Metabloo

SUNDAY | SOCIETY

THERE'S NO PLACE LIKE SUNDAY

The Blooprint

2022

SOCIAL MEDIA

Profile and Persona

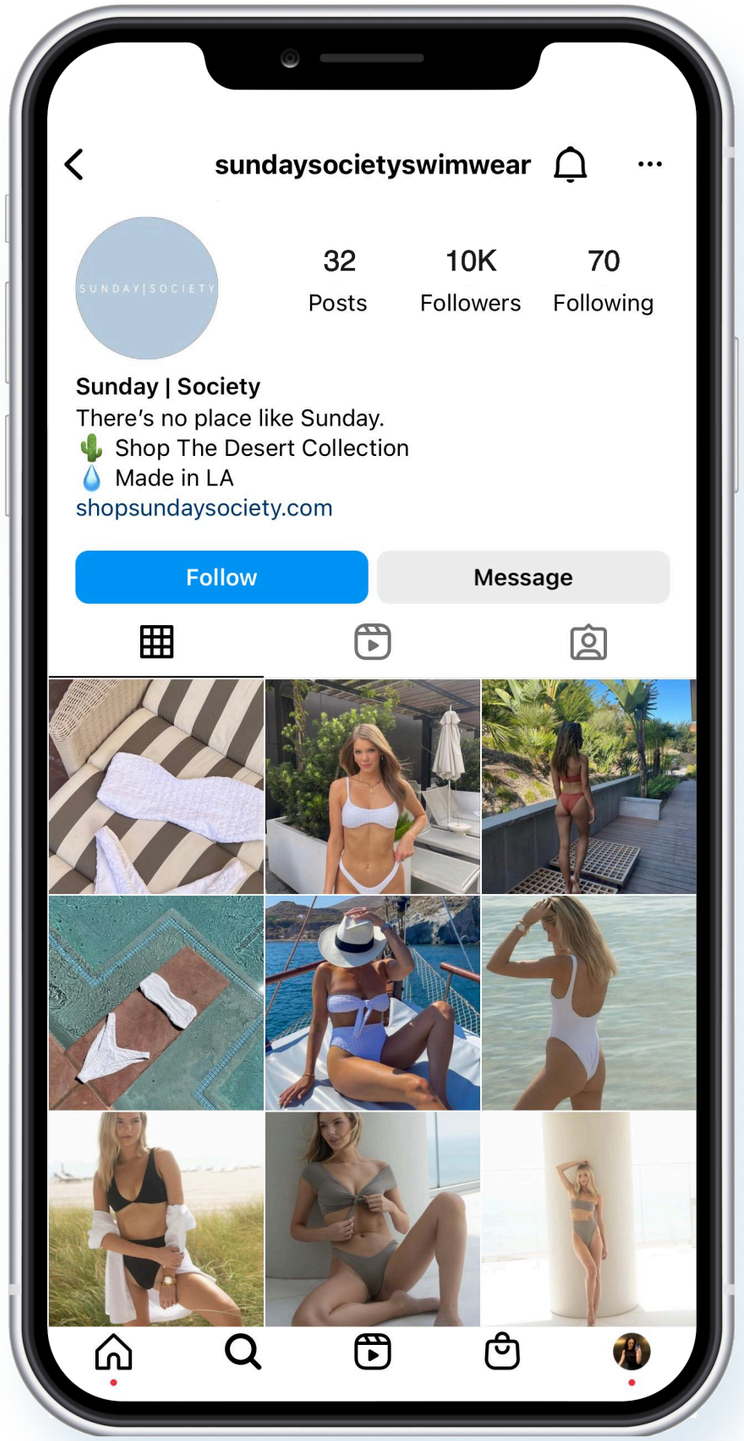
SUNDAY|SOCIETY

There’s no place like Sunday.

🌵 Shop The Desert Collection

💧 Made in LA

shopsundaysociety.com



Recommendations

1. Following needs to come under 100
2. Pinned stories: Sunday, Society, Desert
3. Remove any posts from the product shoot

LAUNCH CAMPAIGN

Four Day Campaign to Jumpstart Content Flow

Recommendations

1. Start on Wednesday | Launch Sunday
2. 3 Posts Each Day | 4 Stories Each Day (except Tues)
3. Select Hero Stories and Provide to Influencers
4. Preview Stories will be Animated

DAY 1

Post Flow

1. Announcement
2. Give Away
3. Regular Post

Story Flow

1. Countdown
2. Preview the Pieces: Cloud Edit (Tex)
3. Giveaway Entry

DAY 2

Post Flow

1. Model - Close Up
2. Product Only
3. Model - Close Up

Story Flow

1. Countdown
2. Preview the Pieces: Stone Edit (Eco)
3. Preview the Pieces: Bronze Edit (Eco)
4. Giveaway Entry

DAY 3

Post Flow

1. Product Only
2. Model - Full Body
3. Product Only

Story Flow

1. Countdown
2. Preview the Pieces: Carbon Edit (Eco)
3. Preview the Pieces: Carbon Edit (Tex)
4. Giveaway Entry

DAY 4

Post Flow

1. Society Shot
2. Graphic: Now Available
3. Society Shot

Story Flow

1. Countdown Celebrate
2. Now Available
3. Shop the Collection
4. Giveaway Winner
5. Message from the Founder
6. Society Shares

BRAND AWARENESS

Customer Experience & Engagement

Recommendations

1. Giveaway begins Saturday
2. 1-3 Winners
3. Include Catalog in Shipments
4. Solidify goodies for minimum spend

Partnerships

Ambassadors

- Hire 2-3 ambassadors to create reels and society shots

Clean Company Alignment

- Create collaborations with Brands that have a similar mission for announcements, giveaways, and givebacks

Giveaway

Rules

1. Must be following all social pages
2. Must like and comment
3. Share post on personal story

The Teleport Set ($350 + Suits: $878)

1. Three Full Suits (est. $504-$528)
2. Beach Tote or Blanket (est. $50)
3. Fujifilm Instax Camera
4. Maison Margiela Beach Walk
5. Maison Margiela Beach Vibes Candle
6. Supergoop! Play Body Sunscreen Mist
7. Supergoop! Unseen Face Sunscreen

Promotions

Launch Round

1. Free Shipping *on orders over $175*
2. Catalogue (every order)
3. Mini Sunscreen

Post Launch Merch

Can be purchased alone or given (>$$$)

1. Custom Mini Sunscreen
2. Custom Dad Hat
3. Beach Tote
4. Sunday Scrunchie Set
5. Sunday Synergy Candle

GROWTH

Brand Credibility

Gaininstant

“As you know, we offer two types of growth and engagement management services: 100% real profiles and semi-organic/ automated accounts. If you're wanting specifically all real profiles, we can certainly do that for you but please keep in mind the prices will be much higher due to the accounts being genuine. Yes, we can target all women with the primary age being 18-24 and 25-34.”

Recommendations

1. 7K Followers by Black Friday
2. 10K Followers by 2023
3. Share post schedule and promote profile along side

Offers

Daily Management - Engagement and Growth Special

- Additional engagement will be added to unlimited posts: 500-2k likes, 5-40 comments, 3k-15k views + Daily Story views, Saves, Shares, Feed Views, Reels, Live Views, Impressions, Reach, and more!
- Followers: 2k+ will be added each month consistently!

One-Time Growth Special

- From 380 to 10k + additional engagement will be provided for free during the first month: 500-1k likes, 5-25 comments, 3k-10k views + Daily Story views, Saves, Shares, Feed Views, Live Views, Reels, Impressions, Reach, and more!