

ARTWORKS BY TOLU SHOSIMI - SOCIAL MEDIA STRATEGY

GOALS AND OBJECTIVES	
S/N	GOALS
1.	Boosting sales: Generate more sales through direct product promotion and showcasing how the prints and original artworks can enhance personal and professional spaces.
2.	Increasing brand visibility: Establish a recognizable online presence that aligns with the brand's artistic identity. The aim is to build a community of art lovers who engage with the brand regularly.
3.	Driving traffic to the online storefront: Use social media as a traffic driver to the brand's online platform, where potential customers can view and purchase the art.
4.	Fostering engagement: Cultivate an active community of followers by creating a dialogue around art, its importance in interior design, and the emotional connection people have to it.
S/N	METRICS
1.	Sales originating from social media platforms.
2.	Follower growth across all platforms.
3.	Social media referral traffic to the website.
4.	Impressions and reach per post.
5.	Post engagement (likes, comments, shares, saves).
<p>The primary goal of the social media marketing strategy is to drive sales for the art prints and original works. This will be achieved by promoting both prints for décor and original artworks to a targeted audience.</p>	

AUDIENCE

DEMOGRAPHICS

Age	25 to 60 years
Occupation	Homeowners and renters, interior designers and architects, collectors and art lovers, offices and hotels, short let rentals, content studios.
Location	United States of America, Nigeria, United Kingdom, Canada
Income	Middle to high income brackets

PSYCHOGRAPHICS

Values	<ul style="list-style-type: none">● Exclusivity● Personal expression● Affordability● Brand image● Creativity and originality● Efficiency● Professional reputation● Investment potential
Desires	<ul style="list-style-type: none">● Seeking affordable yet visually striking prints to enhance their homes.● Desire to express personal style and aesthetics through art.● Enjoy discovering new art trends and ideas for home décor.● Sourcing distinctive art that makes a statement in the spaces they design (interior designers).● Desire to own unique, original artworks with potential long-term value.● Supporting emerging or independent artists, especially those with unique stories or backgrounds.● Seeking original works and exclusive prints that align with a project's aesthetic vision (interior designers).● Building long-term partnerships with artists and brands for future projects (interior designers).
Lifestyles	<ul style="list-style-type: none">● Values aesthetics, comfort, and personalization in their home spaces.● Often well-established financially, with disposable income for luxury purchases.● Enjoys attending art exhibitions, gallery openings, and cultural events.● Invests in other luxury items or experiences, such as travel, fine dining, or wine collections.● Values exclusivity and personalized experiences, often seeking art that reflects their refined taste.
Behaviours	<ul style="list-style-type: none">● Looks for quick and seamless purchasing options via Instagram or

	<p>Pinterest shopping features.</p> <ul style="list-style-type: none"> • Likes, saves, and shares home décor ideas that align with their taste. • Actively follows artists and art brands on social media for new discoveries. • Participates in art auctions or direct inquiries via Instagram for purchasing original pieces. • Keep tabs on artists and art galleries for exclusive previews. • Engages with in-depth artist features and behind-the-scenes content.
THEIR PAIN POINTS	
Difficulty finding affordable prints that don't compromise on quality or originality.	
Finding exclusive and high-quality art that fits within the budget of each project (interior designers).	
Struggles with the pain of online art-buying experience.	
Designers face pressure to deliver projects on time, and sourcing custom or high-quality pieces can take longer than anticipated, especially when coordinating with artists directly.	
They struggle to find consistent and reliable sources for original art or limited-edition prints.	

SOCIAL MEDIA PLATFORMS	
S/N	PLATFORMS
1.	Instagram: This is the primary platform, given its visual nature. It will be used to share high-quality images of prints and original art, with home decor mockups.
2.	Pinterest: This platform is perfect for driving long-term traffic through visually appealing pins. Boards will be created to inspire interior design, décor ideas, and art collections.
3.	TikTok: TikTok will be used to engage a younger, more dynamic audience. Content such as fun, creative ways to display prints in homes or offices will help build brand personality.
4.	Facebook: A supplementary platform for connecting with older demographics.

POSTING FREQUENCY	
PLATFORM	FREQUENCY
Instagram	Post 5 times per week to maintain a steady presence. Focus on static posts for showcasing products, and use Stories 5-7 times per week for promotions, and interactive content.
Pinterest	Pin consistently, about 2-5 pins daily. Since Pinterest content has a long shelf life, this will help establish the brand's presence and drive traffic over time.
TikTok	Post 2-3 posts per week. This content will be fun, lighthearted, and engaging, with an emphasis on creativity rather than just direct selling.
Facebook	Post 5 times per week, sharing both promotional content (like limited-time offers) and community-based posts.
By maintaining this frequency, the brand will stay top of mind for followers while also giving enough variety in content to keep the audience engaged	

CONTENT STRATEGY

Product showcases

High-quality visuals are essential for both prints and original artworks. Each piece will be photographed in different contexts (or mockups) to show how it fits into various environments (living rooms, offices, etc.).

User-generated content (UGC)

Encourage customers to share photos of how they've styled the art in their homes, using specific hashtags. Repost their content to increase credibility and engagement.

Art styling tips

Provide valuable content to followers by sharing tips on how to choose, style, and care for art prints and original works. Position the brand as a resource for interior design enthusiasts.

Limited-time offers

Introduce urgency through time-limited promotions such as discounts on specific prints or flash sales on original pieces. Promote these offers across social media, especially Instagram Stories and Facebook ads.

Collaborations

Partner with influencers in the interior design or lifestyle niche to broaden reach. Influencers can feature the art in their home décor or workspaces, generating authentic interest from their followers.

SALES STRATEGY

Shoppable posts on Instagram

Enable users to purchase prints directly from Instagram posts. For original works, highlight their exclusivity and make them available for purchase through direct message or the storefront.

Pinterest click-through

Pins that lead directly to the storefront's product page, making the buying journey simple. This works particularly well for prints, where impulse buys can occur based on visual inspiration.

Discount codes

Offer exclusive discount codes to followers across platforms to encourage first-time purchases or repeat customers. Limited-time codes can also create urgency, driving sales within specific time frames.

Giveaways

Organize occasional giveaways to generate buzz. Ask participants to share the post or tag friends, increasing visibility. Give away prints or gift cards toward the purchase of original art.

Promotion on other platforms

- Engage with art-related forums (such as Reddit's art or home décor communities), interior design groups, and creative communities like DeviantArt.
- Join and participate in relevant Facebook groups such as home décor, interior design, and art collector communities.
- Leverage platforms such as Behance or ArtStation to share original artworks and prints.
- Partner with popular bloggers to feature your prints and original artworks.