

On Deck Clothing
Social Media Marketing Strategy
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Table of Contents

Introduction	[3]
Social Media Audit	[4-5]
SWOT Analysis	[6-7]
SMART Goals	[8]
Target Audience	[9-10]
Platform	[11-13]
Tactic	[14-16]
Conclusion	[17]
References	[18-19]
Appendix A	[20-22]

Introduction

On Deck Clothing operates in the retail clothing business and has stores in three different locations: Fish Creek, Sister Bay and Sturgeon Bay. A plan should be adopted for social media marketing, in order to get better results as number of followers and engagement rate. More followers and higher engagement rate (0.29% for September) can mean a higher rate of conversion from online visitors to the actual buyers. On Deck Clothing has a competitive advantage over the main competitors, Patricia Shoppe and Spot. This business has three stores, in comparison with Patricia Shoppe which has 1 and SPOT which has two. Because of this, the number of followers should be bigger than 3093 (in September). For example, Patricia Shoppe with just one store has already 2815 followers (in September). In the following plan, we recommend some measures to achieve two goals: number of followers to reach to 4000 and engagement rate by followers to reach to 1%. Their website looks good and is professionally done. The downside is that the online store is under maintenance/construction. We recommend that this issue be fixed as soon as possible as this is directly tied to the social media campaign. This business covers a big audience from children to elderly people and this is an advantage. Moreover, their products have high quality with a little over average prices for this market. We believe that with a good social media marketing campaign, their sales and profit will greatly increase.

Social Media Audit

This analysis is done for On Deck Clothing as they need to improve in a variety of areas on Social Media. Direct competitors are SPOT and Patricia Shoppe. All three companies operate in the retail clothing business. All three, use Instagram and Facebook as social media platforms. The biggest activity is on Facebook. This is the reason why our focus is on this platform. Here, we will talk about some of the most important indicators which are relevant for the online presence and engagement with the online visitors.

Posting schedule for On Deck Clothing is at 6 am. This is a very early posting time for regular visitors, in order for them to see their posting in the feed. Usually, people scroll on Facebook later. If you post too early, there is a chance this company can lose a lot of engagement rate as by 8 am, Facebook has already become pretty crowded. Regarding this aspect, Patricia Shoppe posts usually at 10 am and SPOT at 8 am which is more appropriate. It would be better to post after or before work or when people are in transit. These are the times that people are most likely to check for updates on Facebook.

On Deck Clothing on Facebook has 2743 likes. We believe this is not too much in comparison with Patricia Shoppe (2589 likes) and SPOT (4877 likes). This is relevant because On Deck Clothing has three stores in Door County, one in Fish Creek, second in Sister Bay and third one is in Sturgeon Bay. Theoretically, they are open to more customers and this should be translated into more online visitors. The same low performance can be seen in the engagement rate by followers. On Deck has just 0.29% in September, lower than August. Below 0.5% engagement likely means that this company must realign online messages to that of the audience's expectations. According to marketing specialists, it is considered that above 1%, the engagement rate is good, and between 0.5%-0.99% is average. Patricia Shoppe is in a good area with an engagement rate of 2.2% in September (+56.4% than August). This is a good performance especially that Patricia Shoppe has just one retail store in Egg Harbor. Their website is also very well built. SPOT has an engagement rate of 0.65% in September which is average (+38% than August).

On Deck Clothing has 0.48 posts per day and Patricia Shoppe has 0.34 posts per day. Spot does a good job here with 1.83 posts per day. Quality and consistency are crucial for social media success. It is recommended to post daily. At minimum, it is good to post 3 times per week. On Deck Clothing does this with a rate of 3.38 and SPOT with a rate of 12.8. Again quality is better than quantity. SPOT posts a lot on Facebook with 53 posts in September but has just a rate of 31.8% for engagement total/post while Patricia Shoppe has a rate of 57%. SPOT should have the biggest rate here because it has more followers than On Deck Clothing and Patricia Shoppe. After people like at first your page, strategy must be built in such a way to attract people, daily. On Deck has a very low performance for this aspect. The engagement total/post is just 8.07 for

September. This shows a difference in performance for the social media strategy. Another aspect are the posts with hashtags. Just Patricia Shoppe uses hashtags for all of their posts while On Deck has a rate of 71.4% and SPOT 22.6%. What On Deck does well here is that they use around two hashtags per post, in comparison with SPOT which uses way too many. This is not a good practice to have for social media strategy.

Amplification rate for On Deck Clothing in September is 6. Is a lower number than SPOT which had an astonishing rate of 49 but similar with another competitor Patricia Shoppe which had a rate of 5. Amplification rate is the ratio of shares per post to the number of overall followers. The higher your amplification rate, the more willing your followers are to associate themselves with your brand. On Deck Clothing should work more on this as this can create a lot of brand awareness for free. If people like your brand and your posts, they will share and this can bring more customers and more engagement rate. If On Deck Clothing wants this amplification rate to increase, they need to create more appealing posts, they need to post daily, they need to be interesting, creative and smart.

Social Media and Business SWOT Analysis

On Deck Clothing

Strengths: Quality of their photos is very good; Appropriate number of hashtags are used for every post (1-3). They create nice posters online which makes you go to their online store; 93.75% of their posts have photos; The content regarding wording on every post is very appropriate and professionally done. 4.6 out of 5 stars reviews on Facebook based on 63 people.

Weaknesses: Bad posting time 6 AM; Low engagement rate 0.29%; With a total of 2743 page likes, Facebook page doesn't look too well, especially this clothing store has 3 shops; They need more likes to make people think they have good products even if they have good products. More likes in-turn will increase traffic towards their online shop and brand.

Opportunities: Number of total posts increased in September vs August with 40% and reached a number of 14. Majority of the time they use hashtags (71.4% of the posts have hashtags). They post information about discounts in stores which can increase offline sales. They answer follower and customer's online inquiries.

Threats: Engagement rate by follower is 0.29% and is decreasing with 8.28% in September in comparison with August. There is no online store available on Facebook and the one on the website is under maintenance, currently. Clicking on the shop button on Facebook, doesn't redirect the visitor to the website online shop.

Patricia Shoppe

Strengths: High quality photos; Good engagement rate 2.2%; All of the posts have hashtags; Good posting time 10 AM; Good posts content; 4.5 out of 5 stars reviews on Facebook based on 54 people. 91.17% of their posts has photos;

Weaknesses: In August and September, no videos were posted. Videos are the highest form of content posted on the facebook platform that increases engagement rate. They should reply more to people's comments.

Opportunities: Looking at every post, Patricia Shoppe has a steady amount of likes which can attract more people. The Facebook page has 2589 likes with just one store in Egg Harbor. This business has nice posts about the community where the shop is located which respects the CSR principles.

Threats: Sometimes, they use too many hashtags which can make the posts irrelevant. Some reviews say that this is not recommended. The shop and the company didn't ask for more details about how they can solve the problem.

SPOT

Strengths: Good posting time 8 AM; Average engagement rate 0.65%; Almost 2 posts per day; Good quality photos. Their website looks professional. They have a high number of followers (5197).

Weaknesses: Percentage of total posts with hashtags is just 22.6%; When you click on a product advertised in photos on Facebook, that doesn't take you directly to the website to order (you need to click on many buttons to get there). They don't run Facebook ads. Their posts are just about clothes, not anything else which is boring.

Opportunities: Use interactivity like clicking on the photo shared on Facebook and you can order the product easily which you see on a model; Through those videos presenting the products they try to create the feeling of scarcity, which is a good idea, just the quality of videos should be better; Flash sales posts can be very valuable.

Threats: Posts can turn into irrelevant ones pretty quick; Too many hashtags makes the posts irrelevant and confusing; They post videos presenting the products (not sure if is a good marketing strategy as people don't really have time to watch them; better is to develop the website and advertise that as the website doesn't look too nice); If you look at every post, there are not too many likes or comments. They don't really answer people's comments which turn into low reach.

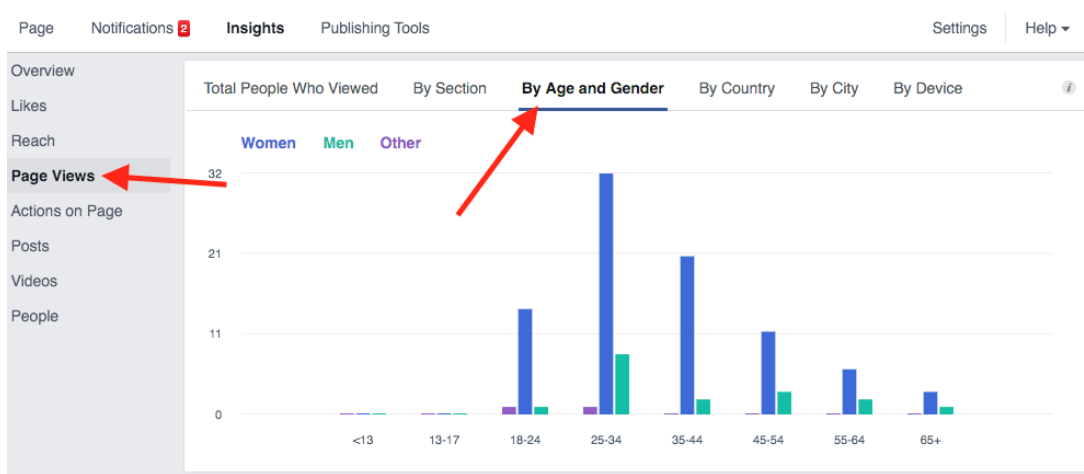
SMART Goal

1. **Specific:** By December 2021, On Deck Clothing will have an engagement rate of at least 1% from 0.29, currently and the number of followers will increase to 4000 from 3093.
2. **Measurable:** On Deck Clothing will measure the outcome of a social media strategy weekly using Facebook analytics tools.
3. **Actionable/Attainable:** This will be done by launching a social media campaign and paying for Facebook ads. Also, having a social media content calendar to schedule what will be posted when.
4. **Realistic/Relevant:** Logically understanding brand needs and team effort necessary to maintain the strategy overtime. Taking these measures will increase offline and online sales and profit of the business.
5. **Timely:** Remaining consistent with the strategy by posting content on time, at the right times, and often, while still maintaining a quality standard. Develop long-term and short-term goals often to maintain efficiency and stay on track.

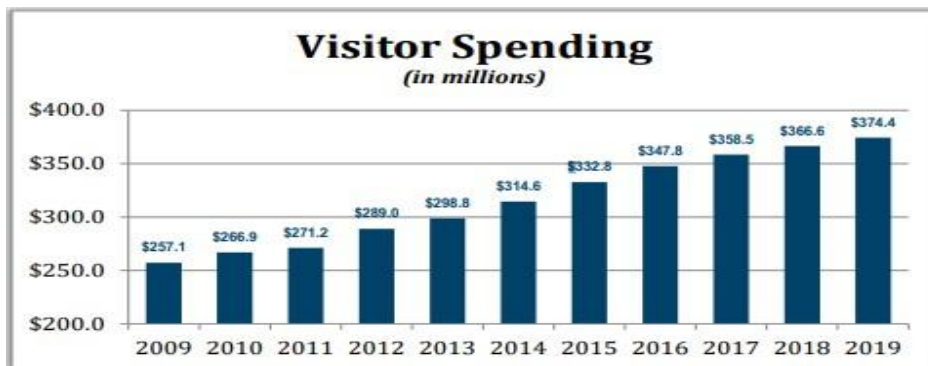
The reason for this goal is that we looked at the most important indicator for social media followers and engagement rates. Which directly links success on the platform and with the online storefront. A high engagement rate can turn into higher sales and profit. Usually, when people make a buying decision, they take the information from online. Because On Deck Clothing needs a lot of improvement for social media and their Facebook page is not very appealing, this can cut off from final sales.

Target Audience

Based on content published under the brand On Deck, we understand that the target market is men, women, and children. While we would love to go even deeper and give insight on follower demographics, we unfortunately don't have access to that. Demographics are an important part in determining how to market your content in a way that will better resonate with followers. This information can be found. Below you will see a graphic showing page insights for a facebook page you own. While in this window you can also visit the "People" tab for reach, fans, and engagement demographics



Please use this information to drive your future ad targeting parameters and to help you better tailor messaging toward the demographics that truly care about your brand. We understand there is a need for specialty clothing outlets within the area of Sturgeon Bay, and the Door County peninsula as a whole. This is a major tourist destination year-round, and visitor spending only continues to grow every year! As stated by the door county economic impact fact sheet 2019. Door County is ranked 8th out of 72 counties generating 2.74% of all direct visitor spending in Wisconsin.



In 2019, visitor spending in Door County increased by \$7.8 million, or 2.13% over 2018. Since 2009, visitor spending is up 45.6%, an increase of \$117.3 million over 11 years.

Source: Tourism Economics: The Economic Impact of Tourism in Wisconsin

Better understanding demographics will aid in creating the ideal branding experience. Knowing your follower base and in turn translating that into an engaging experience online with those connected and potential followers in the future is a key to growth of your brand. Example being, we know peak times for visitors to the Door county/Sturgeon Bay area are the warmer months (summertime). Of those visitors, the majority are families or couples, both of which are a key target audience for On Deck. Strategizing a plan to incorporate this knowledge given as well as put into action on a consistent posting schedule will prove successful in growing your brand.

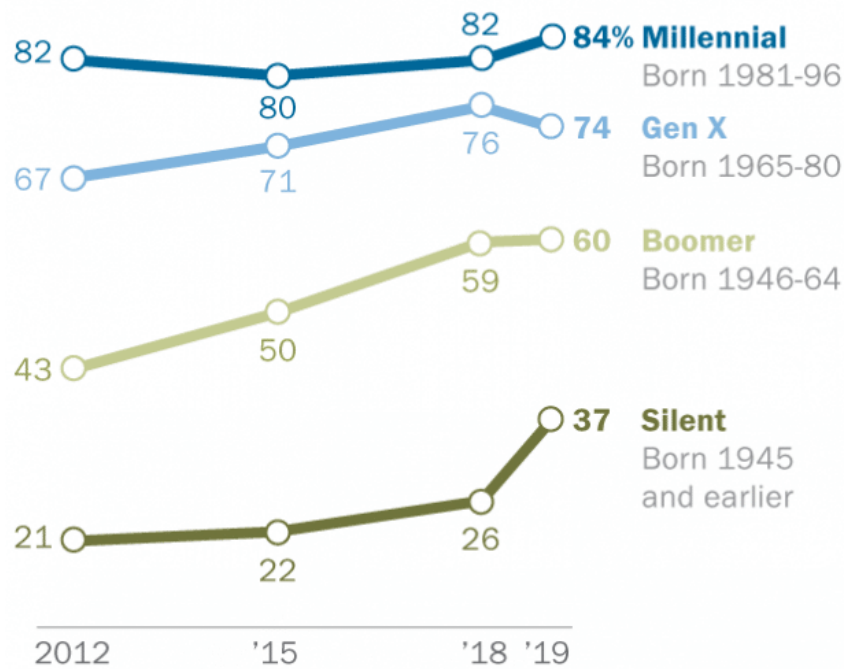
In the winter season, all three businesses are open. The amount of customers is definitely less than in the summer and fall season but they are able to sustain the business and provide work to their year around workers.

A typical persona for this business will be a person, male or female between 35-50 with a higher than average income. They get their information mostly from the internet and social media when they need to make a buying decision. As a lifestyle, these people come to Door County for a holiday and they go shopping to find nice local clothes and to discover new things.

Platform

This plan is built for the growth of your social brand on the Facebook platform. While we noticed you are also using Instagram, this strategy will work hand in hand together on both. Following this strategy, Facebook posts can also be shared to an Instagram page simultaneously. A high percentage of the target audience are using Facebook. We know this from the PEW Research Center’s study on U.S. adults per generation who use Facebook.

% of U.S. adults in each generation who say they use Facebook

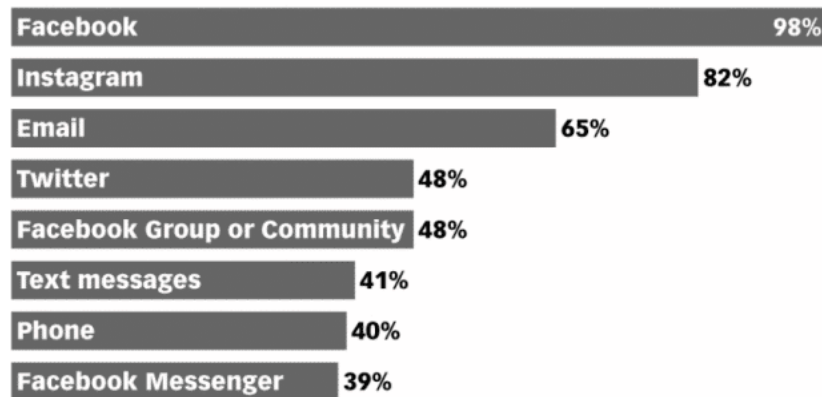


[*PEW Research Center*](#)

We recommend Facebook as it is the best place to respond with followers and clients alike. Based on small to medium sized businesses Facebook is the highest percentage of communication between brands and customers. We feel based on this statistic that using Facebook as a sort of home base for all content driven media platforms will successfully drive engagement rates across other or future platforms while bringing followers back to Facebook for a broadened communicative experience.

Methods Used to Communicate with Customers According to US SMB Professionals, Sep 2017

% of respondents



Source: Rippl, "Q3 2017 U.S. Small Business Social Media Marketing Research Survey,"

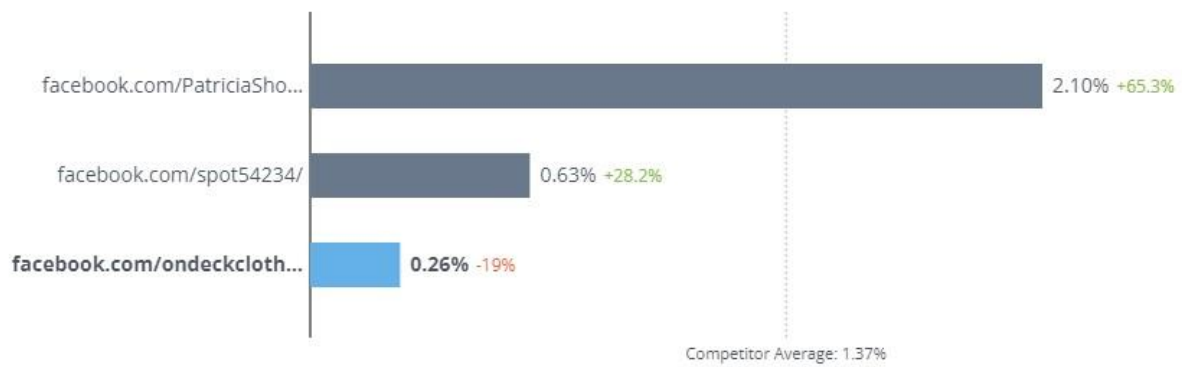
[eMarketer](#)

It is also important to understand the platform from a consumer's standpoint. What are my followers using to engage or view my content? With all the bonuses and free smartphones given out with contracts, it's safe to assume this number will only increase. 80% of all internet users own a smartphone! ([Smart Insights](#)) Also 80% of social media time is spent on a mobile device. ([comScore](#)) Developing our strategy on this platform with a mobile friendly experience in mind is a must in today's market.

Lastly to solidify this as the recommended platform I would like to look back onto On Deck's Facebook engagement rate. Currently On Deck is sitting at .26% (-19.0% last period). While the competitor's are sitting right about at 1.37%. The goal to increase this percentage overtime on this platform is one of the most important take-aways from this strategy. Overall growth in this area will prove beneficial to all social media marketing for On Deck in the future.

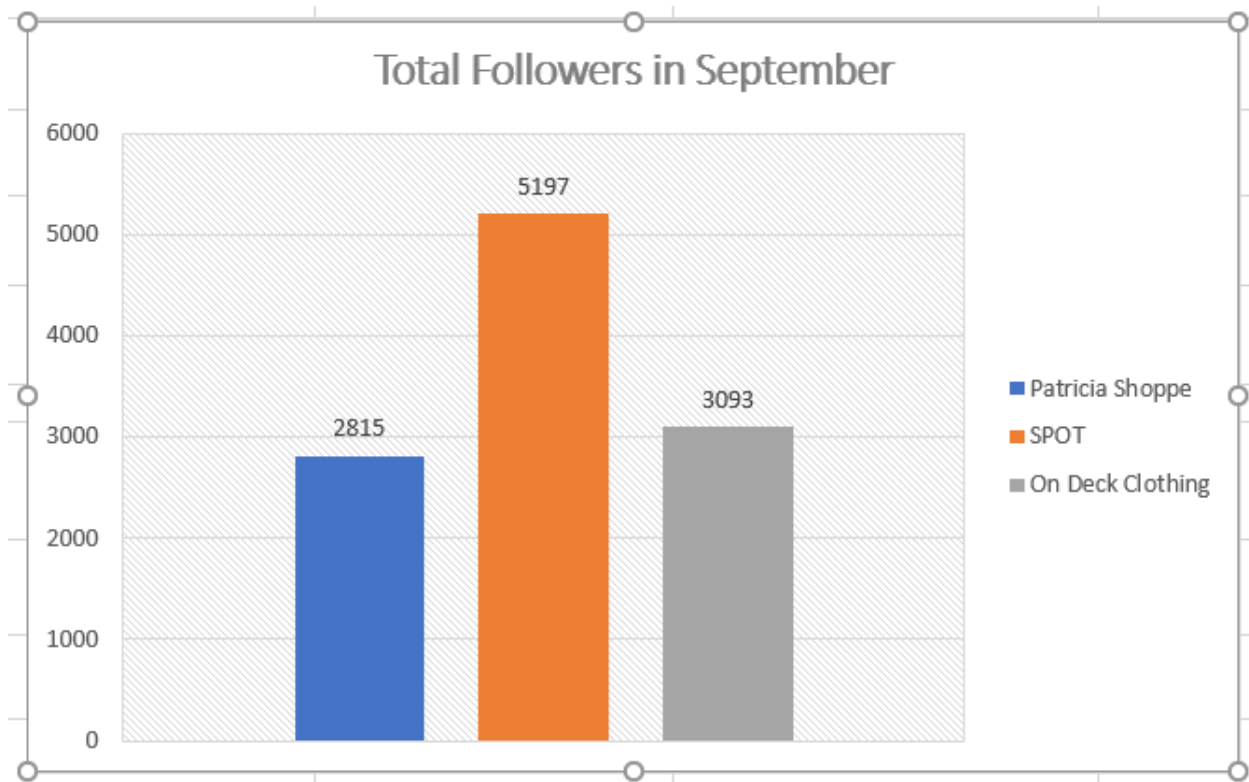
Facebook Engagement Rate by Follower

Sep. 6, 2021 - Oct. 5, 2021



Source: Rival IQ, last data available for the trial period is Sep 6 2021-Oct 5 2021

As can be seen in the below graphic, On Deck Clothing has a lot of work to do to increase the number of followers on Facebook, especially since it has three clothing stores.



Source: Made in Excel based on data from Rival IQ platform for Sep 1st 2021-Sep 30th 2021 period.

Tactic

As stated within the S.M.A.R.T goal we've shared the overall strategy on how to achieve successful results. We want to increase engagement rates overall, and boost traffic to the online storefront while also increasing follower amount on Facebook. For this to be done it is important that long term and short term goals are set and decided as this will determine the outlook of content being created and when it's distributed. Once the goals are set the team or those in charge of media engagement. (We recommend incorporating this with daily staff in a miniscule way so that it doesn't interfere but progress is still made). To better understand what content should be posted let's take a look at what has worked best for On Deck Clothing during the audit period. This post Includes a person of interest, location of the business, and the product being advertised. This is an excellent way to boost engagement rate averages, and this post's engagement rate is beyond the goal.

ON DECK facebook.com/ondeckclothing/ Sep. 27, 2021 6:40 AM CDT

KUHL Ladies sweaters at all 3 On Deck locations.

Photographed here is Lindsey, Fish Creek associate Dock Master at the Fish Creek Docks.

#fishcreek #doorcounty

29 ENGAGEMENT TOTAL

- 26 REACTIONS
- 2 COMMENTS
- 1 SHARES

2.74K PAGE FANS

1.06% ENGAGEMENT RATE BY FOLLOWER

5.38x ENGAGEMENT RATE LIFT

26 REACTIONS

- 25 LIKES
- 1 LOVES
- 0 HAHAS
- 0 WOWS
- 0 SADS
- 0 ANGRYS

Following an outline of location, season, product, message, and model would keep followers engaged more over time. Analyzing Facebook Insights demographics on engagements and page itself will help gauge further how the content is doing what could be changed and implemented to boost or further that reach. This will be done weekly to ensure goals are being met within a timely manner, and judge what is working and what could be done differently.

Videos provide the highest form of engagements on the Facebook platform as a whole. A great way to get more engagement while following the above listed outline would be to do so through video. Creating short clips showcasing products on someone would do great as a way of boosting engagement and bringing people to On Deck Clothing. Also looking at other successful social brands specializing in the same area for inspiration should be done. Doing this will make it easier to portray the image you want online while growing. Lastly, focus on seeing what times provide the highest points of engagement and try to stick to that schedule. Understanding trends of when your audience is using Facebook will prove to be the best way to determine when the content should be posted (Once per day is optimal).

Conclusion

We propose that the engagement campaign objective must be used. This is ideal because this will increase On Deck Clothing page fans and add social proof to a post. So, when people will come as tourists in Door County and they will navigate on Facebook looking for places to visit and they see an On Deck Clothing ad, this can make them visit the store. There are three categories for the engagement campaign objective: post engagement, page likes and event responses. Post engagement type of ad includes reactions, comments, shares, video views, and all clicks, and it helps build social proof on a post or ad. The ad posted by On Deck Clothing needs to encourage engagement from the audience and give them a reason to interact. This can be done through discounts and On Deck currently uses this strategy a lot, as can be seen in their current posts.

Marketing professionals say that if you're advertising to get clicks, likes, video views, or post engagement, you must have a daily budget of at least \$5. We suggest this to be \$10 daily. So, \$300 per month is not much as a typical cart for a customer for this business can be easily \$100. The ROI is pretty big in this case.

This social media campaign can start right away until the end of year as it is stated in the SMART goals. The campaign efficiency must be checked weekly at least. Facebook metric analytics tools can help the business to check the results and any modifications for the strategy can be done accordingly.

Right now the number of followers is 3093. The goal is to reach 4000 by the end of the year. The difference of 907 followers can be split every week from now until December 31st. There are around 12 weeks left for this year. If the campaign starts in one week the followers must reach 3168 (We divided 907 by 12 and added to 3093). If the campaign doesn't reach the desired results, the daily budget must be increased to \$20 and then the results assessed again after one week.

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Appendix

 **On Deck Clothing Co.**
September 27 at 6:40 AM · 🌐

KUHL Ladies sweaters at all 3 On Deck locations.
Photographed here is Lindsey, Fish Creek associate Dock Master at the Fish Creek Docks.
[#fishcreek](#) [#doorcounty](#)



👍 26 2 Comments 1 Share

 Like  Comment  Share



Patricia Shoppe

September 24 at 10:42 AM · 🌐



Proud to say that this is my cousin Paula & that my house move inspired this project- we starting chatting about it way back in March the day of my house move when she met my house mover.
[#strongwomen](#)



DOORCOUNTYPULSE.COM

From Summer Resort to Summer Housing - Door County Pulse

Anschutz Steps Up to Preserve Cabins, Provide Housing Paula Anschutz wasn't looking to save ...



Barbara Lind Anschutz and 93 others

10 Comments 1 Share

Like

Comment

Share



Spot is 😄 feeling excited at Spot.
September 28 at 4:29 PM · Sister Bay, WI · 🌐



Thank you John and crew for stopping by - can't wait for the Sister Bay episode to air in April! 📺
We didn't get any cool action pics, but it was a pleasure to meet them all and we had a hoot! 😄
Thank you!



John McGivern's
MAIN STREETS
John McGivern's Main Streets
Coming January 2022



👍❤️ Jessica Charney and 156 others

10 Comments 4 Shares

👍 Like

💬 Comment

➦ Share

