

Instagram Strategy

for

MEJURI

MEJURI: A fine jewelry brand reinventing luxury

Minimal. Quality. Dainty gems and diamonds. Soft and delicate.
Neutral golds and silvers.

Posts per day: 2

Instagram stories: one informative video daily

2/15/2020

Followers:713K

Following:450

#formydamnsself

Current content

Women modeling the jewelry

The jewelry displayed

Funny memes

Cute pics of animals

Carbs (crossaints)

SWOT

Strengths

- ❑ Reinventing the way people think of jewelry
- ❑ High quality jewelry
- ❑ Simple design

Weaknesses

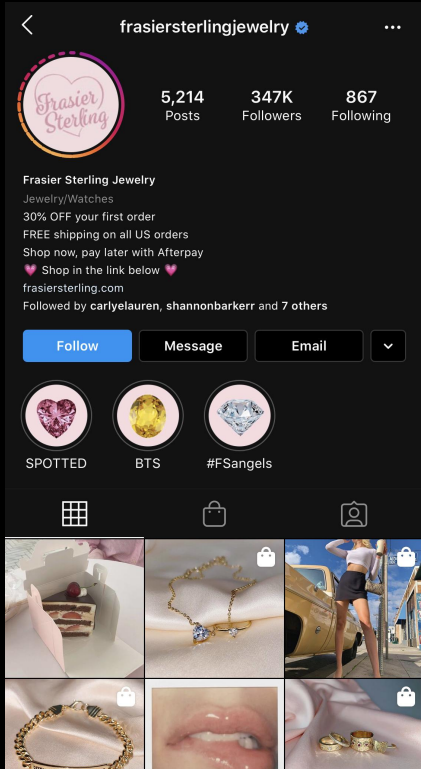
- ❑ Does not reach younger generations
- ❑ Challenging to come up with new concepts

Opportunities

- ❑ Appeal to all gender identities
- ❑ Make use of influencers

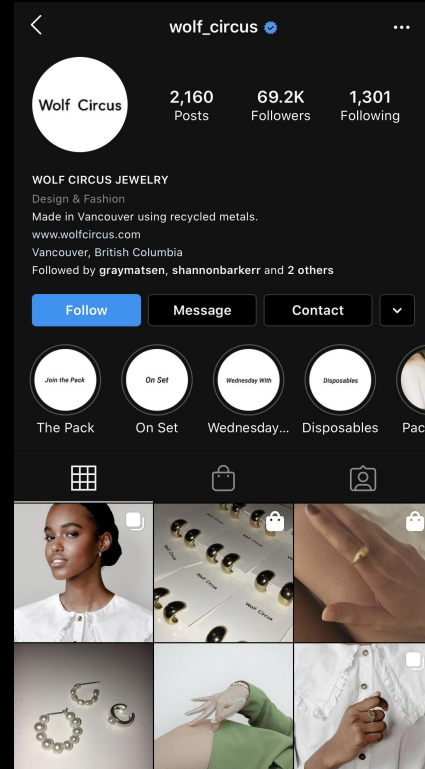
Threats

- ❑ Ecommerce jewelry retailers
- ❑ Easily replicated



[@frasiersterlingjewelry]

Competitors



[@wolf_circus]

Current audience



Values / interest:

Fashion, art, success,
confidence, feminism,
beauty

Female based audience

Ages 27-60

Target audience

All gender identities and orientations, younger generations, and inclusive to all social and ethnic backgrounds



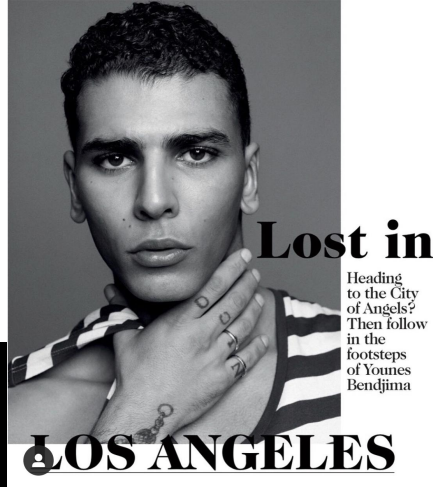
ASIM BENDJIMA

Age: 25

Gender: Male

Income: \$70K

Location: Los Angeles



Job: Model

Family: Single

Education: Highschool Diploma

Values / Interests:

Art. Fashion. Travel.

Working out. Music. Cars

Does commercial
modeling for a
living

Mejuri can improve by targeting those of all gender identities.

What to do?

Start creating engaging content that relates to male/female/LGBTQ

Goal: increase followers by 30% within the next 6 months

Mejuri must create engaging content that will **reach an audience outside the female demographic**. By utilizing Facebook Business Manager and Google Analytics, we can see all the analytics of those demographics interested in the same values as Mejuri and we must think of those people when creating content.

Our content alone is very important in our strategy, we will use what is happening in current events that many people can relate to. **BuzzSumo** and **Ritetag** are great sources to find those conversations and to get involved.

Another strategic tactic will include promoted ads. By figuring out who the next audience will be, we can utilize Instagram analytics to target those individuals to put content right in front of their faces in hopes to grasp their attention. These tactics will support the **interest/consideration and loyalty/advocacy stage** in the marketing funnel. We first want users to be **made aware of our brand and engage in the content with a likes/comments, but more importantly a follow**.

We also want users to enjoy the content so much that they will share the content within their digital communities. We want **loyalty and advocacy**. Overall it is our Instagram goal to create those digital communities and watch them grow.

Type of content moving forward

Ultimately, Mejuri should post content that will reach a bigger audience. Content that includes:

Cute animals, memes, fashion, design, UGC, lifestyle, sophistication, etc.

Cater to a genderless audience

Audience engagement & development

- ❑ Work with influencers who have a following over 300k
- ❑ Follow, like, comment, repost, DM, sponsorships
- ❑ Build communities of like minded users

Content Mejuri should share



matildadjerf

Paid partnership with mejuri



Liked by chiarasampaio and 36,115 others

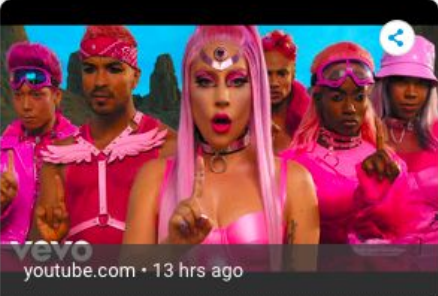














matildadjerf Things I do #formydamnsself - dress up, read romantic books for hours, bake cookies, get sweaty, lift weights, write in my journal, smile, laugh, cry, put makeup on, walk around without makeup, roll out of bed into my sweatpants, wear heels, sing along to my favorite music, dance. Most importantly I let myself be 100% authentic and genuinely me. The messy days and the good days. #ad

View all 193 comments

sasha.mei 🐾🐾



Conversations Mejuri should join

 <p>youtube.com • 13 hrs ago</p> <p>Lady Gaga - Stupid Love (Official Music Video)</p> <p>Trending Score: 2.5K Engagement: 557.5K</p> <p> 535.7K  17.2K  0  4.6K</p>	 <p>cnn.com • 6 hrs ago</p> <p>The proper way to wash your hands, according to the CDC</p> <p>Trending Score: 2.5K Engagement: 71.1K</p> <p> 69.1K  2K  5  0</p>	 <p>nbcnews.com • 8 hrs ago</p> <p>Coronavirus crash wipes \$5 trillion off world stocks</p> <p>Trending Score: 2.4K Engagement: 78.3K</p> <p> 77.4K  708  0  170</p>
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