



FROM FIELD AND FLOWER

SOCIAL MEDIA STRATEGY

2024

L A I N E

PROPOSAL OUTLINE

KEY POINTS

I. Executive Summary

II. Current Assessment

III. Target Audience Profile

IV. Platform - Specific Strategies

1. Instagram

2. TikTok

3. Twitter

4. LinkedIn

V. UCG and Further Ventures

VI. Growth Projections

VII. Resource Allocation and Budgeting

VIII. Conclusion





EXECUTIVE SUMMARY

WHAT'S THE DEAL?

From Field and Flower currently possesses a modest social media presence that has untapped potential for exponential growth. My assessment reveals an opportunity to strategically leverage platforms such as Instagram, TikTok, Twitter, and LinkedIn to not only enhance brand visibility but also to establish a profound connection with a large audience.

With the proposed strategy, I anticipate a significant surge in brand awareness, foot traffic at the Borough Market store, and a noteworthy increase in online orders. Statistical evidence and growth projections substantiate the transformative power of a specialized social media strategy, showcasing its potential to elevate From Field and Flower into a prominent player within the honey market.

CURRENT ASSESSMENT

P R E S E N T F I G U R E S



795 FOLLOWERS



612 FOLLOWERS



1,121 FOLLOWERS



SWOT ANALYSIS

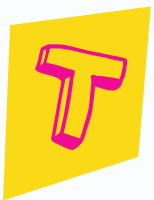
STRENGTHS WEAKNESSES
OPPORTUNITIES THREATS



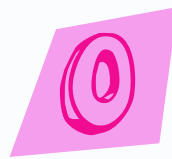
- 2528 combined followers
- Established presence
- Quality visual content
- Diverse product range
- Borough Market location



- Last post - 2021
- Limited follower base
- Platform discrepancy
- Limited engagement



- New platforms
- Competitive landscape
- Algorithm changes
- Negative feedback



- Collaborations
- Customer service
- Educational content
- User-Generated Content (UCG)
- Local engagement

TARGET AUDIENCE

TOURISTS IN BOROUGH MARKET

DEMOGRAPHIC OVERVIEW

Tourists represent a diverse demographic in terms of age, nationality, and interests. Understanding the diverse needs and preferences within this group is crucial.

BEHAVIOURAL TRAITS

Tourists visiting Borough Market are often seeking unique and authentic experiences. They are interested in local products, cultural nuances, and the stories behind the brands.

SOCIAL MEDIA BEHAVIOUR

Tourists frequently use social media platforms to discover and share their travel experiences. Visual content showcasing the Borough Market experience, coupled with captivating narratives, can capture their attention.



TARGET AUDIENCE

YOUNGER DEMOGRAPHIC - HEALTHY LIVING AND ORGANIC LIFESTYLE ENTHUSIASTS

DEMOGRAPHIC OVERVIEW

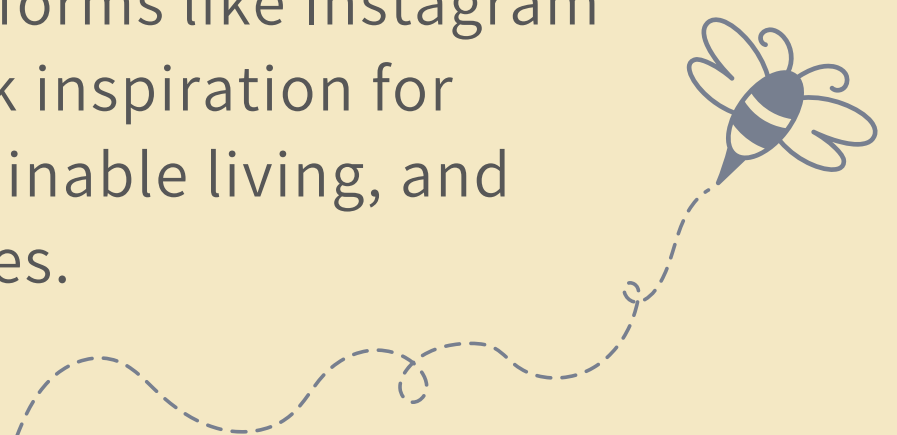
This segment comprises individuals aged 18-35, actively embracing a health-conscious lifestyle, seeking organic and sustainable products.

BEHAVIOURAL TRAITS

Health-conscious consumers prioritize natural and wholesome products. They are likely to engage with content that highlights the health benefits, purity, and ethical aspects of honey production.

SOCIAL MEDIA BEHAVIOUR

This demographic is heavily engaged on visually-oriented platforms like Instagram and TikTok. They seek inspiration for healthy recipes, sustainable living, and authentic brand stories.





COMBINED APPROACH

CROSS-PLATFORM SYNERGY

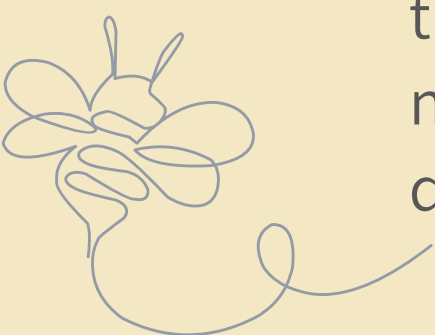
While the focus is on Instagram and TikTok for the younger demographic, incorporating Twitter and LinkedIn allows From Field and Flower to reach a wider audience, including professionals, businesses, and local communities.

INTEGRATED CONTENT THEMES

Develop content themes that seamlessly cater to both segments, such as collaborative recipes, behind-the-scenes glimpses of honey production, and spotlighting the cultural richness of Borough Market.

CUSTOMIZED MESSAGING

Tailor messaging to address the unique needs and aspirations of each segment. Emphasize the experiential aspect for tourists and the health-conscious, organic nature of the products for the younger demographic.



PLATFORM SPECIFIC STRATEGY

I N S T A G R A M - V I S U A L S T O R Y T E L L I N G



HIGH-QUALITY IMAGERY AND VIDEOS

Share high-quality images and videos that highlight the craftsmanship and authenticity of From Field and Flower's honey products.



BEHIND-THE-SCENES GLIMPSES

Offer an exclusive look into the shops typical day, the hive-to-jar journey, and the bustling scenes within Borough Market. This provides a transparent and authentic narrative, enhancing brand trust.



USER-GENERATED CONTENT (UGC)

Encourage customers to share their experiences with From Field and Flower's honey. Feature UGC on the main feed or stories, creating a sense of community and showcasing the diverse ways people enjoy the products.

PLATFORM SPECIFIC STRATEGY

I N S T A G R A M - E N G A G I N G F E A T U R E S



INSTAGRAM STORIES AND REELS

Leverage Instagram Stories for real-time updates, limited-time promotions, and interactive polls or quizzes. Utilize Reels for short and engaging video content, such as quick honey recipes, fun facts, or challenges.



INTERACTIVE FEATURES

Host Q&A sessions, polls, and quizzes to foster two-way communication with followers. This engagement not only strengthens the connection with the audience but also helps gather insights.



CUSTOMER SERVICE

Encourage customers to message us on the page, where they can ask any questions such as product information and online orders. This increases trust and customer loyalty.

PLATFORM SPECIFIC STRATEGY

TIKTOK - QUICK ENGAGING CONTENT



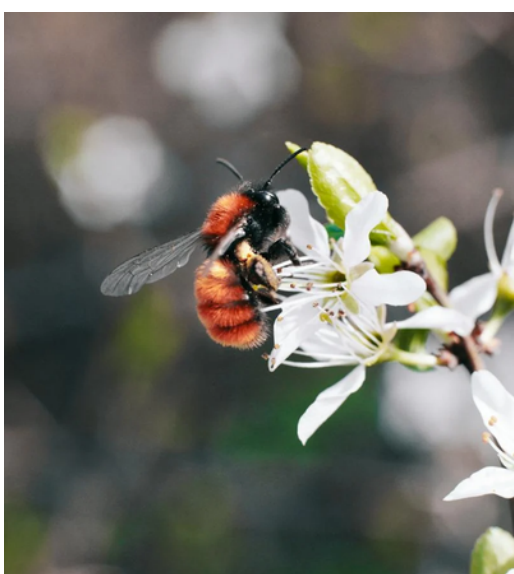
HONEY RECIPES IN 60 SECONDS

Create short and snappy videos showcasing quick and easy honey-infused recipes. Highlight the versatility of honey in beverages, snacks, and meals to inspire the younger demographic to incorporate it into their daily lives.



TREND INTEGRATION

Stay updated with TikTok trends and challenges. Participate in relevant challenges, ensuring that the content aligns with the brand and resonates with the target audience.



DUETS AND STITCHING

Encourage user engagement through duets and stitching features. Invite followers to duet with From Field and Flower's content, creating a collaborative and interactive community.

PLATFORM SPECIFIC STRATEGY

TIKTOK - AUTHENTIC CONTENT



DAY-IN-THE-LIFE VLOGS

Showcase behind-the-scenes moments at the honey shop, capturing the energy of Borough Market and the craftsmanship involved in honey production. This adds a human touch to the brand, fostering authenticity.



COLLABORATION

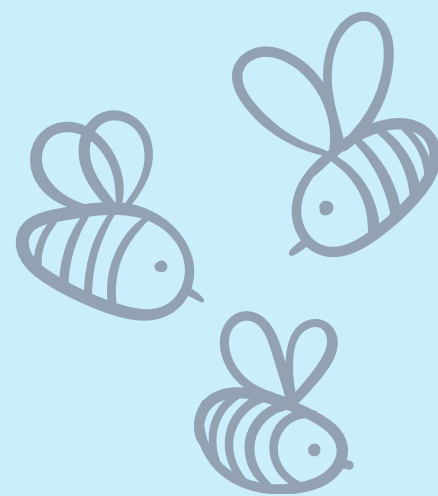
Collaborate with other businesses in borough market to expand outreach and encourage free advertising. Connect with TikTok influencers whose content aligns with From Field and Flower's brand ethos and target demographic.



TIKTOK SHOP AND ADVERTISING

Potentially utilise the TikTok shop platform to specific products. Consider using TikTok's advertising features for targeted campaigns to reach a broader audience within the app.

PLATFORM SPECIFIC STRATEGY



T W I T T E R (X) - T I M E L Y A N D R E L E V A N T
T W E E T S



DAILY UPDATES

Share daily updates on product availability, special promotions, and any live activities happening at the Borough Market shop. This keeps followers informed and engaged.



REAL-TIME ENGAGEMENT

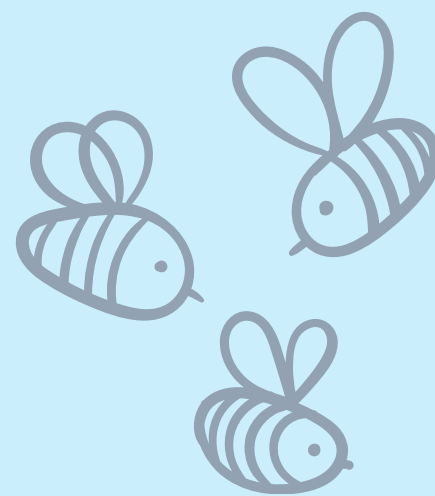
Actively engage with trending topics and industry-related conversations. This positions From Field and Flower as a responsive and knowledgeable brand within the honey market.



LOCAL EVENTS

Use Twitter to promote and participate in local events, leveraging the platform's real-time nature to drive foot traffic during specific activities or promotions.

PLATFORM SPECIFIC STRATEGY



T W I T T E R (X) - H A S H T A G C A M P A I G N S



BRANDED HASHTAGS

Create and promote branded hashtags to encourage user-generated content. This could include campaigns such as [#FromFieldAndFlowerTreats](#) or [#BoroughMarketHoneyLove](#).



PARTICIPATE IN TRENDING HASHTAGS

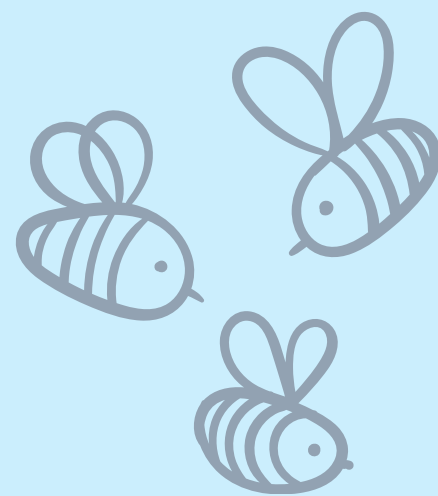
Engage with relevant trending hashtags to increase the visibility of tweets. This could include popular food or wellness-related hashtags.



WEEKLY TWITTER CHATS

Host weekly Twitter chats to facilitate conversations around topics related to honey, health, and sustainability, encouraging participation from followers and industry influencers.

PLATFORM SPECIFIC STRATEGY



T W I T T E R (X) - V I S U A L C O N T E N T A N D
M U L T I M E D I A



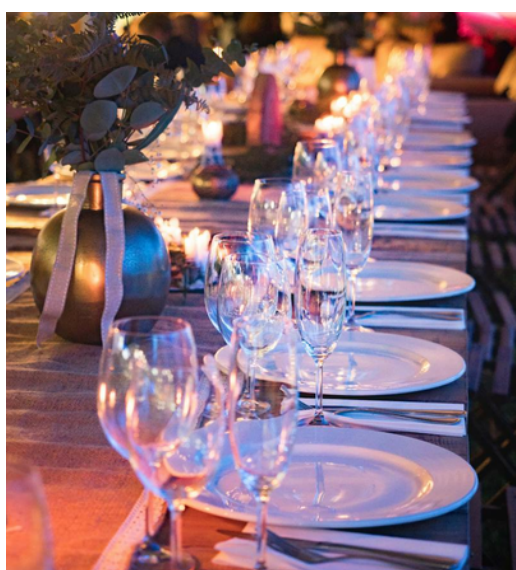
GIFS AND MEMES

Infuse humour and creativity into tweets using GIFs and memes, aligning with Twitter's dynamic and conversational culture.



VISUAL QUOTES AND FACTS

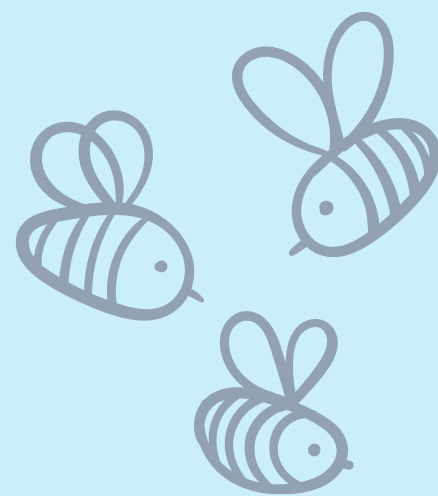
Share visually appealing quotes and facts about honey, beekeeping, and the benefits of natural honey, creating shareable content.



LIVE TWEETING EVENTS

Live-tweet from events, tastings, or behind-the-scenes moments. This provides followers with exclusive content and an insider's view of the brand.

PLATFORM SPECIFIC STRATEGY



T W I T T E R (X) - C O L L A B O R A T I O N



COLLABORATIVE TWITTER CAMPAIGNS

Plan joint Twitter campaigns with local partners, amplifying the reach and impact of promotional activities.



POLLS FOR AUDIENCE FEEDBACK

Use Twitter polls to gather opinions on new honey flavours, packaging, or potential collaborations. This encourages active participation and makes followers feel heard.

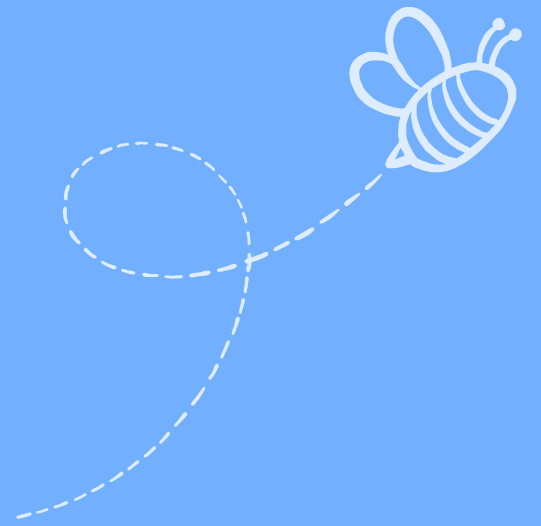


PROMOTE EXCLUSIVE OFFERS

Run exclusive promotional offers or discounts through Twitter ads to incentivize online orders and increase website traffic.

PLATFORM SPECIFIC STRATEGY

LINKEDIN - PROFESSIONAL BRAND
STORYTELLING



COMPANY UPDATES

Share updates on From Field and Flower's achievements, milestones, and contributions to sustainability. Emphasize the brand's commitment to quality and ethical practices.



TEAM SPOTLIGHTS

Introduce the team members, beekeepers, and individuals contributing to the honey-making process. This humanizes the brand and builds a personal connection with the audience.

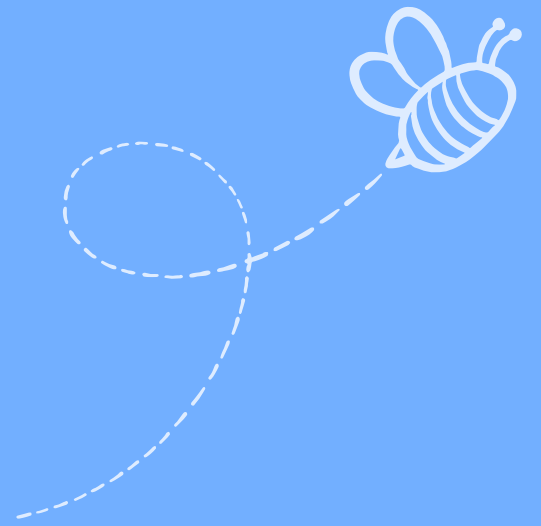


AWARDS AND CERTIFICATES

Highlight any industry awards, certifications, or recognitions that emphasize From Field and Flower's commitment to quality and sustainability.

PLATFORM SPECIFIC STRATEGY

LINKEDIN - EDUCATIONAL AND
INFORMATIVE CONTENT



LONG-FORM CONTENT

Utilize LinkedIn's article feature to publish long-form content about honey industry insights, sustainable practices, and the benefits of natural honey. Position From Field and Flower as a thought leader in the space.



INFOGRAPHICS AND DATA VISUALIZATIONS

Create visually appealing infographics and data visualizations to present information about honey varieties, health benefits, and sustainable practices. LinkedIn's professional audience appreciates data-driven content.

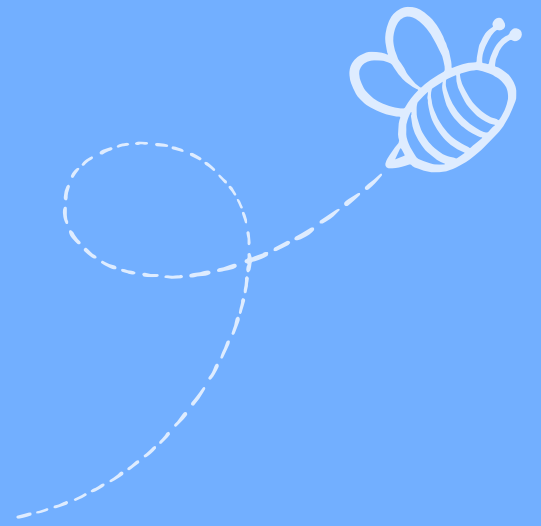


EDUCATIONAL WEBINARS

Host and promote webinars on topics related to honey production, sustainability, and healthy living. This not only showcases expertise but also provides value to the audience.

PLATFORM SPECIFIC STRATEGY

LINKEDIN - NETWORKING AND
RELATIONSHIP BUILDING



CONNECT WITH INDUSTRY PROFESSIONALS

Utilize LinkedIn's article feature to publish long-form content about honey industry insights, sustainable practices, and the benefits of natural honey. Position From Field and Flower as a thought leader in the space.



ENGAGE IN INDUSTRY GROUPS

Participate in relevant LinkedIn groups and discussions related to sustainable living, organic products, and food industry trends. This positions From Field and Flower as an active contributor to industry conversations.

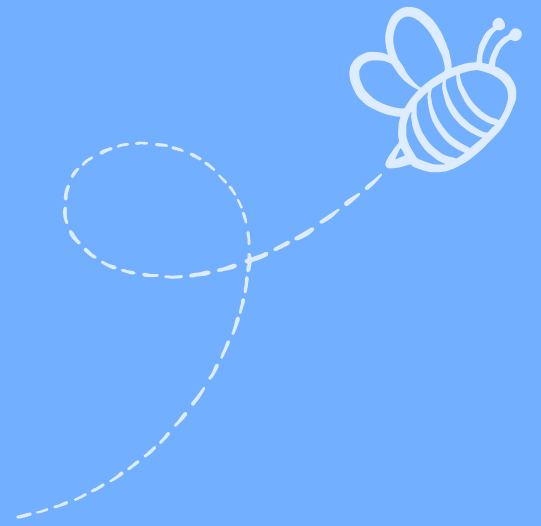


SHARE COLLABORATIVE CONTENT

Host and promote webinars on topics related to honey production, sustainability, and healthy living. This not only showcases expertise but also provides value to the audience.

PLATFORM SPECIFIC STRATEGY

LINKEDIN - PARTNERSHIPS AND
PROMOTION



HIGHLIGHT COLLABORATIONS

Share updates about collaborations with other businesses or organizations that align with From Field and Flower's values. This could include joint initiatives, events, or product partnerships.



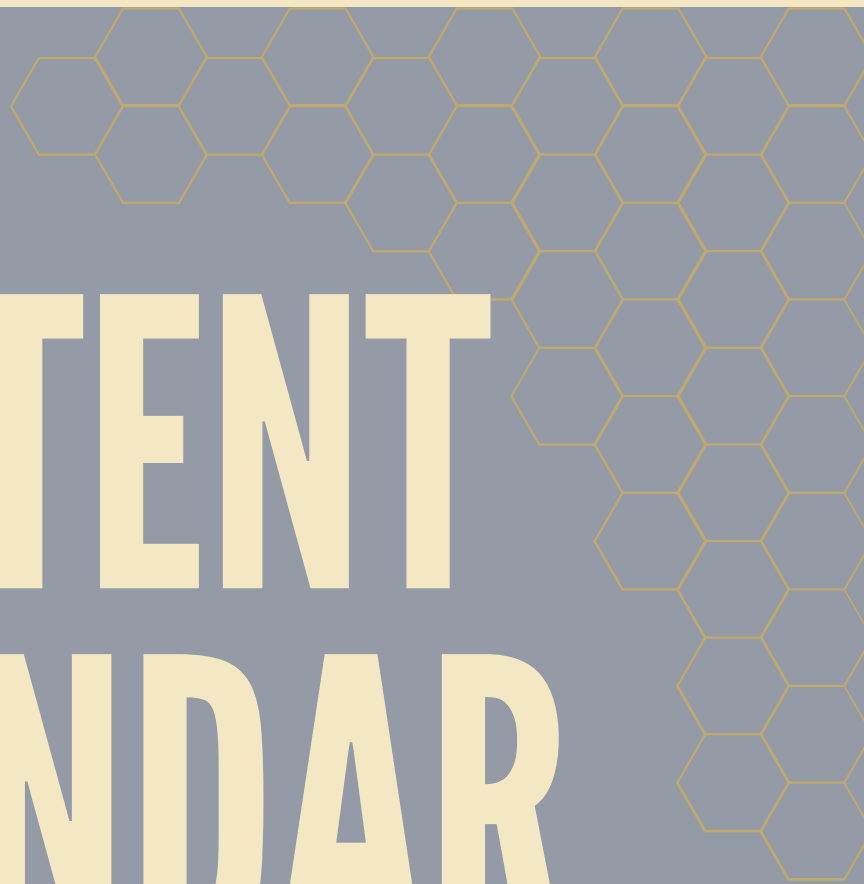
CUSTOMER TESTIMONIALS

Feature testimonials from B2B clients, retailers, or partners. This adds credibility to the brand and reinforces the positive impact of From Field and Flower's products within the professional sphere.



LINKEDIN ADS FOR B2B PROMOTION

Use LinkedIn ads to target businesses, retailers, and professionals interested in organic and sustainable products. Create visually compelling ad campaigns that highlight the unique aspects of From Field and Flower's honey.



CONTENT CALENDAR

CONSISTENCY IS KEY

- **Themed Content Weeks:** Implement themed content weeks to keep the feed dynamic and engaging. For example, a "Health and Wellness" week featuring honey-infused recipes or a "Meet the Team" week.
- **Consistent Posting Schedule:** Develop a consistent posting schedule to maintain a regular presence. Use analytics tools to identify optimal posting times for maximum reach and engagement.



USER-GENERATED CONTENT (UGC)



CUSTOMER ENGAGEMENT INITIATIVES

Encourage customers to share their experiences with From Field and Flower's through shop visits or social media engagement.

Create dedicated hashtags for campaigns to aggregate user-generated content.



HIGHLIGHTING CUSTOMER STORIES

Share customer testimonials and stories on social media platforms. This can include how customers incorporate the honey into their daily lives or unique recipes they've created.



PRODUCT REVIEWS AND RATINGS

Encourage customers to leave reviews on the website and share them on social media. Positive reviews and ratings can be integrated into social media content, providing social proof.



FURTHER VENTURES

A D V E R T I S I N G A N D
I N F L U E N C E R S



Advertising

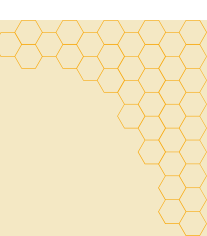
Creating a budget, whatever the amount, will assist in engaging the right demographic to connect them to your account. Targeted ads on different platforms will expand outreach exponentially.

Influencers

Once we reach the 10,000 follower mark we can begin to think about influencers promoting our products. This includes PR packages, inviting micro-influencers and paid partnerships. A brilliant venture to reach a huge audience.

Social Media Commission

Once we reach the 100,000 follower mark or receive 1 million views, we begin to generate a fee which is paid out from social media platforms. More engagement means more income.

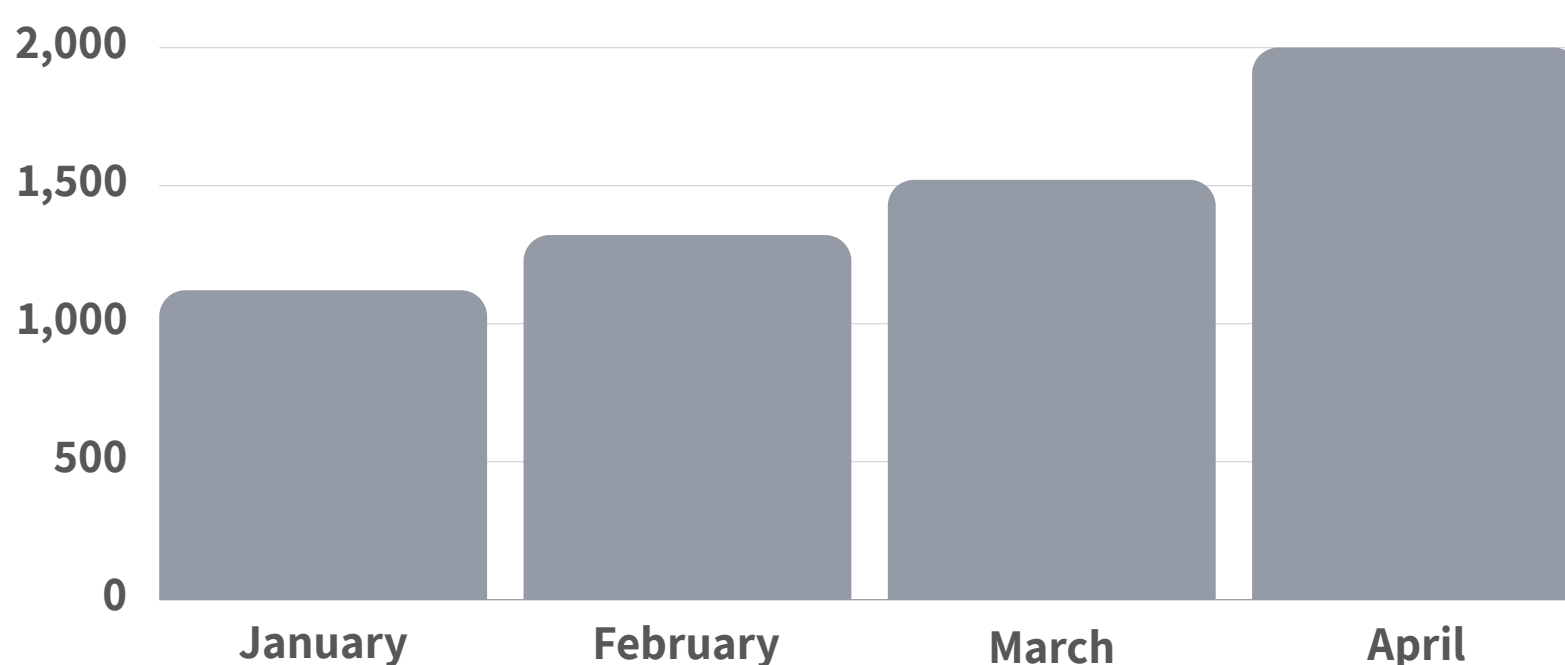


GROWTH PROJECTIONS

TO BE COUNTED MONTHLY



Follower growth rate is calculated as the number of followers you gained divided by the number of followers you started, times 100% (over a specific time period). This is a Key Performance Indicator (KPI).



RESOURCE ALLOCATION & BUDGETING

SOCIAL MEDIA MANAGEMENT

The more time I can invest in this, the more work can be put into it!

CONTENT CREATION

I can do the majority of design myself. I'm not a graphic designer though, and I've worked in some businesses that have benefitted in investing in one!

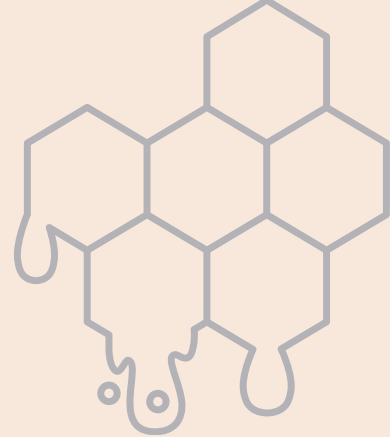
PAID ADVERTISING

After a few months, it may benefit to consider a monthly budget for this. In my experience £20 is about 1,000 impressions

PRODUCT 'GIVEAWAYS'

If it seems that it could benefit us, consider giveaways to either influencers with PR packages, or competitions for customers.





CONCLUSION

MY PROPOSAL

In conclusion, the comprehensive social media strategy outlined for From Field and Flower stands poised to revolutionize its online presence, elevate brand visibility, and foster authentic connections with its target audience. The integration of platform-specific approaches, including engaging Instagram visuals, dynamic TikTok content, timely Twitter conversations, and professional LinkedIn networking, ensures a tailored approach that resonates across diverse demographics.

The emphasis on using social media amplifies reach but also cultivates a community-driven narrative. By allocating resources strategically and adhering to a well-defined strategy, From Field and Flower can embark on a journey to not only address its current marketing gaps but to emerge as a thought leader in the honey industry, captivating both local and global audiences with its commitment to sustainability, quality, and the richness of its honey offerings.

This social media strategy lays the groundwork for sustained growth, increased brand loyalty, and a resonant presence within the competitive landscape of the Borough Market and beyond.



THANKS!

WITH LOVE, LAINE

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