



SoFonsty Strategic Social Media Plan

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01 Situation Analysis

Background

Melissa Viscount founded Silhouette School in January of 2014. Melissa started the company to showcase her passion for creating on her silhouette machine, and has been read by more than 20 million people. The website consists of free tutorials, tips, and even troubleshooting for users of all kinds.

Along with the website, she has written and published ten books as a part of her Ultimate Silhouette Guide series. In 2018, Melissa launched SoFontsy, an online design marketplace. Their mission: to create a one-stop-shop where die cut crafters can purchase commercial use, cut-ready designs and fonts from designers who specialize in cuttable designs.



Overview of Plan

- ★ Focus on SoFonts, as Silhouette School is already established.
- ★ The main issue was the ratio of high follower numbers, but very low impressions and reach.
- ★ We want to focus on all around engagement on platforms and emphasis of SoFonts's services.
- ★ Increase engagement by 5% in six months, and gain 100 followers a month.
- ★ Additionally, we think that the brand itself can adapt to the trends of today.
- ★ Build a strong following and brand/influencer relationships.

With the ever-growing popularity of using social media as the main source for business, we think that building a strong following and brand or influencer relationships will give SoFonsty the brand recognition it deserves. Trends are ever-changing and we want SoFonts to be the best and most frequent of all the font downloadables, and loved by all ages.



Instagram Data from Feb. 01, - Apr. 20, 2022

Post type	Comment	Date	Impressions	Reach	Shares	Follows	3s views	Likes	Comments	Saves
IG image		Lifetime	8958	8934	1	0	0	50	1	14
IG image		Lifetime	7546	7217	0	0	0	56	4	1
IG image		Lifetime	13790	13790	0	0	0	129	1	15
IG image		Lifetime	12489	12314	6	2	0	51	4	6
IG image		Lifetime	11165	10812	0	0	0	71	4	12
IG image		Lifetime	8257	8086	0	0	0	50	1	9
IG image		Lifetime	9000	8487	6	0	0	38	6	20
IG image		Lifetime	12774	12580	5	2	0	90	8	58
IG image		Lifetime	8458	8178	1	0	0	58	2	4
IG image		Lifetime	11196	10847	3	0	0	89	7	38
IG image		Lifetime	8855	8436	0	0	0	50	2	2
IG image		Lifetime	11297	11018	1	0	0	67	3	5
IG image		Lifetime	7194	7194	0	0	0	34	1	3
IG image		Lifetime	17408	17408	4	24	0	179	3	113
IG image		Lifetime	14916	14468	5	6	0	182	5	130
IG image		Lifetime	10451	10347	0	6	0	65	1	19
IG image		Lifetime	13847	13847	4	14	0	104	3	63
IG image		Lifetime	11595	11184	0	0	0	67	4	9
IG image		Lifetime	10384	9985	0	0	0	51	1	8
IG image		Lifetime	8281	8153	1	0	0	55	1	5
IG image		Lifetime	12209	11820	0	0	0	63	2	19

Strengths

- ★ Frequent posting
- ★ High follower count
- ★ Visually appealing feed
- ★ Easy to follow tutorial videos

Weaknesses

- ★ Low like to follower ratio
- ★ Low views
- ★ Lack of adaptability to trends
- ★ Centered on one audience

S.W.O.T.

Opportunities

- ★ TikTok
- ★ Instagram reels
- ★ Updated feed
- ★ Influencer outreach, gifting
- ★ Brand collaborations

Threats

- ★ Redbubble
- ★ Apps
- ★ Bloggers, Design and font bundles



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People

Target Audiences

- ★ 20-40 year old females who are looking to expand their interest in the latest design trends
- ★ These individuals are looking to be creative through the use of crafting and design
- ★ Additionally, this audience is active on social media platforms



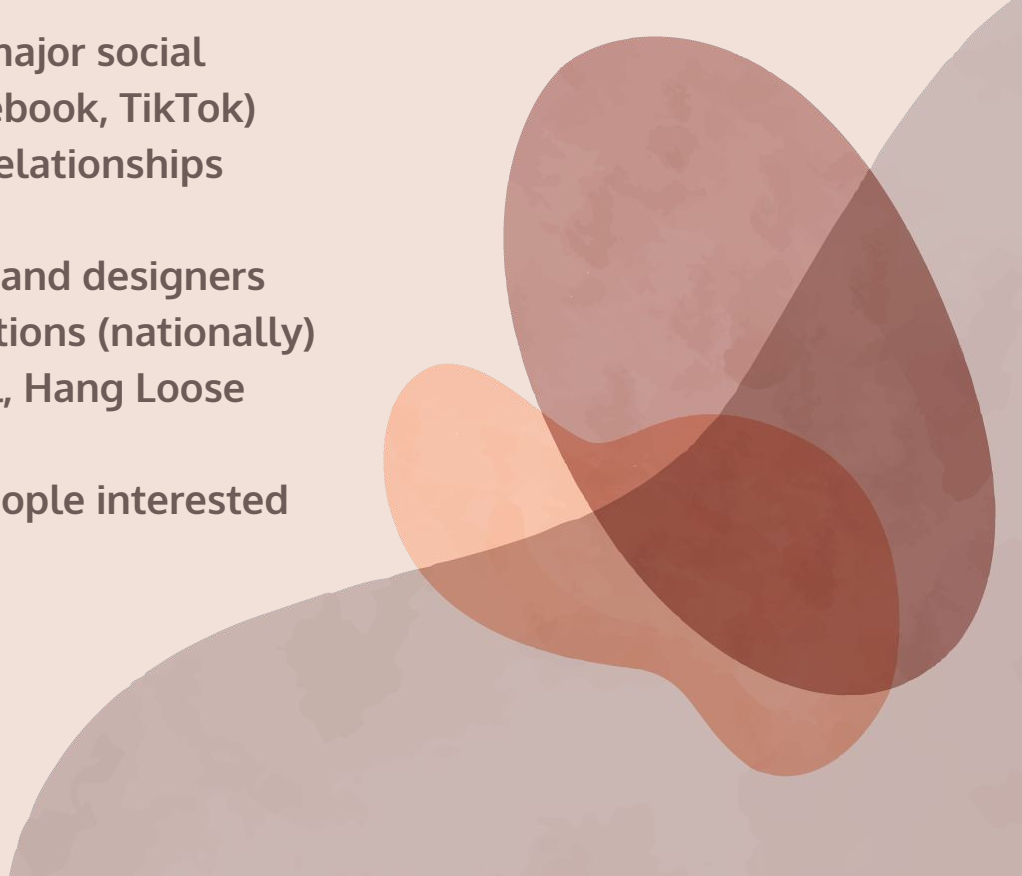


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Objectives

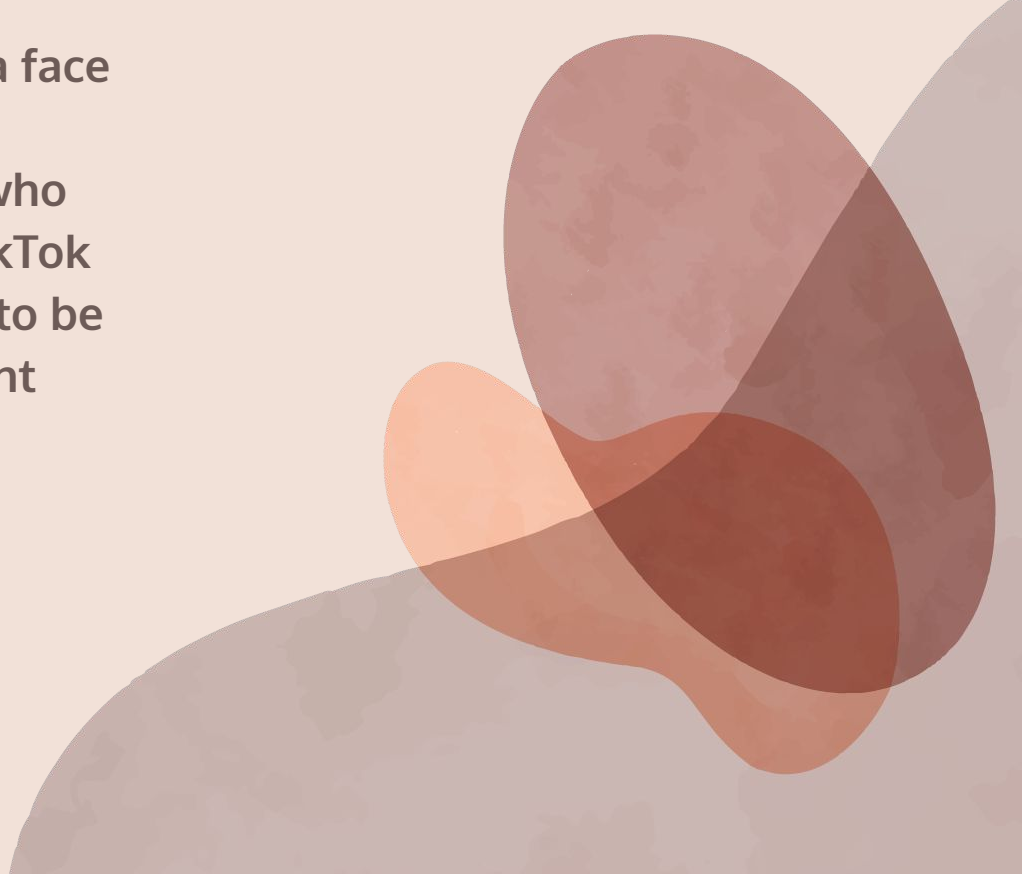
Long Term

- ★ Engagement increase across all major social media platforms (Instagram, Facebook, TikTok)
- ★ Build stronger brand/influencer relationships
- ★ Influencer gifting/collaborations
- ★ Begin working with other brands and designers
- ★ Connect with Greek Life organizations (nationally)
 - University Tees, Ali and Ariel, Hang Loose Hut
- ★ Offer classes to beginners and people interested in crafting for fun and experience



Short Term

- ★ Build a following and create a face for your brand on TikTok
- ★ Work closely with someone who already has a following on TikTok
- ★ Hire someone onto the team to be in charge of the TikTok account
- ★ Establish a relationship with younger target audience
- ★ More active engagement on Instagram



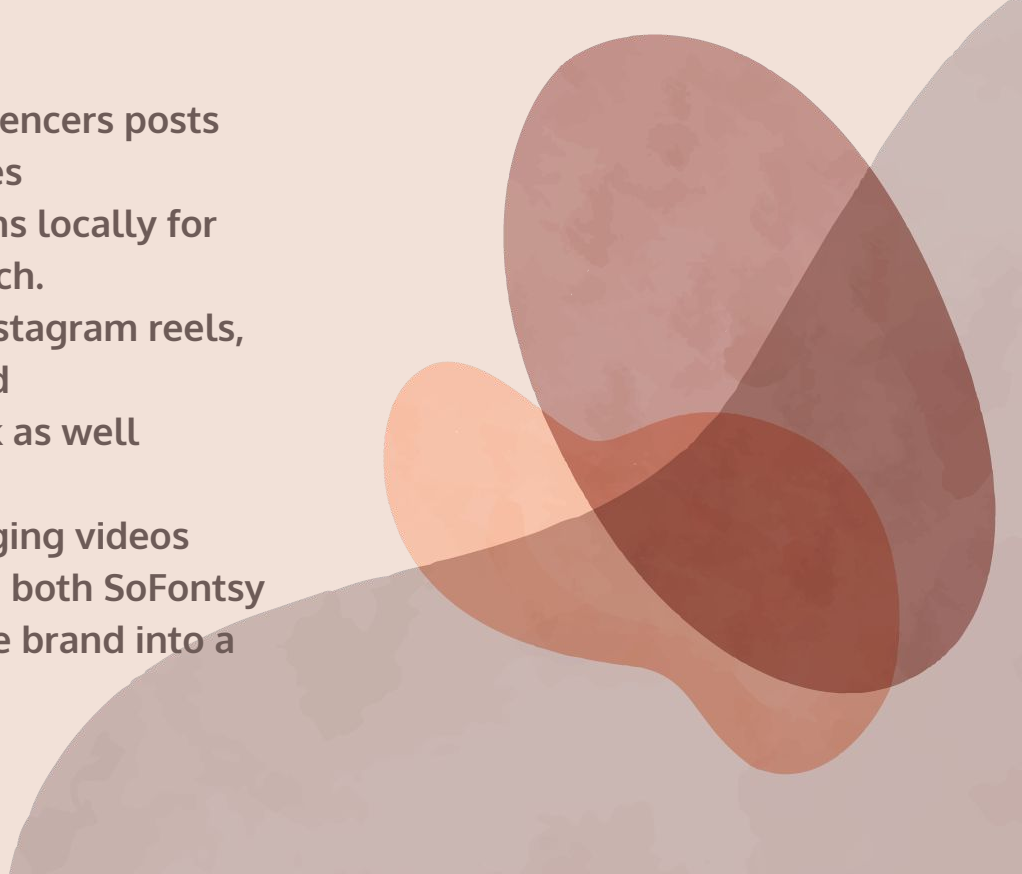


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Strategies

How We Will Achieve This:

- ★ Engage with other creators
- ★ Comment on other brands and influencers posts
- ★ Question & Answer Instagram stories
- ★ Reach out to Greek Life organizations locally for recruitment, bid day, and other merch.
- ★ Create entertaining and trending Instagram reels, posts, stories to promote your brand
 - Do the same thing with TikTok as well
- ★ Influencer outreach
- ★ New TikTok profile with more engaging videos
- ★ Hiring a TikTok creator to work with both SoFontsy and Silhouette School to expand the brand into a younger target audience





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Technology
& Tactics

What Applications Should You Use?

In order to gain a more active following, reach a younger target audience, and build a larger following, we need to use these apps in a more specific way.

★ TikTok

- Build a following
- Create interactive and entertaining videos that are on trend
- Work with established TikTokers who represent our brand well
- Engage with followers through comments, duets, and stitch videos

★ Instagram

- Interactive stories
- Reposting TikToks with the Instagram reels feature
- Engage with followers and other brands in the comment section

★ Pinterest

- “How to style ____ in your home/apartment” and etc.
- “How to use Adobe”



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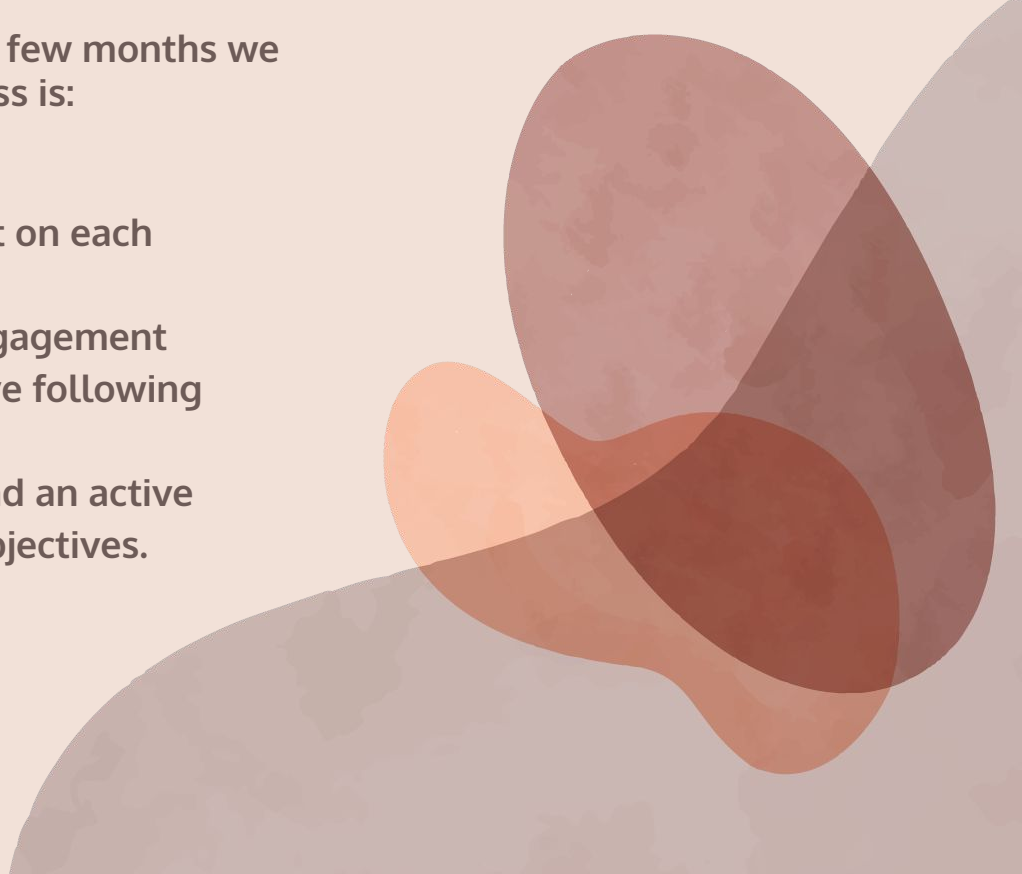
Measurement
& Evaluation

How We Will Know We Accomplished Our Objectives:

After analyzing our insights from the last few months we found the best way to measure our success is:

- ★ Measure increase of new followers
- ★ Keep track of likes and engagement on each post/video/story
- ★ Cross check follower count with engagement numbers to ensure we have an active following

An increase in engagement, followers, and an active TikTok will show we accomplished our objectives.





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Timeline

Timeline

July

Content Creation

Create a great quantity of content to post across all social media channels for months to come.

Hire TikTok Social Media manager

Host a crafting event to create content that can be used for months.

August

Post consistently across all channels

Consistent posting across social media channels will allow for more engagement with followers.

Connect with Greek Life organizations for bid day/recruitment

September

Promote SoFontsy/Silhouette School services

Post often about the services Silhouette School and SoFontsy offer so followers get a glimpse into how they can use these practices in their own life, especially with back to school.

October

Build strong brand and influencer relationships

Building strong relationships with brands and influencers will help add value to SoFontsy and Silhouette School services.

DIY/Craft event

November

Influencer gifting/collaborations

Gifting influencers products will incline them to post on their own social media platforms, allowing the brand to reach a wider demographic.

December

Work with other brands

Working with similar brands will increase engagement with both So Fonts and Silhouette School.

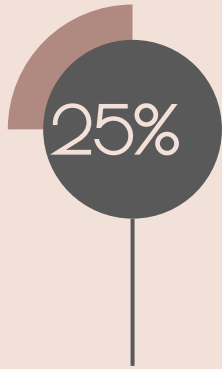
Track overall engagement analytics to see if goal was achieved.



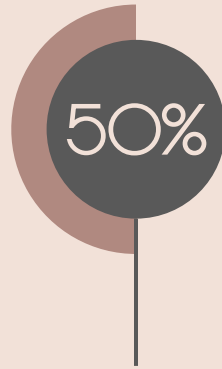
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Budget

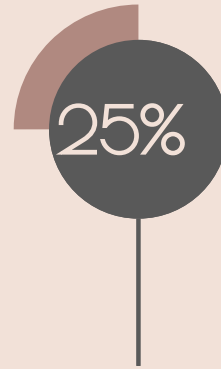
Budget for Influencer Posts/Sponsored Posts



Advertisements



Instagram Posts/Stories



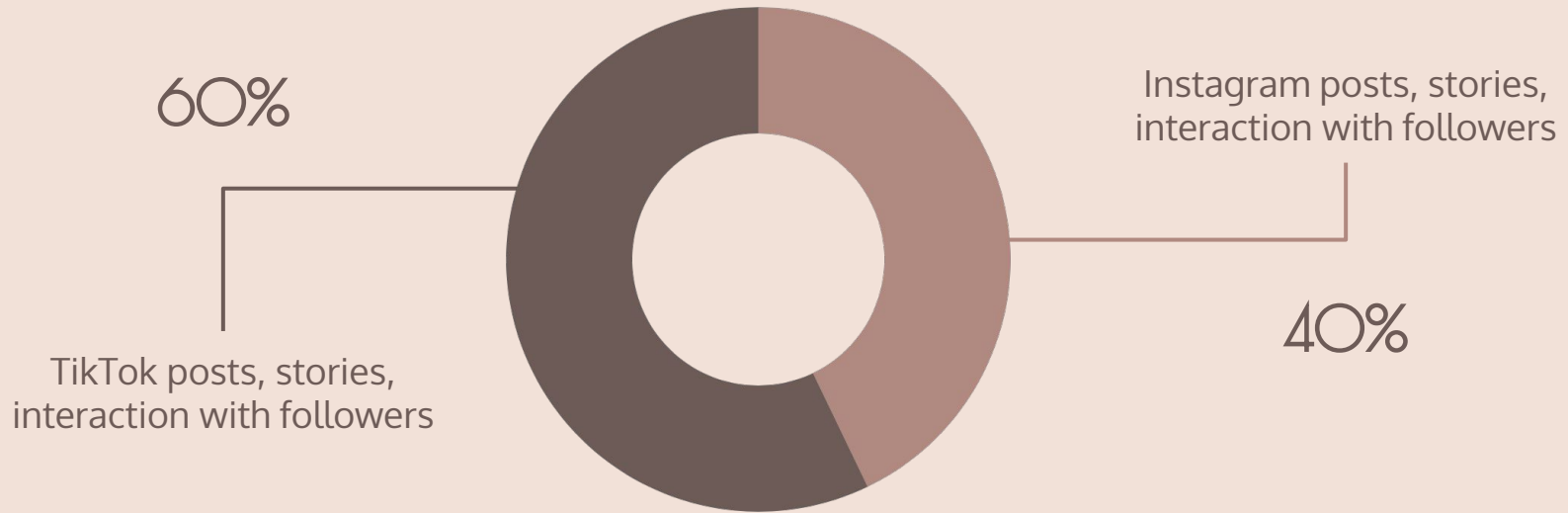
TikTok Sponsored Posts

With a total budget of \$35,000 based on 12% of yearly revenue, we would divide among three major categories:

- ★ Pay influencers for posts and stories
- ★ Advertisements to bring in more revenue and potential customers
- ★ TikTok sponsored posts

TIME BUDGET

Social Media Manager



- ★ In order to create a strong following on Tiktok, 60% of marketing time should be dedicated to creating content, stories and interacting with followers.
- ★ The other 40% should be spent creating and maintaining the current Instagram and content.

Concluding Thoughts on Budgets for Time and Money

Overall, timewise, SoFonsty will have to put a lot of time into improving engagement on social media. TikTok is a strong move for the company because of the algorithm they have created. This algorithm allows for smaller accounts to reach a large audience which is perfect for this brand. Dedicating a large amount of marketing time to TikTok at first will ensure a steady growth of the account and help reach new consumers. This platform can help in expanding to younger audiences while also maintaining current consumers. In order to not get overwhelmed, we believe hiring a social media manager, a graphic designer and a marketing assistant will be very beneficial. These positions will all help in creating content that is interactive, attractive and easy to follow. This will also help to make sure content is kept up to date and that your pages are constantly engaging with consumers.



Thank
you!