customers insight about what others think of the company

Weaknesses: have not posted in years



Followers: 320
Post Frequency: multiple
times / month

Description of Content: utilizes repurposed content and relevant hashtags

Communication Objective: create brand awareness

Strengths: uploaded a calendar of events they have each month as a pin to keep customers informed, content is posted consistently and present a common theme

Weaknesses: not a good mixture of media types, and products seem lost in staging



Competitor Analysis #3

Shops at Agora



Followers: 3,562
Post Frequency: 4x a week

Description of Content: Their content for instagram utilizes more video with content about giveaways, store sneak peaks, and pictures of local creators. They consistently tag creators and businesses and engage with the audience.

Communication Objective: Increase brand awareness, increase social community, and generate leads.

Strengths: Always creating creators and does well to engage audience and create brand advocates.

Weaknesses: Posts could be narrowed down to not overwhelm audience.



Followers: 2,500
Post Frequency: 5x a week

Description of Content: Posts are visually appealing and top performing content includes store photos, employee highlights, and new stock photos. Utilizes a variety of media types and engages and interacts with creators and other businesses. Posts look to be organic.

Communication Objective: Growing brand awareness and customer loyalty

Strengths: Does well updating customer on products and keeps content fresh

Weaknesses: They don't utilize consistent hashtags



Swot Analysis

For Ten Thousand Villages- Harrisonburg Location

STRENGTHS	WEAKNESS
<ul style="list-style-type: none">- Uses good hashtags that describe the companies mission (ex: #freetradeproducts, #livelifefair)- Consistent hashtags across platforms- Their strategy to utilize short form reels is bringing a lot of engagement- Utilizing story sections on Instagram makes the ease of use better for customers- Consistent content on both Instagram and Facebook so they aren't alienating people that are on 1 or the other	<ul style="list-style-type: none">- Not utilizing different types of media (polls, ask a question)- Posting a lot of content seems overwhelming to customers (I think it would make more sense to post better content fewer times)- Sales and events on feed seem lost instead of highlighted (this is where the featured page would come in)- A lot of product photos, not real people (showing people with products creates more of a connection with customers)- Captions don't induce customer engagement
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">- Use more hashtags for the area to make their presence known in Harrisonburg (creating new ones so they don't get lost in current city tags)- Create a featured page on Facebook, so current events and sales are immediately known to customers- Create some sort of calendar for the month of sales and important events- Post introductions to the team on socials (builds a relationship with customers)- Post reels, videos, photos actually modeling products	<ul style="list-style-type: none">- Bot's on review pages- Lack of customer interaction (tags, comments, etc.)- Competitors have large follower base compared to them- Current customer base isn't interacting with posts- Competitors are already utilizing local hashtags so adding in could result in their content getting lost



Swot Analysis

SWOT Strategies (S-O, W-O, S-T, W-T)

S-O Strategy

- Utilize story sections on Instagram to create introductions for employees and potentially board of directors (incorporates more media types and connects with customers)
- Could post consistent content calendars on both Facebook and Instagram so customers are aware of sales and events going on for the month
- Create some local hashtags to incorporate with current industry tags to use on all posts for different platforms

W-O Strategy

- Post more types of media that revolve around showing off products on models or how things work compared to just a picture of product
- Highlight sales and events more on stories, reels or a use of a calendar
- Posting fewer, but better more engaging content to not overwhelm customers

S-T Strategy

- Utilize high performing reels to engage customer base that hasn't been interacting
- Start to incorporate local hashtags with current industry tags so TTV is starting to show up when people look up Harrisonburg

W-T Strategy

- Monitoring tags, mentions and reviews to get rid of bots and fake accounts
- Create more engaging content with different media types to prevent anymore lack of engagement



Swot Analysis

Start, Stop, Continue based on audit

The client should **START**:

- Use or create local hashtags
- Post more content updating/ highlighting new inventory, sales, events, etc.
- Use more media types (polls, asking a question, fair trade quizzes, etc.)

The client should **STOP**:

- Using captions that don't initiate follower engagement
- Posting a ton of content that overwhelms customers
- Posting products on a table instead of modeling products or giving ideas on how to use stuff to interest potential customers

The client should **CONTINUE**:

- Using short form videos and storytelling since they are getting a lot of engagement
- Keep posting consistent content on both social platforms
- Keep using industry tags consistently on platforms



Social Media Goals & Objectives

Expand customer base by 20% within 6 months, 2024 - 2025

Drive website traffic from social media channels (Instagram, Facebook, and LinkedIn) by 20% within 6 months through compelling content, effective CTAs (or calls-to-action), and strategic linking strategies (i.e., embedded links).

Increase follower growth by 10% within 6 months by consistently posting, utilizing hashtags, engaging with the community (e.g., liking or replying to comments), and periodically giveaways/ contests.

Increase sales/revenue by 15% within 6 months, 2024 - 2025

Increase engagement rates via Instagram, Facebook, and LinkedIn by 15% within 6 months through interactive posts, engaging stories, and meaningful audience interactions.

Strengthen online presence by 15% within 6 months, 2024 - 2025

Elevate brand awareness and recognition by securing a minimum of five feature articles or mentions on reputable online platforms or publications within 6 months, highlighting TTV's mission, products, and impact on Fair Trade initiatives.

Improve social media reach and brand visibility by increasing average post impressions by 20% within 6 months through optimized content, strategic hashtag usage, and partnerships with influencers and brand advocates.

Increase community awareness by 20% within 6 months, 2024 - 2025

Improve community presence by 20% within six months through publishing engaging content across Facebook Groups and Instagram Stories/ Live Broadcasts..

Attract and recruit 5-10 store volunteers within 6 months, 2024 - 2025

Increase interest in TTV by 20% within 6 months through TTV members engaging with the target audience via Instagram, Facebook, and LinkedIn



Target Persona 1

For the younger demographic

Key Factors of Persona #1:

- Ages 18-24
- Residing in Harrisonburg and surrounding areas
- Passionate about sustainability and involvement in the community
- Looking for more sustainable items as opposed to fast fashion

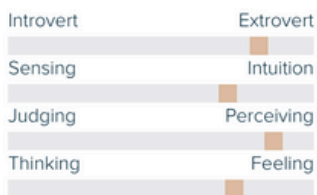
Thrifty Taylor



"Creativity is seeing what others see and thinking what no one else ever thought." – Albert Einstein

Age: 18-23
 Gender: Female
 Work: Student, Artisan
 Family: Single
 Location: Bridgewater, VA

Personality



Typical Hashtags

#shoplocal #shopsustainable
 #volunteermore

- Adventurous
- Creative
- Thrifty
- Thoughtful
- Passionate

Goals

- Find more local businesses offering sustainable products
- Become more involved in the community
- Work with local artists

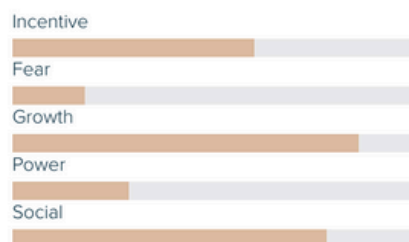
Frustrations

- Fast fashion
- Not being taken seriously as an aspiring artist
- Unrealistic social standards

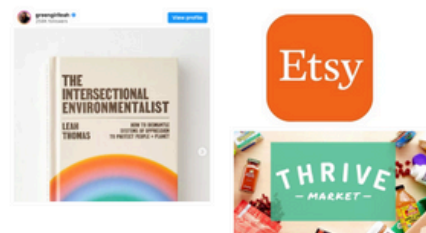
Biography

Thrifty Taylor is a Junior this year at Bridgewater College in Bridgewater, VA. She is in various clubs offered on campus and actively participates in the Community Engagement and Volunteer Center. She also enjoys spending her free time in the art studio. After a long week of school she likes to scope out some small, local business offering unique pieces or her local thrift stores. She is very passionate about free trade clothing and supporting a good cause. She doesn't use many devices except for her phone and laptop to stay on top of her socials. Taylors preferred social media apps are Instagram, Youtube, and Pinterest. She prefers her content through short form videos and Instagram stories. Her topics of interest on these platforms include Q&A's about environmental issues, lifestyle videos, and how to's for artwork.

Motivation



Brands & Influencer



Preferred Channels





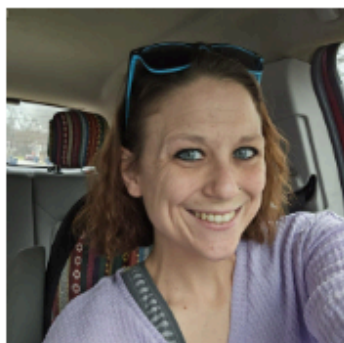
Target Persona 2

For the older demographic

Key Factors of Persona #2:

- Ages 25-50
- Resides in Harrisonburg area, or has family who resides nearby
- Interested in new health/ sustainability lifestyles
- Loves to share news, ideas, products, etc. to their close ones

Christine Olsen



Thoughtful

Family-Oriented

Welcoming

Authentic

Goals

- Find ways to be with her family more often
- Pick up some new, crafty hobby
- One day take a trip out of the States

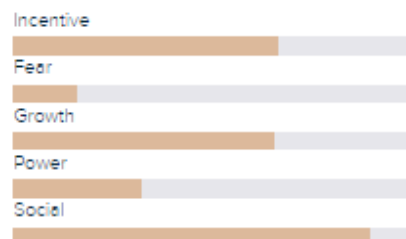
Frustrations

- Multiple modes of transportation needed for her family
- Kids' after school activities scheduling conflicts
- College Life disruptions

Bio

Christine is a counselor for a local public high school. One of her kids is a sophomore at her school while the other is working through the 6th grade. Her husband works at the office during the day and the family hangs out together in the evening. Christine loves crafts and decorating her office. She also loves talking about her interests whether its the media she consumes or the new items she's "obsessed" with. She loves getting summer break off so she can see her family down south. She loves watching Facebook videos and Instagram reels and she's constantly sharing them to people she's reminded of.

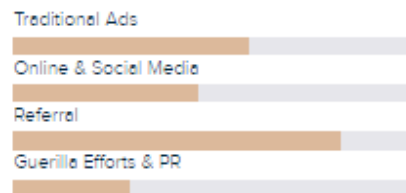
Motivation



Brands



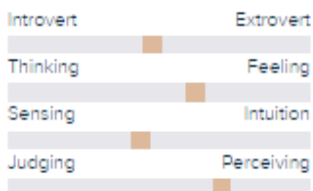
Preferred Channels



"The most beautiful people I've known are those who have known trials, have known struggles, have known loss, and have found their way out of the depths." - Elisabeth Kubler-Ross

Age: 42
 Work: **School Counselor**
 Family: **Married with 2 kids**
 Location: **Harrisonburg, VA**
 Character: Warm Hearted

Personality





Social Media Platforms

Social Platform	Mission Statement for Platform
Instagram	By utilizing Instagram, TTV hopes to elevate awareness of Fair Trade products and their impact worldwide. Through product mentions and artist features, they want to move consumers toward choosing a more sustainable path.
Facebook	By utilizing the Facebook community, TTV hopes to empower individuals to choose sustainable products and cultivate brand advocates. The platform will aim to spark meaningful conversations about the free trade movement.
LinkedIn	Through LinkedIn, TTV aims to educate and engage their audience by sharing valuable insights on Fair Trade practices and benefits. We do this in hopes to cultivate a community of volunteers dedicated to promoting ethical consumption.



Campaign #1

Paid Media

Overview of Strategies

Campaign #1 is a paid media strategy targeting an older demographic aged 25-44, implemented from October 1st through December 31st. Users in this campaign are at the Consideration and Conversion stages of the buyer's journey. At this stage, TTV customers are familiar with the brand's capabilities, values, and existing initiatives. The goal of this campaign is to encourage customers to consider the displayed products/services and ultimately drive purchasing decisions. The objectives working to achieve this campaign are as follows:

- **Increase follower growth** by 10% within six (6) months by consistently posting, utilizing hashtags, engaging with the community (e.g., liking or replying to comments), and periodically giveaways/ contests with promotional codes.
- **Increase engagement rates** via Instagram, Facebook, and LinkedIn by 15% within six (6) months through interactive posts, engaging stories, and meaningful audience interactions by offering unique promo codes and exclusive promotions to followers.

Campaign #1's paid media strategy is designed to boost TTV's sales and deepen its connection with consumers. The campaign achieves this by focusing on interactive content, such as LIVE videos, lifestyle videos demonstrating product use, and engaging stories. These elements are promoted through Meta ads on Instagram and Facebook. The strategy also includes giveaways with clear calls-to-action, encouraging followers to visit the online store, where they can use discount codes or take advantage of special promotions. By using unique promotional codes for each platform, TTV can track sales conversions, allowing them to measure campaign success through engagement metrics and the number of users who make purchases through these promotional links.

Campaign #1

Campaign #1 - Paid Media Focus	
Client business/marketing goal(s) supported by this campaign?	<ul style="list-style-type: none"> • Increase sales/revenue by 15% in six (6) months in 2024
Social media marketing objective(s) supported by this campaign?	<ul style="list-style-type: none"> • Increase follower growth by 10% within six (6) months by consistently posting, utilizing hashtags, engaging with the community (e.g., liking or replying to comments), and periodically giveaways/ contests with promotional codes. • Increase engagement rates via Instagram, Facebook, and LinkedIn by 15% within six (6) months through interactive posts, engaging stories, and meaningful audience interactions by offering unique promo codes and exclusive promotions to followers.
Target audience(s) the campaign will appeal to and personas?	<p>Paid campaign catering to an older demographic of individuals:</p> <ul style="list-style-type: none"> • Women from Harrisonburg, VA aged 25-44, focusing on the 35-44 age range with sustainability, transparency, and social responsibility values.
What stage in the buyer's journey does the campaign target (e.g. awareness, consideration, conversion, loyalty, advocacy)?	<p>Consideration and Conversion</p> <p>At this stage, TTV customers are already aware of the brand's capabilities, values, and pre-existing initiatives. This campaign is more focused on persuading customers to consider the products/ services being displayed leading them to finalize their purchasing decisions.</p>
Describe the campaign. Who or what will the campaign feature in terms of visuals (photos and videos)? What will they be doing? Explaining?	<p>Initiatives focus on boosting sales through interactive posts, engaging stories, and meaningful audience interactions. Carousel content and lifestyle videos showcasing product use are promoted via Meta ads on Instagram and Facebook. Additionally, create giveaways with a clear call-to-action to drive followers to your online store, offering discount codes or special promotions. Use unique promo codes for each platform to track sales conversions, and measure success by analyzing engagement metrics and the number of users who convert to customers through these promotional links.</p>

Campaign #1

<p>Dates the campaign will run:</p>	<p>Q4: October through December(October 1st, 2024 to December 31st, 2024)</p>
<p>Inspiration for campaign:</p>	<p>@BluetiqueBoutique for women's apparel and accessories that supports fashion manufactured ethically and sustainably. Their collection of fashionable and environmentally aware apparel companies appeals to customers who place equal importance on sustainability and style. Bluetique maximizes sales and brand recognition by highlighting distinctive items and artisan narratives.</p> <p>@Oasis Fine Art & Craft Collaboration gallery showcasing the creations of local craftsmen and artisans. With an emphasis on artistry and skill, they feature a wide variety of handcrafted items, such as paintings, jewelry, fabrics, and ceramics. By highlighting distinctive merchandise and artisan narratives, Oasis maximizes its visibility and revenue.</p>
<p>What is the campaign message?</p>	<p>Discover the Beauty of Handcrafted Items and Elevate Your Home with Artisanal Elegance - Explore Ten Thousand Villages' Collection Today! Ten Thousand Villages' (TTVs) curated collection of home decor and accent pieces should highlight the distinctive aesthetic and cultural significance of each item, making it appealing to a wide range of consumers, including those who appreciate artisanal goods, homeowners, interior design enthusiasts, etc. This message highlights the uniqueness and craftsmanship of the products offered by Ten Thousand Villages.</p>
<p>Tone of voice?</p>	<p>Welcoming, Empathetic, Educational, Respectful, Passionate</p> <p>Clients should feel comfortable and valued. Recognize that consumers want significant and distinctive things that speak to them personally. Effective communication is necessary to convey information about workmanship, cultural provenance, ethical and sustainable methods, and other topics.</p> <p>Consumers must educate themselves and develop an appreciation for the history behind each handcrafted object (as well as the artisan's history). Recognize the influence of fair trade methods and stress the significance of moral consumerism. Show off your admiration for the artistic and creative talent found in Ten Thousand Villages' carefully chosen assortment.</p>

Campaign #1

<p>Hashtags to be used in campaign?</p>	<p>#HandmadeWithLove, #FairTradeFinds, #EthicalLiving, #SupportArtisans, #SustainableDecor, #GlobalCraftsmanship, #ShopLocal, #ConsciousConsumption, #CulturalHeritage, #ArtisanalGoods, #EmpowerCommunities, #FairWages, #HomeDecorInspo, #GiftsThatGiveBack, #DiscoverTheWorldThroughArt</p>
<p>How will you make the audience care? What will you make them care about?</p>	<p>Highlight the unique stories and cultural relevance of each handcrafted item that TTV sells. Empathy and appreciation are evoked by demonstrating the craftsmen's commitment, skill, and the benefits of fair trade techniques. Compassion can be built upon the excellence and beauty of the products, as well as the lives and communities they enhance. Customers who respect sustainability, ethical sourcing, and the preservation of traditional crafts might become more aware through compelling stories and genuine connections.</p>
<p>Resources required?</p>	<p>The following are potential resources TTV can employ to streamline and make their efforts more effective:</p> <ul style="list-style-type: none"> • Canva Pro • Hootsuite (schedule posts, track engagement, monitor campaign performance, etc.) • Photographers/ videographers • Interns
<p>People or organizations you will need to make the campaign possible?</p>	<ul style="list-style-type: none"> • Internal Team (content creators, marketing strategists, data analysts, etc.) • Artisans and Suppliers • Nano and Micro-influencers partnerships • JMU Organizations: The Breeze • Social Media Accounts: Instagram, Facebook, and LinkedIn
<p>Estimated costs for resources, personnel, etc.?((\$4,000 budget - labor, tools, platform (purchase Canva Pro, outsourcing content, interns, etc.)</p>	<p>This campaign will run for 92 days at a daily budget of \$5.00 resulting in a total of \$460. Estimated daily results for this campaign is a reach of 1.5k - 4.5k. CanvaPro (\$14.99/month), Hootsuite Professional Plan (\$99/month)</p>
<p>Social metrics (KPIs) you will use to measure campaign success?</p>	<p>CPAs, CPRs, Conversions, Reach and Impressions, Follower Growth, Engagement Rates, Conversion Rates</p>

Campaign #1 - Schedule

October 5th, 2024

LIVE Q&A Session

Foster direct interaction with the audience by answering questions in real-time and offering exclusive discounts as incentives for participation and sales conversion for customers on the verge of buying.

- **Instagram and Facebook** - LIVE Video
- **Written content should include:** raffles. exclusive discounts/ sales promotions, description of Q&A session, expertise emphasis
- **Alt text:** LIVE Q&A session between TTV and prospective customers

INCOMING!!
LIVE Q&A SESSION -
ASK TTV EXPERTS!

INTERESTED IN A PRODUCT?

- WHAT PRODUCTS DO WE OFFER?
- RANGE OF PRODUCT ERAS?
- PRODUCT HISTORY?
- SUSTAINABILITY EFFORTS?

WANT TO BECOME AN ARTISAN?

- ARTISAN INQUIRY PROCESS?
- RESPONSIBILITIES?
- BENEFITS?

RAFFLES

EXCLUSIVE DISCOUNTS

Instagram LIVE

support@tenthousandvillages.com
877-883-8341

Campaign #1

October 20th, 2024

Favorite Artisan Product

Encourages customers to explore the winning artisan's products and increases LinkedIn community engagement by involving them in product selection and inviting them to share their preferences.

- **LinkedIn** - Poll/Post
- **Written content should include:** Communicate post intention: “e.g., Vote for your favorite artisan product.”
- **Alt text:** A poll/post asking followers to vote for their favorite artisan product (with product images made available).



Campaign #1

November 15th, 2024

Product Wishlist

Encourage audience interaction and user-generated content by inviting followers to curate their dream shopping spree and share it with the community-exposing users to newfound products.

- **Instagram** - Interactive Post
- **Written content should include:** Should prompt user to share their favorite items/ products.
- **Alt text:** Post encouraging followers to create a wishlist by tagging products they want with a custom hashtag.



Campaign #1

December 5th, 2024

Share, Share, Share!!

Facilitate meaningful audience interactions by giving followers a platform to connect and enhancing shared experiences.

- **Instagram and Facebook** - Instagram Group Chat and Facebook Groups
- **Written content should include:** This should prompt users to share their favorite holiday memories (e.g., Xmas), traditions, etc., in the group.
- **Alt text:** Instagram and Facebook space chat sessions where consumers can share holiday memories and stories.



Campaign #1

December 28th, 2024

Team Takeover Stories

Humanize the brand and showcase the diverse individuals behind TTV, encouraging engagement with the audience.

- **LinkedIn** - Team Takeover Stories
- **Written content should include:** Day in the Life (DITL) of TTV team members emphasizing or engaging in fair trade practices.
- **Alt text:** Team takeover announcement with profiles of participating team members.



ten thousand villages.

☀️ TEAM TAKEOVER! ☀️

MEET ELVA!!

📱 GET READY.

SET.

GO! 🚀

This week, our team is taking over the story feed! Get ready for behind-the-scenes fun, meet the team, and exclusive content. Tune in for Q&As, surprises, and more! Don't miss out! 📱

[HTTPS://WWW.TENTHOUSANDVILLAGES.COM/](https://www.tenthousandvillages.com/)



Campaign #2

Earned Media

Overview of Strategies

For our second campaign, we developed a list earned media strategies to be implemented between January 1st through March 31st of 2025. These strategies were planned, and researched, to target both our younger and older demographics, with an emphasis on shared values with Family, Sustainability, and Social Responsibility. The Social Media Marketing objectives these strategies are working to achieve is as followed:

- Improve social media reach and brand visibility by increasing average post impressions by 20% within 6 months through optimized content, strategic hashtag usage, and partnerships with influencers and brand advocates.
- Improve community presence by 20% within 6 months through engaging Facebook Group and Instagram Live content.
- Increase interest in TTV by 20% (5-10 people) within 6 months through TTV members engaging with the target audience via Instagram, Facebook, and LinkedIn

Our Earned media strategies will work to help highlight TTV's facilities, history, staff, and other fair trade related info and events. Through these initiatives, we hope to increase TTV's brand awareness in Harrisonburg through engaging content that incentivizes users to like, comment, and share. As sustainability advocacy has grown in recent years across apps like Instagram and Facebook, informative content has become a key strategy in promoting both brands and their values. Users enjoy this kind of content due to its ease of shareability and how it can create an impact without the financial burden. Shared media, in return, will help increase favorability in Fair Trade values as well as increase their reach to new audiences through engaging content across platforms.

Campaign #2

Campaign #2 - Earned Media

<p>Client marketing goal supported by this campaign?</p>	<ul style="list-style-type: none"> • Increase community Awareness by 20% within 6 months in 2024 • Attract and Recruit 5-10 more store volunteers within 6 months in 2024
<p>Social media marketing objective(s) supported by this campaign?</p>	<ul style="list-style-type: none"> • Improve social media reach and brand visibility by increasing average post impressions by 20% within 6 months through optimized content, strategic hashtag usage, and partnerships with influencers and brand advocates. • Improve community presence by 20% within 6 months through engaging Facebook Group and Instagram Live content. • Increase interest in TTV by 20% (5-10 people) within 6 months through TTV members engaging with the target audience via Instagram, Facebook, and LinkedIn
<p>Target audience(s) campaign will appeal to:</p>	<p>Earned campaign catering to older demographics and local families.</p> <ul style="list-style-type: none"> • Primarily women from Harrisonburg, VA aged 25-44, focusing on the 35-44 age range with sustainability, transparency, and social responsibility values. Targeting both singles as well as married individuals either with or without kids.
<p>What stage in the buyer's journey does the campaign target (e.g. awareness, consideration, conversion, loyalty, advocacy)?</p>	<p>Loyalty and Advocacy</p> <ul style="list-style-type: none"> • At this point in the campaign, we like to further engage our regular customers in TTV's scheduled events and workshops that provide a social space for community building. Additionally, it'd stress opportunities to volunteer time and effort towards greater causes like fairtrade, sustainability, and eco-consciousness.
<p>Describe the campaign. Who or what will the campaign feature in terms of visuals (photos and videos)? What will they be doing? Explaining?</p>	<p>Photos:</p> <p>There will be lots of recap photos that highlight the atmosphere and community of events. It'll be a mix of close-up of activities and products as well as candid shots of participants + their testimonies. Additionally, there'll be posts/posters mixed in to help promote the event and allow for TTV's audience to share and RSVP.</p> <p>Videos:</p> <p>Videos will primarily be used for recaps and highlights of the events as well. They pan through participants and tables as well as interview participants about their experience. Clips and highlights would also be reposted from any live events being held online.</p>

Campaign #2

Dates the campaign will run:	Q1: January 1, 2025 - March 31, 2025
Inspiration for campaign:	<p><u>@made_global</u> Made global is small artisan shop from Williamsburg that serves a collection of fairtrade goods made in Haiti as well as offers an assortment of coffee brews and monthly workshops. Aside from their curated feed, they do a great job balancing both product posts as well as highlights events, their participants, as well as fun trends that lighten their content.</p> <p><u>@newcreationva</u> New Creation VA is a non-profit in Harrisonburg that promotes the ending of human trafficking through their profits. They serve as a direct competitor of TTV, however, they can serve as inspiration for posts that've worked well for them as well as grown their following and engagement.</p> <p><u>@boughtbeautifully</u> Bought Beautifully Marketplace is another non-profit that supports women across the world. The biggest inspiration from this account is how they handle their video content. They post consistently as well as engage their audience through theme product shoots that don't just "display" the product. Additionally, they foster a well curated vibe that connects their audience with their beliefs, events, and their personal team.</p>
What is the campaign message?	<p>Fair Trade in Harrisonburg, VA The campaign is meant to help promote values of fair trade in the community of Harrisonburg. It isn't a geographically or demographically prominent issue, but rather affects us and thousands across seas who may be exploited. Initiatives and events can happen within the community to provide social relationship building as well as a unity towards the fight for international fair trade practices.</p>
Tone of voice?	<p>Inspirational, Purposeful, and Inclusive Spoken tone throughout posts should convey a sense of inclusivity of all backgrounds that ultimately fosters community and purpose in TTV's vision.</p>

Campaign #2

<p>Hashtags to be used in campaign?</p>	<p>#ethicallymade #fairtrade #harrisonburgsmallbusiness #knowwhomadeit #knowthemaker #tradefairlivefair #wearyourvalues #ownyourstyle #shenandoahvalley#harrisonburgva #harrisonburg #downtownharrisonburg #buylocal</p>
<p>How will you make the audience care? What will you make them care about?</p>	<p>The purpose behind this campaign is to highlight a series of events and actions that potential participants can engage with to not only support TTV's cause but also pave a way for personal change in their consumption habits. Community building not only provides people with a social space of people who share the same beliefs, but it also provides people with relationships/accountability that helps people grow in areas that may be difficult on their own. These events also provide people with local entertainment that engage families who are looking for outdoor fun.</p>
<p>Resources required?</p>	<p>Space for events that may be too big to host within TTV. Additionally, table materials would be required for any outdoor markets TTV may participate in.</p>
<p>People or organizations you will need to make the campaign possible?</p>	<p>Harrisonburg Downtown Renaissance Other local businesses Harrisonburg Citizen Breeze TV WHSV In terms of most to least needed, each of these would provide substantial promotional efforts to help build reach for events. Additionally, fostering a relationship with HDR and other local businesses will help share audience reach of people with like-minded values.</p>
<p>Estimated costs for resources, personnel, etc.?</p>	<p>This campaign will run for 90 days at a daily budget of \$5.00 resulting in a total of \$450 for this campaign. Estimated daily results are 1.5k - 4.5k reach. HDR currently allows anyone to freely promote their events as well as add them to their shared community calendar.</p>
<p>Social metrics (KPIs) you will use to measure campaign success?</p>	<p>Reach, impressions, brand mentions, social media metrics (followers, views, shares, comments), and website metrics (unique visitors, page views, etc)</p>

Campaign #2

January 11th, 2025 - Artisan Spotlight

Highlights the artisans that will provide TTV's products for the upcoming year.

- **Facebook & Instagram** - text/carousel post
- **Written content should include:** Highlights the artisans that will provide TTV's products for the upcoming year.
- **Alt text:** Artisan Spotlight (names & locations)



Campaign #2

February 8th, 2025 - Fair Trade Journey Infographic Carousel

Capture the audiences' attention by showing the story of a fair trade product. Easily shareable across stories and other vehicles.

- **Facebook & Instagram** - text/carousel post
- **Written content should include:** Details the different stages of how a fair trade product is created and delivered to TTV.
- **Alt text:** Behind the Scenes: Adventures of a Fair Trade product



what is... 

fair trade?

Fair trade embodies a solemn commitment to ensuring that every hand involved in the production process is treated with dignity and respect. Each purchase represents a vote for equitable wages, humane working conditions, and environmental stewardship.



1.

Certification and Standard
organizations setting
environmental standards
fair wages, safe working c



Campaign #2

February 14th, 2025 - Valentine's Day Fair Trade Chocolate Info Post

Inform customers about and encourage them to purchase fair trade chocolate.

- **Facebook & Instagram** - text/photo post
- **Written content should include:** Stats about chocolate sourcing/consumption and information on fair trade chocolate.
- **Alt text:** Celebrate Valentine's Day with fair trade chocolate a Fair Trade product



Campaign #2

March 4th, 2025 -

Employee appreciation day at TTV

Show how valued members/volunteers are and also what they've learned or how they've grown since starting.

- **Facebook & Instagram** - text/carousel post + short reel
- **Written content should include:** Details one reason TTV is appreciative of each member/volunteer and one thing each member/volunteer is appreciative of since starting at TTV.
- **Alt text:** Employee appreciation day at TTV



Campaign #2

March 15th, 2025 - DIY Spring Craft Challenge Event

Welcome spring and gather as a community to craft sustainably.

- **Facebook & Instagram** - event post + short reel
- **Written content should include:** Event details and ways to get involved.
- **Alt text:** DIY Spring Craft Challenge





Overview of Strategies

For our third, and last, campaign, we developed a paid strategy to target a younger demographic that will be implemented July 1st through September 30th of 2024. This campaign will be focused on consumers in the awareness and consideration stages, emphasizing a local community that supports each other in their individual sustainable and ethical journeys. The Social Media Objectives these strategies are working to achieve is as followed:

- **Drive website traffic** from social media channels (Instagram, Facebook, and LinkedIn) by 20% 6 months through compelling content, effective CTAs (or calls-to-action), and strategic linking strategies (i.e., embedded links)
- **Increase follower growth** by 10% within 6 months by consistently posting, utilizing hashtags, engaging with the community (e.g., liking or replying to comments), and periodically giveaways/ contests
- **Elevate brand awareness and recognition** by securing a minimum of five feature articles or mentions on reputable online platforms or publications within 6 months, highlighting TTV's mission, products, and impact on Fair Trade initiatives
- **Improve social media reach and brand visibility** by increasing average post impressions by 20% within 6 months through optimized content, strategic hashtag usage, and partnerships with influencers and brand advocates

Our Paid media strategies will work to establish TTV as a facilitator of conversations surrounding social responsibility and highlight its involvement in Harrisonburg's local community. As sustainability advocacy is becoming more prevalent, it's important to demonstrate leadership and authenticity in this field as opposed to being a follower to avoid cancel culture.

Campaign #3

Campaign #3 - Paid

Client marketing goal supported by this campaign?

- **Expand customer base** by 20% in 6 months
- **Strengthen online presence** by 15% within 6 months

Social media marketing objective(s) supported by this campaign?

- **Drive website traffic** from social media channels (Instagram, Facebook, and LinkedIn) by 20% 6 months through compelling content, effective CTAs (or calls-to-action), and strategic linking strategies (i.e., embedded links)
- **Increase follower growth** by 10% within 6 months by consistently posting, utilizing hashtags, engaging with the community (e.g., liking or replying to comments), and periodically giveaways/ contests.
- **Elevate brand awareness and recognition** by securing a minimum of five feature articles or mentions on reputable online platforms or publications within 6 months, highlighting TTV's mission, products, and impact on Fair Trade initiatives.
- **Improve social media reach and brand visibility** by increasing average post impressions by 20% within 6 months through optimized content, strategic hashtag usage, and partnerships with influencers and brand advocates.

Target audience(s) campaign will appeal to:

Paid campaign catered to a younger demographic

- Women, age 18-23, local to Harrisonburg, VA who value sustainability/social responsibility, and seek unique, handcrafted products.

What stage in the buyer's journey does the campaign target (e.g. awareness, consideration, conversion, loyalty, advocacy)?

Awareness and Consideration

At this stage, potential TTV customers are unaware of TTV or lack the inertia to make a purchase. This campaign is focused on making the target audience aware of TTV and persuading consumers to consider its offerings.

Describe the campaign. Who or what will the campaign feature in terms of visuals (photos and videos)? What will they be doing? Explaining?

This campaign will utilize compelling content on social media channels (Facebook, Instagram, LinkedIn) with effective hashtags and CTAs, linking strategies, and partnerships with influencers and publications. Since this campaign is targeting a younger demographic, women of the selected age range should be included in photos/videos for the audience to relate to.

Campaign #3

Dates the campaign will run:	Q3: July 1, 2024 - September 30, 2024
Inspiration for campaign:	Remake (@remakeourworld) • Instagram photos and videos Remake is a nonprofit organization dedicated to informing and uniting those who are actively changing their consumption habits and advocating for human rights in the fashion industry.
What is the campaign message?	Start Your Fair Trade Journey at Ten Thousand Villages Today! This message encourages those new to fair trade to explore and become inspired by TTV's offerings.
Tone of voice?	Inspiring, authentic, and welcoming This tone will accurately portray TTV and will also be attractive to the target audience who are looking for more transparency from businesses they purchase from.

Campaign #3

Hashtags to be used in campaign?	#TenThousandVillages #FairTrade # HarrisonburgVA #ShenandoahValley #KnowWhoMadeIt #ShopSmalls #ShopLocal
How will you make the audience care? What will you make them care about?	The target audience is already wanting more ethically sourced and sustainable consumption, but they might be unsure of where to start. Therefore, we'll make the audience care about a local, readily available offering for them to start their slow-fashion journeys.
Resources required?	Space for events that may be too big to host within TTV. Table materials would be required for any outdoor markets TTV may participate in. Marketing tools such as CanvaPro and Hootsuite will also be helpful.
People or organizations you will need to make the campaign possible?	Nano/micro influencers, credible publication(s) (Harrisonburg Downtown Renaissance, Harrisonburg Citizen, Breeze)
Estimated costs for resources, personnel, etc.?	The campaign will run for 92 days at a daily budget of \$5.00 resulting in a total cost of \$460. Estimated daily results are a reach of 1.5K - 4.5K. CanvaPro (\$14.99/month), Hootsuite Professional Plan (\$99/month)
Social metrics (KPIs) you will use to measure campaign success?	Reach, impressions, brand mentions, social media metrics (followers, views, shares, comments), and website metrics (unique visitors, page views, etc)

Campaign #3 - Schedule

July 1st, 2024

Photo Sharing Contest

Promotes fair trade and self-consciousness of the relationship of summer travels and overconsumption. Also allows for participants to share their own tips and initiatives.

- **Facebook & Instagram** - photo/reel & influencer posts
- **Written content should include:** contest info, prizes, opportunity to be reshared, and a final winner's announcement
- **Alt text:** Photo Sharing Contest (Post a Pic of your Fair Trade items wherever traveled to)




Campaign #3 - Schedule

August 19th, 2024

Humanitarian Day

Promotes healthy ideas of humanitarianism and how people can get involved through their community.

- **Facebook & Instagram** - text/photo post
- **Written content should include:** a description of Humanitarian Day, what it means, what people can do, promoting shares and tagging friends with tips.
- **Alt text:** Humanitarian Day - Ten Thousand Villages Core Values and Mission



The poster features a red ribbon on the left with a heart containing a globe. The text 'WORLD HUMANITARIAN DAY' is in large black letters, with 'August 19, 2024' below it. A blue triangle in the top right contains a red circle with a white icon of a village. The main text describes the day's purpose and mentions the United Nations Office for the Coordination of Humanitarian Affairs (OCHA). A red arrow at the bottom points left with the text 'ADVOCATE FOR THE SURVIVAL OF PEOPLE AFFECTED BY CRISES AND THE SAFETY OF AID WORKERS'. The United Nations logo is in the bottom left, and a black bar at the bottom contains the text 'Visit OCHA's website to learn more'.

**WORLD
HUMANITARIAN
DAY**

August 19, 2024

In honor of the 22 humanitarian aid workers lost in the attack on the United Nations 11 years ago.

This day was established by the **United Nations Office for the Coordination of Humanitarian Affairs (OCHA)**, uniting the humanitarian system to...

**ADVOCATE FOR THE SURVIVAL OF
PEOPLE AFFECTED BY CRISES AND THE
SAFETY OF AID WORKERS**

Visit [OCHA's website](#) to learn more

Campaign #3 - Schedule

◆ **August 31, 2024**

Fair Trade Outdoor Market

Promoting the event as well as TTV and other small businesses. Promote local events/ businesses and how to get involved.

- **Facebook & Instagram** - event post and a reel recap
- **Written content should include:** when and where the event is, opportunities for involvement, and a recap/highlight for future events.
- **Alt text:** Outdoors Fair Trade Market/Expo



Campaign #3- Schedule

September 7, 2024

End of Summer Sustainable Clothing Swap

Encourages the audience to transition to a fall wardrobe sustainably and the promotes the event.

- **Facebook & Instagram** - event post and a reel recap
- **Written content should include:** when and where the event is, opportunities for involvement, and a recap/highlight for future events.
- **Alt text:** End of summer sustainable clothing swap



Campaign #3 - Schedule

September 23, 2024

Preparing for the Holiday Season Sustainably: Tips & Tricks

Inspires the audience to have more sustainable holiday consumption while promoting TTV's offerings.

- **Facebook & Instagram** - text/photo post
- **Written content should include:** tips and tricks the audience can use to maintain a sustainable focus during the holidays
- **Alt text:** Preparing for the Holiday Season Sustainably: Tips & Tricks





Implementation

Overview of 2024 Content Calendar

June 2024

June 1- Fair Trade Q&A (evergreen)

June 15- Volunteer Testimonial (evergreen)

June 25- Ethical Shopping Guide (evergreen)

June 30- Mission Post (evergreen)

July 2024

July 1- Photo Sharing Contest

July 15- Employee Spotlight (evergreen)

July 26- Fair Trade Quiz Ig story (evergreen)

July 30- Area Spotlight (evergreen)

August 2024

Aug. 1- Hours of Operation (evergreen)

Aug. 19- Humanitarian Day

Aug. 31- Fair Trade Outdoor Market

Aug. 30- Fair Trade Infographic (evergreen)

September 2024

Sep. 7- End of Summer Clothing Swap

Sep. 15- Fair Trade Quiz Ig Story (evergreen)

Sep. 23- Preparing for the Holiday Season Sustainably: Tips and Tricks

October 2024

Oct. 1- Fair Trade Q&A (evergreen)

Oct. 5- Live Q&A Session

Oct. 20- Favorite Artisan Product

Oct. 28- Area Spotlight (evergreen)

November 2024

Nov. 1- Ethical Shopping Guide (evergreen)

Nov. 15- Product Wishlist

Nov 25- Volunteer Testimonial (evergreen)

Nov. 30- Fair Trade Quiz Ig Story (evergreen)



Implementation

Overview of 2024 Content Calendar

December 2024

Dec. 5- Share, Share, Share!!

Dec. 10- Employee Spotlight (evergreen)

Dec. 15- Fair Trade Q&A (evergreen)

Dec. 28- Team Takeover Stories

January 2025

Jan. 1- Hours of Operation (evergreen)

Jan. 11- Artisan Spotlight

Jan. 21- Fair Trade Infographic (evergreen)

Jan. 30- Mission Post (evergreen)

February 2025

Feb. 1- Fair Trade Q&A (evergreen)

Feb. 8- Behind the Scenes

Feb. 14- Valentine's Day post

Feb. 28- Employee Spotlight (evergreen)

March 2025

Mar. 4- Employee Appreciation Day at TTV

Mar. 11- Hours of Operation (evergreen)

Mar. 15- DIY Spring Craft Challenge

Mar. 25- Area spotlight (evergreen)

April 2025

April 1- Ethical Shopping Guide (evergreen)

April 15- Mission post (evergreen)

April 26- Fair Trade Quiz Ig Story (evergreen)

May 2025

May 1- Hours of Operation (evergreen)

May 15- Volunteer Testimonial (evergreen)

May 30- Fair Trade Infographic (evergreen)

Brand Archetype: Caregiver

We believe the Caregiver archetype best suits TTV because of their mission to honor and give back to local artisans by connecting socially-conscious consumers with original pieces.

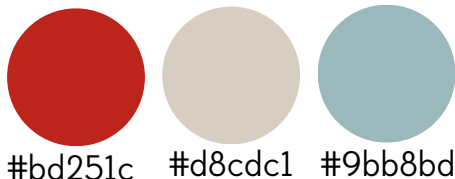
BRAND ARCHETYPE WHEEL



Available logos to use:

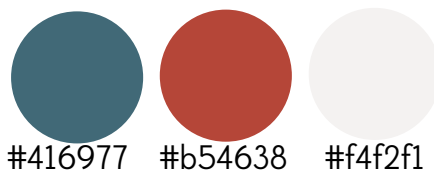


Primary Colors:



#bd251c #d8cdc1 #9bb8bd

Secondary Colors:



#416977 #b54638 #f4f2f1

Textures:

1. Rugs
2. Pottery
3. Leaves

Fonts:

Primary font: Edmondsans Bold **Secondary font:** Edmondans regular

Size and color guidelines: Headings, subheadings and body text should be used only in black, white or red colors. Sizes should be skewed to fit posts to be easily readable. Sizes for headings should be between 50-75. Subheadings and body text should stay between 15-25.

Guidelines for voice & tone:

1. Use an inspiring tone to spark a passion for Fair Trade
2. Stay positive and uplifting when sharing stories and products to keep audience engaged and connected.
3. Use an authentic and genuine voice when talking about the impact and struggles Fair Trade faces



Implementation

Platform Specific Tactics and Tools

Instagram

Instagram will be used to focus on audience interaction, engagement, and highlights. Tactics include Q&A's and quizzes that will be used on stories. Carousel content and lifestyle videos will be managed through Meta business suite. To track performance, reach, engagement rates and follower growth will be used.

Facebook

Facebook is the platform we will be utilizing to inform and engage TTV's audience and create conversions. Shopping guides, testimonials, mission posts, and product showcases will be promoted via Meta ads. Measuring the performance of content will include analyzing engagement and conversion metrics.

LinkedIn

LinkedIn will focus on more informational content for TTV's audience. Tactics will include infographic like posts, testimonials, and blog posts with data surrounding Fair Trade. These posts will encourage engagement and store volunteers. To track and monitor content performance, volunteer growth, engagement rates, and reach will be used.



Content Development

How client should approach the following on socials

Developing Original Content:

When developing original content for social media, decisions should be made based on the content pillars established. This means when developing original content it could be inspirational, educational, and could include promotions etc. In general however, original content should be tailored around the audience. It should also feature eye catching, high quality photos and a call to action to boost engagement.

Curating Content:

When using curated content it should be relevant to their Fair Trade mission to stay consistent. Content picked should add value and inform the audience to engage and ask questions. Some organizations to watch include World Fair Trade, Fair Trade International, and the Fair Trade Advocacy socials. Also relevant hashtags should be monitored like #sustainability and #FairTradeMovement. Most importantly when selecting content it should be fact checked, and ensured the source is credible.

Managing Content:

Managing content will be important for TTV to see results from relevant campaigns and social posts. To do this, the client should analyze each post for performance while also engaging with followers. Content on socials should be scheduled and adjusted accordingly to increase performance and enhance awareness.



Content Development

How client should approach the following on socials

Cross-Utilizing Content:

When using the same content across all social platforms, the client should make sure content is relevant and optimized for each platform. For LinkedIn and Facebook longer format posts and guides should be utilized. However, for Instagram shorter content like quizzes, Q&A's, and easily digestible content should be utilized. Caption content should also be checked to ensure it is suitable for the platform. Lastly, content should be monitored on each platform to make sure it is optimal for all socials.

Breaking Apart Content:

The client should ensure they are pulling out key pieces of information, video, or pictures that are easy to consume and visually appealing for the audience. Some ways to do this are using infographic data and turning it into LinkedIn posts, creating posts from the ethical shopping guide, and taking snippets from posts to share across all platforms. They should also make sure the message is still easily recognized and reinforces the purpose.



Social Media Director

- Lead the team in creating/implementing social strategy, overseeing content creation, and monitoring engagement on social media. Responsible for coordinating with local publications and partners.

Social Media Manager

- Develop conversion strategies, work to grow social presence, and maintain a consistent brand across social platforms.

Social Media Assistant

- Well-rounded individuals who assist in content creation, scheduling, and implementing tactics.

Part-Time Social Media Intern

- Experienced, passionate individual, preferably local to Harrisonburg, who supports the social media team's efforts by assisting in implementing campaigns, capturing event photos/videos, and repurposing content.



Monitoring, Tracking, Measuring, and Evaluating

KPI's for Measuring SMART Objectives

Social Media Goal	KPI	KPI Formula	KPI Target
Expand Customer Base	Total Followers	Sum of Followers, All Accounts	10% Increase / Quarter
	Growth Rate	$(\text{Net New Followers} / \text{Total Followers}) \times 100$	10% Increase / Quarter
	Avg. Engagement Rate	$(\text{Comments} + \text{Likes} + \text{Shares}) / \text{Followers} \times 100$	10% Increase / Quarter
	Avg. Click-through Rate (CTR)	Total Clicks / Total Impressions	10% Increase / Quarter
	Avg. Conversion Rate	$(\text{Total Conversions} / \text{Total Audience}) \times 100$	10% Increase / Quarter
Increase Sales/Revenue	Revenue Growth	$(\text{Current Revenue} - \text{Past Revenue}) / \text{Past Revenue}$	7.5% Increase / Quarter
	Avg. Conversion Rate	$(\text{Total Conversions} / \text{Total Audience}) \times 100$	7.5% Increase / Quarter
	Avg. Order Value	Sum of Orders / # of Orders	7.5% Increase / Quarter
	Return on Investment (ROI)	$(\text{Value} / \text{Investment}) \times 100$ Calculator	7.5% Increase / Quarter
	Customer Lifetime Value (CLV)	Customer Value (Avg. Purchase Value x Avg. # of Purchases) x Avg. Customer Lifetime	7.5% Increase / Quarter



Monitoring, Tracking, Measuring, and Evaluating

KPI's for Measuring SMART Objectives

Social Media Goal	KPI	KPI Formula	KPI Target
Strengthen Online Presence	Impressions	# of Times Content was Viewed	7.5% Increase / Quarter
	Reach	# of People who Viewed Content	1.5k - 4.5k / Quarter
	Engagement Rate	$(\text{Total Likes, Comments, Shares, Saves} / \text{Total Followers}) \times 100$	7.5% Increase / Quarter
	Follower Growth Rate	$(\text{Net New Followers} / \text{Total Followers}) \times 100$	7.5% Increase / Quarter
	Sentiment Analysis	Positive mentions / negative mentions (measured with listening tool)	Positive
Increase Community Awareness	Follower Growth Rate	$(\text{Net New Followers} / \text{Total Followers}) \times 100$	10% Increase / Quarter
	Avg. Instagram Live Viewers	$\text{Sum of Instagram Live Viewers Per Live} / \text{Total Lives}$	10% Increase / Quarter
Attract/Recruit Store Volunteers	Click-through Rate (CTR)	$\text{Total Clicks} / \text{Total Impressions}$	10% Increase / Quarter
	Engagement Rate	$(\text{Total Likes, Comments, Shares, Saves} / \text{Total Followers}) \times 100$	10% Increase / Quarter
	Sentiment Analysis	Positive mentions / negative mentions (measured with listening tool)	10% Increase / Quarter
	Total Leads	Measured by the # of DMs/calls/inquiries	10% Increase / Quarter



Budget

Category	Dollar Amount	% of Total
Campaign #1	\$460	11.50%
Campaign #2	\$450	11.25%
Campaign #3	\$460	11.50%
CanvaPro (1 year)	\$179.88	4.50%
Hootsuite Professional Plan (1 year)	\$1,188	29.70%
Part-time Intern	\$600	15.00%
Nano Influencer	\$662	16.55%
TOTAL=	\$4,000	

Budget includes numbers for all three campaigns and expenses for other tools needed. These tools include a year long subscription to both CanvaPro and a Hootsuite Professional plan. We have also allocated money for a part-time intern, and nano influencers to aid in campaigns.



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