Proper Player Collection

About

- Proper Player Collection: a southern styled clothing line inspired by the traditions of sports, with a focus on baseball
- Client Team goal: to enhance social media presence and drive more action through online sales
- Social Media Platforms used: Facebook, Instagram, Twitter

SWOT Analysis

Strengths:

- Only sports-focused southern style brand
- Strong T-shirt design and brand logo
- Competitive Price Point

Weaknesses:

- Low brand awareness
- Brand focus
- Lack of product diversity

Opportunities:

- Expand Social Media presence
- Increase user interaction
- Product extensions to more shirt designs, coozies, different types of tees

Threats:

- Similar to other brands (ex: Southern Tide, Vineyard Vines)

Social Media Campaigns

- Two-Week Campaign
  - Platforms: Twitter, Facebook, Instagram
  - Utilized previous pictures to gage interest, analyze peak engagement times, and create social media presence
- Month-long Campaign
  - Platforms: Facebook, Instagram
  - Focused on social media platforms that received the most attention
  - Created content with the theme of Tradition
  - Interacted with customer base by reposting pictures sent in

Project Summary

- Two-week campaign
  - Established peak engagement times and days
  - Implemented Hootsuite
  - Transformed Instagram account to a business profile
- Month-long campaign
  - Increased sales (In-progress)
  - Gave feedback to CEO, Robert Kane, and introduced newest shirt

- 27.5% of inventory sales resulted from the Digital Media Campaigns
  - 8 week span

Show your pride in #proper style! Shop the Collection online today:
http://ow.ly/qBw73050HYI
#ShopProper #StayProper

99 people reached

Boost Post

Hey weekend, we see you! Comment
below with your plans for this weekend.

210 people reached

Boost Post

Looking proper has never been easier. Check out the collection now!

285 people reached

Boost Post

Whatever your style, keep it #Proper. #ShopProper

47 people reached

Boost Post

Looking Forward...

Recommendations for Spring:

- Increase product diversity
  - koozies, stickers, hats, etc.
- Branch out to other sports
- Look into paid advertising
- Establish future campaign themes

Shop Proper Player Today!

http://www.properplayercollection.com/

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