



COPY WRITER

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Explanation of the Avarcas 101 Social Media Campaign on Instagram

Why Instagram?

An Instagram social media campaign will gain attention from potential buyers while increasing sales and visibility among the target audience. Based on the previous research we conducted with our survey, we know our target audience who are older millennials scroll Instagram seeking out sustainable brands. Instagram is known to attract consumers who are looking to discover eco-friendly brands with a purpose (Grimshaw 2019). Businesses on Instagram can create a community around their mission and it allows them to be transparent (Grimshaw 2019).

Transparency will offer insight into Avarcas 101 handcrafted traditional shoemaking process. By sharing how the sandals are made, consumers will gain trust, conscious consumers are driven by knowing who and how the items they purchase are made (Grimshaw 2019). Sharing the brand's story, values and passions is a solid way to build a community on Instagram (Grimshaw, 2019). By introducing the values you deeply care about to your Instagram audience you will empower followers to make conscious buying decisions and educate them on the issues you care about most (Bates, 2020). Also, Instagram is a great way to engage with consumers by providing a platform for an easy giveaway. An Instagram giveaway can lead to more website traffic,

an increase in sales, followers, and engagement (Forsey, 2020). A giveaway will also give potential consumers a chance to be excited about the product and will share with friends (Forsey, 2020). As requested on the RFP, Avarcas 101 is seeking a spring campaign in late March. Spring is also a great time to create an Instagram campaign, research shows that businesses jump on the theme of spring since consumers are likely to spend 16.4 billion during this season (E., 2019).

When to post on Instagram

Research suggests the best days to post on Instagram are Monday through Friday between the times of 9 am to 4 pm (Arens, 2020). If you post at these times you will get the best engagement (Arens, 2020). The times to avoid are before 6 am and after 9 pm (Arens, 2020). Weekends have an array of different engagement times and Sundays are the worst days to post (Arens, 2020). With this in mind, we will be posting twice a week to keep the momentum going and we will kick off on the first day of spring which falls on a Saturday.

Hashtags

When posting to Instagram we'll utilize hashtags to help consumers discover Avarcas 101. By sharing the company traits and values as hashtags consumers who are searching for these traits will come across their profile. The limit of hashtags per post is 30, however, you don't want to overwhelm onlookers with a wall of hashtags. To be visible across a wide range of potential followers it's suggested to have 12 to 15 hashtags per post (Herman,2020). While using a set of relevant hashtags research also suggests using a specific hashtag formula that includes a mix of very popular hashtags,

moderately popular hashtags, niche-specific hashtags with brand hashtags to drive results (Herman, 2020).

To find popular and moderately popular hashtags that are fitting for our post we will enter hashtags into the search bar on Instagram (Herman, 2020). Popular hashtags will have 3,000,000 to 1 million posts and moderately popular hashtags will have 80,000 to 300,000 posts (Herman,2020). By using this suggested formula, results will come in the form of engagement and gaining new followers. In deciding which hashtags to use we'll focus on the following relevant ones and interchange them following the formula mentioned above.

Hashtags to use:

#slowfashion #ecofriendly #responsiblymade #handmadeshoes #growwithyou
#minimalstyle, #slowstyle, #consciousfashion #sustainablefashion #avarcas101
#sustainableshoes #handmadeavarcas #traditionalavarcas #climatechange

Lastly, based on the client's RFP, Avarcas 101 is seeking a Spring 2021 campaign and would like to update their Instagram presence. I propose the following Instagram campaign with a giveaway and bio update that will begin on the first day of spring in 2021.

Timeline of dates and content explained

Day	Date	Description
Saturday	3/20/21	Launch Day: First Day of Spring
Tuesday	3/23/21	Week 1: Climate change
Friday	3/26/21	Week1: Climate Change

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Tuesday	3/30/21	Week 2: A traditional farmers shoe
Thursday	4/1/21	Week 2: April Fools Day & traditional farmers shoe
Tuesday	4/6/21	Week 3: Nature & One tree planted
Friday	4/9/21	Week 3: Nature & One tree planted
Tuesday	4/13/21	Week 4: Nonprofits & Charity
Thursday	4/15/21	Week 4: Get to know your customers day/Nonprofits & Charity
Tuesday	4/20/21	Week 5: Recycled car tires and environment
Friday	4/23/21	Week 5: Recycled car tires and environment
Tuesday	4/27/21	Week 6: Timeless spring fashion
Thursday	4/30/21	Week 6: Timeless spring fashion
Tuesday	5/4/21	Week 7: Transparency and ethical standards
Friday	5/7/21	Week 7 Introduce giveaway
Tuesday	5/11/21	Week 8 Giveaway Starts

The copy created for this campaign was created with the values that were stated on the RFP. The client noted that they want to stay true to who they are and also want people to know what their mission and values are while getting people to know about their sandals. The following copy is designed to sell their sandals while informing consumers about their values and mission. We begin by making an update to their Instagram bio and weekly copy to follow.

Instagram Bio Update:

Here we will use the mission statement we created, it states who the company is and what they are about.

“Sustainably and ethically made AVARCAS 101 creates handmade sandals using a traditional Spanish design made of high quality natural and recycled materials. We are dedicated to helping the less fortunate and are committed to fighting climate change.“

Copy for Instagram Campaign

Week 1:

Saturday, March 20, 2021, Launch Day:

Let's celebrate the first day of spring together! As you begin your spring cleaning and think about refreshing your wardrobe we ask that you consider longevity in your style choices. Our sustainable and fashionable sandals are made to last years! As you fall in love with our line, you'll see how we can grow with you!

#avarcas101 #growwithyou #handmadeshoes#slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion#sustainableshoes #handmadeavarcas #traditionalavarcas

Tuesday: March 23, 2021

Take a step towards fighting climate change in our platform sandals. We support climate change and implement ethical and sustainable practices to reduce our carbon footprint. These sandals are made of premium Spanish leather, recycled car tires, and jute. We're here to grow with you.

#avarcas101 #growwithyou #handmadeshoes#slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion#sustainableshoes #handmadeavarcas #traditionalavarcas

Friday: March 26, 2021

A timeless signature flat will never go out of style. As you dream up your weekend wardrobe picture yourself in our classic flat. Its stylish peep-toe and comfy design makes this versatile sandal a staple in your closet. Our shoes are handcrafted using recycled materials and are

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produced with climate change in mind. We took the steps so your journey will be guilt-free.

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas
#climatechange

Week 2:

Tuesday: 3/30/21

We're all about the "slow" process, we take our time making our handcrafted sandals and continue the same practices of traditional farmers in the 19th century. Our avarcas are created using this age-old design with you the minimalist in mind.

#avarcas101 #minimalist #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas
#growwithyou

Thursday: 4/1/2021

Today is all about the laughs but we're keeping cool vibing on all the color choices we offer for our flat, platform, and wedge. The possibilities are endless! Who knew farmer's shoes could be so fashionable.

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas
#springfashion

Week 3:

Tuesday: 4/6/2021

Our handcrafted shoes are made in beautiful Menorca, Spain on the Mediterranean sea! Our passion for climate change is rooted in our love for nature and the planet.

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#menorcaspain #sustainableshoes #handmadeavarcas #traditionalavarcas

Friday: 4/9/2021

Get ready to show us what you've got! Did you know if you share a photo of yourself wearing your Avaracas 101 sandals and tag us in the photo, we'll plant a tree in your name! We partner with One Tree Planted in efforts to fight climate change. Your purchase with us makes a difference for our planet!

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainableshoes #handmadeavarcas #traditionalavarcas #onetreepanted
#climatechange

Week 4

Tuesday: 4/13/2021

Have you seen our website yet? In our efforts to be supportive of the less fortunate we support a local nonprofit. We believe in shedding light on organizations that are doing good in our community. Find out more on our website while you browse our collection of handcrafted sandals.

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#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas
#nonprofit

Thursday 4/15/2021

It's get to know your customer's day! Tell us something about yourself in the comments below. Do you donate to a charity, if so tell us about it? If you're not feeling chatty today drop an emoji below to share how your day is going!

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas #charity

Week 5

Tuesday: 4/20/2021

If you haven't noticed we're all about recycling! Our sandals feature recycled car tires and natural and recycled rubber. What other recycled products are you currently using?

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle #consciousfashion
#sustainablefashion #madefromrecycledmaterials #handmadeavarcas
#traditionalavarcas #recycledfashion #recycledcartires

Thursday 4/23/2021

We take pride in knowing that we are making a product that will withstand years of wear. Our entire handmade process is environmentally friendly and we hope you'll love wearing our shoes over and over again.

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#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas

Week 6

Tuesday 4/27/2021

Whether you're heading out in some elevated loungewear or dressing up for an adventurous evening, our wedge sandal will give you some edge this spring!

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainableshoes #handmadeavarcas #traditionalavarcas #springfashion
#wedgeshoes

Friday 4/30/2021

Saving the planet starts with the sole! Did you get that? If you're searching for something new and timeless our platform sandal is available in suede, textured and, embroidered designs. Shop with us while saving the planet at the same time!

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas
#savetheplanet

Week 7

Tuesday 5/4/2021

As we get to know each other we want to share who we work with. As a company that's passionate about ethical and sustainable standards, we invite you to meet the people behind our shoemaking process.

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***(Here we will watch a 2 min video that's on the Avarcas 101 website that shows the shoemaking process).

#avarcas101 #growwithyou #handmadeshoes#slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion#sustainableshoes #handmadeavarcas #traditionalavarcas
#howitsmade

Thursday 5/7/2021

We have an upcoming surprise for you! Keep your eyes peeled for a chance to own a pair of our traditionally and sustainably made sandals! We see a fashionable summer in your future. Have a great weekend!

#avarcas101 #growwithyou #handmadeshoes#slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion#sustainableshoes #handmadeavarcas #traditionalavarcas

Week 8

Tuesday 5/11/2021

We're giving away 3 pairs of our Sandals to one lucky winner and a friend! The winners will receive a classic pair of our traditional flat avarcas, a pair of our wedge avarcas, and a pair of our platform sandals that'll keep you looking timeless throughout the summer! Here's how to enter:

1. Follow@ Avarvas101
2. Like this photo
3. Tell us one thing you do to help fight climate change and tag a friend!

Be sure you and your friend are both following us for a chance to win! We're giving you three pairs of sandals to keep with you for the years to come! Our handcrafted sandals are sustainably and ethically made with the planet in mind. Be sure to tell us how you recycle, reuse, and tell a friend about us! The winners will be announced on Thursday 5/13 at 12pm PST.

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**Per Instagram rules, this promotion is in no way sponsored, administered, or associated with Instagram, Inc.*

#avarcas101 #growwithyou #handmadeshoes#slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainableshoes #handmadeavarcas #traditionalavarcas #sustainablegiveaway

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