

# JORDANDENÉ

## **Content Marketing Strategy Proposal**

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*Developing Content for Social Media*

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# COMPANY OVERVIEW



Photos and artwork courtesy of Jorandene.com

## Our Brand

*Jordandené*, is a t-shirt company that strives to be a leader in geek fashion. Unique t-shirts are created by using hand-lettered designs to celebrate pop culture with clothing our customers can wear every day.

In addition to creating t-shirts, *Jordandené* is the co-founder of *The Sartorial Geek*, a quarterly magazine, blog, and podcast promoting nerd culture, girl power, and general good vibes.

Our audience includes everyone from every walk of life who may love geek fashion and pop culture. We love our customers so much, that we decided to create our magazine to inspire and share all the information that concerns nerd and pop culture. and happy feelings.

## How we started

*Jordandené* started as a fun way to put a nerdy twist on traditional handmade goods. Our first product, the geek chic apron, makes all mundane household tasks a little more tolerable. Even the worst chores (dishes!) get better when you do them as Batman or R2D2, right?

Not wanting to be confined to the kitchen, we now make all kinds of subtly geeky products that stay true to our deepest nerdy selves, yet aren't too extreme for everyday life. We focus on combining a few of our favorite things with good design and quality materials. No cheap plastic, comic sans, or boxy graphic tees here.

# BENCHMARKS

Two competitors of *Jordandéné* include *SnorgTees* and *TeeTurtle*, which both sell nerd and pop culture themed t-shirts on their websites. *SnorgTees* and *TeeTurtle* both market to a similar audience on its websites. The brands also use social media to market their t-shirts.

## ***SnorgTees* Social Media Marketing**

According to their website, *SnorgTees* specializes in pop-culture inspired, random, and all-around funny t-shirt designs. The company started in 2004 in one of the founders' basements. The company markets on the Facebook and Instagram social media platforms. On Facebook, the company posts their latest t-shirt designs with a price and a link to the website so that the audience can purchase the t-shirts they are marketing. On Instagram, there are a variety of pictures posted on the company timeline with plenty of engagement from the audience. In the bio section, the company notes that they post new t-shirts every Monday, which gives its audience something to look forward to weekly. Both of the company's social media platforms include company information and links to the website.



*Logo from SnorgTees.com*

## ***TeeTurtle* Social Media Marketing**

According to *TeeTurtle's* website, the company founded in 2012 by designer RamyB to scratch your insatiable itch for cute, funny, popculture-y shirts. There saying, not ours. TeeTurtle markets its t-shirts on Facebook, Twitter, Instagram and Pinterest. Similar to SnorgTees, *TeeTurtle's* also provides a photo of its latest t-shirt, a price range, and a link to its website on many of its posts. The posts on social media include photos and graphics from the t-shirts, many of them with funny sayings and cartoonish art.



*Logo from TeeTurtles.com*

# **Jordandené**

## **PROPOSED SOCIAL MEDIA MARKETING**



*Photo from Jordandené Twitter Account.*

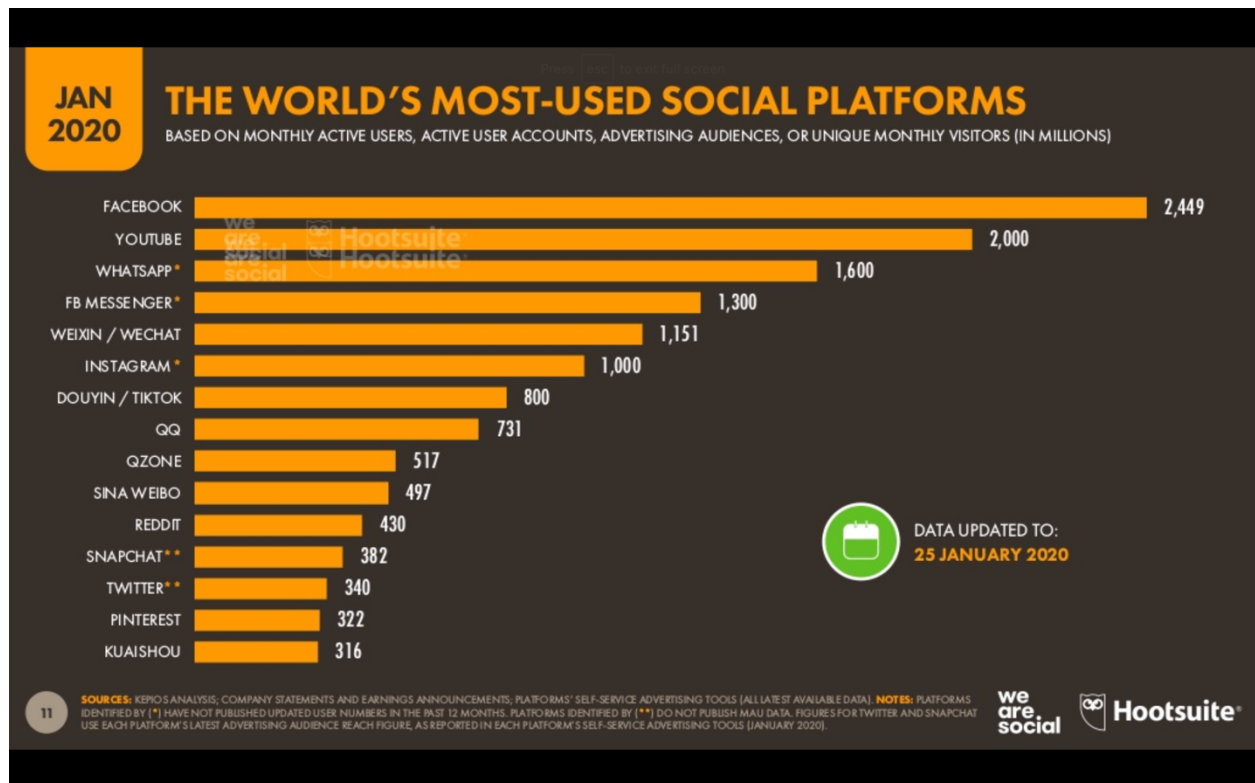
Unlike our two mentioned competitors, *Jordandené* is active on several social media platforms. The platforms include Facebook, Twitter, YouTube, Vimeo, Instagram and Pinterest. We have a following on each of our handles on the social media platforms, but we can always add more followers and a larger audience to help our brand grow.

We're most active on Instagram and Facebook. Our Twitter, YouTube, Pinterest, and Vimeo accounts are active, but we don't post to those as frequently. When we are active on each of these platforms, we don't just focus on marketing t-shirts, but we also try to keep up with the latest trends by asking questions to our audience for engagement and we feature everyday people wearing our products while engaging in an activity. This is an example of user generated content, as we often use photos our customers have tagged us in. We also share photos of people reading our magazine, *The Sartorial Geek*.

We continuously use hashtags to help us engage with our audience on social media platforms. Our main hashtag is #jordandene. Having the hashtag for our brand helps us to monitor the activity on all of our posts. This is important because we can track the progress of the brand and monitor brand awareness.

Currently, we feel we are perfectly fine using Facebook and Instagram, because that's where we see the most engagement from our audiences. For the future, we'd like to ramp up our activity on other social media channels, but for now, our main focus is keeping our users engaged on Facebook and Instagram.

# DATA



*The World's Most Used Social Media Platforms, Hootsuite Digital 2020 USA, hootsuite.com*

According to data from a Hootsuite.com *Digital 2020 USA* report, as of January 25, 2020, Facebook continues to be the most used social media platform in the world. It's followed by YouTube and then WhatsApp, which is more of a messaging and phone conferencing type of platform. Instagram is a little further down on the list, but it's still ahead of the Twitter and Pinterest platforms. This information is based on monthly active users, active user accounts, advertising audience or unique monthly visitors.

We believe our strategy to continue using Facebook and Instagram will work because the data shows that that's where much of our audience is. It's important for *Jordandené* to continue interact and building our audience on Facebook so we can drive more customers to our website and increase our subscriptions to our magazine. In addition to posting continuous content, we may also need to look at adding paid ads targeted toward a specific age range and interests on our Facebook page. This would most likely widen our audience and more people will see our brand.

# METRICS



*Photo courtesy of Jordandené Facebook page.*

*Jordandené* will measure its success by measuring a number of metrics with a paid brand monitoring tool. With one of these monitoring tools, we will be able to track post reach, potential reach, brand awareness and more metrics. Once we purchased paid ads on Facebook and possibly Instagram if our budget allows, we can track our cost-by-pick on all of our paid ads. This metric will give us details on if certain posts are worth being paid for as an advertisement.

*Jordandené* is mainly trying to increase our following on Facebook and Instagram. So initially, our primary focus will be on our audience growth, likes, follows, comments and shares of our posted content.

# SAMPLE POSTS



**Zeob**

Yesterday at 4:45pm · 🌐

We're still glowing from our Jordandené Brand FB Live party. Did you miss it? Don't worry, you can read about all the fun in our magazine, The Sartorial Geek, all while wearing one of our t-shirts, you can purchase one here <https://jordandene.com/>



👍❤️😂 5,374

21 Comments 10 Shares



Love



Comment



Share

View more 16 Comments



Write a comment...



**Jordandene**

@Jordandene



Follow

It's not bad for the end of the world...if you can still buy t-shirts online. Check out our website for comfy tees to wear while at home.



2:48 PM - 6 May 2015



Sample Jordandené Facebook and Twitter posts.

# Citations

1. *Cute, nerdy, pop-culture t-shirts.* (n.d.). TeeTurtle. Retrieved on April 30, 2020 from [www.teeturtle.com](http://www.teeturtle.com).
2. *Digital in 2020 - Social Media Marketing & Management Dashboard.* (n.d.). Hootsuite. Retrieved on April 30, 2020 from [www.hootsuite.com/pages/digital-2020](http://www.hootsuite.com/pages/digital-2020).
3. *Fandom in everyday fashion.* (n.d.). jordandene. Retrieved on April 27, 2020 from [www.jordandene.com](http://www.jordandene.com).
4. *SnorgTees - New Funny T-Shirts Every Week - Cool Graphic Tee Shirts.* (n.d.). SnorgTees. Retrieved on April 30, 2020 from [www.snorgtees.com](http://www.snorgtees.com).