

## **Pouf Daddy**

### **Social Media Tips & Notes**

- I reviewed your social media and believe you should keep continuing to post images showcasing the type of experience customers will have with your product. Show how Pouf Daddy is going to make their life better. The easiest way to do that is by capturing moments of fun and luxury that clearly show how Pouf Daddy products are enhancing the experience.
  
- A successful business will follow the 80/20 rule. That means the majority (80%) of content that a page puts up should be brand and business-building, meaning it's information that is valuable (fun, helpful, interesting, etc.) to your followers and the remaining 20% is self-promotional.
  
- Post consistently and give good customer service. You don't have to make the social media sites your main source for support, but you should respond and interact with your fans to answer their questions. You'll not only boost engagement, but it also shows that you're human and you care about their opinions and questions.
  
- Take advantage of holidays, even silly ones, and capture the mood of the seasons. For example, in the winter you might see people cuddled on a Pouf Daddy sipping on hot cocoa and during the summer you may see them by the pool.
  
- It's very important to create timely content. The more consistent and relevant your content is to your followers, the more likely it is to have a measurable impact. Keep track of what your market is talking about and keep a supply of fresh, interesting content flowing.
  
- Show off Pouf Daddy's brand culture and behind-the-scenes photos. This allows your fans to experience the brand beyond your products.
  
- Create a series or have brand standards. Creating a visual series of graphics generates a sense of familiarity with your posts and encourages fans to engage. When designing a visual series, use your brand elements consistently, but change the content of your images. Not only will your series be visually interesting, but you can also create multiple designs quickly.
  
- Ask questions. When posing questions on social media, choose a topic that will interest your target audience. Think about the most popular aspects of Pouf Daddy and what makes your brand unique among your competitors. Write the question in both the text of your post and in your design. You can try different types of questions, such as this vs. that, multiple choice, fill in the blank and choose a caption.
  
- Don't be afraid to be funny. Social media visuals are an excellent opportunity to use humor. While many people tune into brand social media pages for updates or inspiration, many times they're just looking for entertainment.
  
- Offer exclusive social media content. If there's nothing special about following your business on Twitter or Facebook, what's the customer's motivation to bother? Exclusive content doesn't need to be a full marketing campaign or free stuff either, it can simply be new information and person-to-person interactions.

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### **Social Media Posts**

- *Lifestyle*: Photos of people (or pets) enjoying Pouf Daddy products and how it is making their lives better at that moment. For families, that could be a smiling baby or a peaceful puppy. For couples, it could be cozying up together on a romantic evening. For young singles, it could be hanging out and relaxing at a trendy party. Whatever the situation is, show the obvious role that Pouf Daddy is playing in making that moment a much better one.
- *Home Decor*: Aesthetically pleasing, stylish images that display how well Pouf Daddy product(s) fit in with the decor of a room.
- *Holiday and Seasonal*: How people enjoy Pouf Daddy on certain holidays and during the different seasons.
- *Previews Of New and/or Upcoming Products*
- *Behind-The-Scenes*: The experience of working for a brand like Pouf Daddy.
- *Events and Important People*: Real photos of Pouf Daddy products being used at events and/or by well-known people.
- *Be Engaging*: An example of an engaging post would be a photo with a caption asking for followers to fill in the blank or guess what's going on. Anything that forces them to interact, answer a question or share an opinion is beneficial.
- *Interesting Video*: Post interesting or informative video related to your niche. It could be funny, motivational or instructional, just as long as it makes sense. It doesn't have to be your own original videos either, just make sure to give credit if you're using someone else's material.
- *Blog*: Post the link and a quote from a recent blog post. This immediately brings people to your site, which is the main goal.
- *Promotions*: Ex. 1 - "Get a free \_\_\_\_\_ when you buy a \_\_\_\_\_!"  
Ex. 2 - Christmas or Going Back To School sales.  
Ex. 3 - Exclusive offer for Facebook fans—today only!  
The list could go on and on.
- *Reviews*: Repost positive reviews that people give your product. Doing this legitimizes any claims you've made about Pouf Daddy being the best and builds trust with your audience.

*\*Actively using Pinterest is an absolute must. Once established, it has a very high likelihood of being your most effective social media outlet as far as sales are concerned.*