

Client

My client is Lonely Ghost. They are a primarily online clothing brand based out of Provo, UT. Lonely Ghost was created by Indy Blue Severe and Bronson Christenson. The brand specializes in streetwear and loungewear. However, they also sell children's clothes, homewear, and accessories. Their clothing collections often include hoodies, sweatshirts, sweatpants, leggings, tees, tanks, and shorts. The brand has one physical location, Ghost Grocery, in Provo, UT.

Target Audience

The target audience is young women aged 16-22 who appreciate streetwear fashion and value online community. These are women who regularly use and engage on social media and are drawn to online campaigns. These women would be considered as Gen Z. They are especially active on social media platforms such as Instagram and TikTok. They respond well to photo and video ad campaigns. Members of the target audience may value campaigns that promote sustainability, mental health, and positivity.

Objective(s)

The objective of this social media campaign is to raise brand awareness and increase engagement. By posting photos of clients in the brand's clothing, we increase engagement by encouraging followers to purchase and post in our clothing in the hopes of being featured in the future. We increase engagement and brand awareness by encouraging followers to tag a friend in the comments. By featuring celebrities and influencers who wore our clothing we also increased brand awareness by capturing the attention of those who support them.

Jaidin Knipp

Voice

The voice of the brand is very casual, trendy or young, and personal. The voice of the brand is as though you're talking in a forum with your friends. It is meant to be informal and engaging while still being grammatically correct and professional.

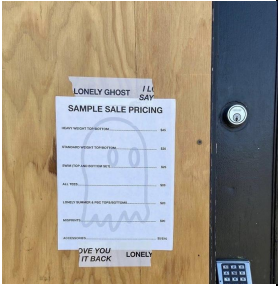
Platforms

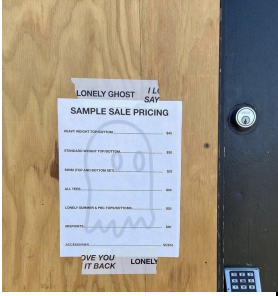


I will be using both Instagram and TikTok as the platforms for my posts.




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Month: July





Week: 7/3 - 7/9

	Channel	Time	Content Type/ Category	Post Copy	Visuals	URL	Other
Sun.	Instagram	12 pm	Feed post	“Thanks for coming out to our sample sale event! It was so wonderful to see all of your smiling faces. The love and support you showed was so appreciated!”			


Sun.	TikTok	12 pm	Video	“Thanks for coming out to our sample sale event! It was so great to see you all & we’re so grateful for your support!”			Trending audio
Mon.	Instagram	12 pm	4th of July feed post	“Happy 4th of July from all of us at Lonely Ghost! Celebrate in style ;)”	Photo of Red, White, and Blue TMWYGH hoodies on the grass 	Link to hoodies on company site	
Mon.	TikTok	12 pm	4th of July post	“Happy 4th of July from all of us at Lonely Ghost! Celebrate in style ;)”	Video of red, white, and blue TMWYGH hoodies on grass, pans out to three girls, each in one of the hoodies spread out on picnic blanket, cuts to girls holding sparklers 	Link to page with hoodies on company site	Trending audio


Tues.	Instagram	12 pm	feed post	”I Love You Say It Back! Tell someone you love them today! 💕”			
Wed.	Instagram	12 pm	Feed post	“Tag your bestie and tell them what song reminds you of them 🎵”			
Thurs.	Instagram	12 pm	Story post	“Sneak peek 👁️”			

Fri.	Instagram	12 pm	Friday Fit Check/ story post	“Friday Fit Check”	Images of supporters, celebrities, etc in Lonely ghost merch		
					    		

Fri.	TikTok	12 pm	Friday Fit Check video	“Friday Fit Check”	Slideshow of images of supporters, celebrities, etc in LG		
					   		

Jaidin Knipp

							
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Sat.	Instagram	12 pm	feed post	“Where do YOU wear your Lonely Ghost?”		Link to company website	
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