



# JORDANDENE

CONTENT MARKETING STRATEGY

Presented by Danielle Williams



## ABOUT US

Jordandéné, 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.

# COMPETITORS

Two competitors of Jordandené 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**

teeturtle 



**PROPOSED SOCIAL  
MEDIA MARKETING**

# ACTIVE SOCIAL MEDIA ACCOUNTS

*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.



# OUR MOST ACTIVE SOCIAL MEDIA ACCOUNTS

We're most active on Instagram and Facebook. 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.



# HASHTAGS

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.

**#JORANDENE**

# STRATEGY

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.

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.



# STRATEGY MOVING FORWARD



- We will continue using Facebook and Instagram as our main platforms because the data shows that that's where much of our audience is.
- We will continue to interact and build our audience on Facebook to drive more customers to our website and increase our subscriptions to our magazine.
- We will look at adding paid ads targeted toward a specific age range and interests on our Facebook page.



Zeob



Yesterday at 4:45pm • 🌐

We're still glowing from our Jordandéné 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

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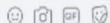


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**SAMPLE POST**



**QUESTIONS?**