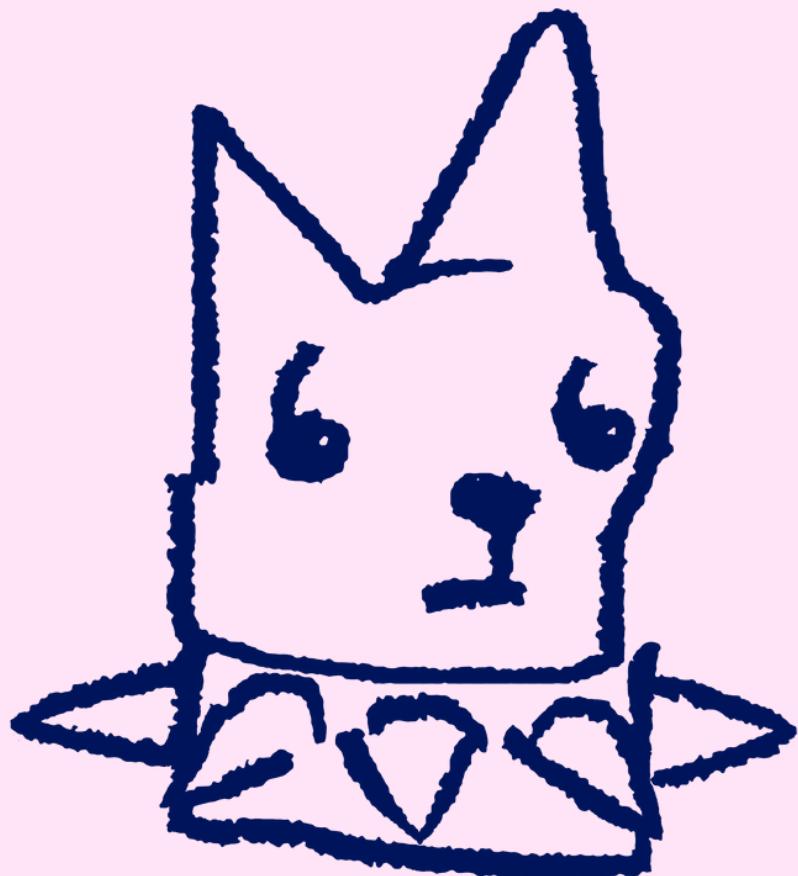




University of
Adelaide



‘Blokette’ –

a @shopdogmilk social media portfolio

a1773844

Katherine Shores

Branding

Colours



Fonts

Imperial Script Regular

Platform: Depop

Tactic: Post detailed listing with flat-lay images.

Objectives:

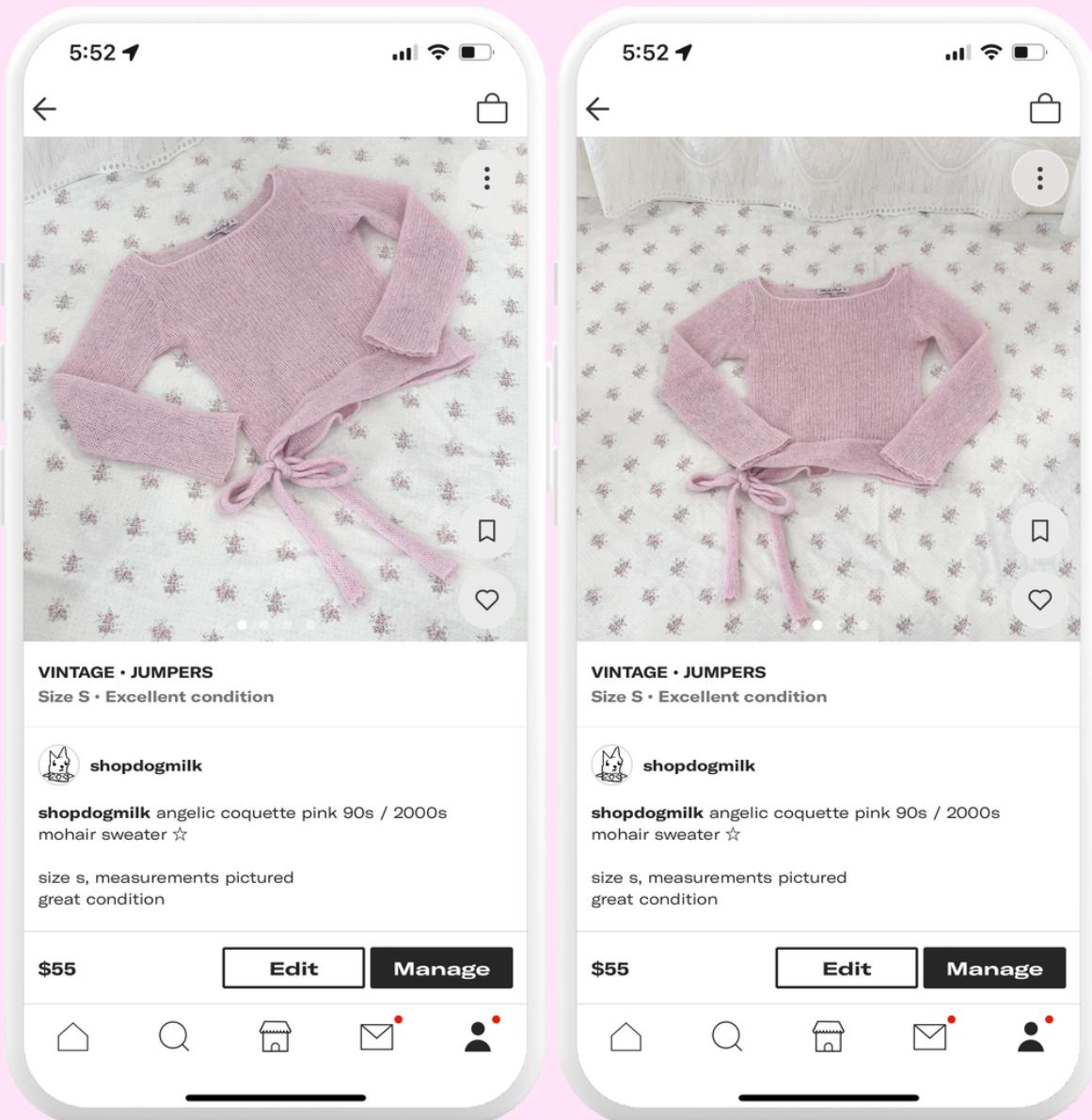
1. Achieve a 25% increase in user interactions (likes, comments, saves, shares) on posts related to the 'Blokette' campaign in one month (Affective)
2. Attain a 20% growth in @shopdogmilk's follower count on each platform within the three months following the campaign's initiation. (Conative)

Goal Supported: to reinvigorate the brand's social media presence and establish a strong positioning for the brand at the forefront of alternative fashion trends.

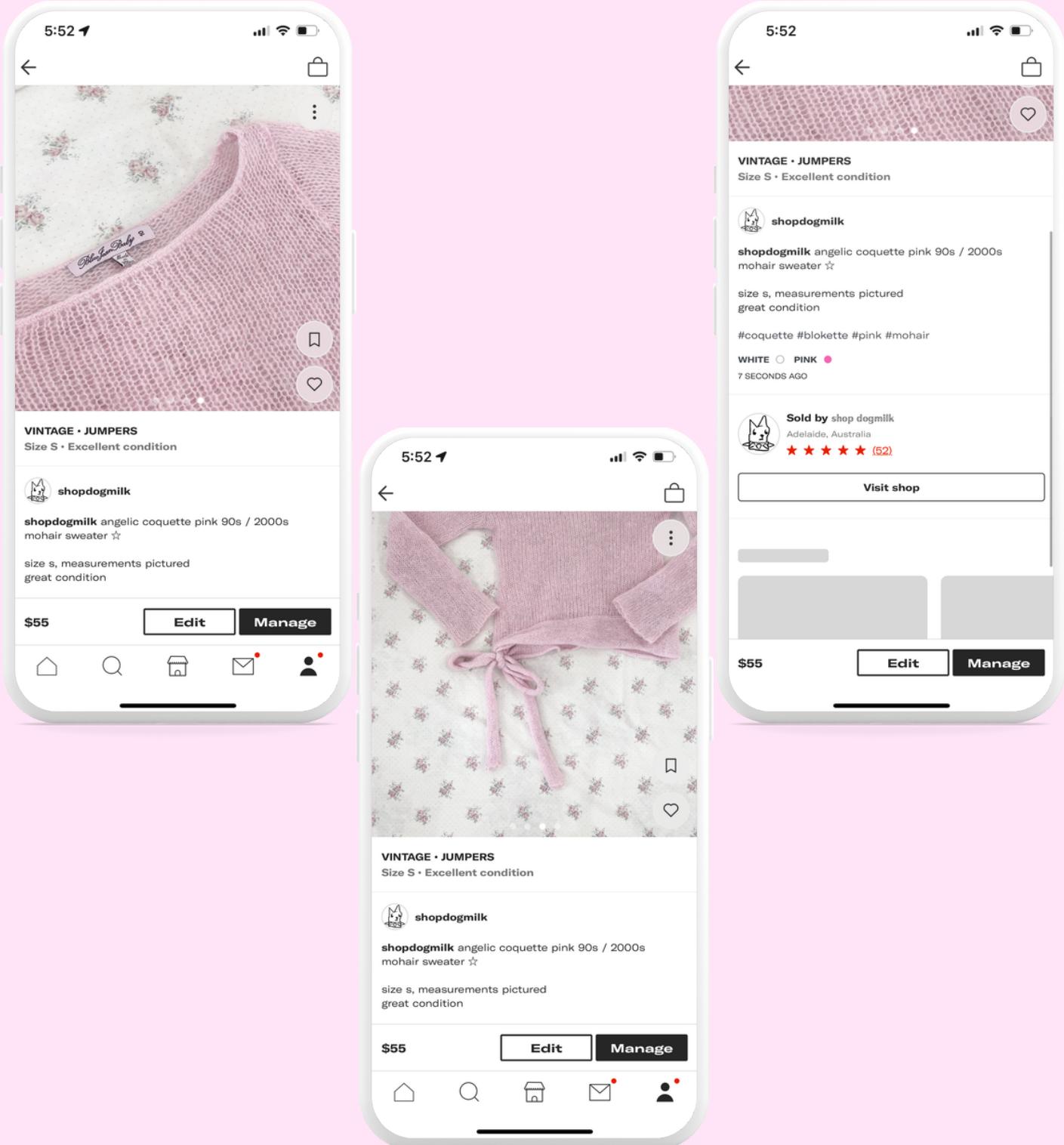
Key Messages:

@shopdogmilk stays ahead of trends with fresh fashion picks.

@shopdogmilk posts exciting content and is worth following.



Platform: Depop



Platform: TikTok

Tactic: Release a Blokette-themed fashion film.

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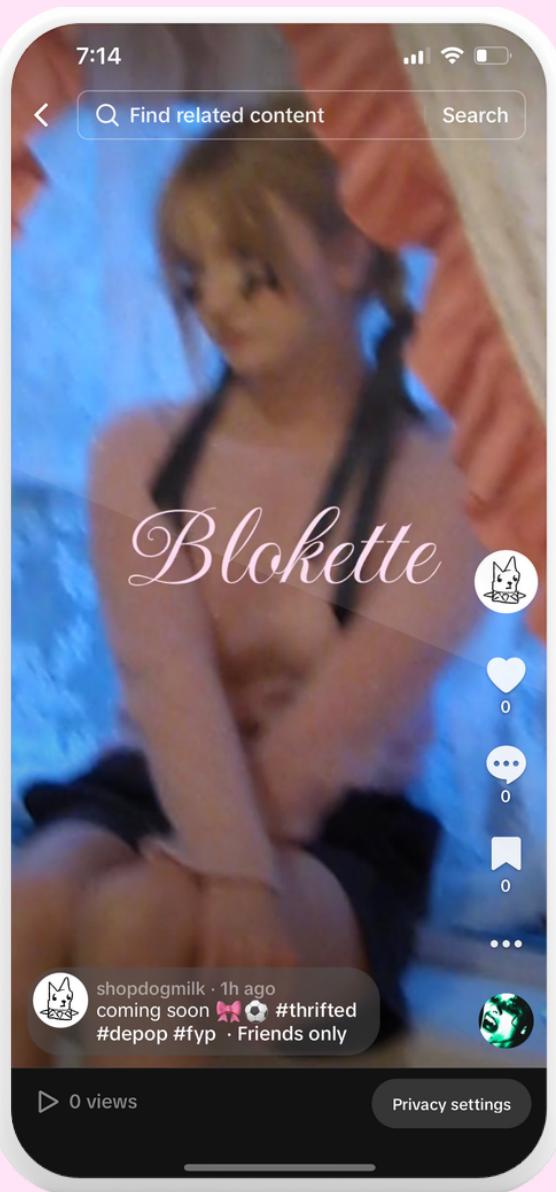
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See the video here!



Platform: TikTok

Tactic: Post trending TikTok video formats.

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4. Drive a 20% increase in inbound traffic from social media platforms to the @shopdogmilk Depop store within three months. (Conative)

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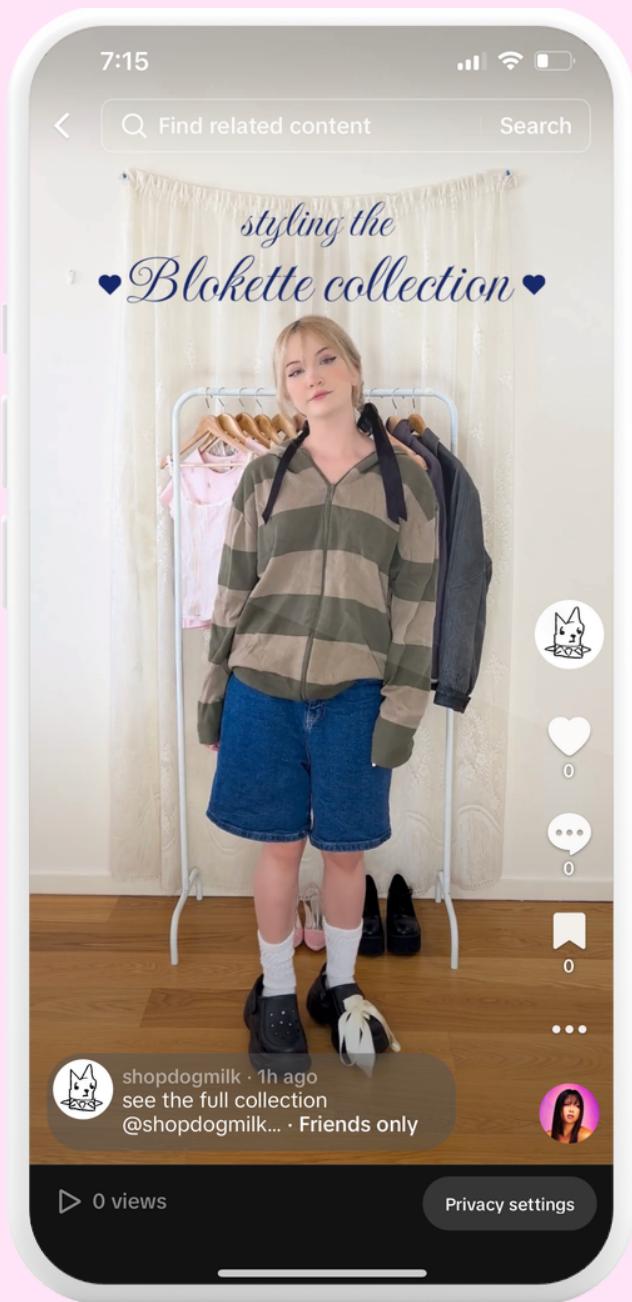
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See the video here...



Platform: TikTok

and here!



Platform: Instagram

Tactic: Post trending Reels on Instagram.

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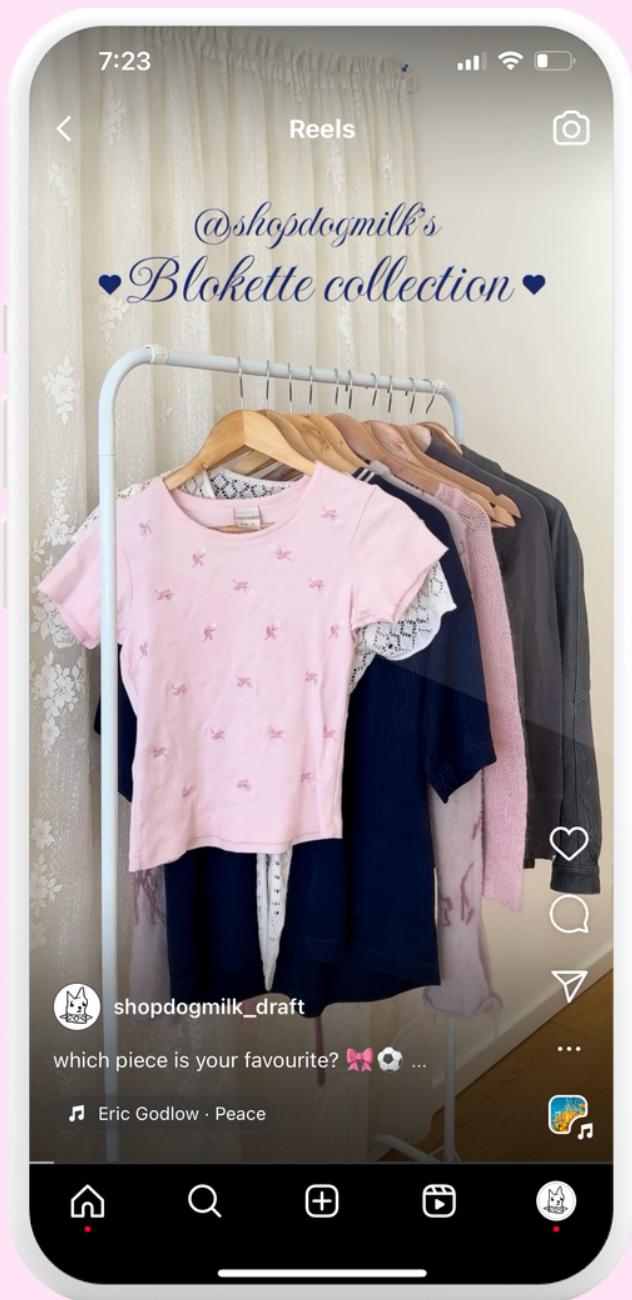
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See the video here...



Platform: Instagram

and here!



Platform: Instagram

Tactic: Post collaboration with an influencer.

Objectives:

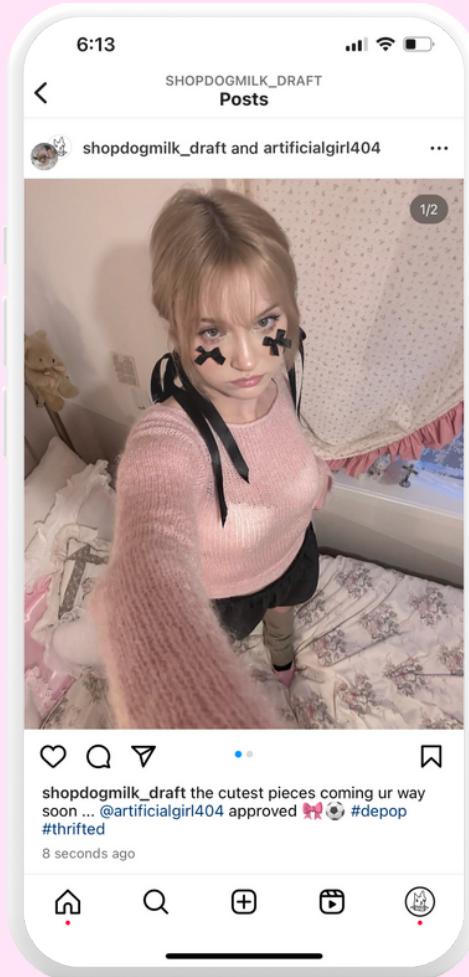
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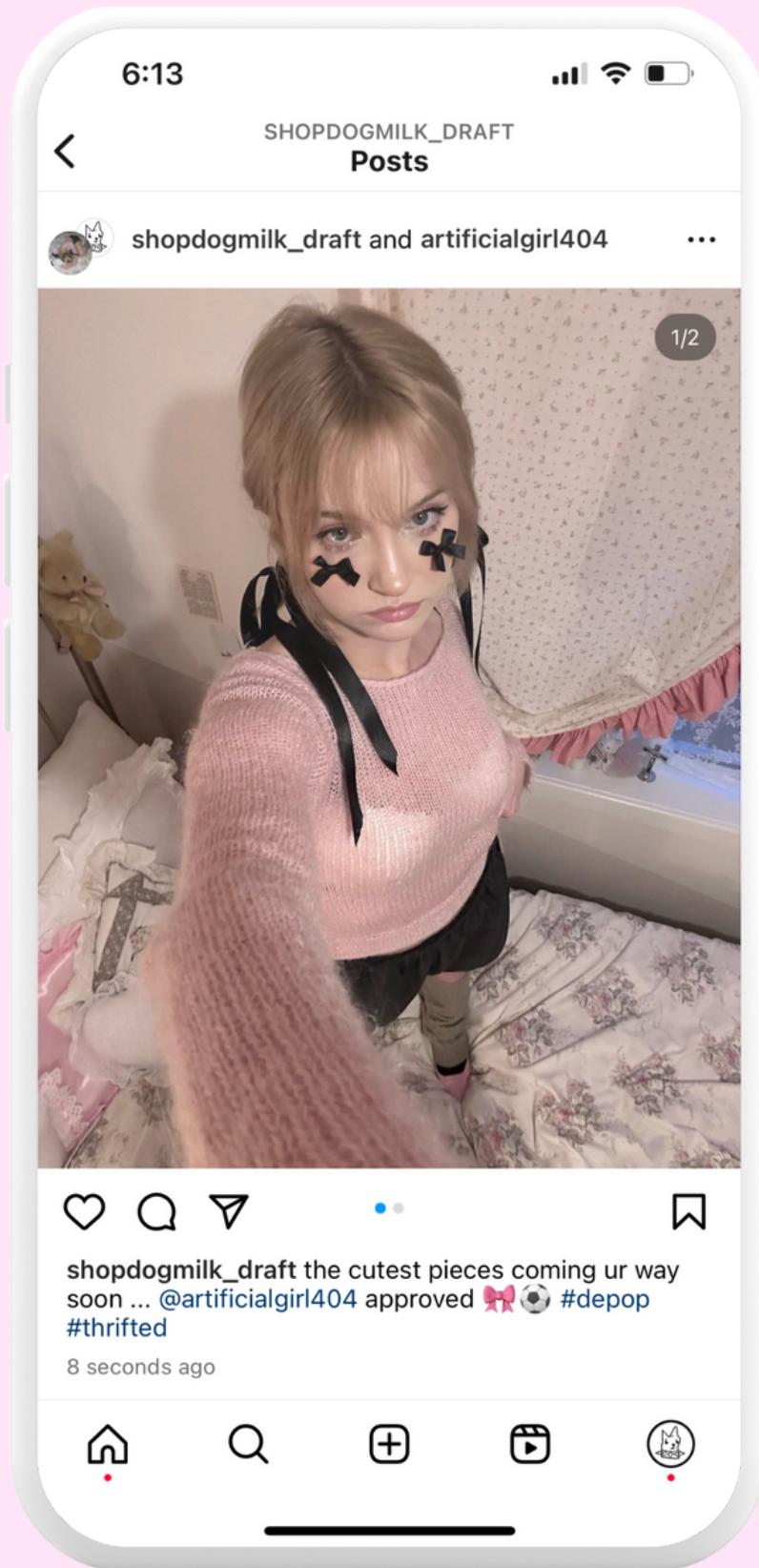
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Platform: Instagram



Platform: Instagram

Tactic: Cross-post TikTok content.

Objectives:

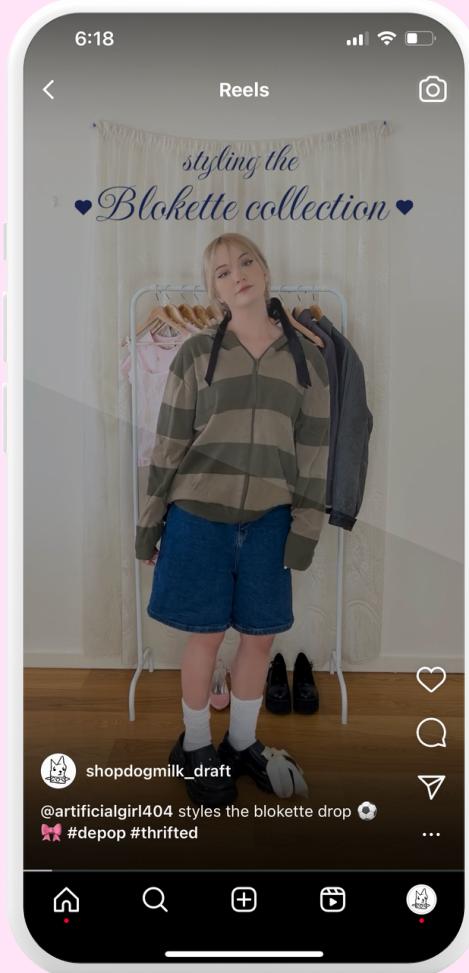
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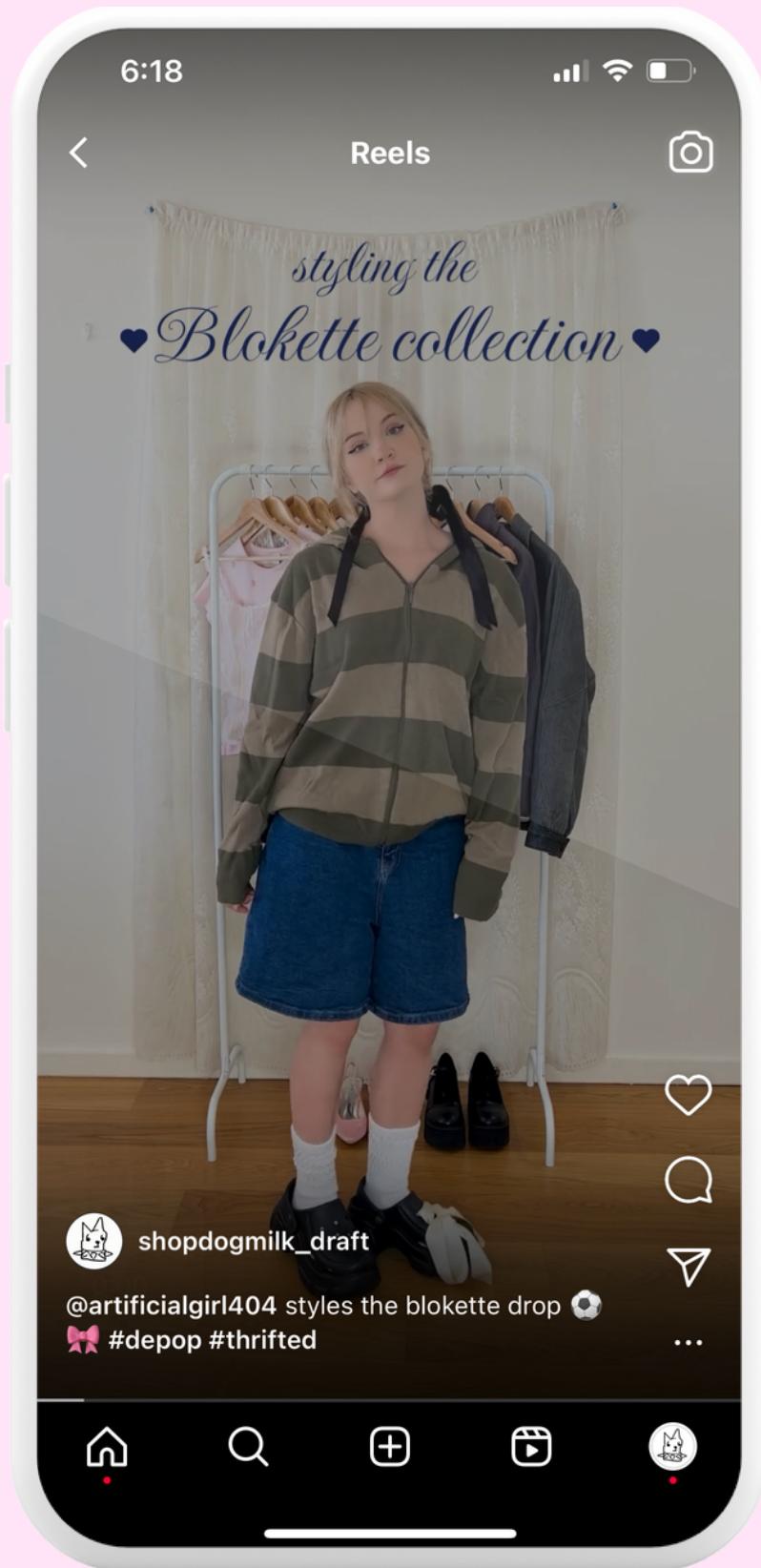
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Tactic: Cross-post Depop content.

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Platform: Instagram



Platform: Instagram

Tactic: Post fashion film carousel post.

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See the video here!



Platform: Instagram

Tactic: Post detail shot of modelled clothing piece.

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Platform: Instagram



Platform: Instagram

Tactic: Post collage shot of model.

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