

SOCIAL MEDIA CONTENT CREATION

A Case Study



Content

1. Client Introduction
2. Project Deliverables
3. Work Approach
4. Results
5. Conclusion



Client Introduction

Heels and Feels (London) is a custom shoe startup driven by the vision to revolutionise the shoe industry with the focus on designing customised vegan shoes & heels. The startup wished to build their Instagram & Facebook presence while focusing on relevant content and partnered with Upreports Infotech for the same.

This case study documents our work approach and content strategy for the shoe startup on Facebook and Instagram.



Project Deliverables

While the project majorly concerned on content creation for Heels & Feels' Facebook and Instagram accounts, we also assisted the startup in understanding different aspects of content creation.

Below were the main project deliverables:

- ✚ FB & IG profile optimization
- ✚ Visual content creation
- ✚ Captions planning
- ✚ Hashtag strategy

Work approach

Heels & Feels' audience is primarily women and hence the first goal was to understand the audience through:

- ✚ **Competitor analysis:** Social media strategy of leading shoe startups and vegan brands were thoroughly studied.
- ✚ **Audience analysis:** Research to gain insights on women buying habits, latest fashion trends, and popular culture.
- ✚ **Team discussions:** Community discussions and team sessions were organized for first-hand insights.

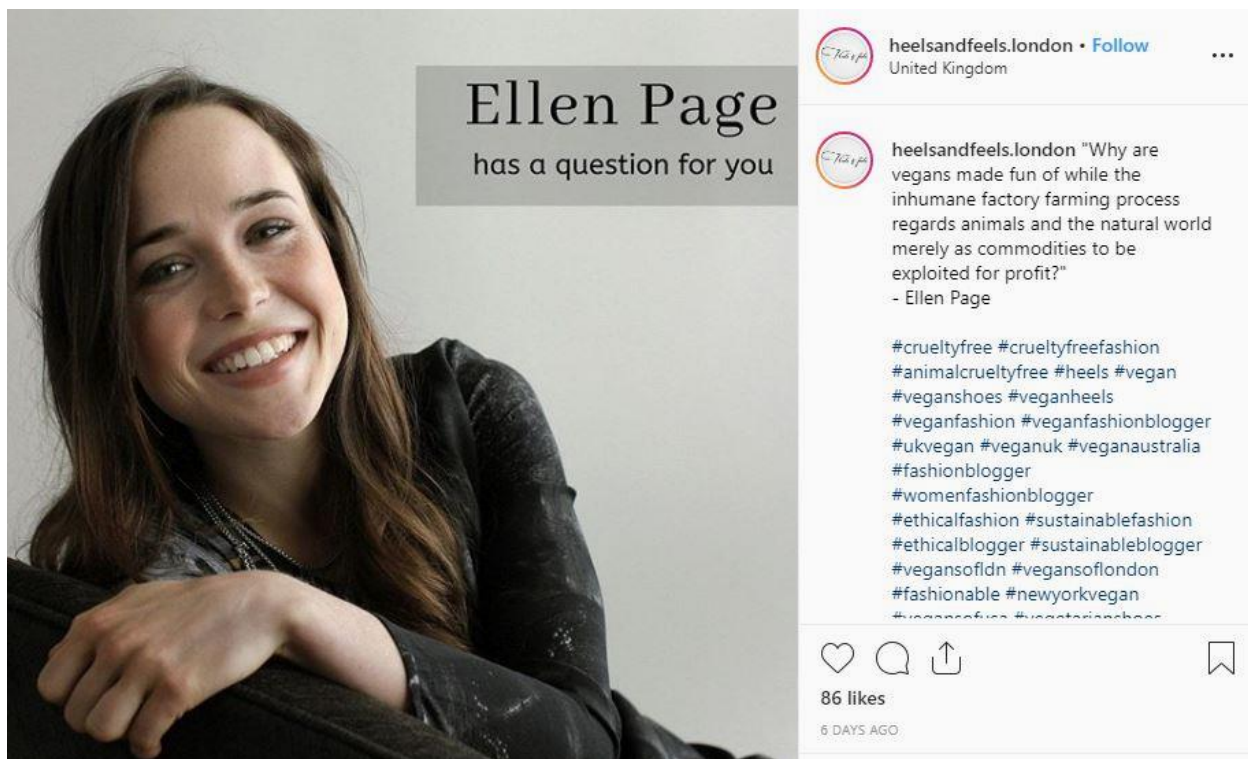
Our goal was to come up with Facebook and Instagram content that will trigger product sales, start conversations, and build social following.

Below are the major areas we focused upon while creating social content:

■ **Content diversity**

To grow initial base of followers and generate maximum engagement, Team Upreports decided to plan diverse posts focused on different sub-audience groups. Below are the major content ideas we worked upon:

- Planning posts around vegan celebrities, designers and influential personalities.
- Women empowerment was blended with latest footwear trends opposing cruelty towards animals.
- Vegan lifestyle was made part of content social content narrative.



■ **Psychological triggers**

Heels and Feels is a Vegan brand that associates strongly with love and caring. Therefore, our team used psychological triggers and planned emotional content to generate desired response from audience. Upreports helped the brand become the voice against animal cruelty.



■ **Hashtag strategy**

Upreports undertook extensive research to discover wide range of hashtags to amplify content reach. We made over 5 groups of hashtags

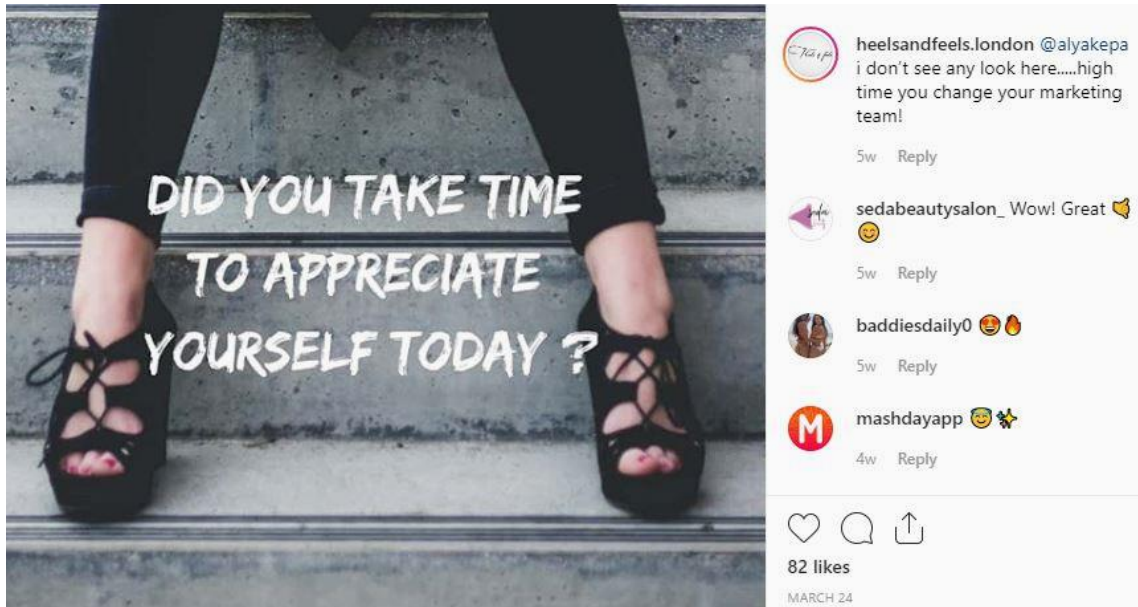
based on fashion, footwear, veganism, love, and women. Over 20 hashtags were used in every post.



■ **Caption planning**

From short crispy one-liners complementing the main image to long educational captions, our team of copywriters planned diverse captions for Heels and Feels.

Our captions were planned with our young female audience in mind and often shared pop culture references that they can relate with.



■ Tagging & shoutouts

Tagging influencers, celebrities, and featuring their content can create value in terms of mentions, shoutouts, and replies. We targeted vegan fashion influencers and expanded our content reach to the influencer's existing fan base.



Results

Within a short span of 3 months, Heels and Feels 400% hike in the Instagram followers. Facebook showed similar increase in its group likes and the number is growing every day.

Instagram growth

Upreports Infotech helped Heels and Feels kickstart their social media game, build engaged following, and generate initial product sales:

- 150% growth in post likes
- Increase in engagement through comments
- Product inquiries from Direct Messages.
- Well-curated Instagram feed



■ **Facebook growth**

Even though Facebook has low overall engagement, we managed to get a strong start for Heels and Feels on it.

- ✚ 500% growth in page Likes.
- ✚ 200% increase in post Shares.
- ✚ Informative and active Facebook page feed



Conclusion

Within a short span of time, Upreports established Heels and Feels as a strong vegan voice and custom shoe brand on Instagram. Our team is also assisting the startup with content of its upcoming website.

Discuss your social media goals with us by sending us an email at hello@upreports.com. Start growing now with top team of brand specialists, SEO experts, and digital marketers.

Take your online brand presence to the next
level

Get in Touch

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