Yanantin Alpaca Marketing Plan

🌹Objective

The primary objective is to establish Yanantin Alpaca as a social enterprise that empowers women in Peru. In order to do that it is essential to grow it into a leading brand in sustainable and high-quality alpaca wool fashion. This includes increasing brand awareness, enhancing online presence, driving sales, and building a loyal customer base.

📈Target market

Yanantin Alpaca's target market consists of environmentally conscious consumers, fashion enthusiasts who value sustainability, and individuals seeking high-quality, ethical wool products. The age range is likely 25-45, skewed slightly towards females, with a preference for eco-friendly and ethical fashion.

📊Competitive analysis

Direct Competitors	Indirect Competitors	Competitive Edge
Other premium alpaca wool clothing brands.	Broader sustainable fashion brands and luxury wool product manufacturers.	Yanantin Alpaca's unique selling points could include the superior quality of its alpaca wool, ethical sourcing practices, and commitment to environmental sustainability. Additionally, it has a personal network, the brand is embedded in culture,

		promotes fair trade, and it works to empower women.

🏳SWOT analysis

Strength	Opportunities
Entails personal network of knitters, significant network in the local market, positive social impact, promotes female empowerment, and transparency	Growing demand for sustainable fashion, potential for online market expansion, collaborations with eco-friendly influencers and brands.
Weaknesses Limited brand recognition, dependence on a niche market, higher price points due to quality and ethical production.	**Threats** Competition from established sustainable fashion brands, market volatility in luxury goods, potential supply chain disruptions.

🖼Marketing Strategy

Instagram

Objective: Build brand awareness and community engagement.

Content Types: High-quality product images, behind-the-scenes videos (reels), customer testimonials, short educational reels about alpaca wool.

➔ **Product images** include Yanantin Alpaca palette or behind-the-scenes photos to create a hype two months prior the launch of the products

➔ **Product Reels** include behind-the-scenes shoots of products before the launch.

Posting Frequency:

- Images: Twice a week (Tuesday, Friday) between 7 pm to 9 pm
- ➔ **Engagement Strategy:** Posting images consistently on Instagram for two months prior to the launch can help in creating a hype around the products. Moreover, according to the Instagram algorithm for Estonia, the mentioned timings can help in gaining more visibility.

- Videos/Reels: Twice a week (Wednesday, and Saturday) from 7 pm to 9 pm

→ **Engagement Strategy:** Users of social media typically check their Instagram during lunch hours (11 am to 1 pm). Consequently, posting reels during these hours can help in gaining maximum views. Furthermore, it is necessary to post short videos of pre-production of the products and the whole process to let the followers in on the journey

- Stories (Every other day): Can be behind the scenes, related to production or pre-hype stories before the reel or post.
→ **Engagement Strategy:** Regularly interact with followers through various content. Introduce polls, Q&As sessions every other week. In addition to this, take advantage of trending hashtags, memes, and customize it to have more engagement on stories

The post or reel that gets the most engagement, may be used for paid ad marketing. As a result,

the account will gain more followers and due to the significant reach and visibility.

→ **Target Audience:** The target audience for Instagram posts ages between 25 to 40 years old. The reason for choosing this audience is their growing interest in sustainable buying. Moreover, this portion of the population is likely to be employed. Hence, they can make their purchase decisions while also contributing to the environment.

Website (Blog & SEO)

Objective: Establish brand authority and improve search engine rankings.

Content Types: Blog posts about sustainable fashion, alpaca wool care, style guides, trending clothes, what-to-wear (college/office) guides, OOTW(Outfits of the week),

Posting Frequency:

- Blog Posts: Post a definitive blog every other week.
→ **Engagement Strategy:** The blogs may include categories such as Fashion, Lifestyle (sustainability), or Personal Blogs.
→ **SEO Strategy**: Focus on keywords related to alpaca wool, sustainable fashion, and ethical clothing. Keep the blogs personal to make them rank higher. Have a user-intent instead of keyword stuffing, choose a professional yet minimalist layout to reflect the brand's mission.

Facebook

Objective: Reach a broader audience and drive traffic to the website.

Content Types: Shared blog posts, product announcements, customer reviews.

Posting Frequency:

Posts: 3 times a week (Monday, Wednesday, Friday) at 1 pm and 7 pm..

Shared Blog Posts: Align with website blog schedule.

- **Engagement Strategy:** Use Facebook Groups to create a community around sustainable fashion and alpaca products.
→ **Target Audience:** As of now, Facebook is more popular amongst the people that belong to the age range of 35 to 54. Therefore, by targeting this audience as well on the right platform, the brand will be able to get maximum reach amongst people of all ages that are living or attempting to live sustainable life.

Online Shop

Objective: Optimize for conversions and customer retention.

Strategy: Regularly update product listings with high-quality images and detailed descriptions. Highlight customer reviews and ratings.

Special Campaigns: Monthly promotions or exclusive deals, announced across all platforms.

Pre-Hype Collection: To create more buzz around the products, launch a limited number of products titled as Pre-Hype Collection. People who will buy from this collection may be asked to provide their reviews on

the online shop and social media.

Use **Email Marketing strategy** to let the website/online shop visitors know when the products are available. The top 20 visitors to sign up for email marketing may get a coupon or discount code. Further, this can be used as a word-of-mouth marketing, whereby, these visitors will tell their friends or followers about it and they can use their codes to order from the shop at discounted prices.

TikTok

Objective: Engage with a younger audience through creative and informative content.

Content Types: Short, engaging videos showcasing products, '***Day in the life***' at Yanantin Alpaca, DIY fashion tips, educational videos, or '***Outfit of the week'*** videos.

Posting Frequency:

- Videos: 3 times a week (Tuesday, Wednesday, and Thursday) from 2:30 pm to 4 pm and 6:30 pm to 9:30 pm.
- ➔ **Engagement Strategy and Target audience:** Target the younger audience, also known as Gen Z, that fall in the age group of 18 to 25. These users are more likely to purchase products that are environmentally friendly and are sustainable. The videos may contain different types of content such as Outfit of the week or a complete rundown of a Day in the life at Yanantin Alpaca. Such content can make the viewers feel more relatable and part of a business journey.The fashion tips can also help them in experimenting their clothing with winter wool fabric (Alpaca wool). Moreover, these users are likely to talk about the content on other platforms such as Instagram and Snapchat.

Detailed Social Media Marketing Plan

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	Instagram: Post a B/W image of color palette to create a buzz around it. Timing: 7:30 pm	Instagram: Post a reel of 5-7 seconds with quick shots of Alpaca wool through rotating angle. Should be in B/W Timing: 7pm		Instagram: Post an image with text giving a hint towards the new products launch Timing: 7:30 pm	Instagram: Post the same reel but with colors. Shouldn't show much but give a glimpse into the products Timing: 7 pm	
	Instagram: Post a picture of scenery in winters. The caption must read something along the lines "Winterland magic calls for cozy and sustainable wear" The hashtags should give an idea of a new product launch in future Timing: 7:30 pm	Instagram: Post a reel of 7 seconds showing the snippet of behind-the-scenes of the making of Alpaca wool Timing: 7pm		Instagram: Post an image of a color pallet of four Alpaca wool articles. The colors should be in trends and may are said to be dominating the Winters of 2024 Timing: 7:30 pm	Instagram: Post a reel of the making of Alpaca product. The reel can be around 10 seconds long. Timing: 7 pm	
	Instagram: Post an image of Alpacas with a brief introduction of what Alpaca Wool is in the caption. Timing: 8 pm	Instagram: Post a reel of a color pallet but a kid (preferably toddler) should be in the frame, wearing at least one article of Alpaca wool. Timing: 7 pm (Posts with kids get maximum engagement)		Instagram: Post an image of one of the knitters with their story. The caption should read as "Series: The Life of Alpaca Wool Knitters" Timing: 7:30 pm	Instagram: Post a short reel of bunch of kids playing around with Alpaca in snow. Timing: 7 pm	
	Instagram: Post a behind the scenes image of Alpaca wool knitters working together Timing: 7:30 pm	Instagram: Post a transition reel of Alpaca wool making. It should be 5-6 seconds long. Timing: 7 pm		Instagram: Post another image of one of the knitters with their story. The caption should read as "Series: The life of Alpaca Wool Knitters" Timing: 7:30 pm	Instagram: Post a reel of the early days of Alpaca wool with some vintage filter/effect and camera cuts. Timing: 7 pm	
	Instagram: Post a color palette of 5 Alpaca Wool articles in the most high-in demand colors.	Instagram: Post a behind the scenes reel of 10 seconds showing the making of Alpaca Wool.				