



# **SAND DOLLAR** *≡LIFESTYLES≡*

Social Media Marketing Plan Case Study

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# Background

- Est: 1993 as Sandal shoes in Gulf Shores
- Sand Dollar Shoes and Comfort Footwear merged in 2010 – creating Sand Dollar Lifestyles
- originally a hobby for retired Jim and Peggy Hardy
- Name Brand retail store



## Popular Brands it is known for

- Aftco
- Yeti
- Columbia
- Huk
- Patagonia
- Fish Hippie
- Car Hart
- Birkenstock



# YETI

# patagonia®



# Problem with Sand dollar

- There is no social Media Presence
- It is only known by the locals, and it does have a great location so they do get tourist traction sometimes, but it is not known on social media



# Social Media Audience

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1 subscriber  
3 videos



560 Post  
2,183 Followers



3.9K likes  
3.8K Followers





# Voice & Tone – Social Media

# Voice and Tone

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- NO POST IN 6 YEARS
- - DIFFICULT TO DETERMINE

# Instagram

- Captions: informative
- Four stories penned
- Featuring brands
- Sales mentioned
- Give aways



3 likes





Voice and tone

- Same posts as Instagram
- Post sporadically (not often)
- Features big brands



**facebook**

# Intended Target demographics

Mutual across all three accounts

People who enjoy the outdoors





# Purpose for accounts

Not being  
utilized



Promoting Brands  
Notification of Sales



Facebook is the most successful



# Company Improvements

- More frequent YouTube posts
- -More interactive post on all platforms
- Instagram poll posts
- Facebook stories

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# Social Media Nov. Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 -Facebook post @11 am	2 -Instagram post @ 1pm
3 -YouTube post @10 am	4 -Instagram post @ 1pm	5 - Facebook story @10 am	6 - Instagram story @11am - poll post - Facebook post @ 1pm	7 -Facebook story @10am -YouTube post @3pm	8 - Facebook post @11 am	9 -Instagram post @ 1pm
10 -Instagram story @6pm	11 -Instagram post @ 1pm	12 -YouTube post @4pm	13 -Facebook post @ 1pm	14 -Facebook post @ 9am -YouTube post @3pm	15 -Instagram post @12pm	16 -Facebook story @ 2pm -YouTube post @8am
17 -YouTube post @9am	18 -Instagram story @1:30pm	19 - Facebook post @10am - YouTube post @5pm	20 -Instagram post @ 12pm	21 - Facebook story @1pm	22 -Facebook post @11 am	23 -Instagram Story (featuring sale items) @11am
24 -Instagram story @ 6pm	25 -Instagram post @ 12pm	26 - Facebook post @10 am	27 -Facebook story @1pm -YouTube post @5pm	28 -Instagram post @ 12pm -YouTube post @9am	29 -Facebook post @11 am	30



WEEK 1



INSTAGRAM caption: Walking the dog? Running to the store? We have the shoes for you!  
#Birkenstock #SandDollarLifestyle



Facebook caption: ready to explore with friends? Don't forget your outerwear! #SandDollarLifestyle

# Content to be posted for Calendar

# Post



Traveling soon? Need something to wear?  
We can help! #SandDollarLifestyle #outerwear  
#outdoors

# Story



Looking for a tough pair of jeans? Check out  
These new CarHart that just came in  
#SandDollarLifestyle #outerwear  
#outdoors #Jeans

# Post



Need protection from the weather? Check out the link  
In our bio for all your outdoor needs!  
#SandDollarLifestyle #outerwear  
#outdoors

## WEEK 2 Instagram

# Week 2 Facebook post



Post Caption: Explore Comfortably  
Check out some new Jackets  
#SandDollarLifestyle #outerwear  
#outdoors



STORY POST: take a Poll:  
What's better? Hoodies or Pullovers?



Post on Story:  
New SHADES?  
#SandDollarLifestyle





Unbox all the new fall boots with us.



See whats new in our store now!

## Week 2 YouTube Post

Post Caption: Going for a fall run?  
Don't forget your jacket!  
#SandDollarLifestyle #outerwear  
#outdoors #Run



Post: Ready for Fall weather?  
We have all your fall Jacket  
Needs. Check the link in the Bio  
#SandDollarLifestyle #outerwear  
#outdoors #Jackets



Story Poll  
post:  
Are Jean Jackets  
In this Fall? Yes or NO



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## Week 3 Instagram

# Week 3 Facebook



Story: What is your favorite Brand of Boots for the Fall?



Post caption: Get the latest  
And greatest leggings  
Available now!  
#SandDollarLifestyle #outerwear  
#outdoors #Leggings



Post Caption:  
Hike Season!  
#SandDollarLifestyle #outerwear  
#outdoors #Boots


# Week 3 YouTube



Caption: Are you ready for fall?



Caption: The top 5 best running shoes  
Available now!



Download free HD stock image of Woman Sidewalk



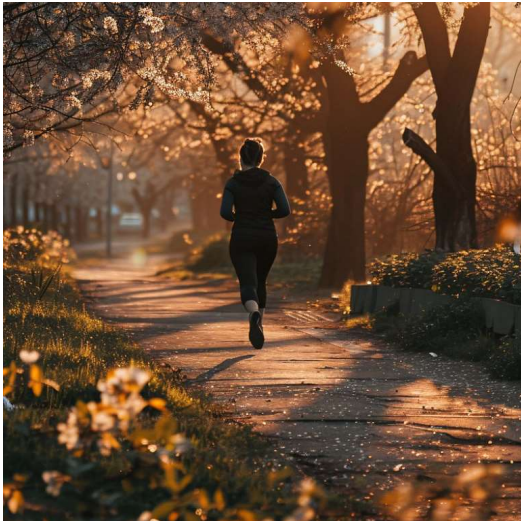
Post caption:  
Sale WARNING! ALL summer sandal 20% off  
#SandDollarLifestyle #outerwear  
#outdoors

Story: Winter is coming. Are you ready?  
#SandDollarLifestyle

Story:  
Protect your hands from the cold!

# Week 4 Instagram

# Week 4 Facebook



Story: Finally Fall!

It's pullover season!  
#SandDollarLifestyle #outerwear  
#outdoors

FLASH SALE all tank tops are 35% off  
#SandDollarLifestyle #outerwear  
#outdoors

Caption: all you need to know  
about the upcoming Black Friday Deals!



Caption: RESTOCK!  
check out  
All the new vest!



Week 4 YouTube



Story caption:  
Check out our broad selection of beanies and more!  
Link in the BIO  
#SandDollarLifestyle



Post caption  
What's better than a basic Tee?  
#SandDollarLifestyle #outerwear  
#outdoors



Post caption:  
Check out all  
The Black Friday Deals!  
Link in the Bio.  
#SandDollarLifestyle #outerwear  
#outdoors

## Week 5 Instagram





Story caption:  
Who doesn't LOVE  
A new hat? #SandDollarLifestyle



Post caption: BLACK FRIDAY IS TOMORROW  
SEE YOU THERE FOR DOORPRIZES  
AND MORE! #SandDollarLifestyle #outerwear  
#outdoors #blackfriday



Post caption: Stain your shirt at Thanksgiving?  
No big deal we have all polos 20%  
Off! #EarlyBlackFriday  
#SandDollarLifestyle #outerwear  
#outdoors

## Week 5 Facebook

# Week 5 YouTube



What material makes the best t shirts?  
Find out now!



Want a sneak peek of our  
Black Friday Deals?

# Citations

- *About Us*. Sand Dollar Lifestyles. (n.d.). <http://www.sanddollarlifestyles.com/about-us/#:~:text=In%201993%2C%20Jim%20and%20Peggy,Birkenstock%2C%20a%20German%20comfort%20shoe.>
- "Photo by John Doe on Pexels" with a link to the photo page on Pexels