

allbirds

SOCIAL MEDIA
STRATEGY

Fall 2019



HISTORY

- Founded in 2015 in San Francisco, California by Tim Brown and Joey Zwillinger
- Tim Brown is a native of New Zealand and a former professional soccer player
- Always been curious about the wonders of merino wool and realized that there was a lack of wool in the footwear industry
- He teamed up with Joey Zwillinger, an engineer and renewables expert, to launch Allbirds' first "Wool Runners" sneakers



MISSION

"To make better things in a better way"

MANTRA

"Comfort, good design and sustainability don't have to be mutually exclusive"



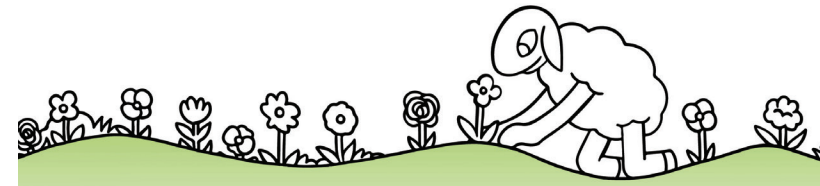


TARGET CUSTOMER

- Tends to be younger and live in urban areas
- Smarter than the average customer; they care to know where their products come from and put an emphasis on experiences, especially traveling
- Concerned about the environment, the materials used during the production cycle, and their individual footprint on the planet
- Looking for high quality shoes that are comfortable and do not break the bank



BRAND GUIDELINES



Logo

allbirds

Store Branding



Packaging



Colors

Primary colors



Secondary colors



Images, Graphics & Photos



EVER WONDER
WHAT'S BETTER
THAN WINE?



CURRENT PROMOTIONS

Email

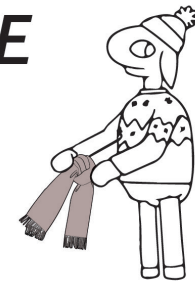
Facebook



CAMPAIGN IDEA & STRATEGIC MARKETING GOALS



“ALLBIRDS CLOSES THE LOOP”



Campaign Type: Branding

Message: “Allbirds Closes The Loop”

Creative Idea: produce sustainable scarves made out of recycled merino wool that will allow Allbirds to minimize its manufacturing footprint

Goal: increase brand awareness by 10% on Instagram in Q4 2020. Along with this, the maximum utilization of materials and the introduction of a new product are also expected to increase overall sales by 6% in Q4 2020

Timing: launch campaign by the beginning of October 2022, as consumers start getting ready for the winter season



LANDING PAGE GUIDANCE

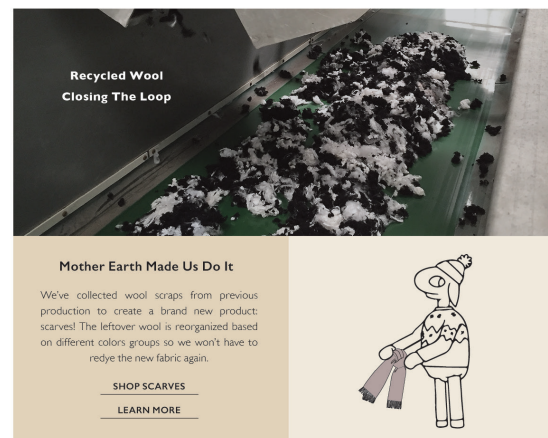
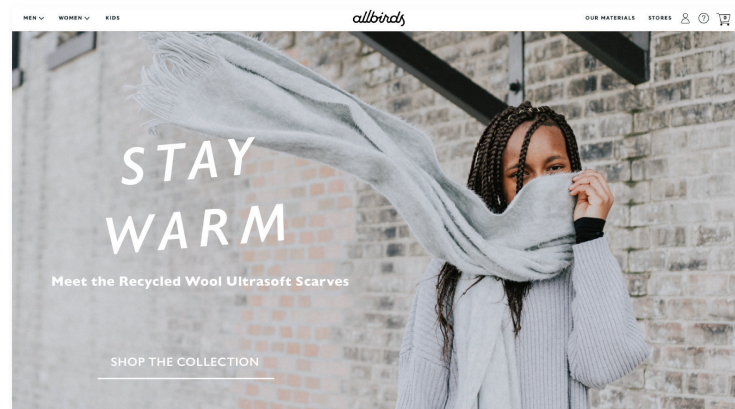


Vanity URL: <https://www.allbirds.com/recycledwoolscarves>

Purpose of LP:

- Make customers aware of the new product and material offered: "recycled wool scarves"
- Entice customers to browse through the collection, learn more about the product, and eventually make a purchase

The first CTA encourages customers to shop the new collection. The CTA will link customers directly to a product page with more information about the material itself and the different color options



This section will highlight the introduction of the new material and draw attention to the "new guy." The CTA here sends customers to the materials page on Allbirds' website

The third section will include a video highlighting special features and benefits of the new product

The last section on the landing page will reiterate the production cycle behind the scarves. The CTAs will remind consumers to shop the scarves or send them to the materials page to learn more about the recycled wool

SEARCH PLAN SEO & SEM



Keywords to keep in mind:

*Recycled
Wool
Sustainable
Responsible
Carbon-neutral
Low-footprint
Environment
Scarves
Ultrasoft
Cozy*

Google Keyword Planner

<p>World's Most Comfortable Shoes Allbirds</p> <p><small>[Ad] https://www.allbirds.com</small></p> <p>Recycled Wool. Sustainable. Carbon Neutral. Ultrasoft. Scarves.</p>	<p> EDIT</p> <p> DUPLICATE</p>
<p>Ultrasoft Sustainable Scarves Allbirds</p> <p><small>[Ad] https://www.allbirds.com</small></p> <p>Responsibly Made. Low Carbon Footprint. Recycled Wool. Free Returns.</p>	<p> EDIT</p> <p> DUPLICATE</p>

Social Media Audit

Channel	Followers Amount	Cadence	Engagement
	314k	1x per day, sometimes 2x per day when the company has a special release	Highest most recent post- Likes: 12,000 likes Comments: 156
	189k	Around 3x to 4x per week	Highest most recent post- Likes: 466 likes Comments: 22 Shares: 62
	19k	Around 2x to 3x per week	Highest most recent post- Likes: 119 Comments: 18 Retweets: 13

SOCIAL MEDIA MARKETING

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CAMPAIGN PLAN



Social Media Plan

1st channel: Instagram

- **Metric:** increase followers by 20%, from 316k to 379k by the end of Q4 2022. This specific post is expected to reach 7,000-11,000 likes
- **Content cadence:** post 3 times per week for the first 3 weeks of October 2020. Then, decrease frequency to once a week until the end of December 2020.
- **Reason:** Allbirds' Instagram page is the most updated one, nevertheless the number of followers could significantly be increased if we create a campaign around the new product, new fabric, and new category. Growing the number of followers will eventually lead to an increase in engagement (through Q&As, IG stories, etc.) and later it will help Allbirds grow its market share





Social Media Plan

2nd channel: Facebook

- **Metric:** increase engagement reflected on the number of people sharing our video. We will target 150 shares on our initial post
- **Content cadence:** the first video will be posted once in October and additional posts will complement the video by adding relevant information about our fabric and material reutilization
- **Reason:** Allbirds' Facebook fans/followers like to learn new information and are most likely to reshare information that they find useful. The video will go more in depth into the material benefits and how allbirds is maximizing fabric utilization to minimize waste

SOCIAL MEDIA INFLUENCERS

Social Media Influencer Plan

- **Name:** Tonya Smith
- **Background:** based in Portland, Oregon. Neutral and minimalistic look
- **Influencer category:** macro-influencer
- **Followers:** 142k
- **Influencer engagement rate:** 7.9%
- **Estimated cost per post:** \$1,420



1
@themoptop



2

@useless_dk



- **Name:** Signe Hansen
- **Background:** based in Denmark and London. Signe is a slow-fashion and lifestyle enthusiast
- **Influencer category:** macro-influencer
- **Subscribers:** 166k
- **Estimated cost per post:** \$3,320



#autumn #capsulewardrobe #wardrobestaples
Musthave autumn wardrobe staples | Autumn capsule 2019

Use Less
166K subscribers

Shop my favorite items below! :) Sponsored links have a * next to them.

SUBSCRIBE

VIRAL MARKETING STRATEGY

Leo & Obama Lead The Flock

- Connect on a deeper emotional level right before the holidays (before Thanksgiving)
- This viral campaign will aim to strengthen Allbirds' Corporate Social Responsibility initiatives by partnering up with well-known names in the industry to collect funds to keep supporting the Sole4Souls foundation



LEO AND OBAMA LEAD THE FLOCK



About

- **Idea:** encourage people to post a picture of their favorite pair of allbirds to donate \$1 to Sole4Souls

Hashtags needed to participate: #sharetodona
#leoandobama and #weareallbirds

Allbirds would donate \$1 for each person that posted about the initiative

- **Goal:** to raise funds to give back to the Sole4Souls foundation during the holidays
- **Hook:** inspiration by world leaders and the nice feeling of helping others
- **Transmission format:** 7 pictures, 1 videos, and 2 short clips
- **Seeding Plan:** Barack Obama and Leonardo Dicaprio will kick start the campaign. We will use 2 hashtags to keep track of the campaign: #sharetodona #obamaandleo

DISPLAY ADVERTISING STRATEGY

The Business of Fashion

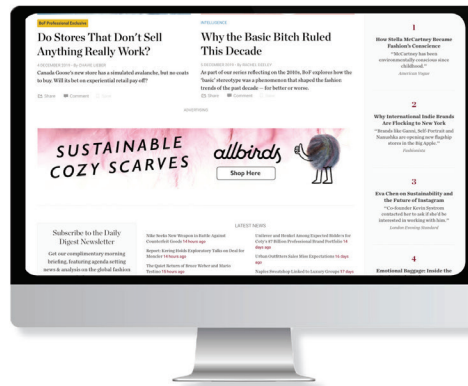
BOF

1

MPU: 300x250

- Budget (based on CPM):
 $[(300,000 \text{ views}/1,000) \times \$22] = \$6,600$

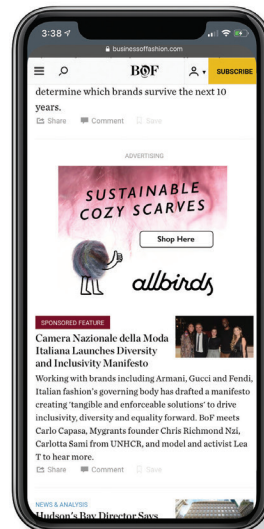
The Business of Fashion
BOF



2

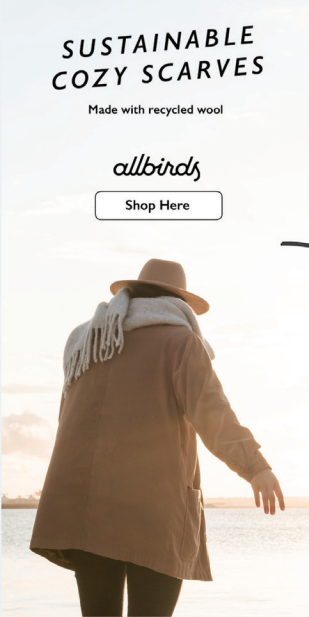
Banner: 468x60

- Budget (based on CPM):
 $[(300,000 \text{ views}/1,000) \times \$21] = \$6,300$



DISPLAY ADVERTISING STRATEGY

elite daily



SUSTAINABLE
COZY SCARVES

Made with recycled wool

allbirds

Shop Here

elite daily

SUSTAINABLE
COZY SCARVES

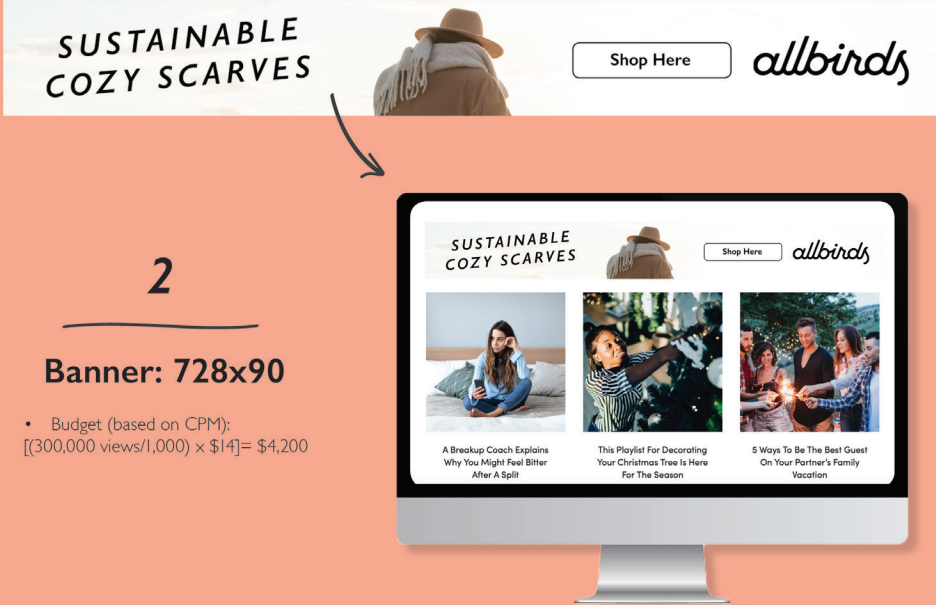
Made with recycled wool

allbirds

Shop Here

Half Page: 300x600

- Budget (based on CPM):
 $[(300,000 \text{ views}/1,000) \times \$16] = \$4,800$



SUSTAINABLE
COZY SCARVES

Shop Here

allbirds

2

Banner: 728x90

- Budget (based on CPM):
 $[(300,000 \text{ views}/1,000) \times \$14] = \$4,200$

SUSTAINABLE
COZY SCARVES

Shop Here

allbirds

A Breakup Coach Explains
Why You Might Feel Bitter
After A Split

This Playlist For Decorating
Your Christmas Tree Is Here
For The Season

5 Ways To Be The Best Guest
On Your Partner's Family
Vacation

EMAIL MARKETING STRATEGY

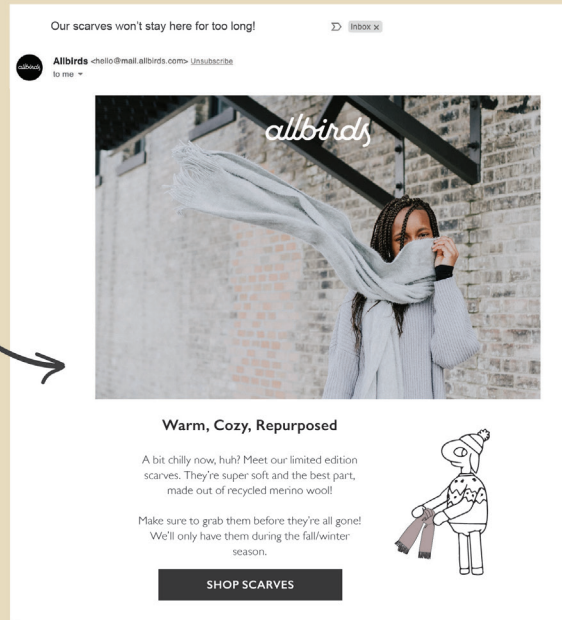
Purpose

- To motivate consumers to purchase the new product
- To inform consumers about the production process behind the product

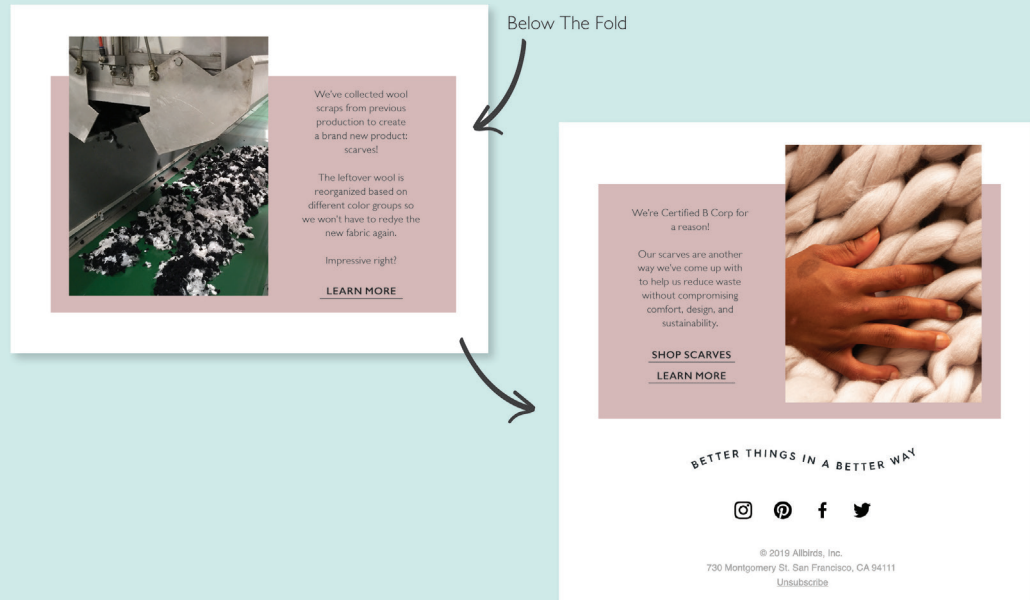
Subject Line: "Our scarves won't stay here for too long!"

Pre-header: "Warm, Cozy, Repurposed"

Above The Fold



Below The Fold



WORKS CITED

History

- www.linkedin.com/company/allbirds/about/
- www.forbes.com/sites/billeehoward/2018/02/25/igniting-brand-movement/#1f78a8185891
- www.racked.com/2017/9/5/16250626/allbirds-funding-kids-shoes
- www.allbirds.com/

Brand Guidelines

- [“www.crunchbase.com/organization/allbirds#section-overview](http://www.crunchbase.com/organization/allbirds#section-overview)
- www.pinterest.com/pin/282812051579580250/visual-search/?x=16&y=6&w=530&h=218&cropSource=6
- allgoodtales.com/brand-story-hero-allbirds/
- www.pinterest.com/pin/511158626443775089/visual-search/
- redantler.com/work/allbirds
- www.allbirds.com/
- www.forbes.com/sites/karlulrich/2017/11/20/how-to-brand-the-apple-of-shoe-companies/#50a3aba27b5c.

Social Media Marketing

- <https://www.instagram.com/allbirds/>
- <https://www.facebook.com/weareallbirds>
- <https://twitter.com/allbirds>

- <https://www.pinterest.com/weareallbirds/>

Social Media Influencers

- www.instagram.com/allbirds/
- www.instagram.com/hannastefansson/
- www.instagram.com/mrcigar/
- www.instagram.com/themoptop/
- www.instagram.com/useless_dk/
- www.youtube.com/channel/UCafauFSnOFOfZG0ZMLQvpcw

Viral Marketing Strategy

- https://www.instagram.com/p/BL9FHHEDUNu/?utm_source=ig_embed&utm_campaign=embed_video_watch_again
- <https://soles4souls.org>

Display Advertising Strategy

- <https://www.businessoffashion.com/about>
- <https://bustle.company>
- <https://www.elitedaily.com>

Illustrations:

- www.allbirds.com/