



Social Media Campaign

Abby Vircks, Hannah Vlasin, Kaiman Stowe, Lindsay Anderson

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Company Overview: The Vault Tattoo and Piercing

Established in 1998, The Vault Tattoo and Piercing is located at the corner of Main and Elm Street in River Falls, WI. The shop is owned by Gary Larson. There are three artists on staff at The Vault: Mike who does tattoos, Greg who does tattoos and piercings, and Cree who is a tattoo apprentice. Located at a close walk from the University of Wisconsin –River Falls campus, this shop is a favorite among college students and community members alike.

Content Buckets



Voice:

1. Badass but sophisticated
2. Dry or sassy sense of humor- not insulting
3. Know their stuff
4. The fun adventurous friend
5. Brands to mimic
 - a. Taco Bell
 - b. Jack Daniels
 - c. Jason Statham

SWOT Analysis:

1. Strengths
 - a. Already have a Facebook presence
 - b. Basic information about the shop exists (hours, location, etc.)
 - c. Have somewhat regular posts
 - d. Good response rate
 - e. Rated highly on FB

2. Weakness
 - a. No website link
 - b. Not much interaction on a daily basis between users
 - c. No other platforms other than Facebook

- d. Irregular posts
- e. No theme to postings
- f. Poor grammar skills
- g. Not much content
- h. No Google Plus account (SEO)

3. Opportunities

- a. Create company accounts on appropriate social media platforms
- b. Use current likes to increase interaction
- c. Create website to link to add onto social media

4. Threats

- a. Surrounding tattoo pages
 - i. Third Eye Tattoo Parlor
 - ii. Anchors End
 - iii. Impulse Ink
- b. Negative reviews posted by consumers

Website/Blog

Purpose:

Send people to the website, creating traffic from other social media platforms

Creating new content making them more reputable as a source for their tattooing needs

Create content to circulate on different platforms (Pinterest, Instagram, Facebook)

Main platform to showcase artwork

Basic information for customers about our company (address, phone number, hours, etc.)

SMART Goal:

Specific- Write blogs about tattoos to drive traffic to website

Measurable- Have 50 click through to blog from social media platforms from each blog post to each site

Attainable- Drive traffic to blog leading to 5 likes/comments on each blog post

Relevant- People interested in tattoos click the link for the blog to learn about a new topic

Time- 24 blogs (One per week) with 50 clicks through to the blog creating 1,200 impressions and clicks to the blog/website

Website Layout:

Target Audience:

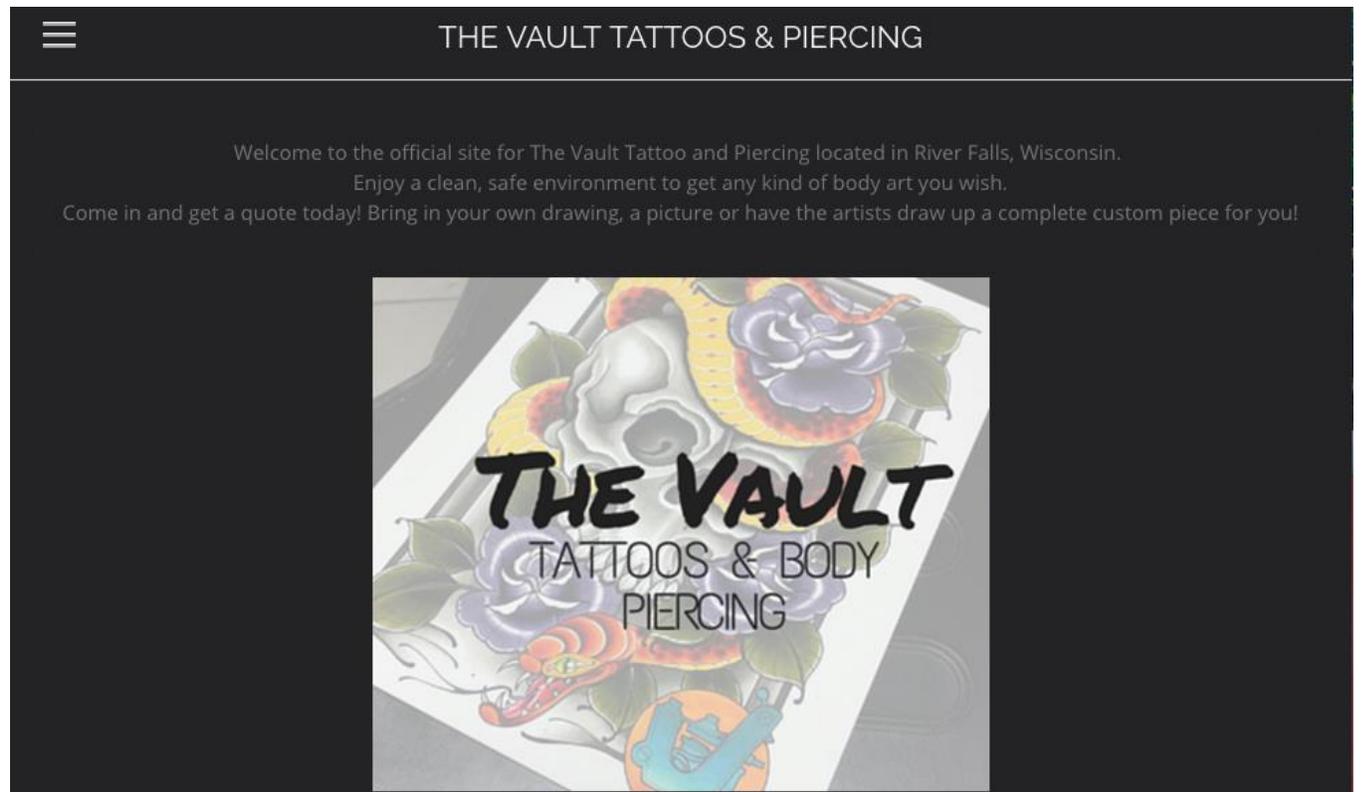
- Millennial/Teen women
- People with tattoos in the River Falls area

Content:

- Blog posts including: tattoo aftercare, future tattoo care, recent work, etc.

Post Frequency:

- Post one blog per week on Tuesdays





You don't have any blog posts

Author

Write something about yourself. No need to be fancy, just an overview.

Archives

No Archives

Categories

All

 [RSS Feed](#)



Pricing

Providing the world with Tattoos and Piercings:

Tattoo Prices:\$120 per hour, \$60 shop minimum

Piercing Prices:

Lobes- \$30 for 1 or \$50 for both Cartilage-\$40

Rook-\$40 Tragus-\$45

Snug-\$45 Conch-\$45

Daith-\$50 Helix-\$40

Horizontal/Vertical-\$60

Tongue \$50 Eyebrow-\$45

Anti-eyebrow-\$50 Septum-\$50

Nostril-\$45 for hoop of \$50 for gem

Monroe, Lips, Labret, Angelkiss, Pout and Smiley
\$50

Single Point Piercings-\$80 for 1, \$20 for any after

Transverse Lobes-\$45 for 1, \$75 for both

Nipples- \$50 for 1, \$80 for both





Contact Us

[Click here to edit.](#)

Name *

First

Last

Email *

Comment *

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EMAIL ADDRESS

thevaulttattoo@hotmail.com

TELEPHONE NUMBER

(715) 425-7022

PHYSICAL ADDRESS

103 E Elm St
River Falls, WI





Purpose:

Generate user content

Create interaction between users and business

Have general information about the business (hours, location, etc.)

Showcase work

Post about promotions, photos, and other themed posts

KPI- Likes, comments, and shares

SMART Goal:

Specific- We will post on Facebook every day in order to increase brand awareness and interaction

Measurable- We aim to increase by 75 followers in two months

Attainable- Grow Facebook post likes by 5

Relevant- We will use Facebook to show the creative designs of our artists as well as the interaction between customers and our business

Time Based- Increase page likes by 75 over 2 months and have 5 likes per post every day

Target Audience:

- Women and men
- Age: 18-45
- Students attending UWRF
- Local population and surrounding area (30 mi radius)

Content:

- Correlate with themed days (percentages off EX. 10% off any mother tattoo for Mother's day)
- Tips and tricks that relate to tattoos (EX. How to take care of tattoos)
- Tattoo of the week (feature a picture of the artist and their 'best' piece that week... artists rotate every week)
- 'Share your artwork' and repost the user's post

Post Frequency:

- 3-4 posts every week (1 is a promo)
- Art work of the day (designate one day to annually post)
- Highlight a user's work or post (designate one day to annually post)

Advertising/ Promotions:

-Have one promo per week (% off, etc.)

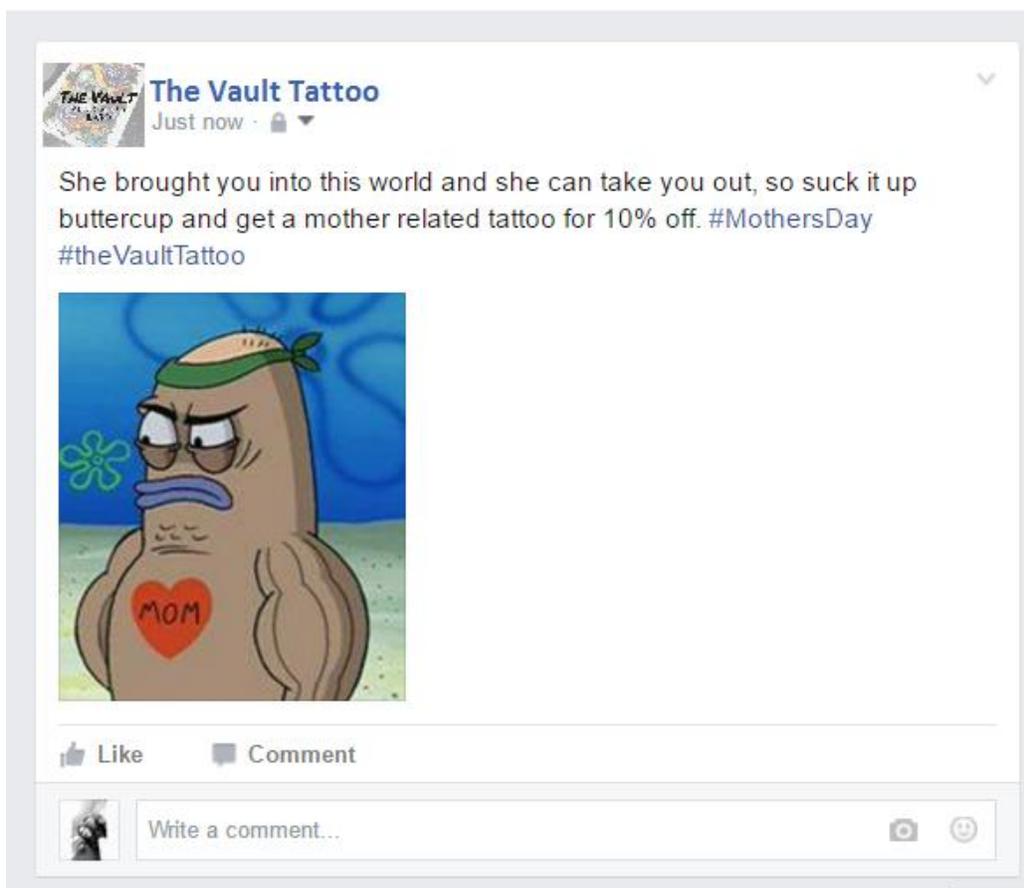
-Budget: \$30 per month for paid ads

Page Layout:

-Post all basic information about the company

-Have photos and text posts that exemplify the personality of the company

Sample Posts:





Instagram

Purpose:

Keep an achieve of the artist's work

To promote the business

To showcase customers and their art pieces

KPI- Likes, followers, impression, and reach

SMART Goal:

Specific: To build more of an Instagram followers by increase and being engaging by posting more pictures via Instagram

Measureable: I would increase my posting by posting on Instagram 15 times a week

Attainable: I want to reach 2 new followers a day

Relevant: To gain 20 followers a month

Time Based: To be reached in a month

Target Audience Obtained:

-18-35 years old

- Men and women
- 25 mile radius
- Middle class, upper middle class, students

Content:

- Tattoos
- Sketches
- Promotional Ads
- Business activities
- Inspirational stories
- Recommended tags: #riverfalls, #uwrf, #tattoo, #smallbusiness, #(insert type of tattoo here), #tattooideas,

Post Frequency:

- Twice a day
- Plus themed days (Mother's Day, etc.)

Sample Posts:





Purpose:

Have artist's photos circulating

Have website content circulating

Put address of shop, phone number, website, artist's instagram under every pin

People will see the amazing work, get ahold of the shop, schedule an appointment

KPI- Impressions achieved

SMART Goal:

Specific- Showcase artists' work through widespread impressions

Measurable- have 500 views of tattoo photo pins after 6 months of being posted

Attainable- use good title and tags will get audience's attention

Relevant- people search things they are interested in as opposed to following like other social media

Time Based- 6 months should be enough time for a photo to be seen 500 times

Target Audience Obtained:

- Millennial/Teenage Women
- “Edgy” Moms
- Male Significant Others Interested in Getting Tattoos

Content:

- Shop Tattoo Photos, each artist gets a board
- Posts from website, tattoo health, news, promotions, etc
- Idea generation- different styles
- Tattoo Health, recommended products
- Recommended tags: #riverfalls, #uwrf, #tattoo, #smallbusiness, #(insert type of tattoo here), #tattooideas,

Post Frequency:

- When a new, good quality photo of a tattoo is available
- When a blog/website post is important/really good

Boards:

- Mike's Work. Include short bio (how many years tattooing, where from, etc)
- Greg's Work. Short Bio (year, places, etc)

-Cree's Work. Short Bio (year, places, etc)

-Mike's Designs/Sketches

-Greg's Design/Sketches

-Cree's Design/Sketches

-Tattoo Health. Include "these are the tips and products we recommend our customers to use"

-News and Promotions - can include any shop remodel pictures, staff changes, specials/coupons

Advertising/Promoted Pins:

-**Shouldn't use this feature**, too small of a business

-Pins have a shelf life of forever, use good tags and they will get seen

Page Layout:

-Have a brief shop history/bio on top of the page include address, phone number, link to website, artists' names

Sample Pin:

Pin it Edit Send ...



Saved by **The Vault Tattoo and Piercing** Visit

Mario by Mike at The Vault. 103 E Elm St. River Falls, WI 54022. 715-425-7022. [#thevaulttattooandpeircing](#) [#cartoontattoo](#) [#tattooideas](#) [#mariotattoo](#) [#nintendotattoo](#) just now

The Vault Tattoo and Piercing

Saved to Tattoos by Mike - The Vault

Post Schedule:

Site	Week One	Week Two	Week Three	Week Four	Week Five
Facebook	7 photos, 3 posts, 1 promo				
Instagram	10 photos posts	10 photo posts	10 photo posts	10 photo posts	10 photo posts
Pinterest	4 photos, 1 blog post	3 photos, 1 blog post	5 photos, 1 blog posts	4 photo, 1 blog post	6 photos, 1 blog post
Website/Blog	1 blog post				

Social Media Campaign Ideas:

1. Mother's Day
 - a. Come in with your mom
 - b. Get a mother memorial tattoo
 - c. 15% off for any mother related tattoos

2. 4th of July
 - a. Patriotic Stencil Page \$20 each

- b. Show us your flag pole (flag tattoos)

- 3. UWRF Week of Welcome
 - a. Just Local table
 - b. Student IDs get you 15% off this week only

- 4. Halloween
 - a. Show your scariest tattoo
 - b. \$20 Stencil Page