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ARE YOU A M I

For girls who get it.

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[@ https://www.instagram.com/areyouami/](https://www.instagram.com/areyouami/)
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"Prepare to be converted to the ARE YOU AM I way of life."
- Harper's Bazaar

"When today's squad of It girls are loyal fans of your designs, you know you're onto something. It's the hallmark of a fashion success in our current celebrity-centric climate."
- InStyle

"This is the basics brand that's taking over Kendall Jenner's closet."
- Elle

"Los Angeles girls know: Rumi Neely's clothing line, ARE YOU AM I, is a down-to-earth minimalist's dream."
- Refinery29

"Cult Worthy."
- Nylon

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EXECUTIVE SUMMARY:

This social media proposal goes through an in-depth review of popular retail brand *Are You Am /s* social media platforms, including a general overview of the brand's various accounts and competitors, improvements they can make and ideas they can utilize to generate more publicity and ultimately sales for their company, audience research that these ideas can be targeted toward including the key insights from this varying data, creative ideas that will combat negative insights, a month-long sample content calendar the company can use to organize these creative ideas, and finally, a social media policy and budget that can make the social media brand-oriented, organized, and well thought out.

This plan aims to generate a 15% increase in customers between the ages of 18-22 purchasing *Are You Am /s* items based off an appealing social media approach by the end of 2020.

Therefore, this plan will implement two strategies:

- 1) Increase the engagement that the founder and designer, Rumi Neely, has with followers and customers of the brand on Instagram (this could also mean potentially creating a Twitter account to help the brand be more personable). Responding to comments and interacting, especially with celebrities and fashion influencers, will generate hype and publicity for the brand for the target age group.
- 2) Create more aesthetically pleasing content with strictly *Are You Am /s* pieces that can be shared to aesthetic and fashion mood board account via Instagram and Twitter. This content should mostly focus on Instagram and YouTube—YouTube to create a stronger video presence for the brand.

Are You Am /s already has a strong and successful approach to their socials that generate a lot of sales to celebrities and fashion influencers with a large online presence.

Hopefully, this plan will extend their reach to college-age girls that may find more appeal in purchasing their clothing after the social media strategies are implemented.

DESIGNED BY RUMI

MADE IN LOS ANGELES

FOR GIRLS THAT GET IT



Are You Am I, abbreviated *AYA*/on their various socials, is on the lower-priced end of luxury fashion, with most pieces prices under \$500, yet “every fabric, every finish is carefully selected to make each piece as special as is sane.” It’s designed to be a wearable, but modern brand with “clothes that feel as good as they look. These are the materials that we want touching our bodies.” They are very adamant on trend-forecasting, yet remain consistent and sustainable, “from concept to online can take as little as six weeks, meaning that *ARE YOU AM I* is timeless yet always on trend.

ABOUT RUMI

Known for her unique personal style, Rumi Neely made her name as one of the first and most respected fashion bloggers.

Rumi has won both the Blogger of The Year and Best Personal Style Blog at the Bloglovin Awards, and the Industry Choice Award at the Socialyte Awards.

She has been profiled by Harper’s Bazaar, Women’s Wear Daily, CNN Money, Teen Vogue, Lucky, Glamour, Elle, Cosmopolitan, The Wall Street Journal, New York Magazine, Fashionista, The Daily Mail, Popsugar and many more.

Since mid 2014 Rumi has primarily focused on developing ARE YOU AM I, which has become the go to ‘casual luxury’ brand for influencers and models.

MISSION STATEMENT:

“The statement that's just enough. Easy to wear. Easy to style. Easy to combine. Perfect for any occasion and every casual moment in between.”

PROBLEM STATEMENT:

AYAI fails to attract average college females, typically aged 18-22, because of the high price of the items. But because the pieces are marketed as “wearable luxury,” they should attract more young girls for that particular age group, especially those interested in fashion, quality and sustainability.

SOCIAL MEDIA AUDIT:

SMART Goals: Expand *Are You Am I's* target audience to college-aged girls shopping on more of a budget than what the brand can provide. The quality and sustainability of their clothing is worth the high cost, but it becomes an issue when their brand is mostly targeted towards those who crave the "instagram it-girl" look, meaning 18-22 year olds are seeing their pieces and instead of purchasing, are looking for alternatives or brand dupes. However, this becomes an issue when what the brand is known for is quality and being the end-all-be-all of that exact category of the thing that it is. If that's the goal they are trying to maintain, another approach would be to convince college-aged girls on why they need to save and invest in a piece from their line. The SMART goal is to have a 15% increase in customers between the ages of 18-22 purchasing their items based off an appealing social media approach by the end of 2020.

Target Audience: Young women with middle to higher incomes interested in the quality and sustainability of high fashion. These women are interested in high fashion brands like Gucci, Louis Vuitton, Prada, etc. and value how flattering and lasting a quality basic should be.

Current SM: *Are You Am I*s digital presence —

Are You Am I is absent of Twitter, Tumblr, and YouTube accounts. Their main drive for selling their line is marketing towards girls who not only want the pieces, but want the lifestyle as well.

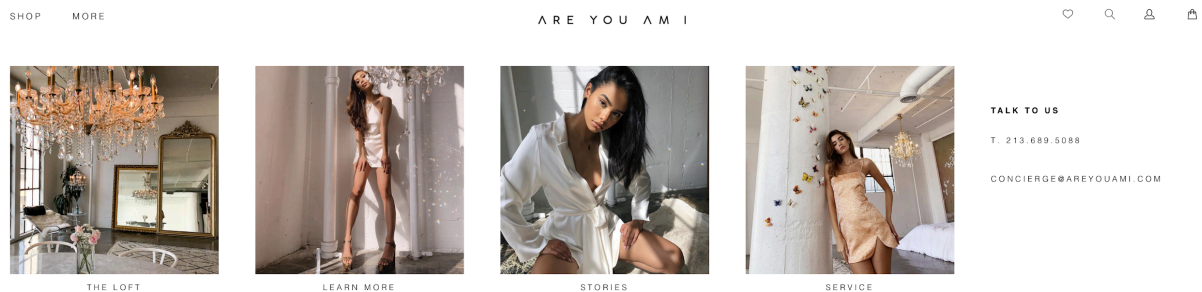
“Casual luxury” made for “girls that *get it*” seems to be the mantra driving the brand. The homepage for their website is very focused on the image of who they want or who you could be wearing their clothes. The lifestyle the *Are You Am I* girl lives is very luxurious and relaxing, and the clothes they wear seem to emphasize this. <http://www.areyouami.com>



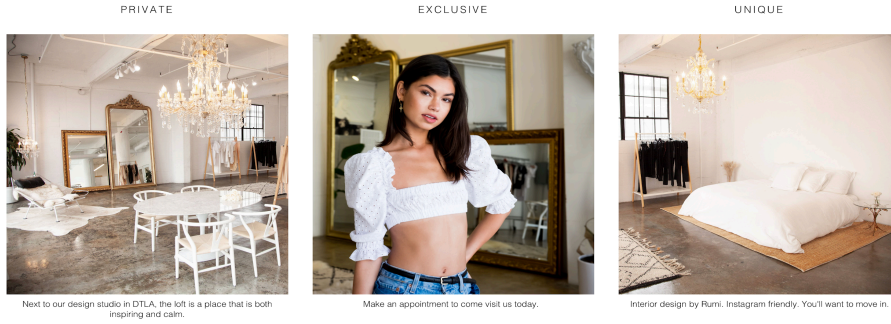
Their shopping tab is very easy and simplistic:



However, their “more” section shows there's more to the brand than just their clothes. *Are You Am I* gives their consumers an experience, with a loft to provide a “private shopping experience” with interior design by the same woman who designs the clothing, and stories to give the consumer an image of who the girls wearing their pieces actually are.

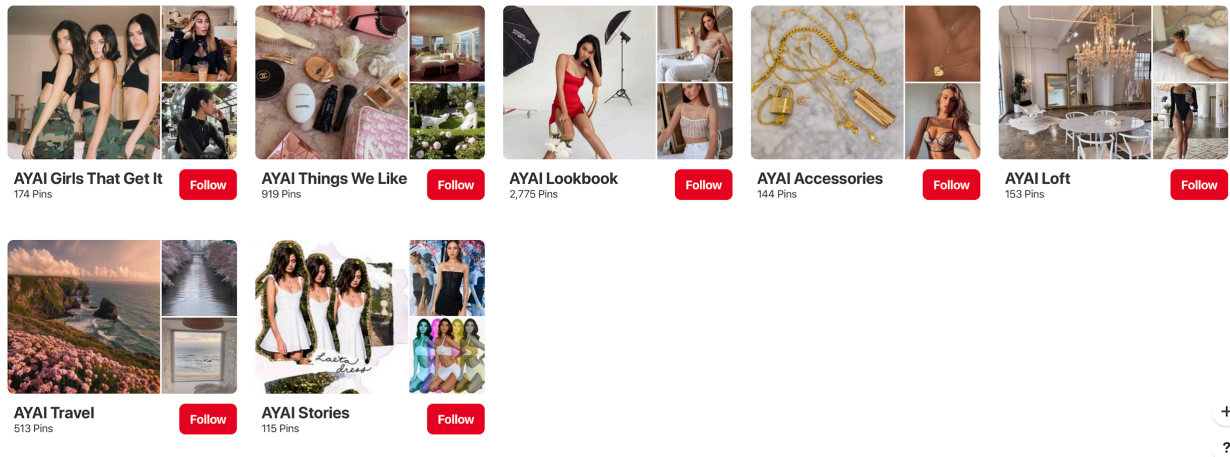


They are a lifestyle-driven brand, and the rest of their social media seems to reflect that.

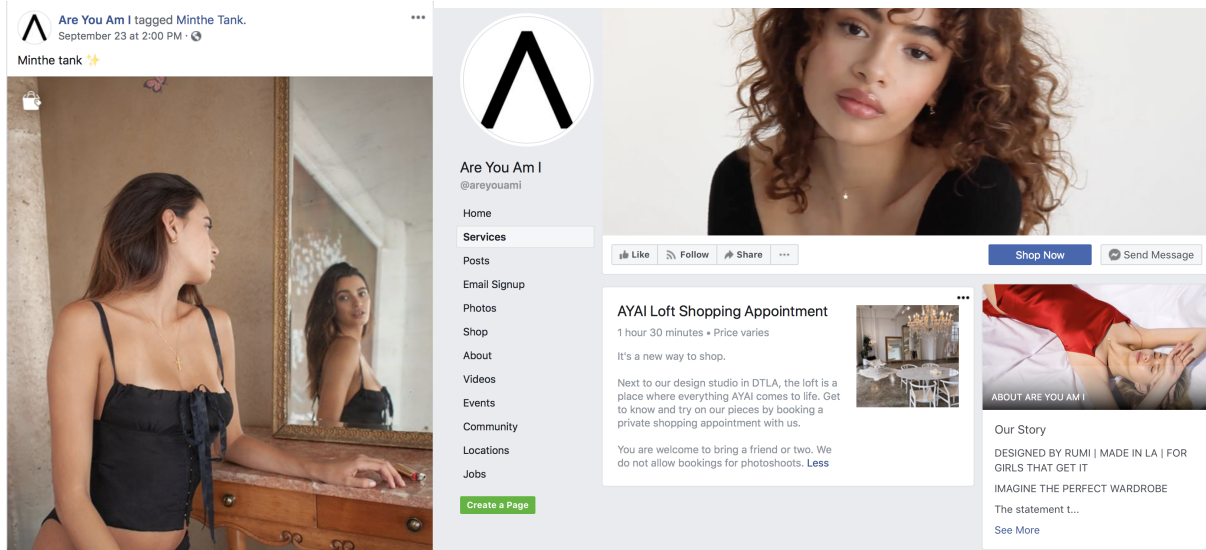


For example, Pinterest is a great source for lifestyle searching and planning, and *Are You Am I's* pinterest account has a lot of inspiration images to go with the lifestyle and look their brand is trying to emulate. *Are You Am I's* pinterest has 4.3 million monthly viewers, 18.6k followers, and thousands of pins, specifically in the AYAI Lookbook board, which has various girls in the loft modeling their clothes.

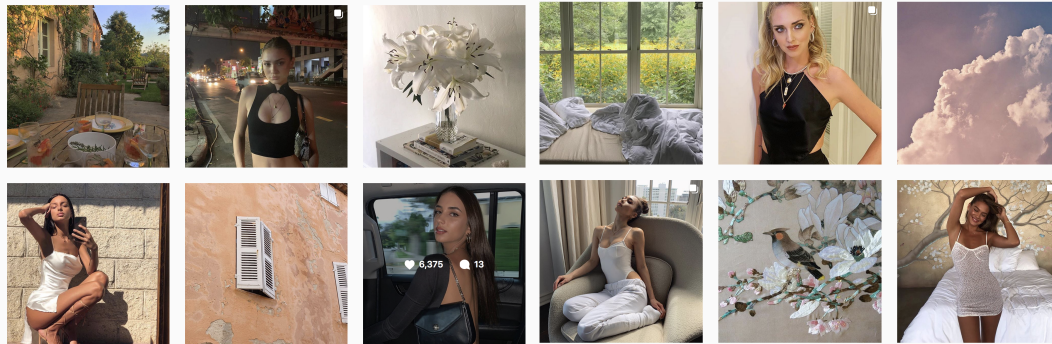
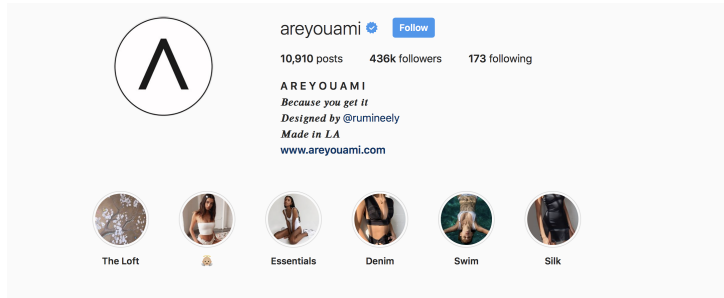
<https://www.pinterest.com/AreYouAmI/>



Are You Am I's Facebook page shows these lookbook images off to promote their clothing, and also has access to the AYAI Loft shopping appointment. <https://www.facebook.com/areyouami/>



The *Are You Am I* Instagram page seems to be their strongest social media presence with over 10k posts and 436k followers. Their page is a mixture of nature, architecture, and the clothing pieces studio to make the account much more aesthetically pleasing and bring in more followers that are drawn to a visually pleasing lifestyle and have the funds to be able to live it. The posts are much more frequent than that of Facebook and Pinterest, and the architecture and nature posts are suited to the brand's emphasis on the AYAI loft and lifestyle. <https://www.instagram.com/areyouami/?hl=en>



Are You Am I has the aesthetic and visual appeal of their social media almost perfected, however there's almost zero engagement with customers on the brand Instagram— posts get anywhere from around 700 to 7k likes, with very minimal comments. There's not much difference in likes between the type of content being posted. Additionally, brand creator Rumi Dowson, who has her account linked in the *Are You Am I* profile, has similar likes and engagement with 678k followers.

Because of the brand's social media presence, in particular their "more" option included on their website, it indicates that they are trying to be more of a lifestyle brand, especially noting their tagline "For girls that get it." I think reasonable equivalents would be the streetwear brands aimed more toward men who skateboard, for example, such as Supreme or Kith,

which have a high price tag that ensures the quality of the item, in addition to the reputation of those purchasing it. Instead of having a logo like these brands, *Are You Am I* has distinct styles that can be recognized because all of their celebrity attention, especially with women like Hailey Bieber and Bella Hadid.

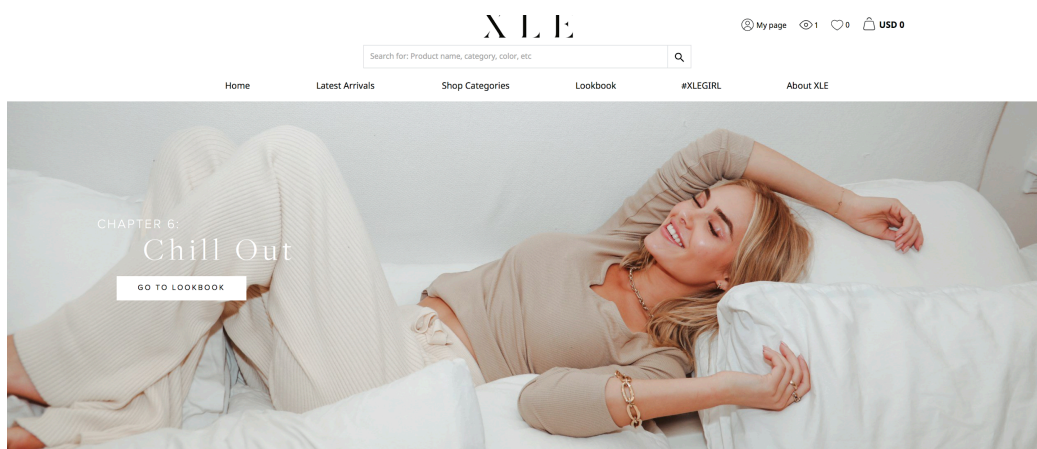
I think it would be extremely beneficial for this brand to create a Tumblr account, especially because Tumblr is driven by visuals and lifestyle content, in addition to its reach for bloggers and younger consumers. I think the exclusivity of the brand's social media (minimal engagement) is harmful, especially noting the tagline "for girls that get it," the brand comes across as slightly pretentious and may be hurting sales for our SMART goal target age demographic. Tumblr could be an interesting platform to work with because of its more casual approach to blog posts—*Are You Am I* could extend its lifestyle brand into something more relatable to the everyday consumer by curating blog posts related to things the ideal *Are You Am I* girl would find appealing. Reddit wouldn't be much help in this sense, simply because most Reddit users in fashion (shopping) communities are slightly novice, and *Are You Am I* is targeting very fashion-forward and trendy girls who already have quite a bit of knowledge and perhaps a larger social media presence to promote their brand. The most talk for this particular brand is finding dupes for their clothing since the platform is very straightforward and discussion-based,

so I don't think it would help much in this sense to promote their clothing and dreamy lifestyle in the way they wish to capture.

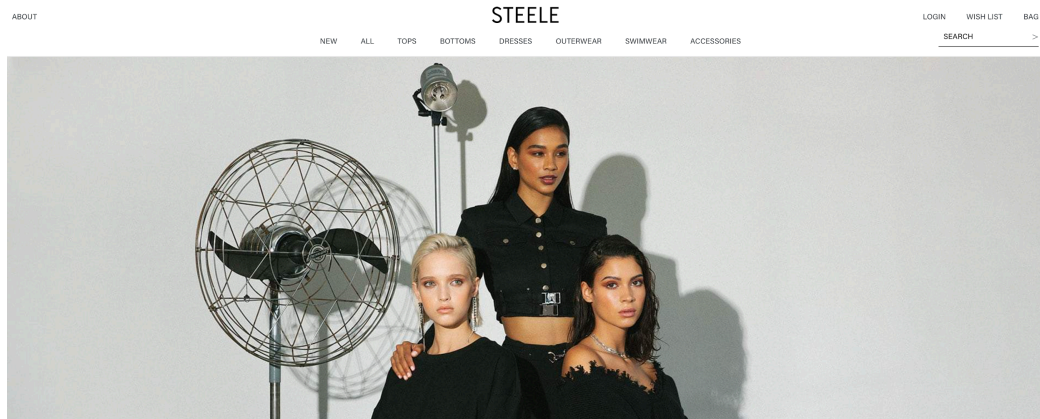
SM Activity of Competitors: Two competitors for this brand include Steele and XLE—both are clothing brands with similar styles and both were created by influencers, much like *Are You Am I's* founder Rumi Dawson. The only difference is that these influencers directly appeal to the age demographic of 18-22 (one girl being 20, the other being 25), make YouTube Videos and have a stronger Twitter and Instagram presence. There is much more engagement on these platforms, much more affordability within the brand, and they have a stronger appeal to the age demographic that *Are You Am I* could benefit in appealing to.

The websites are similarly very appealing with big imagery, and models giving off the personality that the brand emulates. XLE seems to appeal to the lifestyle approach with their hashtag #XLEGIRL.

<https://www.xlethelabel.com/en>

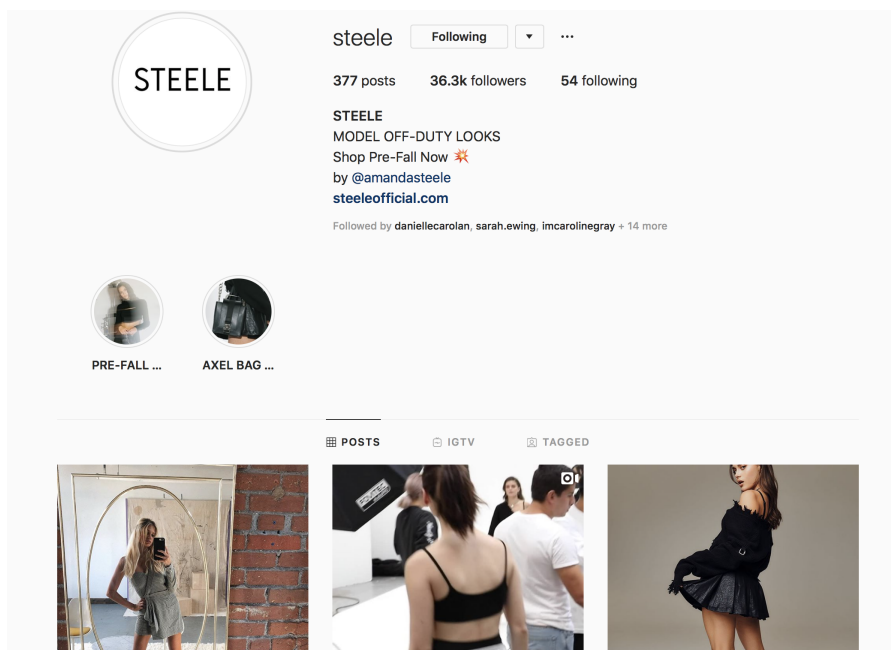


<https://steeleofficial.com>

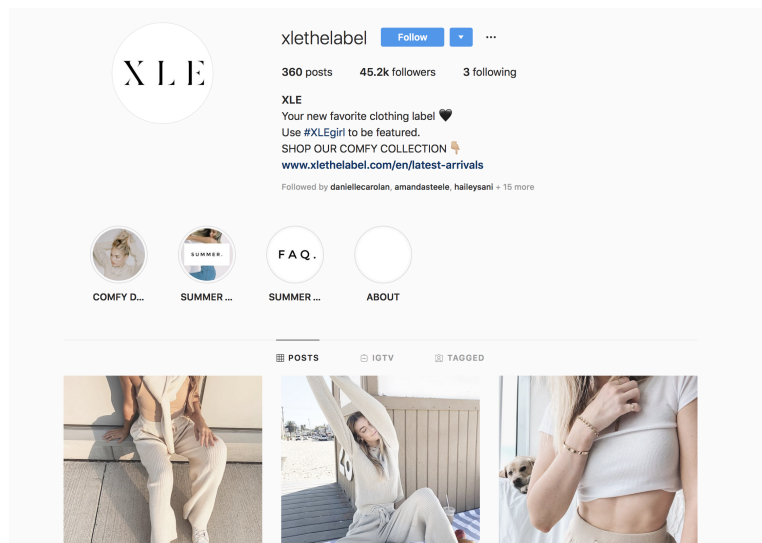


The Instagram pages for these brands have, on average, extremely similar amounts of likes/comments but significantly less followers. The frequency of posting isn't as great, and the images are all clothing versus the aesthetic appeal of architecture and nature, which may be a contributing factor.

<https://www.instagram.com/steele/>

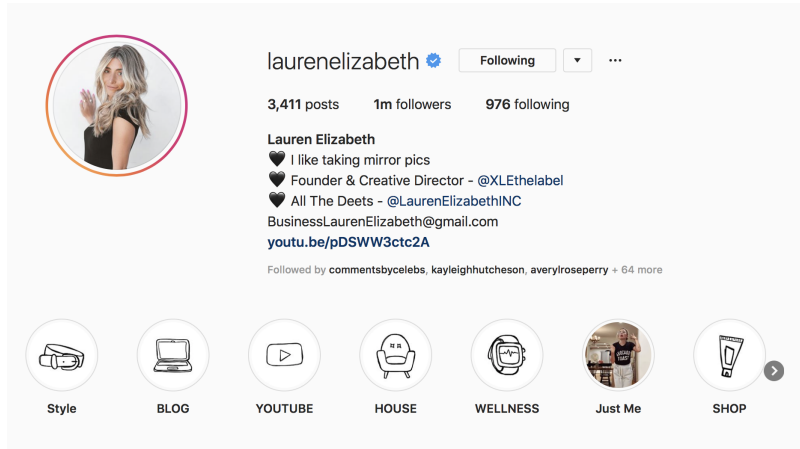



<https://www.instagram.com/xlethelabel/>



XLE also has Facebook & Youtube, with video content similar to the content of the AYAI lookbook photos on Pinterest and Instagram. Steele opts for linking creator Amanda Steele's YouTube Channel, which has a significant number of subscribers because it's a platform she's been building her whole life. What's interesting is that the influencers/creators of these brands have much more followers than Rumi Dowson, with 1m followers and 2.5m followers. Both promote their brands on their personal Instagrams like Rumi, but both have much more engagement with their followers in regard to replying to comments and responding to customers right on social media.

<https://www.instagram.com/laurenizabeth/>



laurenizabeth  Following ▾ ...

3,411 posts 1m followers 976 following

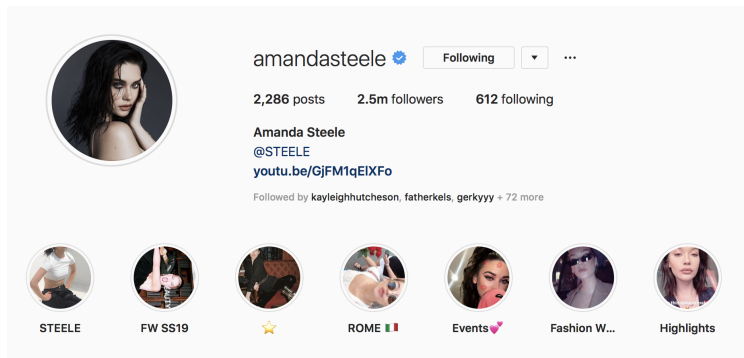
Lauren Elizabeth
♥ I like taking mirror pics
♥ Founder & Creative Director - @XLetheLabel
♥ All The Deets - @LaurenElizabethINC
BusinessLaurenElizabeth@gmail.com
youtu.be/pDSWW3ctc2A


Followed by commentsbycelebs, kayleighhutcheson, averyroseperry + 64 more

Style BLOG YOUTUBE HOUSE WELLNESS Just Me SHOP



<https://www.instagram.com/amandasteel/>



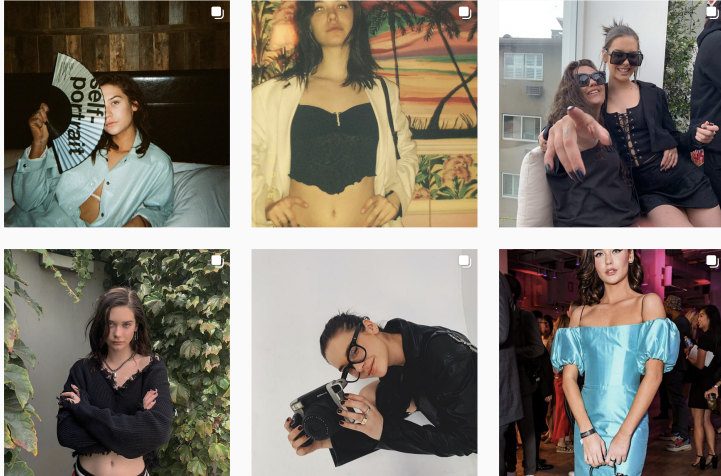
amandasteel  Following ▾ ...

2,286 posts 2.5m followers 612 following

Amanda Steele
@STEELE
youtu.be/GjFM1qEIXFo

Followed by kayleighhutcheson, fatherkels, gerkyyy + 72 more

STEELE FW SS19 ☆ ROME 🇮🇹 Events ♡ Fashion W... Highlights



Both competitors have a similar approach to their brand image—both want the consumer to want the lifestyle of the girl their brand is emulating. AYAI includes much more aesthetically pleasing images, with an emphasis on architecture, design, and a private shopping experience, while Steele and XLE place emphasis on their creators because of the large social media presence they both have. Both are very different methods, and both seem to be working for the brands based on the likes/comments/frequency of posting for all brands and how similar they are. There is much more appeal in the SMART goal target age demographic for the competitors, however, because of the affordability and ableness to “relate” to the brand creators/influencers.

Moving forward, I think Are You Am I could do as its competitors and be a bit more engaged with its customers answering questions directly on their social media, creating blog posts and Instagram stories, marketing the loft shopping experience a bit more on their platforms, and interacting with media outlets that promote and give attention to their clothing. I think

Rumi should be a bit more involved in this process, much like Amanda Steele and Lauren Elizabeth, to keep the exclusivity of the brand she desires without lack of engagement hurting sales. They're obviously doing something very right in this area—the lack of followers on their end is made up through their engagement so much that the likes and comments on their clothing brand social media is almost identical to that of *Are You Am I*, which has significantly more followers.

Summary: Overall, my findings are that *Are You Am I* lacks engagement and a presence on social media platforms like Tumblr and YouTube that they could benefit from. They are marketing their brand as a lifestyle and shopping experience with a tinge of exclusivity that may be damaging sales. Instagram presence is everything, and *Are You Am I* seems to thrive in frequency of posting and followers but is really lacking in engagement and likes/comments, something that could be analyzed from its competitors' success in that area.

However, this could be the approach they are aiming for. The exclusivity could be a tactic they're using because while they're not quite designer fashion (like Gucci, Prada, Saint Laurent), they are trying to appeal to that demographic by keeping the brand less of a cliché within the fashion industry and market they're clothes to people they know would pay the high (but less than designer) price. In this sense, the best-case scenario would be to somehow keep the exclusive image of the brand while still

trying to generate enough hype for younger girls to generate that 15% increase in sales by the end of 2020. The best approach would be very tactical—maybe increase frequency of posts and community engagement without coming out and directly trying to convince the consumer to purchase.

Some ways to enhance this engagement could be more frequent blog posts, bringing high-profile guests to their platform to interview or discuss *Are You Am I*-girl approved topics, or unique events in the loft that could directly appeal to our target age demographic (this would maintain their image while still drawing appeal). I don't think it would be smart to create a Twitter account because the brand seems like it's trying to stay away from the typical super engaged influencer brand, but there are other ways to bring their presence to Twitter such as having fashion accounts or particular influences promote their events in a more casual tone and setting.

Some ways *Are You Am I* could keep their exclusive image while being more engaged on social media would be to reach out to lesser-known conceptual designers, possibly highlight them on Instagram stories, do more aesthetically-pleasing yet nostalgic discussion-based posts on old fashion, architecture, etc. that fits their brand image. Basically, the goal is to stray away from the cliché and approach to directly convince while

upping engagement and content that appeals to more of a variety of younger consumers.

SWOT Analysis:

<p>Strengths</p> <ul style="list-style-type: none"> - Thrives in aesthetics - Lifestyle approach - The Loft/Unique shopping experience <ul style="list-style-type: none"> - No other brand has such a unique approach to shopping like AYAI's loft that you can schedule an appointment for. - Their unique interior space is an asset that separates them from competitors and creates a stronger appeal for their lifestyle and clothing. - Seems to be a lot of connections and support from high-profile models and celebrities, such as Kendall Jenner who is always spotted wearing the pieces. 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Lacks a strong and engaged social media presence and could benefit from being less exclusive and more engaged, in addition to expanding reach on YouTube and Tumblr - Brand is so expensive that the appeal needs to be made clearer and the consumer needs to be convinced on why they should invest instead of purchasing a cheaper alternative
<p>Opportunities</p> <ul style="list-style-type: none"> - There's an abundance of press and media coverage in high-profile magazines because so many models and celebrities seem to be wearing the clothes, which may make up for the lack of engagement - Make the brand less exclusive, or seem less exclusive to the people they need to market and invest in their pieces 	<p>Threats</p> <ul style="list-style-type: none"> - So many influencers seem to be creating clothing brands now, specifically geared toward the quality basics trend, that could threaten the brand's sales with younger consumers

AUDIENCE RESEARCH:

Survey: https://ohio.qualtrics.com/jfe/form/SV_exLVzYRAqcWjvyl

Data Collection:

- <https://ohio.ca1.qualtrics.com/Q/MyProjectsSection>
- 15 Questions
- Data was collected over a two-week period in October of 2019.
- 60 Participants

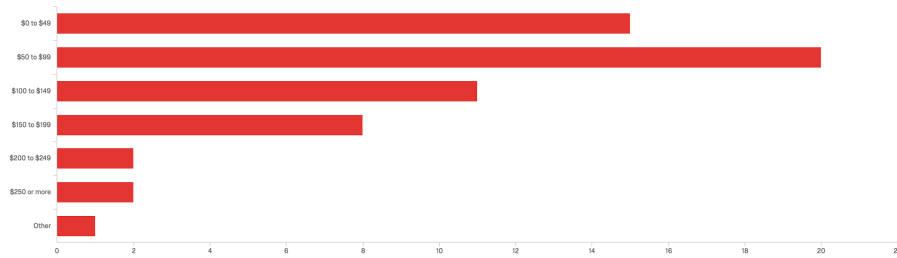
Participant Descriptions (60 Total)

Gender	Age	Total Household Income	Year in College
Male: 3.4% (2)	Under 18: 6.8% (4)	Less than \$25,000: 27.1% (16)	Freshman: 13.6% (8)
Female: 96.6% (57)	18: 11.9% (7)	\$25,000 to \$34,999: 3.4% (2)	Sophomore: 42.4% (25)
	19: 35.6% (21)	\$35,000 to \$49,999: 1.7% (1)	Junior: 13.6% (8)
	20: 18.6% (11)	\$50,000 to \$74,999: 15.25% (9)	Senior: 18.6% (11)
	21: 15.25% (9)	\$75,000 to \$99,999: 3.4% (2)	Other: 11.9% (7)
	22: 6.8% (4)	\$100,000 to \$149,999: 17% (10)	
	Over 22: 5% (3)	\$150,000 to \$199,999: 8.5% (5)	
		\$200,000 or more: 13.6% (8)	
		Other: 10.2% (6)	

Findings:

Q7 - On average, how much do you spend on clothing per month?

Page Options ▾



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	On average, how much do you spend on clothing per month?	1.00	7.00	2.53	1.41	1.98	59

Here, it's recorded that my generally college-aged participants spend \$50 to \$99 a month on clothing, slightly lower than AYAI's average price range.

#	Field	Choice Count
1	\$0 to \$49	25.42% 15
2	\$50 to \$99	33.90% 20
3	\$100 to \$149	18.64% 11
4	\$150 to \$199	13.56% 8
5	\$200 to \$249	3.39% 2
6	\$250 or more	3.39% 2
7	Other	1.69% 1
		59

Showing rows 1 - 8 of 8

Percentage-wise, about 34% of my participants spend \$50 to \$99 on clothing per month, but about 60% spend \$0 to \$99 on clothing per month, meaning that they would only be able to purchase about one AYAI clothing item a month, and do no additional clothing shopping, to make it work for their budget.

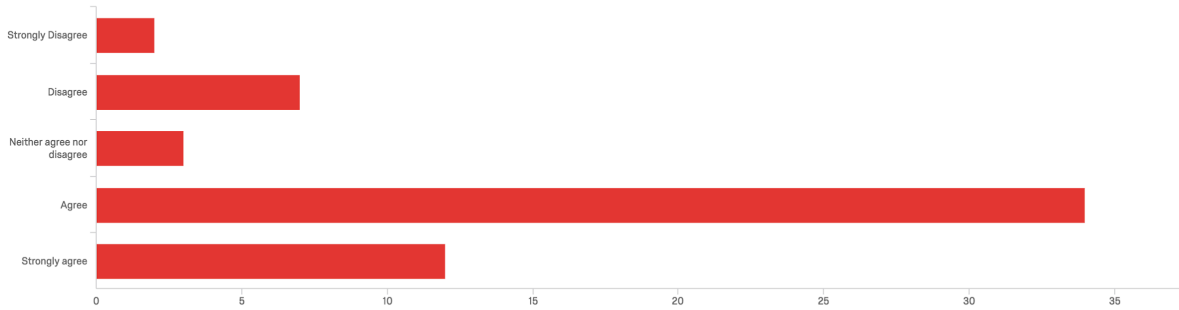


This data shows that fashion and celebrity social media accounts are the top-ranked socials that survey participants keep up with. Thus, seeing both of these types of accounts more frequently, especially for one particular brand, would most likely increase awareness for said brand.

Additional data:

Q9 - How do you relate to this statement: I usually purchase clothing pieces that I see on social media, or take inspiration from clothin...

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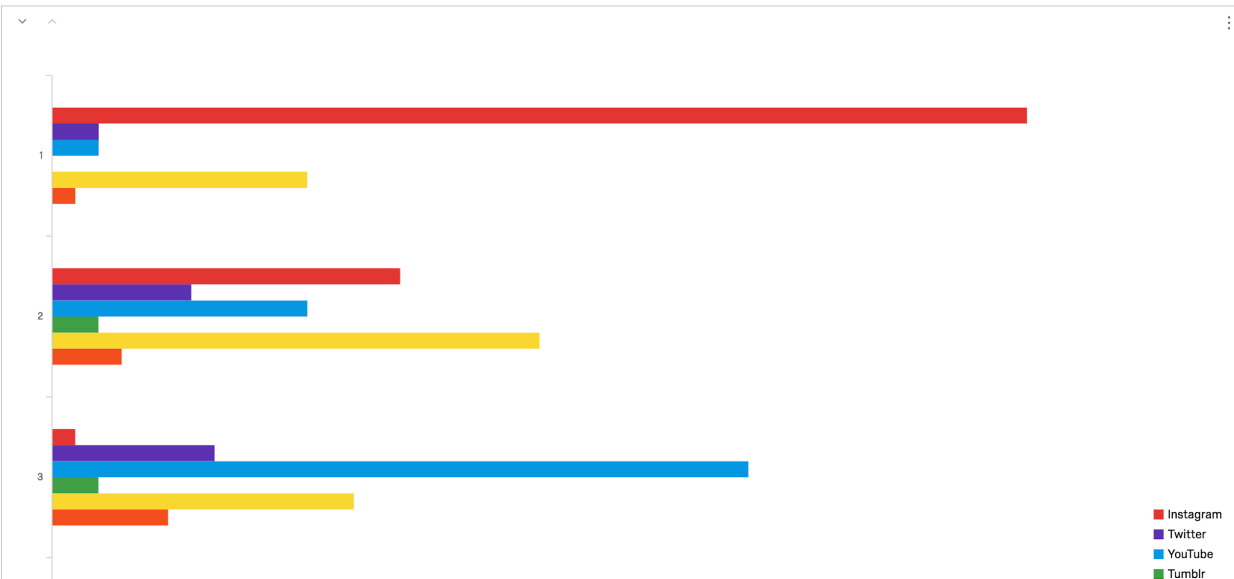


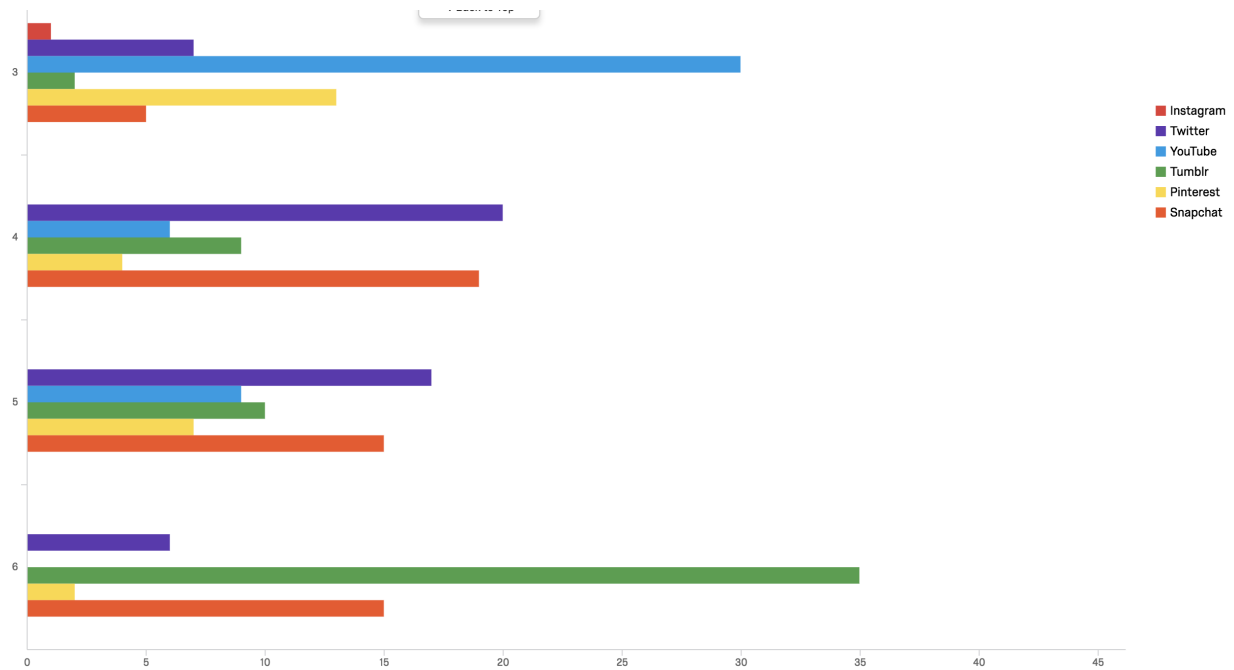
#	Field	Choice Count
1	Strongly Disagree	3.45% 2
2	Disagree	12.07% 7
3	Neither agree nor disagree	5.17% 3
4	Agree	58.62% 34
5	Strongly agree	20.69% 12
		58

Showing rows 1 - 6 of 6

Q10 - Rank the social media you use most often for fashion inspiration (1 being the highest/most frequently used and 6 being the lowe...

Page Options ▾

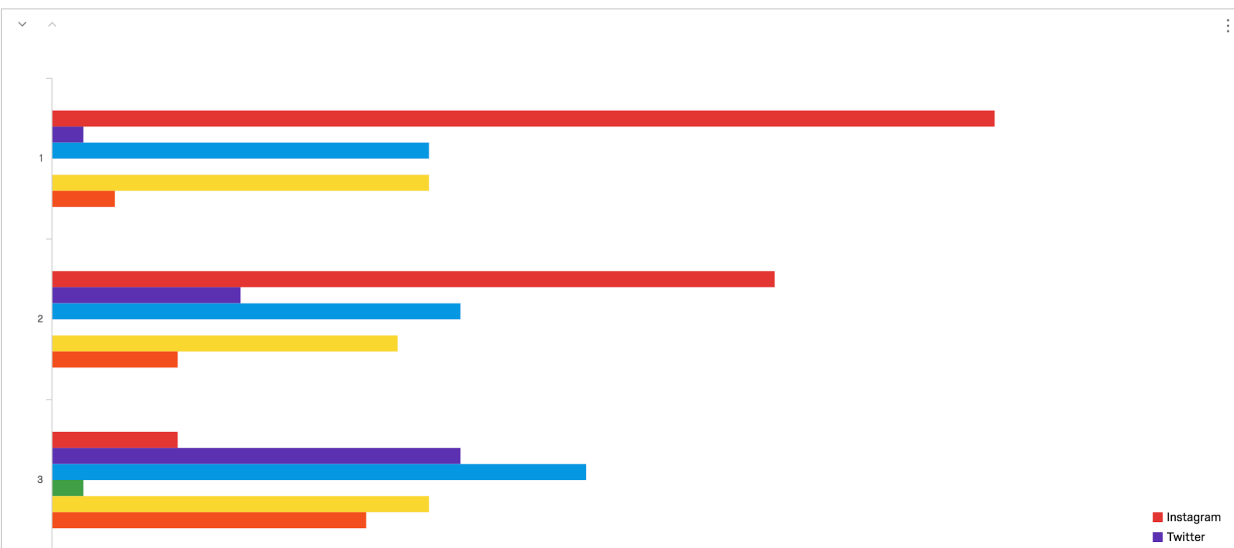


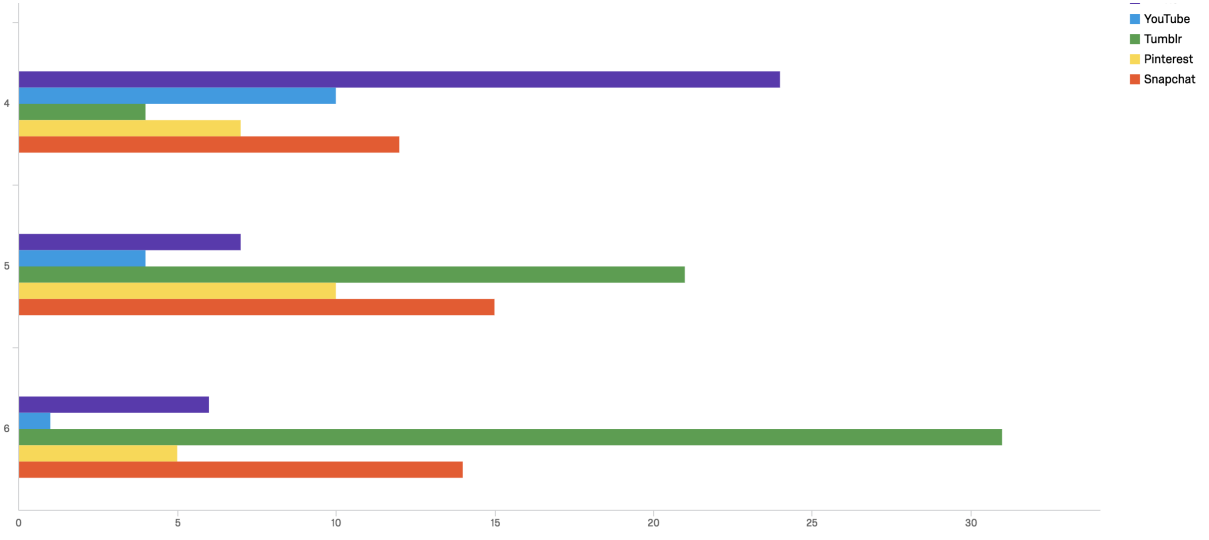
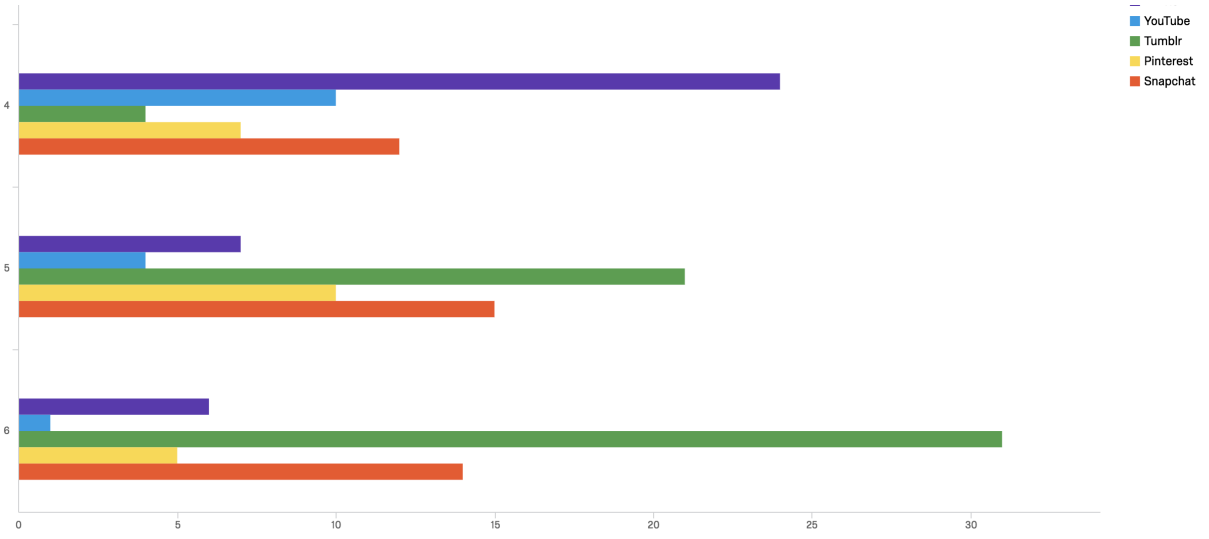


#	Field	1	2	3	4	5	6	Total
1	Instagram	72.41% 42	25.86% 15	1.72% 1	0.00% 0	0.00% 0	0.00% 0	58
2	Twitter	3.45% 2	10.34% 6	12.07% 7	34.48% 20	29.31% 17	10.34% 6	58
3	YouTube	3.45% 2	18.97% 11	51.72% 30	10.34% 6	15.52% 9	0.00% 0	58
4	Tumblr	0.00% 0	3.45% 2	3.45% 2	15.52% 9	17.24% 10	60.34% 35	58
5	Pinterest	18.97% 11	36.21% 21	22.41% 13	6.90% 4	12.07% 7	3.45% 2	58
6	Snapchat	1.72% 1	5.17% 3	8.62% 5	32.76% 19	25.86% 15	25.86% 15	58

Showing rows 1 - 6 of 6

Q11 - Rank the social media you use the most for lifestyle inspiration (1 being the highest/most frequently used and 6 being the lowest... Page Options ▾



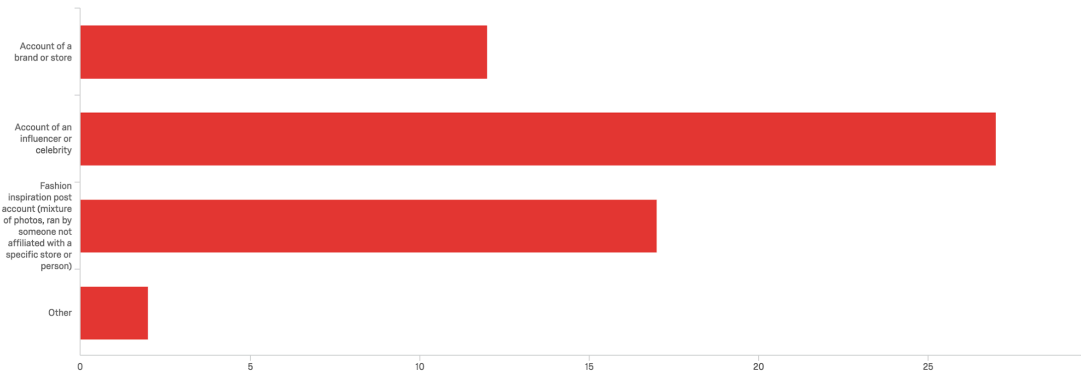


#	Field	1	2	3	4	5	6	Total
1	Instagram	52.63% 30	40.35% 23	7.02% 4	0.00% 0	0.00% 0	0.00% 0	57
2	Twitter	1.75% 1	10.53% 6	22.81% 13	42.11% 24	12.28% 7	10.53% 6	57
3	YouTube	21.05% 12	22.81% 13	29.82% 17	17.54% 10	7.02% 4	1.75% 1	57
4	Tumblr	0.00% 0	0.00% 0	1.75% 1	7.02% 4	36.84% 21	54.39% 31	57
5	Pinterest	21.05% 12	19.30% 11	21.05% 12	12.28% 7	17.54% 10	8.77% 5	57
6	Snapchat	3.51% 2	7.02% 4	17.54% 10	21.05% 12	26.32% 15	24.56% 14	57

Showing rows 1 - 6 of 6

Q12 - When looking to social media for clothing inspiration, what accounts do you most frequently go to?

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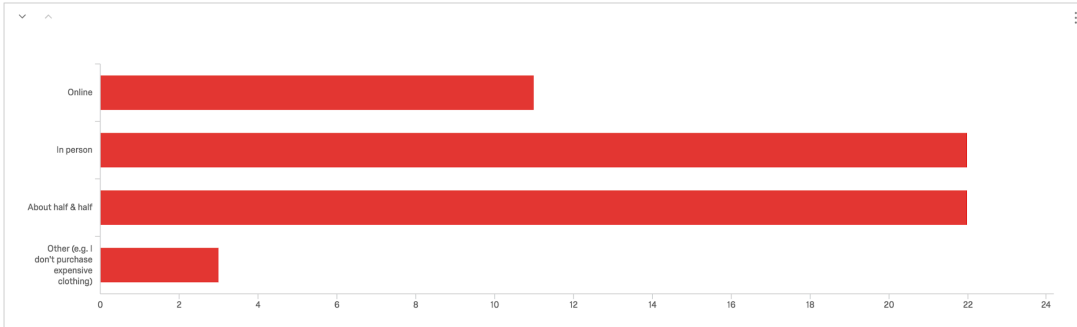
#	Field	Choice Count
1	Account of a brand or store	20.69% 12
2	Account of an influencer or celebrity	46.55% 27
3	Fashion inspiration post account (mixture of photos, ran by someone not affiliated with a specific store or person)	29.31% 17
4	Other	3.45% 2

58

Showing rows 1 - 5 of 5

Q13 - If and when you decide to purchase an expensive clothing item (\$80+) do you prefer to do so online or in person?

Page Options ▾



#	Field	Choice Count
1	Online	18.97% 11
2	In person	37.93% 22
3	About half & half	37.93% 22
4	Other (e.g. I don't purchase expensive clothing)	5.17% 3

58

Showing rows 1 - 5 of 5

KEY INSIGHTS:

A majority of participants prefer to buy their expensive clothing items in person, or do so online and in person about 50/50, which could be a problem for AYAI's remote location and exclusive "shopping experience" in New York

- Fix: Pop-up shop locations in different cities, virtual try-ons, etc.

A majority of participants go to the account of an influencer or celebrity for inspiration, and Rumi doesn't have as strong as a media presence as competitors.

- Fix: Stronger personal media presence (however, celebrities are successful in wearing pieces.)

Participants ranked YouTube pretty high for fashion inspiration—AYAI has a weak video presence.

- Fix: Artistic videography presence on YouTube.

Most participants are spending \$0-99 on clothing per month, which is a problem considering AYAI's high price tag.

CONTENT:

Strategy: Again, my SMART goal is to have a 15% increase in customers between the ages of 18-22 purchasing their items based off an appealing social media approach by the end of 2020. The two social strategies I would like to implement are 1) Increase the engagement that the founder and designer, Rumi Neely, has with followers and customers of the brand on Instagram (this could also mean potentially creating a Twitter account to help the brand be more personable). Responding to comments and interacting, especially with celebrities and fashion influencers, will generate hype and publicity for the brand for the target age group. This is because in many of my collected audience data and findings, a majority of survey participants go to the account of an influencer or celebrity for inspiration, and Rumi doesn't have as strong a media presence as competitors. 2) Create more aesthetically pleasing content with strictly *Are You Am I* pieces that can be shared to aesthetic and fashion mood board account via Instagram and Twitter. This content should mostly focus on Instagram and YouTube—YouTube to create a stronger video presence for the brand. This is due to my survey participants ranking YouTube pretty high for fashion inspiration—AYAI has a weak video presence. Additionally, AYAI calls themselves an “aesthetic sanctuary,” building on this genius appeal would be a good tactic to generate shareable content that is appealing to various Instagram “mood board” accounts that stick out to 18-22 year olds.

Hashtag recommendations for posts: #forgirlsthatgetit #AYAIwayoflife #madebyrumi #postpostmodern #youreaestheticsanctuary

Platform recommendations: Video content on YouTube that can be shared via Instagram stories, a Twitter account that can share a series of 4 photos at a time to generate more exposure to their aesthetic Instagram, pinterest, and “way of life” approach, in addition to comments and engagement with the designer herself, Rumi Neely. The best times to post would be early AM and late PM, so girls can browse new content in between classes or work and right before they go to bed.

Strategy One: Increase the engagement that the founder and designer, Rumi Neely, has with followers and customers of the brand on Instagram (this could also mean potentially creating a Twitter account to help the brand be more personable). Responding to comments and interacting, especially with celebrities and fashion influencers, will generate hype and publicity for the brand for the target age group.

Content Bucket #1 : Personal Engagement via Twitter

- **Posting Idea:** quote-tweeting/retweeting aesthetic accounts and influencers that reflect the AYAI brand image.
- **Posting Idea:** Reminders to shop AYAI during spring breaks, summer vacations, and the holidays (tweets coming personally from Rumi).
- **Posting Idea:** Rumi personally reaching out to celebrities, influencers, and customers that wear her clothing and making short, yet sweet comments about the clothing they've purchased from AYAI.

Example Content for Twitter:

(Example Retweets)

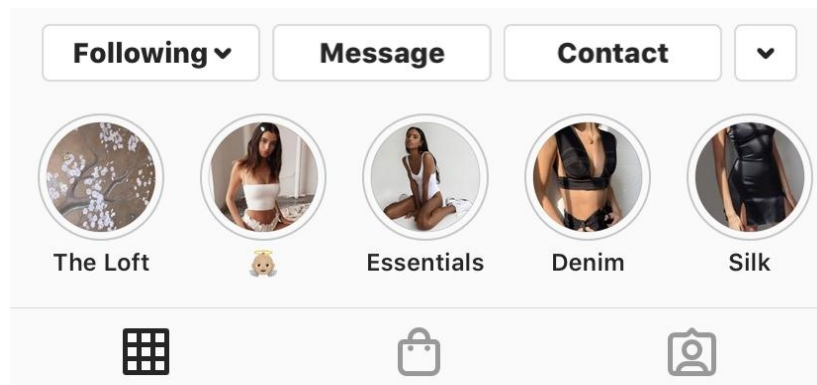


Content Bucket#2 : Personal Engagement via Instagram

- **Posting Idea:** AYAI Instagram account reposting Rumi's personal Instagram images to slowly tie the brand Instagram into the designer's own Instagram.
- **Posting Idea:** Post a video of Rumi Neely speaking directly to the AYAI account followers via Instagram stories and create "Rumi" story highlight.
- **Posting Idea:** Rumi Neely adding AVERAGE & YOUNG customers wearing the *Are You Am I* pieces to her personal Instagram story, showing she cares about the customers and her engagement and appreciation for them.

Example Content for Instagram:

Video of Rumi Neely speaking directly to AYAI Instagram account followers via the Instagram "stories" feature:



"Hi everyone, today I'm going to be showing you a behind-the-scenes look of the Are You Am I design process..."

"It's an early morning in the Are You Am I loft, and I'm going to give you guys a tour of the building in case you ever decide to book your own appointment for our personal shopping experience..."

Strategy Two: Create more aesthetically pleasing content with strictly Are You Am I pieces that can be shared to aesthetic and fashion mood board accounts via Instagram and Twitter. This content should mostly focus on Instagram and YouTube—YouTube to create a stronger video presence for the brand.

Content Bucket #1 : Short Fashion Films

- **Posting Idea:** short video of girls' get-together at the AYAI loft, either dancing or shopping or both.
- **Posting Idea:** short video of "a day in the life" of an *Are You Am I* girl. This could include a creative and short montage of a girl getting ready for a successful fashion job in New York City, with closeups of her putting on lipstick, lacing up heels, putting an AYAI blouse on, and walking the streets of New York City.
- **Posting Idea:** short video montage of Rumi sketching new *Are You Am I* pieces to "tease" the upcoming releases. All videos could have corresponding music, not the jingle of a commercial but the soothing sounds of low-fi beats.

Example Content for YouTube (shareable to other socials) :

Short fashion film example links:

CITY GIRL | A Short Fashion Film

<https://www.youtube.com/watch?v=WKzz18GiZ5o&t=73s>

Short Fashion Film - "Dreams"

<https://www.youtube.com/watch?v=TpMLXoYYorQ>

Liberta- Short Fashion Film

<https://www.youtube.com/watch?v=WFVzYRp3Rhs>

Video captions:

The day in the life of an #AYAI girl, the #AYAIWayOfLife.

Content Bucket #2 : Aesthetic “Moodboard” Posts

- **Posting Idea:** tweet a series of 4 pictures of AYAI clothing and other Pinterest photos, again reflecting the brand image—mixing the content and carefully selecting the 4 photos is a great way to get creative and make retweetable content.
- **Posting Idea:** Conduct on location photoshoots and generate more close-up images that can be reposted to aesthetically pleasing fashion accounts that attract 18-22 year old followers on Instagram such as @gelbsy and @cultfendi. Mood board accounts are very on-trend right now and quickly growing.
- **Posting Idea:** Create AYAI aesthetic collages for Instagram stories that could portray a mood or feeling from wearing certain AYAI pieces, again created with the AYAI Pinterest photos.

Example Content:



*Photos taken from the *AYAI Things We Like* and *AYAI Girls That Get It* Pinterest boards.

EXAMPLE CONTENT CALENDAR:

May 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>31</p> <p>RUMI PERSONAL INSTAGRAM STORY VIDEO WHEN SHE'S AVAILABLE</p>						
<p>24</p> <p>GET CREATIVE! CREATE HOLIDAY POSTS/COLLAGES AND BRANSTORM!</p>	<p>25</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>26</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>27</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>28</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>29</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>30 AT 10:00 AM</p> <p>POST SHORT FASHION FILM</p>
<p>17</p> <p>WHEN SHE'S AVAILABLE</p>	<p>18</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>19</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>20</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>21</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>22</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>23</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>
<p>10</p> <p>CONTENT THAT FEELS RIGHT FOR THAT DAY</p>	<p>11</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>12</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>13</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>14</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>15</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>16 AT 10:00 AM</p> <p>POST SHORT FASHION FILM</p>
<p>3</p> <p>WHEN SHE'S AVAILABLE</p>	<p>4</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>5</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>6</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>7</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>8</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>9</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>
<p>1</p> <p>GET CREATIVE! CREATE HOLIDAY POSTS/COLLAGES AND BRANSTORM!</p>	<p>2</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>3</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>4</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>5</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>6</p> <p>AM - MOODBOARD TWEETS & RETWEETS PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>	<p>7</p> <p>AM - INTERACTIONS WITH RUMI'S PERSONAL IG ACCOUNT PM - REGULAR, DAILY SOCIAL MEDIA POSTINGS</p>

SOCIAL MEDIA POLICY:

1. Respect customer privacy and never give out customers' personal information.
2. When using Are You Am I's professional social media accounts, logos, or Are You Am I-owned photos or videos you must be professional trained.
3. Don't post sensitive or confidential company information.
4. Don't share details about the visits to the store (both private and public figures) without their permission.
5. You may be legally responsible for the content you post—respect trademarks and copyrights.
6. Follow all the terms and conditions for individual social media sites.
7. Ensure posts do not create a conflict of interest from a competitor (may influence relationships with the blogs or retailer).
8. Don't post anything about a competitor, coworker, or other employee/brand that may be considered threatening or discriminatory.

All Socials:

- Dos:
 - Interact with customers online—like photos featuring products, tweets complimenting brand, etc.
- Don'ts:
 - Use swear words, discriminatory/derogatory language, anything that goes against individual social media guidelines.
 - Post material that goes against the brand's personal or aesthetic values.
 - Endorse negative feedback on brand or acknowledge trolls.

SOCIAL MEDIA BUDGET:

Small business social media budget apx. \$4,000-\$7,000 a month.

On-Location Photo Shoots

- Models
\$120 x 3 hours x 2 times a month = \$720
- Photographers
\$25 x 3 hours x 2 times a month = \$150

Influencer Marketing

- 2-5 pieces carefully selected and sent to the particular young fashion influencer
Apx. 3 fashion influencers a month x \$500 in clothing = \$1,500

Fashion Films

- Professional Videography/Director
\$30 an hour x 5 hours x 3 times a month = \$450
- Models/Actresses to Play a Role in Fashion Films
\$120 x 5 hours x 3 times a month = \$1,800

Social Media Employees

\$150 a week x 2 employees x 4.5 weeks = \$1,350

Other social media posts can utilize free tools and Rumi's own mind and creative direction/ideas to curate content for socials.

Total = \$5,970