

# CONTENT STRATEGY

## WE ARE COW



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# EXECUTIVE SUMMARY

The following document contains a content strategy for the brand We Are Cow. We Are Cow is a brand specialising in second-hand and vintage products with upcycling at its' core. Due to their business being based on recycling and recirculation of clothing, the brand is very attractive to those with concerns regarding the environment and wanting to practice sustainable shopping as COW has a very low carbon footprint. A quality of which their consumers align with also. Our group have produced this content strategy and publication outcome with the aims of creating a stronger sense of customer community through the brand's critical understanding of the crisis they are facing in the current recession and responding to this with genuine, authentic and accessible content for their customers to provide guidance through their financial hardships. By building this community, the brand will strengthen trust and loyalty as this portrays the brand as relatable, approachable and compassionate. The purpose of the publication is to inform and educate in order to help people navigate through the current Cost of Living Crisis and view We Are Cow as an affordable yet sustainable option when shopping for clothing.



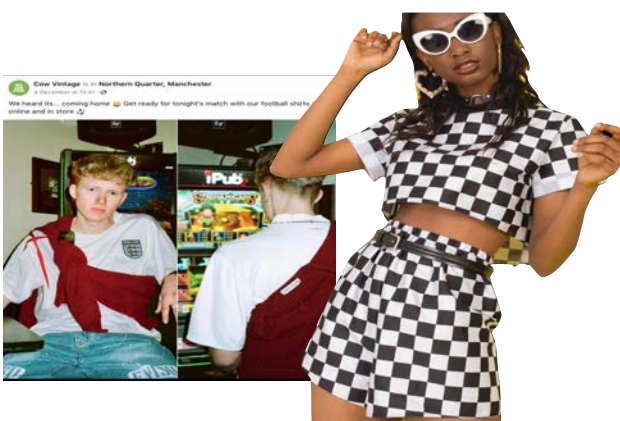


# CONTENT MAP

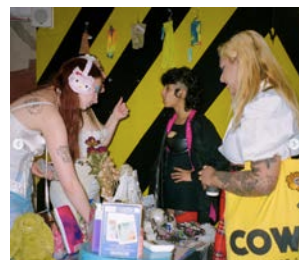
# CONTENT MAP

AWARENESS → ENGAGEMENT → CONSIDERATION → PURCHASE

Awareness for Cow's website tends to be generated in a number of ways for example, 34.82% of visitors are directed from search engines, 36.56% are direct visitors and 17.34% are derived from Cow's social media channels (SimilarWeb) This shows they have a somewhat effective social media presence and that consumers have an idea of the sort of thing they are looking to browse for/buy and are actively searching online or have come from the brands social media platforms and so will have some sort of awareness about the brand and products they sell. Cow however has a bounce-back rate of 35% (SimilarWeb) This shows that they are lacking between the awareness and engagement stages and customers are losing interest when first entering the site, likely because they don't feel an instant connection to anything on the homepage.

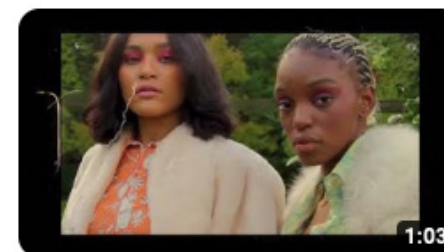


Engagement stage content includes special events for customers and promotional discounts. On Cow's Instagram page listings for student events can be seen. This engages with the brands target market of university students, giving them an incentive to shop with Cow. Furthermore there is an element of exclusivity to this, giving a "VIP" feeling to those who attend and cultivating a specific collective of consumers. Posts regarding "Second Hand September" can be seen with captions encouraging the consumer to get involved in the sustainable fashion movement. The brand then offers a 15% off code to their website for the month of September. This engages the consumer as it gets them involved with campaigns Cow are running. Moreover it highlights the accessibility of the brand to the Target Market as they are offering a discount meaning the consumer has an incentive to shop with Cow, especially as the expensive financial element of vintage shopping could be hindering the consumer (especially students) from shopping sustainably. This forms a relationship between the brand and consumer as they are giving them tailored offers and opportunities. Content of this nature has a refined feel and so will make customers feel that the content is specialised to them thus resonating with them more deeply.



SECOND  
HAND  
SEPTEMBER

Content for consideration refers to brand content that helps the customer decide whether or not they want to shop with Cow. For example the brand ethos section on Cow's website discusses how sustainability is at the heart of their brand. This could help shoppers decide if they want to follow through with a purchase as the brands sustainability ethics may align with their own. Furthermore, increased numbers of youngsters are environmentally conscious in regards to shopping and this will play a part in the brands they choose to shop with. A Nielsen report found that 73 percent of the Millennial generation was willing to pay more for sustainable goods (Forbes 2020) Additionally Cow's youtube channel has look-book style videos which show how the garments they sell can be styled, this motivates consideration as it sells the consumers an insight into the idealised 'Trendy' version of themselves they could be should they decide to shop with Cow.



TEENAGE KICKS | A/W '19

COW

NEW IN WOMENS MENS REWORK SALE

OUR E-COW PROMISE

# CONTENT MAP

WE  
ARE  
COW

Cow's purchasing process is seamless from start to finish, with all accepted methods of payment listed below the "Add to cart" button. Cow accepts Klarna which promotes instant purchasing as the customer is not spending the sum of money all at once. This means the customer can easily checkout and buy the item(s) and also means they may be more likely to continue with the purchase as the potential problem of outlying payday may be hindering them from paying the full price all at once. While the customer views their cart they are met with a "10% off" icon further encouraging and giving an incentive to the purchase. When clicked, this allows the customer to sign up to an email subscription in return for the promotion. This means the customer will continue to receive updates about future lines and offers the brand will have thus increasing the likelihood they will shop with Cow again.

COW

Fancy 10% off your next purchase? Drop your email below and it'll be right with you.

Email

☐ WOMENSWEAR ☐ MENSWEAR

GET 10% OFF

WE ARE COW

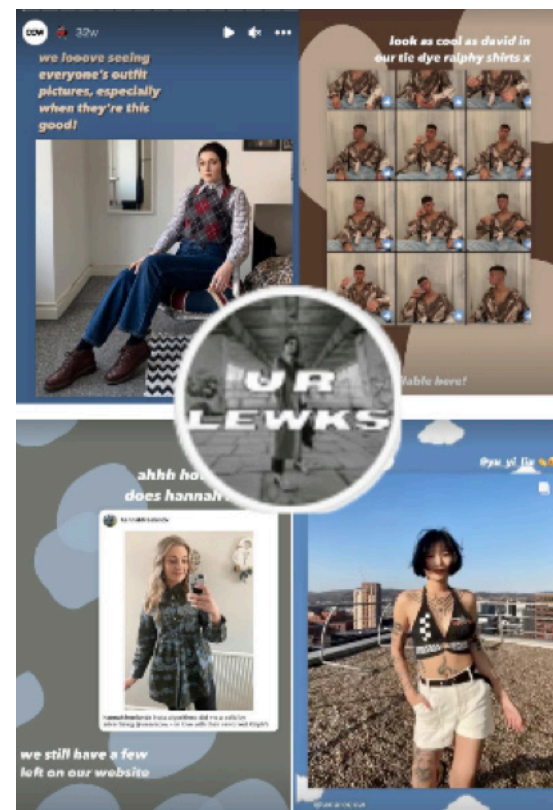
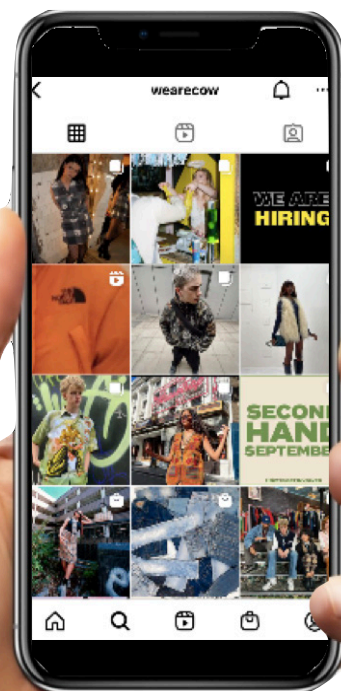


# CONTENT MAP

## CONTENT MAP

### RETENTION

Post-purchase, Cow cultivates a loyal base of customers in a number of ways e.g. via social media. The brand encourages shoppers to share how they have styled the garment(s) purchased and tag Cow with the chance of being reposted to Cow's Instagram with a following of 52K. This forms a brand-consumer relationship following the purchase and gives the customer an incentive to promote Cow, allowing them to get their brand name out.



Additionally these posts show satisfied customers and prove Cow to be a reliable brand for potential consumers. Cow also accumulates loyal customers via their mailing list which customers can choose to sign up for when purchasing the item(s). Email marketing plays a pivotal part in customer loyalty as if previous shoppers are receiving updates about the brand and new lines they are releasing, tailored events and special offers/ discounts, it significantly increases the likelihood of them shopping with Cow again.

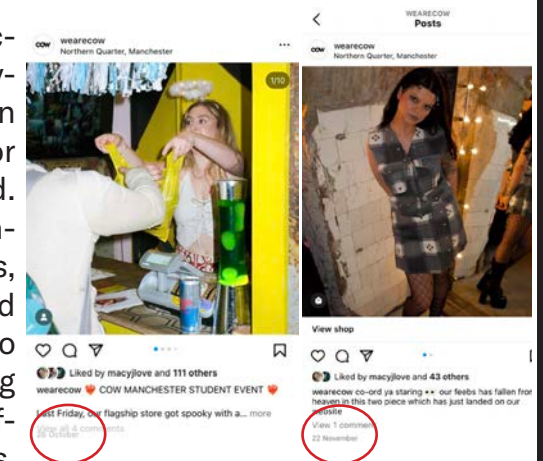
# CONTENT MAP

## CONTENT SUMMARY

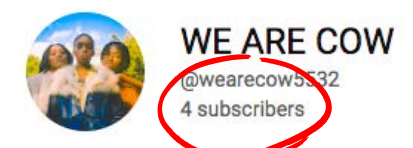


### IRREGULAR POSTING

Currently, it can be seen that Cow have an effective social media presence, which works well in driving traffic to their website. All Cow's content is seen to be high quality and visually captivating, therefore making clear that this is what works for their brand. However one thing the brand lacks across their channels is consistency and cohesiveness. The posts, while engaging, are not posted frequently enough and it is obvious they don't have any sort of schedule to when they post. This area in where they are lacking is definitely something, that if improved, could significantly increase their website traffic and thus sales.



It seems that their content, while effective, is in the wrong places. For example, their youtube channel contains high-quality content, but has only 4 subscribers. While Youtube was once a more thriving promotional platform, now instant channels such as "IG TV" and "TikTok" drive in significantly more traffic, however these channels are not regularly utilised by Cow. Furthermore, Cow's TikTok page accumulates a high number of views, however has a significantly lower engagement rate. Creating more engaging and relatable content is definitely something to be considered as their social media channels consist predominantly of outfit inspiration which is not the most refined to the Target Market of students.

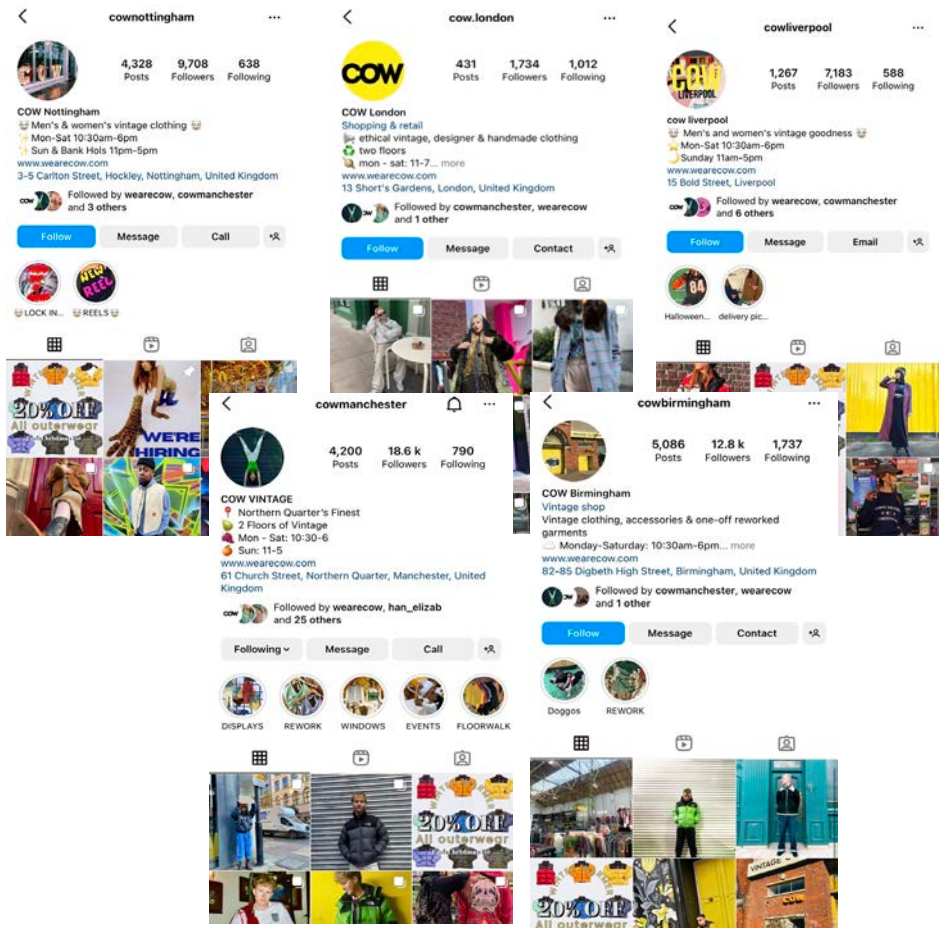




# CONTENT MAP

# CONTENT SUMMARY

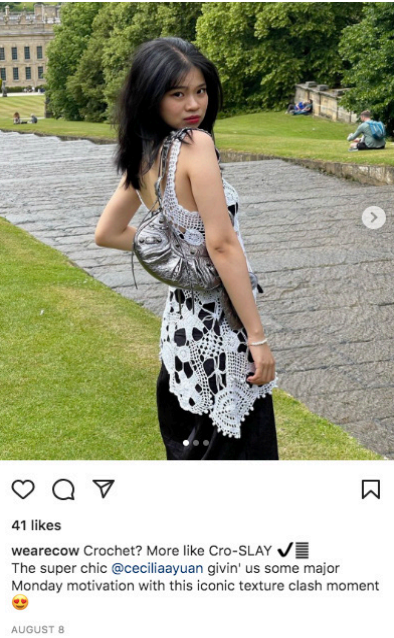
## LOCATIONAL INSTAGRAMS



Nonetheless, while having tailored channels, these pages lack key promotional strategies, for example hashtags. Posts with hashtags get twice as much engagement as posts without hashtags (Forbes, 2017) This shows that with the use of appropriate hashtags Cow could potentially double their Instagram engagement. Hashtags are such a simple yet efficient step of brand promotion yet can significantly alter the outcome in terms of engagement. While the brand posts high-quality content, this content is not getting high engagement rates as they are not effectively spreading their brand name across social media channels and are missing out key steps of promotional activity.

One thing Cow does well is having separate Instagram Pages for all their different locations across the UK. This shows the brand to be professional and customised to consumers by geographical location, meaning customer satisfaction is more likely as it is easier for them to find what they are looking for based on location.

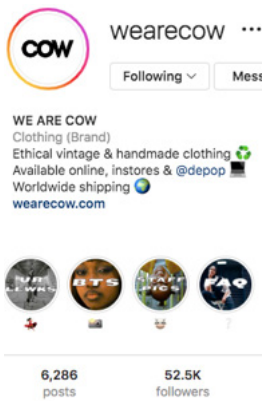
## LACK OF HASHTAGS



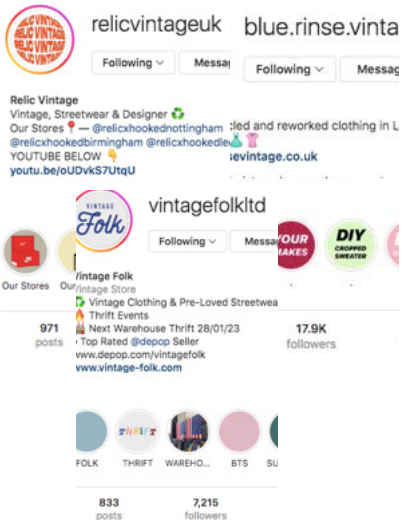
# CONTENT MAP



## COW'S INSTAGRAM FOLLOWERS



## COMPETING RETAILERS FOLLOWERS



Overall, Cow amasses higher rates of website traffic via social media than competing vintage retailers, as well as higher rates of followers. It is essential to consider how Cow as a brand could be more strategic when posting on Social media, for example planning regular posts in advance, in order to drive optimum website traffic and form an ongoing relationship between brand and customer.

## BOUNCE BACK RATES: COW VS COMPETITORS

WEARECOW.COM
38.06%
BEYONDRETRO.COM
41.90%
THRIFTED.COM
40.01%
DEPOP.COM
39.59%

To decrease the high bounceback rate on Cow's website, it could be effective if they made their homepage more tailored to the brand and it's target market. Cow as a vintage brand is definitely more quirky and alternative than competing retailers, however the homepage of their website is typical of other sites in the vintage sector, and so it does not reflect the individuality of the brand or show them to have any form of unique selling point. While visually appealing, it is lacking in depth and attraction.

## COW'S WEBSITE HOMEPAGE:



WE ARE COW

WE ARE COW



CONSUMER COMMUNITY

COMMUNITY PERSONA

MOTIVATIONS

INFLUENCERS

SOCIAL MEDIA

TRANSPARENCY

POLITICS

OWN RESEARCH

COST

SUSTAINABILITY

LOCALITY

CHARACTERISTICS

Likes individualized shopping experiences that can be tailored to their own personal preferences. (Talon One, 2022)

They're looking beyond tangible products and actually trying to understand what is it that makes the company tick. (McKinsey, 2020)

They have high expectations as consumers, both in terms of customer service & product quality. (Talon One, 2022)

Gen Z are self-taught and are turning to social media to up-skill and expand knowledge. (WGSN, 2022)

BUDGET TREATS

Previous recessions have shown that products and services can quickly shift from essentials to treats, or even expendables, in consumers' minds. Ranking based on % of consumers who would buy treats for themselves on a budget in order of priority. (Global Web Index, 2022)

1. Clothing / Apparel

2. Ordering delivery (food, drinks, snacks)

3. Technology / Electronic Items

4. Dining Out

5. Travel

CONSUMER COMMUNITY

BEHAVIOURS

Gen Z are turning to TikTok for 'finfluencers' for financial advice, leading the hashtag #costoflivingcrisis to grow to 335.2m views on TikTok (WGSN, 2022)

Gen Z spending shifts towards essentials, including a 40% increase in spend on groceries alone. (Creative Brief, 2022)

Despite being digitally native, this group still opts for shopping in brick-and-mortar stores.

WE ARE COW

WE ARE COW

WE ARE COW

[illegible]

61% of them are specifically interested in watching more video content.

(Forbes, 2021)

**WE  
ARE  
COW**

Based off the brands owned content, it can be deduced that the brand's target audience is Generation Z and are mostly students. This is due to their current content across their channels which showcases 18-24 year olds, from their models & behind-the-scenes content of staff too. (Cow Instagram, 2022) Specifically they held a 'Student Event' in their Manchester store with live music, drinks and clothing discounts – carried across to other stores on later dates too. Also making an inference from the strategic placement of stores it could be said that their Gen Z shoppers are students as the stores are in cities with major universities - Liverpool, London, Manchester and Nottingham. (We Are Cow, 2022) The stores are also situated in more progressive and quirky areas popular with young people. For example - the flagship store in Manchester is in the Northern Quarter - positioned amongst other contemporary café's, vintage shops and vinyl shops all with similar consumer groups with shared cultures, lifestyles, and consumption practices. (Anderson, 2022)

Due to a pessimistic economic outlook (Fanbytes, 2022), Gen Z consumers are starting to prioritise affordability and are seeking solutions from brands such as Cow, with upcycling & recycling at its core, to provide authentic, down-to-earth guidance through the Cost of Living crisis (EY, 2022) This cohort are also suffering from 'Choice Overload. (Toffler, 1970) The term afflicts modern consumers as they're faced with too much choice. There's an additional anxiety when buying from the second-hand market as there are copious considerations such as an item's condition & whether an item is 'true vintage'. (Vox, 2021) However, 'The Cautious Collectors' have become hyper-alert to 'thrift shop gentrification' due to the rise of platforms such as Depop - whereby sellers are posting second-hand goods for double the price they bought for. (Vox, 2021) Due to this oversaturation of choice and thrift shop gentrification on unregulated resale platforms, this cohort are craving authenticity and guidance from brands through the current recession.



## TREND ANALYSIS

### The Cost of Living Crisis

A cost of living crisis has become a growing problem in the past year for the population of the UK. A survey by the Office for National Statistics found that half of the students studying in England are facing financial issues, as well as 45% of student's mental health being affected (Weale, 2022). As We Are Cow's main consumer and community align with these statistics they will have to approach this issue appropriately, to ensure that their content doesn't come across as insensitive and forced promotion.

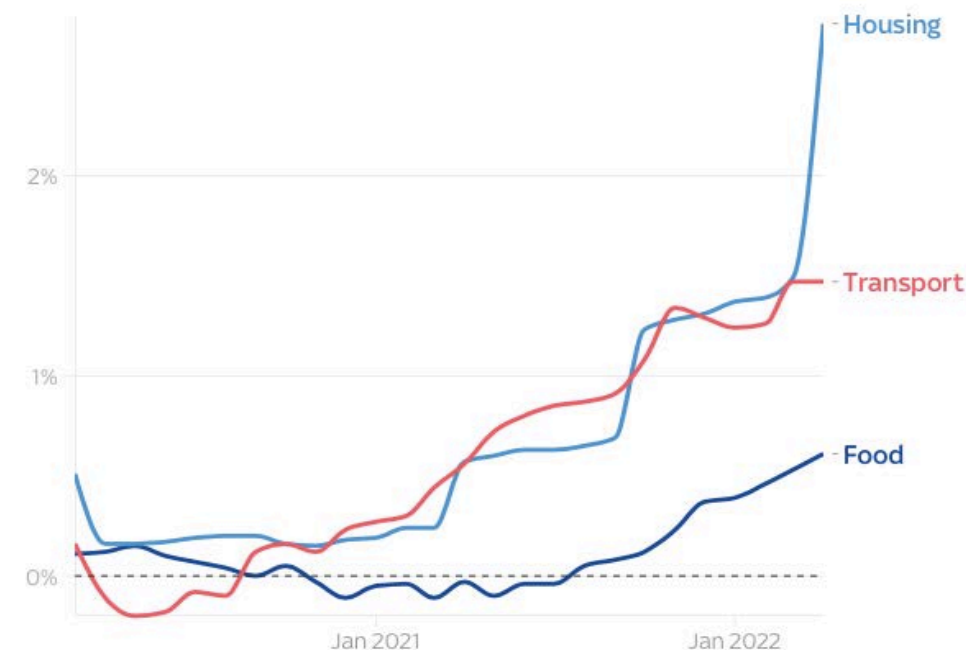


A report by competitor Ebay, 'Shop for Change', states that 2000 consumers were surveyed and 60% claim that cost is one of the most important factors when shopping. And over half 'feel guilty' if they don't buy ethically (London Runway, 2022). These results can be used to suggest that We Are Cow's audience feels the same, as Ebay's community are similar in terms of wanting to shop vintage/second-hand more often and also experiencing the cost of living crisis.

Therefore, We Are Cow's content should be based upon their current consumer; ordinary and relatable people with individual styles. This targets a specific, and possibly wider, audience whilst a current trend is being met to fall into the algorithm, providing affordable options for those affected by the cost of living crisis. Positively affecting both We are Cow's sales and the consumer. the importance of We Are Cow's brand recognition to be pushed with careful content selection, as they tackle sustainable choices with more affordable and reasonable prices.

### Rising housing and transport costs are pushing inflation up

% contribution to annual inflation rate



SOURCE: ONS • Inflation refers to CPIH • Not all contributors are included • Last updated 18 May 2022.

Sky News graph (2022), showing the rise of costs even for essentials throughout the past year. Causing customers to change their shopping habits and budget their income.



# WE ARE COW

\_\_\_\_\_



7502 comments





Schnarfleharfle

The room ( a very cold one) has not been read



11-23

Reply

 15.2K



View 18 replies ▾



⚡ A M E ⚡

Money talks , wealth whispers

11-26

Reply

 1934



View 12 replies ▾

Cost of living crisis: Activists hold protests around UK over rising energy bills

**Cost of living: How will you be affected by pre-Christmas strikes?**

WE ARE GOM

We Are Cow pieces, 'reworked' collection, 2022





# CHANNELS

As a brand, COW vintage uses their social media to promote relevant content to their leading consumer. This content is spread over multiple social media platforms and uses different promotional formats. The most important channel that will be utilized during this is the website. The consumer will be able to view all of the episodes in full on COW's website once it has been released weekly, along with all the written answers from the interview. This is so the viewers will be inspired to analyse their own style through the lens of other cow vintage shoppers.

In order to successfully promote the new strategy, COW will be using selected digital platforms with tailored content, rather than a using printed format. There are multiple reasons as to why digital marketing has been favoured in this case.

Due to COW's brand morals of minimizing waste, and their communities desire to remain sustainable, using a printed format would clash with this, as there is a lot of waste that comes with printed marketing (The Showcase Workshop Blog, 2020)

This links back to the cost of living crisis, there will be no costs for the content to be viewed and shared, making it accessible to all consumers and gaining higher engagement.



# CHANNELS



The most dominant platform that will be used for the promotion of this content is Instagram, because this is COW's most successful and popular social media platform, with over 52k followers, compared to its other channels such as YOUTUBE where it has only 4 subscribers and 12 videos (WE ARE COW, 2022). This platform will also engage better with a GEN Z focused target audience. Recent research showed that that 90% of Gen Z use Instagram daily and, of those users, 68% used TikTok in addition to Instagram, and only 2% use TikTok and not Instagram. (Dretsch, 2022) This shows how important the use of Instagram and Tiktok is to GEN Z consumers.

The content is a series of short interviews with different types of consumers that shop at COW. These will be released onto a website that is formatted in the style of a blog, so that viewers can watch relatable content whilst also reading information. Short clips and edits will be uploaded to Instagram and TikTok weekly in short videos, with the aim of furthering the relationship between the consumer and the brand- this will make the consumer feel as if they belong to a community if they can relate to the content. According to the 60 second marketer, "by letting them contribute to content creation, you're suggesting that you really think of them as equals who actively participate in the life of your company" (Online, 2020). As mentioned before, the cost of living crisis has caused a shift in customer desires and it is important that this is seen to be relatable and useful (Saggese, 2022), so providing both an area of informative and relatable content alongside visually pleasing content will ensure high engagement.





# INSTAGRAM

As mentioned previously, Instagram holds a substantial amount of popularity with the target consumer. COW will utilize all aspects of Instagram, including stories, posts and reels which will come up on the followers feed. Research shows that Instagram reels are more flexible with how they can be shared between users of the platform, making them much more functional than normal feed posts. The consumer is able to share Reels with other people through Stories, and discover Reels through the Explore page. "The Instagram algorithm continues to favor this content format over others." (Social Media Today, 2022).



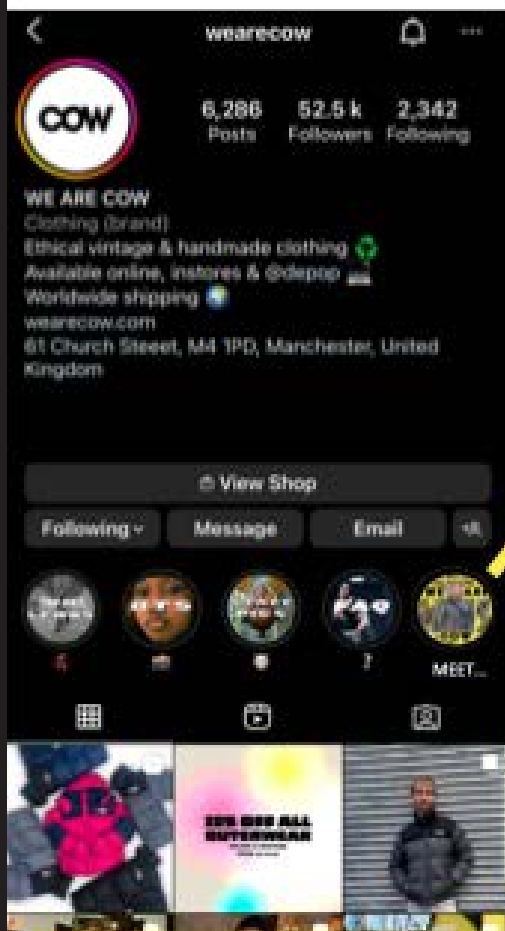


## INSTAGRAM STORIES

In order to successfully use Instagram as a promotional platform, COW must conform with what the GEN Z consumer wants from a brand. This means being active across the platform and posting appropriate content to Instagram stories, reels and feed posts.

Content will be strategically released in the run up to each episode dropping, in order to create a buzz within the audience. Selected images and videos from the photoshoots will be released every 24 hours for 7 days as a countdown to the release of each episode. This content will also be available to view after the 24 hour time frame is up- it will be shown on COW's story highlights found on it's Instagram profile.

Instagram story polls will also be used as a form of promotion. The viewers will get to pick who they will meet in the following week's episode. The aim of this is to ensure the content is in circulation as often engagement on Instagram vary due to the algorithm. According to the influencer marketing hub, when ranking stories Instagram uses popularity to determine how many interactions a post is going to receive "If you want your stories to be visible to more people, make sure the ones who are viewing it are enticed to interact with it." (Geyser, 2022).



MEET...





**WE  
ARE  
COW**

## INSTAGRAM REELS

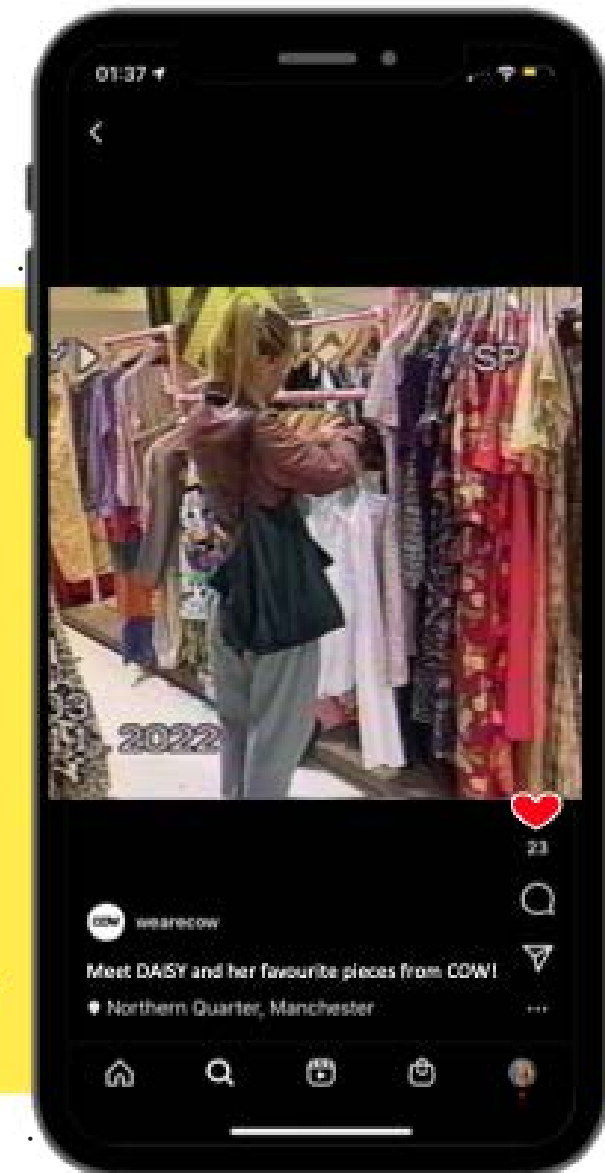
**58%** of Gen Z are willing to pay more for products targeted to their personalities.

Gen Z are the **most likely** age group to watch videos on social media. In 2020, Gen Z were watching over an hour of videos each day – a behaviour this group believes is here to stay.

**91%** of Gen Z prefer video content instead of traditional marketing formats. This is why videos are a fantastic way to market eye-catching campaigns that speak directly to Generation Z.



All statistics are taken from fanbytes and show the importance of video content.





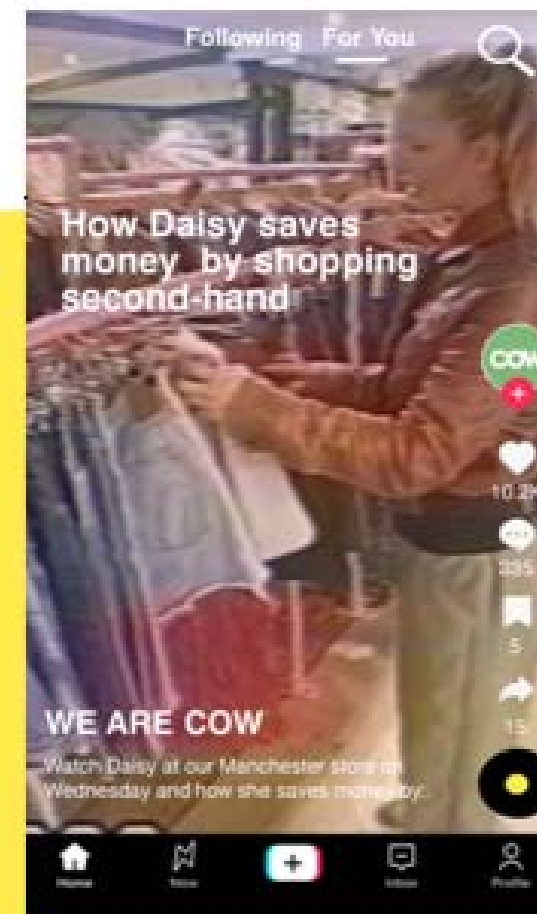
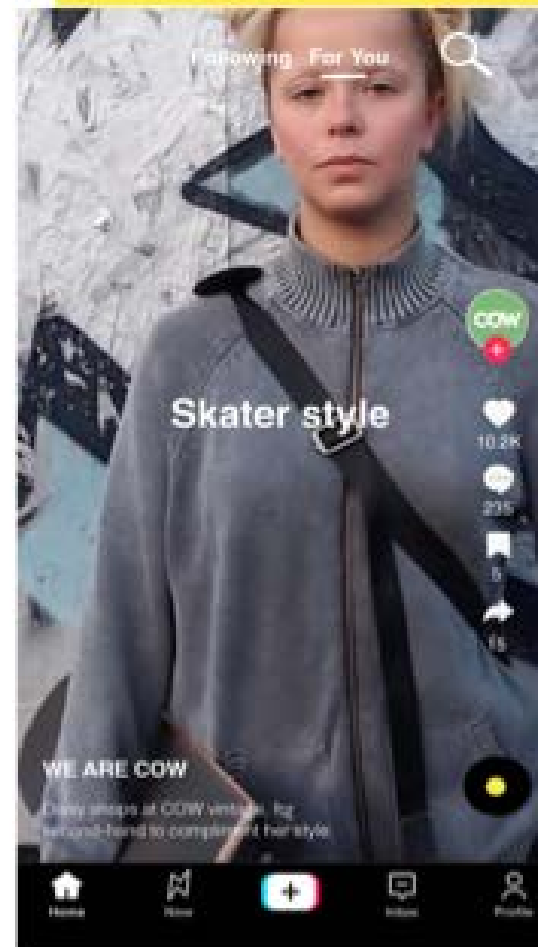
## TIKTOK

TikTok will also be used to increase awareness of the interviews that will be dropping on the website.

COW will utilize TikTok because it is a free, accessible platform which fits within the theme of the cost of living crisis.

It is also important to note that it is almost as popular with GEN Z as Instagram-

Research shows that half of Gen Z consumers are on TikTok now. And 46% of 13-19-year-olds say they use the platform daily. The main aim of using TikTok is to get the info out about the episodes to the GEN Z consumer, so this is an easy way for them to view videos and to understand important pieces of information.



**60%** of Gen Z TikTok users say they follow brands on the platform, and an average of **52%** say they search for products or shop on TikTok.





# WHY DIGITAL IS IMPORTANT



**91% of people  
believe in social  
medias power to  
connect people.**

**64% of consumers  
want brands to  
connect with them.**

**70% of consumers  
feel more connected  
to brands with CEOs  
that are active on  
social media.**

According to a Facebook IQ study, 54% of people who completed the survey said that they made a purchase either in the moment or after seeing a product or service promoted through Instagram. (Facebook IQ, 2019)  
This is relevant to COW's content because it validates how important online channels are to the growth of their brand.



## WEBSITE

With the main publication being posted on COW's website, it is important that the information is easily accessible to the consumer through links that have been promoted through Instagram and TikTok.

With the cost of living being the main focus point of this content, the episodes must be easy to access through a free site.

It is beneficial for COW to use their website to show these episodes because online viewers will be likely to look at what products are offered online, especially if the consumer does not live near a physical COW store. By uploading episodes weekly, we are giving viewers another reason to come back to the website other than online shopping.



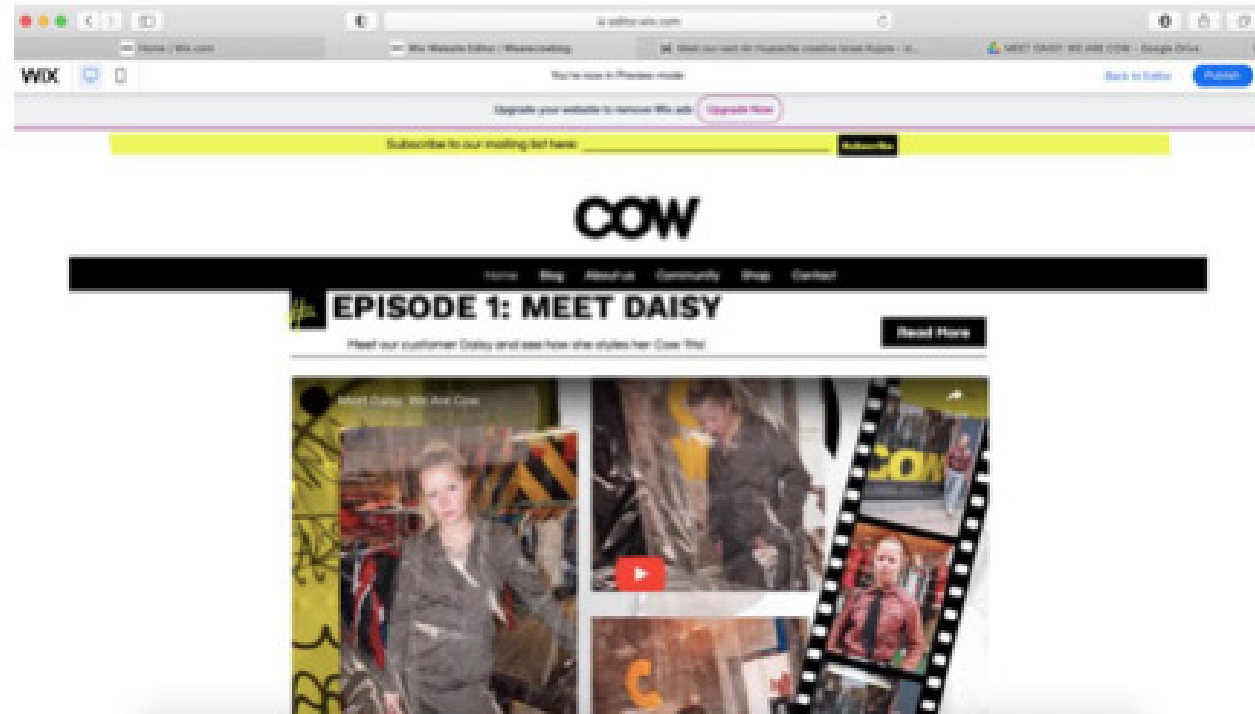
The website will help collect data on the engagement of this content, as well as what promotional channel (Instagram and TikTok) is the most successful with directing website traffic.

The duration of time spent viewing this Interview will also be visible through tracking the website.

All of this information will help with future content creation and promotional ideas on ways to expand brand recognition.

"Monitoring website traffic and page views can yield a variety of data... Those figures can translate into invaluable insights about your customer base." (Forbes, 2020)





## COW WEBSITE

What the publication look like once it has been uploaded to the website.

<https://kayleysimpson.wixsite.com/wearecowblog>



Click the link to  
view our website  
publication!

VISUALS



This image will be used as an Instagram post.



This image will be used as an Instagram post.

Both of these visuals will be placed around the cities that have a COW store- in the form of a poster.
















WE ARE COW

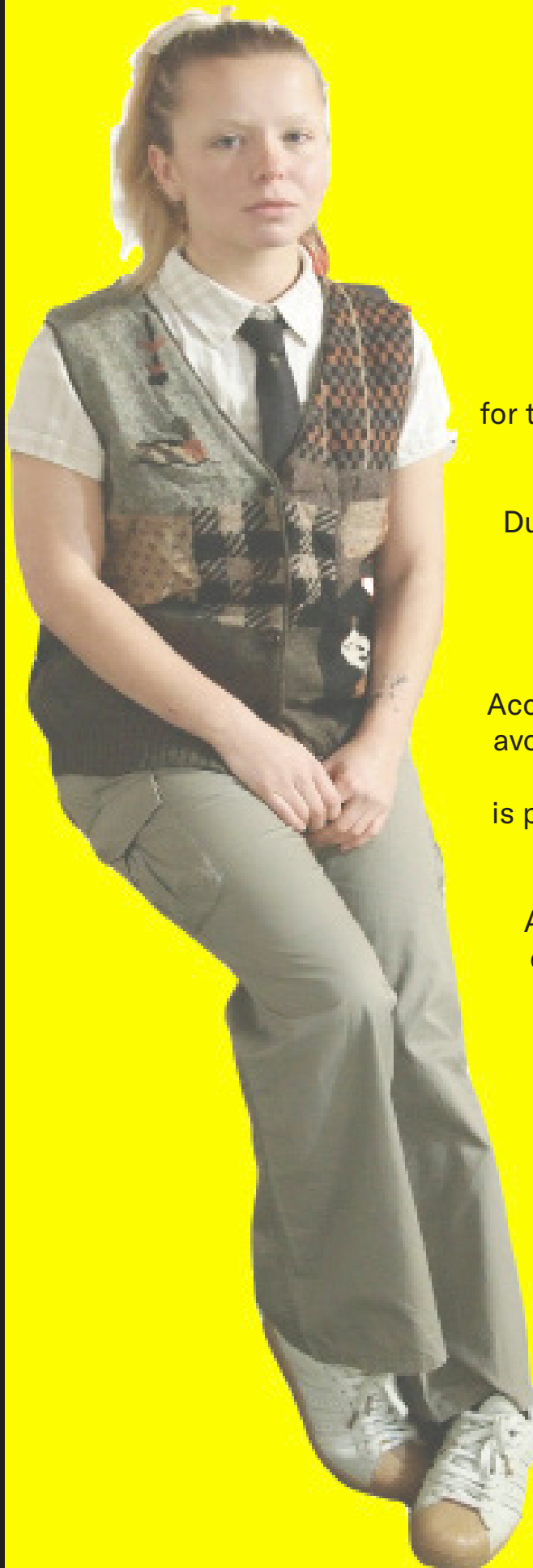
2023

WE ARE COW

CONTENT CALENDAR

CONTENT CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>JAN 01</b> New years day: teaser video with snippets of publication 'Something <b>new</b> is coming' 	<b>02</b> Bank holiday	<b>03</b>	<b>04</b> Week prior to launch: launch date announcement 'Episode 01 is coming...' 	<b>05</b>	<b>06</b>	<b>07</b>
<b>08</b> New branding in manchester store: posters etc 	<b>09</b>	<b>10</b> Behind the scenes content 	<b>11</b> Episode 01 drop: 'meet daisy' 	<b>12</b> 	<b>13</b>	<b>14</b> Instagram live interviewing sustainable Gen z consumers 
<b>15</b>	<b>16</b>	<b>17</b> Carousel post with sustainability tips/ facts 	<b>18</b> Episode 02 drop: 'meet katie' 	<b>19</b>	<b>20</b>	<b>21</b>
<b>22</b>	<b>23</b>	<b>24</b> Recycling/ repurposing tips: links to cost of living crisis 	<b>25</b> Episode 03 drop: 'meet jess' 	<b>26</b>	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>	<b>31</b>	<b>FEB 01</b> Episode 04 drop: 'meet lucy' 	<b>02</b> Reflecting on x4 episodes: interview customers at Manche- ster store on cost of living crisis 	<b>03</b>	<b>04</b> Use video footage of answers to post on social media



The content calendar revolves around the key date of January 1st 'New Years Day'. New Years Day signifies the start of a New Year, with people setting new goals and standards for themselves for the upcoming year. 'We Are Cow' can use this key date to begin their campaign for their upcoming publication launch.

Due to the cost of living crisis directly impacting We Are Cow's consumers, the brand must be mindful of creating a campaign that is sympathetic and authentic to the consumer. Creating a campaign that focuses less on purchasing, and more on education/ raising awareness of the cost of living crisis, emphasises that We Are Cow is in touch with their consumer.

According to WGSN report, "Gen Z consumers know when brands are trying too hard", meaning We Are Cow should avoid performative marketing techniques, such as key global 'days' (WGSN content team, 2015). In effect, the campaign is planned surrounding the new year, a less overt marketing strategy. The publication is launched 10 days after New Years Day, achieving subconscious marketing that is desirable to the target consumer.

According to the content calendar, We Are Cow's content relating to the campaign involve mostly short, digital displays, teasing the customer. The Gen Z consumer has an "eight second filter" so content shared by brands must be direct, eye catching and authentic. WGSN report states that the Gen Z consumer communicate with symbols and colours, as opposed to words, hence We Are Cow's key content revolving around visuals, whether that be footage of behind the scenes, photography or moving image (WGSN content team, 2015).



WE ARE COW  
TIK TOK



WE ARE COW  
INSTAGRAM



WE ARE COW  
WEBSITE

**WE  
ARE  
COW**



WHY MEASURE?

Any promotional activity is used primarily to improve brand recognition and reputation (Harris, 2017).

Content is only useful if it is marketed effectively for a brand’s goals. For effective content marketing a balanced mix of strategy, clear targets and consistent analysis of results is required.

Ultimately, regardless of how perfectly presented / tailored to a brand and its consumers a piece of content is, the only judgement made will be the value generated for a business as a result (Petrova, 2021). In order to measure the success of promotional activity accurately, the correct metrics need to be chosen considerably in relation to the specific goals of the content.

Furthermore, putting a statistic value on the impact of all creative efforts and proving said efforts have impact.

WHERE ARE COW NOW?

below statistics are from 11/10/22 (Similar Web, 2022)

Traffic & Engagement Last Month

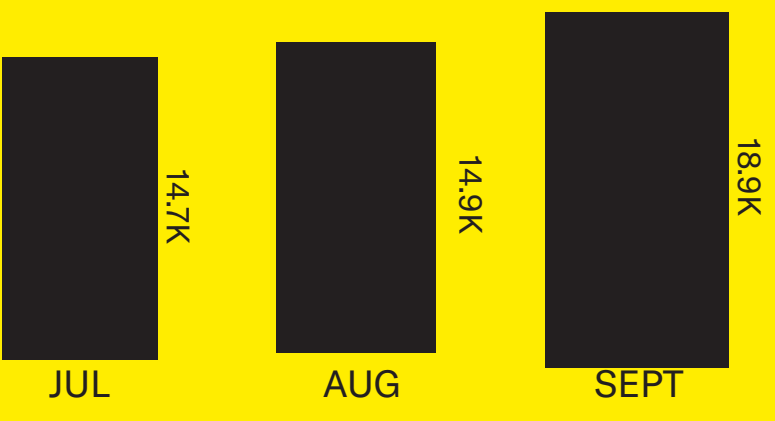
TOTAL VISITS  
18.9K

LAST MONTH CHANGE  
26.39% -

AVG VISIT DURATION  
00:03:17

BOUNCE RATE  
33.11%

PAGES PER VISIT  
4.90



The goal of releasing this publication is to drive traffic from social media to Cow’s e-commerce site. To create a successful range of promotional activity, Cow must first evaluate and understand what is / isn’t working currently.

CURRENT WEBSITE TRAFFIC (as of 04/12/22)

TOTAL VISITS  
27.7K

AVERAGE VISIT DURATION  
3 minutes 9 seconds

PAGES PER VISIT  
4.90

BOUNCE RATE  
38.06%



METRICS THAT WOULD BE USEFUL TO DETERMINE THE SUCCESS OF THE PUBLICATIONS RELEASE IN TERMS OF DRIVING TRAFFIC TO COW’S E-COMMERCE SITE?

Given that the chosen channel to primarily promote Cow’s new publication is Instagram, the best metrics to use would be from social media, more specifically - sentiment metrics. Sentiment is how your audience feels about your brand. For example, comments. For fashion brands, social media is about two-way conversations and a brand’s audience is its best advocate. Its highly positive if they are engaged enough to openly discuss and comment on Cow’s content. Comment sections also allow a brand to understand its audience (Sprout Social, 2022). Shares also allow posts to reach further organically, so easily shareable content is a fast and effective way to increase brand awareness. (Content Marketing Institute, 2019)

However, it is critical that Cow analyse not just engagement, but the tone of its online sentiment to fully gauge the success of this promotional activity. The idea is to create positive earned media and gain positive feedback on this publication. Consequently, if it gains lots of engagement but with negative sentiment, the activity cannot be measured successful for Cow.

POSITIVE



SENTIMENT







In terms of when critical analysis of Cow's social media engagement and website traffic should be focused in order to accurately measure the success of this publication, metrics should be taken:

At the beginning of strategy planning to understand what is and isn't working

Insert possible review on 19th January after episode 2 drops to evaluate the success so far against initial goals and strategy plan

When the teaser video drops to gauge interest from existing customers

1 week to launch date  
announcement to gauge  
reach and interest from  
series announcement

Day before release +  
bts content to gauge ex-  
citement for publication

during release of series  
to monitor growth, reach,  
success (ultimately)

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## P

**Paid Media**

- Email marketing (subscription to mailing list.)
- Sponsored content
- Social media pop-up ads
- Paid SEO as website appears at the top when searching

**Earned Media**

- 'Ur Lewks' section on Instagram story highlights of customer's outfit posts tagging the brand.
- Lots of their social media content are reposts of customer photos.

## E

## S

**Shared Media**

- Content & campaigns posted across social media platforms (Instagram, Tiktok, Facebook)
- COW has 52.5k followers on Instagram (We Are Cow Instagram, 2022)
- COW has 673 followers on Tiktok (We Are Cow Tiktok, 2022)

**Owned Media**

- Website - <https://wearecow.com>
- Blog content - <https://wearecow.com/blogs/news>

## O





# APPENDICES



WE ARE COW

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# APPENDICES

## Fashion Promotion Meeting Log

Monday 10th October: 11:30am - 12:30pm Group Meeting

- Formed groups and began brainstorming potential brand ideas by looking at the content on their social media platforms.

Monday 17th October: 11:30am - 12:30pm Group Meeting

- Decided to focus on the brand We Are Cow for our publication and began discussing their consumer, which we decided was a Gen Z student.
- Discussed global trends that influence consumer behaviour. We chose to focus on sustainability and the current cost of living crisis, particularly in the UK.

Monday 24th October: 11:30am - 12:30pm Group Meeting

- Delegated tasks in relation to the content strategy, focusing on each team member's strengths. Thursday 27th October: 4pm - 5pm Microsoft Teams Meeting
- Discussed everyone's task for the content strategy, ensuring everyone understood their workload.

Monday 31st October: 11:30am - 12:30pm Group Meeting

- Discussed everyone's sections before reading week. Ensured everyone has a summary of information to submit for the formative assessment.

Monday 7th November - Sunday 13th November: Reading Week

- Each team member worked on their own individual tasks and the group discussed progress/ answered any questions via messages.

Monday 14th November: 11:30am - 12:30pm Group Meeting

- Discussed ideas for potential content to be delivered, as well as through different channels.

Monday 21st November: 11:30am - 12:30pm Group Meeting

- Decided on our publication as being a video that follows the life of the Gen Z student, and how the cost of living crisis impacts how they style themselves.
- Delegated tasks for the publication, focusing on each team member's strengths..

Wednesday 23rd November: 11:30am - 12:30pm Group Meeting

- Began brainstorming names for the publication (We Are Cow: Next Gen, Living as the Next Gen, Next Gen gone Skint.
- Assigned deadlines for everyone to have their content strategy tasks complete (2nd December) to allow enough time to form the design layout. Also decided to aim to have the content strategy document complete by the 8th of December, to allow a week for review and editing.

Monday 28th November 11:30am - 12:30pm Group Meeting

- Brainstormed ideas and dates for the content calendar

Wednesday 7th December 10:45am - 11:15am Group Meeting

- Provided feedback on everyone's sections
- Had a meeting with Courtney to gain some feedback on content strategy and publication so far

Thursday 8th December: 6pm - 6:30pm Teams Meeting

- Discussed and decided plan for the publication editing
- Assigned deadlines for the final week before submission
- Discussed everyone's sections of the content strategy and ensured everyone was up to date

Monday 12th December

- Meeting with Anna to go over content calendar and publication
- Checked everyone's sections and gave some final feedback for editing