

Carbidex, LLC Interview Presentation

Social Media Analysis & Proposal

Interview Date
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Presented by
Desiree' "Desi" Slaughter



Desiree' Glaughten

SOCIAL MEDIA COORDINATOR

WHO AM I?

I'm a code writing, pixel-pushing, content crafting, Apple-loving, creative professional that'll contribute out-of-the-box ideas and fill multiple roles. With my penchant for producing tangible results and my enthusiasm for expanding my knowledge in design, brand development, and content marketing, I am confident that I can make significant contributions to your company.

WHAT CAN I DO FOR YOU?

Create and implement a strategic social media strategy to increase brand awareness, social engagement, and local reputation, which included: keyword selection, content creation, influencer marketing, and other strategies.





1

**Brand Analysis and
Performance Overview**

2

**Market Outlook
Problems and Opportunities**

3

Strategy Proposal

Part 1

BRAND ANALYSIS



INSIGHTS & STRATEGY FOR:



The Botanical Co

 **Facebook:** bococanna

 **Instagram:** bococanna



Franklin Fields

 **Facebook:** franklinfieldscanna

 **Instagram:** franklinfieldscanna



ABOUT

The Botanical Co

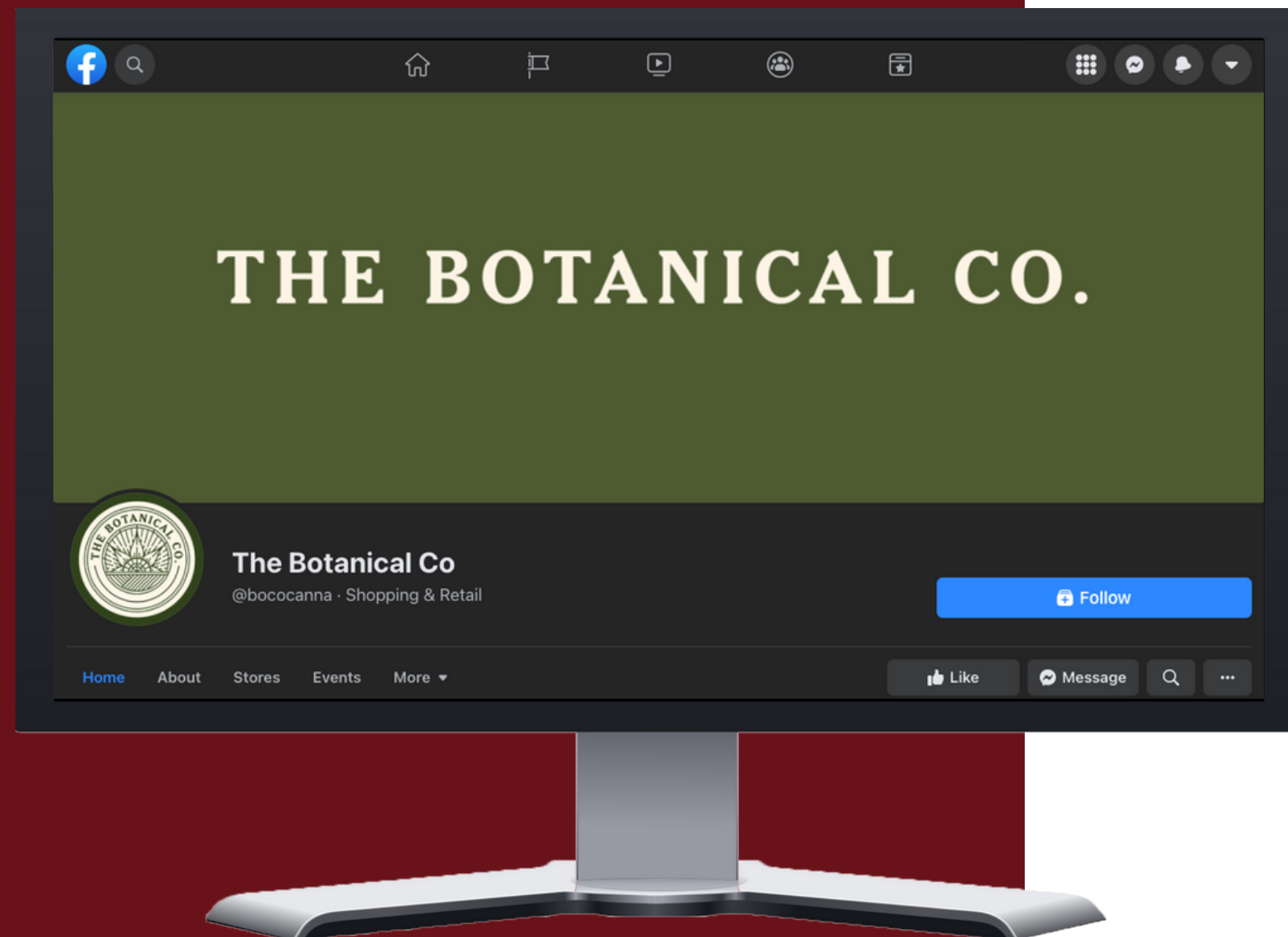
Creating Extraordinary Cannabis Experiences

The Botanical Co is a cannabis provisioning center dedicated to giving our customers the service they deserve.

Whether you're well-versed or new to the cannabis lifestyle, our staff is here to make your experience enjoyable. We strive to ensure everyone feels comfortable when visiting our provisioning center to learn more about cannabis products and their applications. We're approachable, and believe cannabis should be, too.



FACEBOOK PAGE HIGHLIGHTS



BASIC INFORMATION

Likes: 1,076

Followers: 934

Page created: October 10, 2019

Frequency of Posts: Every other day

Profile Completion

All of the main areas that need to be completed for a Facebook Page have been completed. It was easy to find information for the brand.

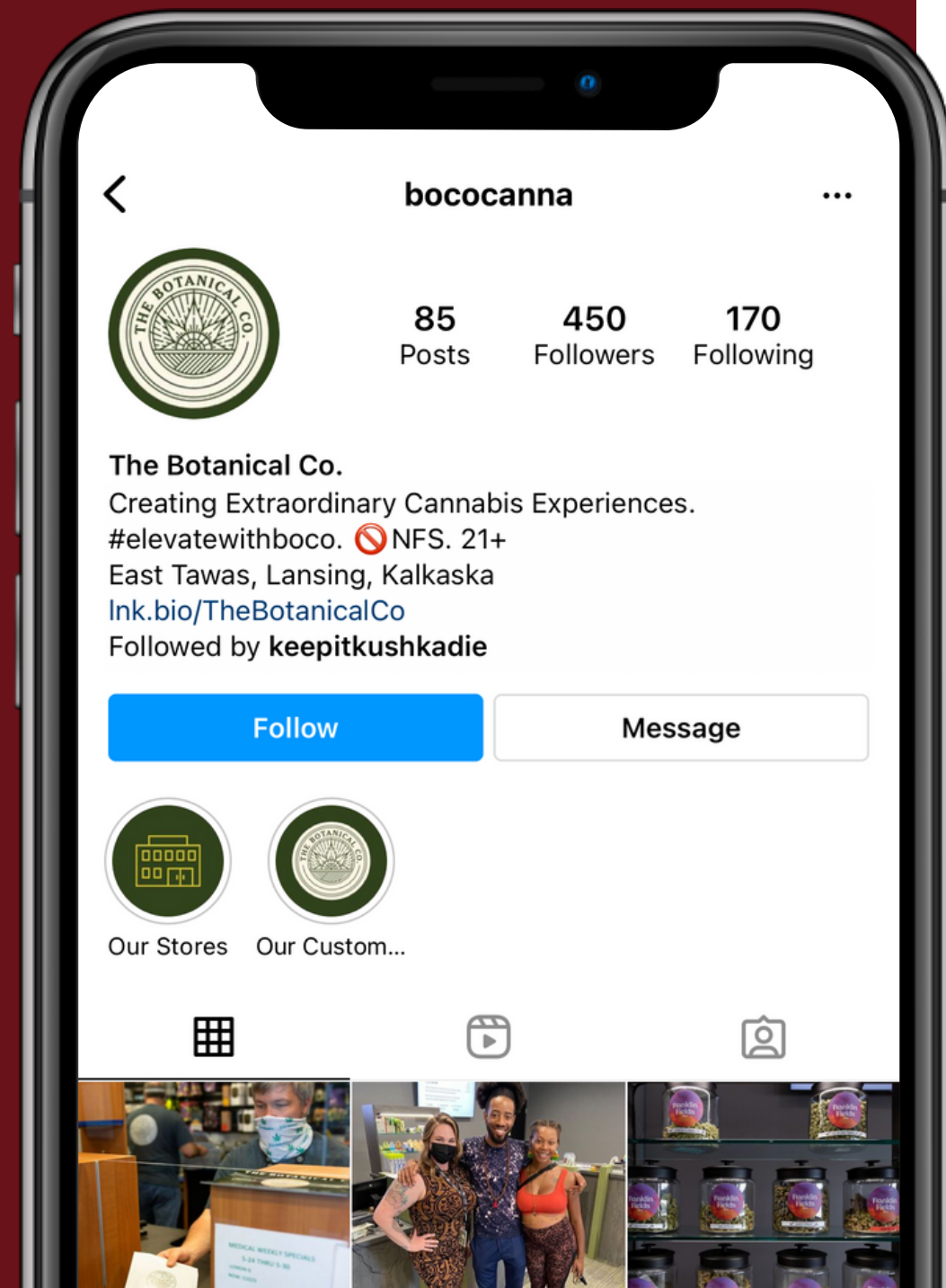
Regular Page Activity

There is content posted to the page on a regular basis. When there is interaction and comments from the community, the page is responsive.

Using Multiple Post Types

There was a mix of video, photo, and text posts shared.

INSTAGRAM PROFILE HIGHLIGHTS



BASIC INFORMATION

Followers: 450

Posts: 85

Frequency of Posts: Every other day

Sharing the Experience

The profile features content that invites audience members in to enjoy the experience secondhand. There are photos of the team and customers that add a very personal feel to the page

Regular Page Activity

There is content posted to the page regularly. The page is responsive to community comments and interactions.

Diverse Content

There was a mix of behind-the-scenes, educational, shared, and original content posted on the feed.



ABOUT Franklin Fields

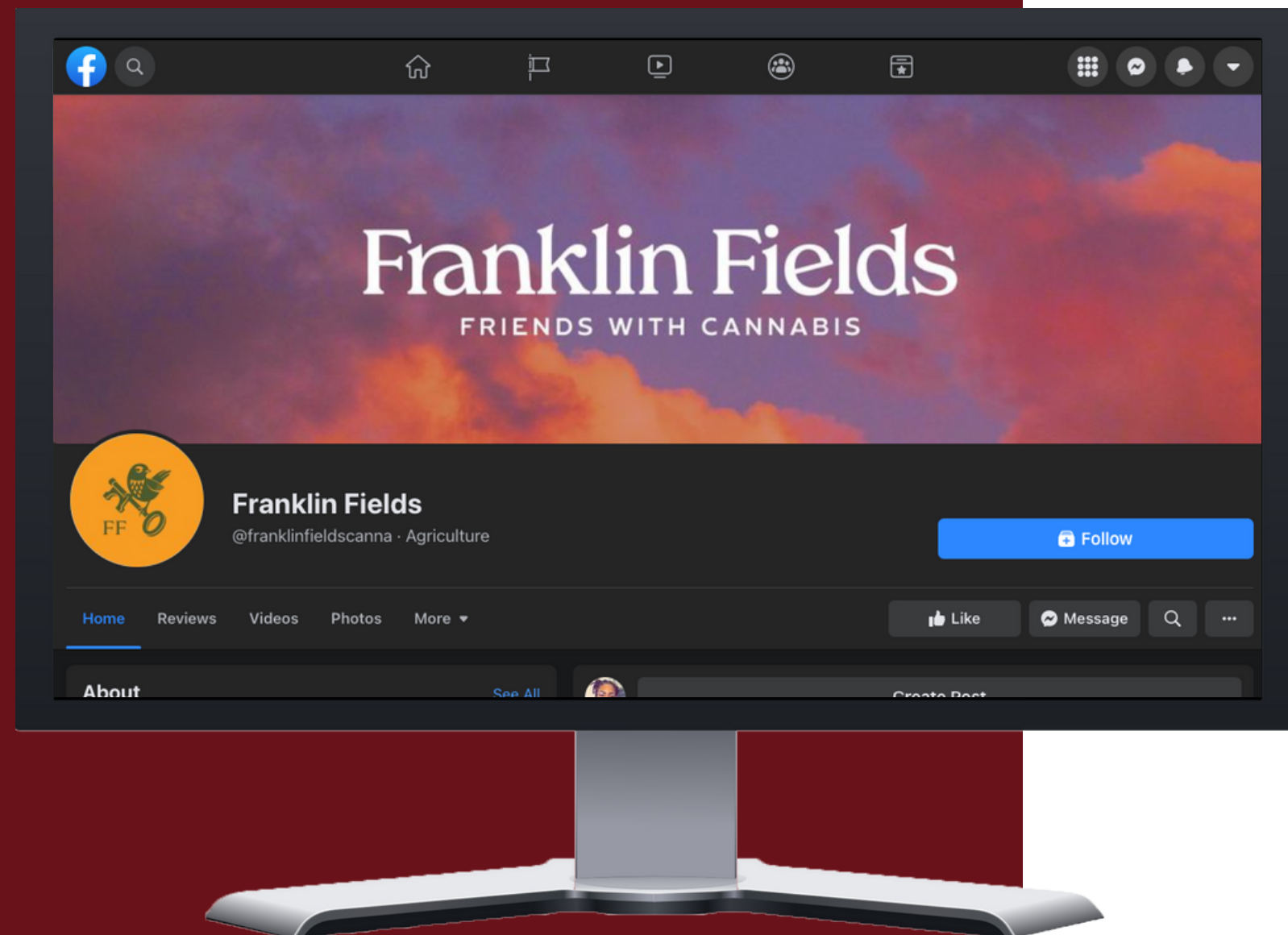
A Premiere Cannabis Cultivator

Franklin Fields cultivates and produces cannabis products with exceptional care in an immaculate, state-of-the-art, indoor grow facility.

Products include flower, pre-rolls, cartridges, and concentrates that are available in multiple dispensaries in several cities across Michigan.



FACEBOOK PAGE HIGHLIGHTS



BASIC INFORMATION

Likes: 458

Followers: 547

Page created: September 9, 2020

Frequency of Posts: Every couple of days

Consistent Brand Visuals

Appealing brand visuals are shown on the page with great quality. Visuals are consistent with imagery on the website and other platforms.

Regular Page Activity

There is content posted to the page regularly. The page is responsive to community comments and interactions.

Content Mix

The main types of content posted included photos or videos. There was a mix of created and shared content.

INSTAGRAM PROFILE HIGHLIGHTS



BASIC INFORMATION

Followers: 360

Posts: 89

Frequency of Posts: Every other day

Hashtag Strategy

Using a minimum of 3-5 focused hashtags that are relevant to the brand.

High-Quality Images

Compelling photography that positions the product in unique ways that stay true to the brand's aesthetic and liven up the feed.

Using Multiple Platform Features

Using more than image posts to share content with followers gives great insight into what followers like.

Part 2

MARKET OUTLOOK



HOW IMPORTANT IS SOCIAL MEDIA MARKETING IS TO BUSINESSES?

44%

Consumers have purchased items they've seen on a brand's social media post

76%

Consumers have purchased a product they've seen in a social media post

PROBLEM

Since cannabis is still illegal at the federal level, the big social media platforms – Facebook, Instagram, Twitter, YouTube, LinkedIn, and Pinterest – all have policies that limit social media marketing and advertising options for cannabis-related businesses.



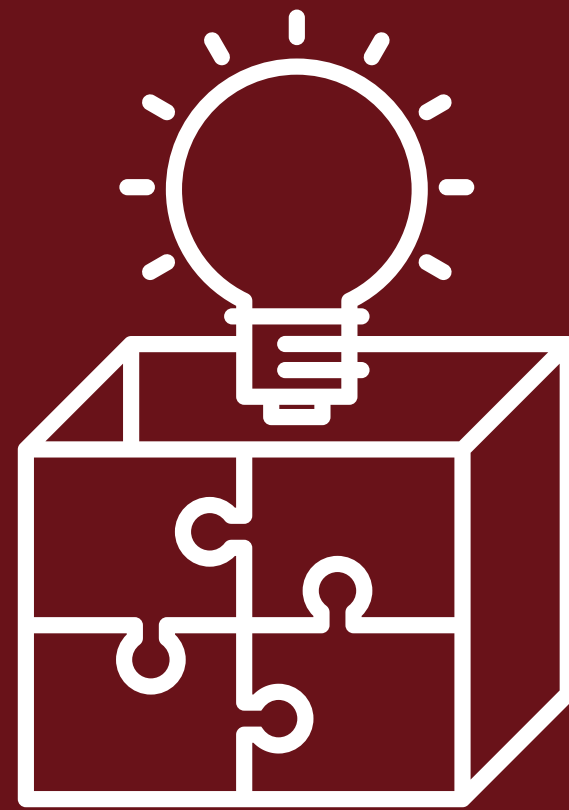
**Ad Accounts, Pages and Profiles
are at risk of being shut down
without notice**

Despite all of the problems and risks associated with cannabis-related businesses and social media marketing, there are still tactics that can be used to leverage the reach of these businesses while reducing the risk of losing everything they've worked to build.



Part 3

STRATEGY PROPOSAL



AREAS OF OPPORTUNITY

Hashtag Strategy

Using the right hashtags can help to organically increase reach and get your content seen by the right people.

Use the Right Platform

Each platform has a specific purpose and audience. Being intentional about the information you put on your profile is important to get seen and boost SEO.

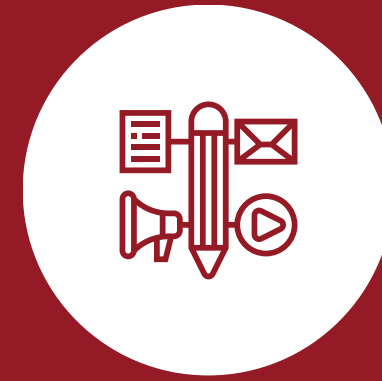
Audience Engagement

Use call-to-actions in posts to encourage audience to engage and drive interaction in the comments

Creating Pillar Content

The point of social media is to captivate and educate your audience where they are. Focus on creating content that tells stories and answer common questions.

PROPOSED SOLUTIONS:



Engage Your Audience Without Constant Promotion to Increase Engagement



Crowdsource Organically Earned User Created Content to Increase Brand Awareness



Drive Social Visitor Traffic Back Home to Your Website to Increase ROI

Educate Without Selling and Engage

Use social media to inform and educate the canna-curious consumers who are always looking to learn more about the form of cannabis they are buying and what experience they will get from it.

Always respond to comments timely, and address all queries of your customers.



- ✓ Share tutorials, research, and behind-the-scenes
- ✓ Use an 80-20 ratio (80% non-promotional and 20% promotional)
- ✓ Promote the lifestyle the brand represents

Crowdsource User Created Content

As others share your content and discuss your brand on social media and blogs, you earn media, publicity, and organic reach. By earning this publicity instead of paying for it, your brand reaches wider audiences organically.

In return, that content can be used to further promote brand awareness.

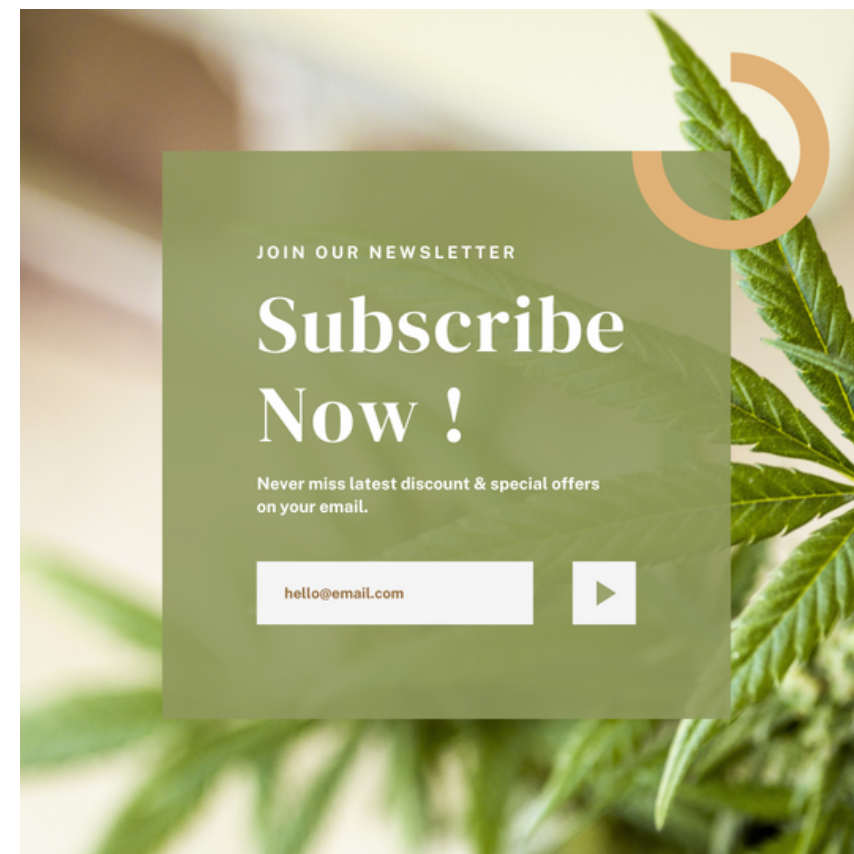
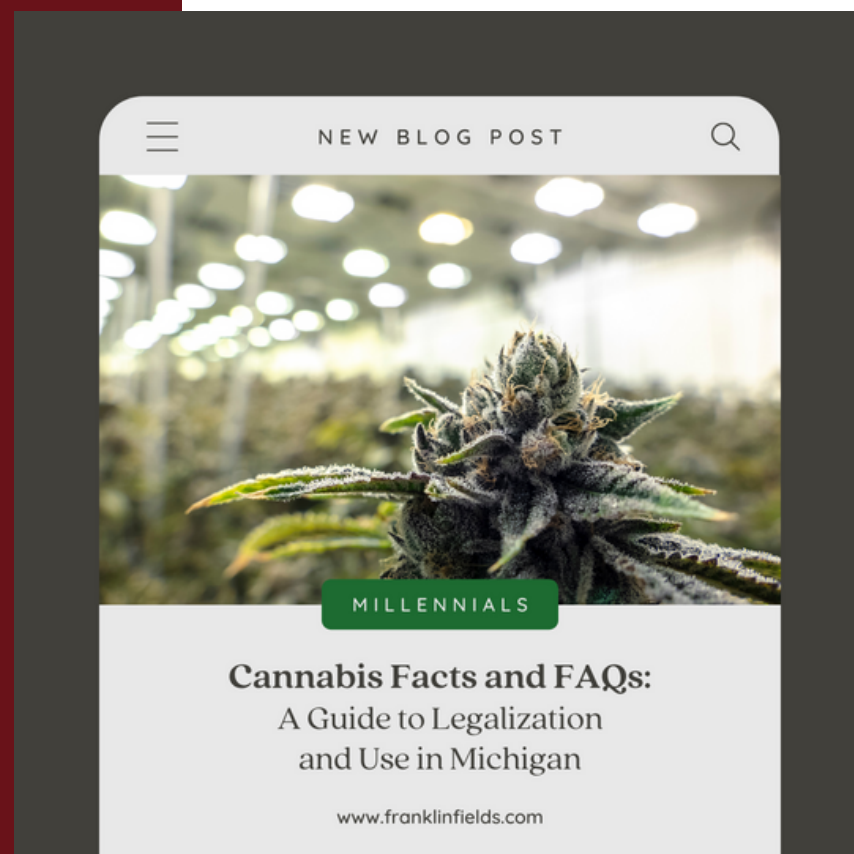


- ✓ Ask people to use hashtag and share photos
- ✓ Encourage sharing content and reviews and tagging brand
- ✓ Use photo contests and challenges to generate a lot of content

Drive Traffic Back Home

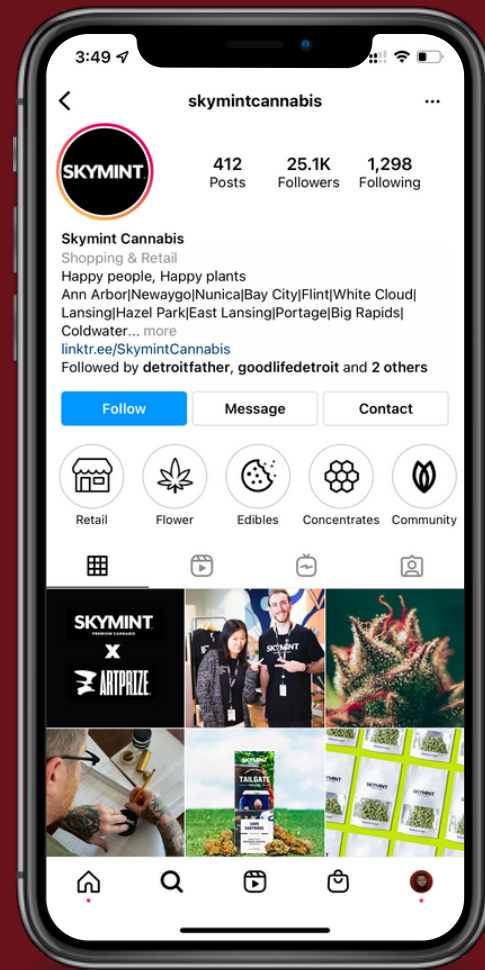
Build and engage an audience on social media, then guide them back to your website for detailed information on your business and product.

The rules of social media don't apply to your website and you get more freedom to explore.



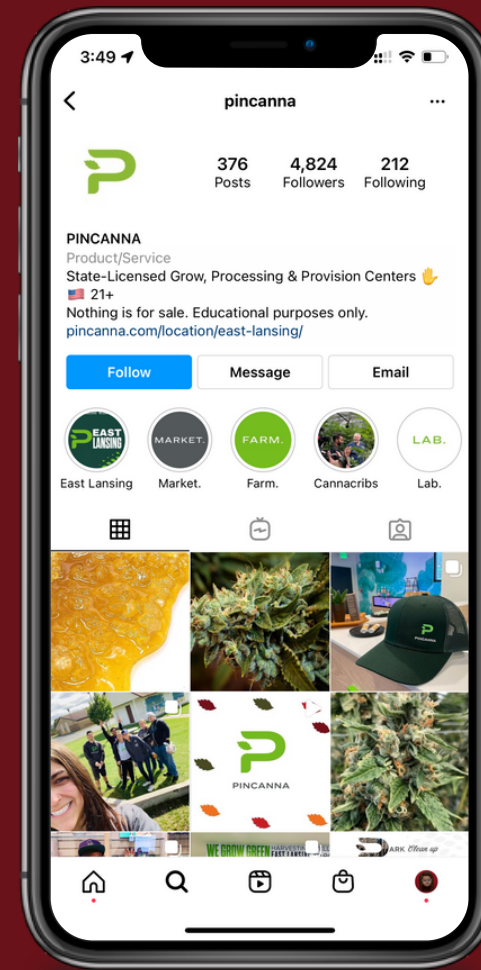
- ✓ **Publish great content on your blog and share it on your social media**
- ✓ **Encourage email list sign up for more exclusive and in-depth content**
- ✓ **Be the source for the curious and clueless to learn**

LOCAL COMPETITOR OUTLOOK



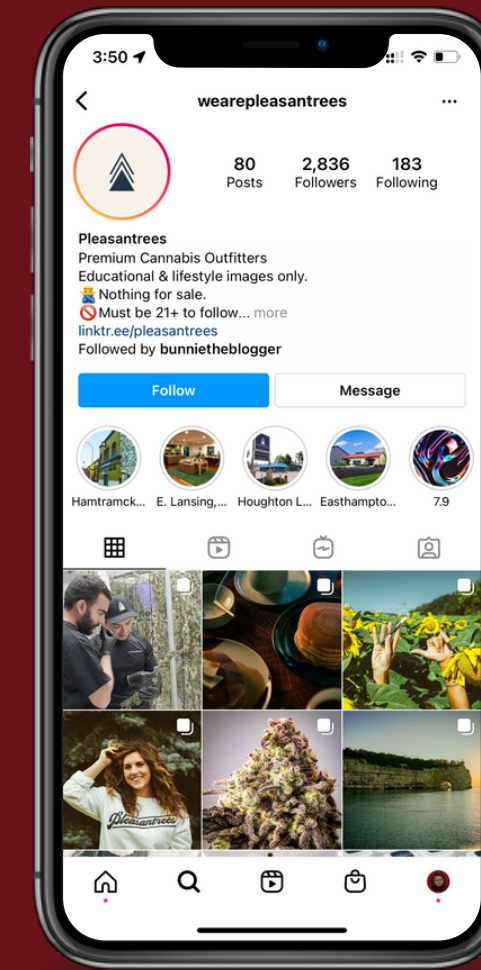
Skymint

Followers: 25.1K
Posts: 412



Pincanna

Followers: 4,824
Posts: 376



Pleasantrees

Followers: 2,836
Posts: 80

Closing Remarks



Desiree' M. Slaughter

313-327-2156

hello@desireeslaughter.com