



Jonathan Ferrante – Easy Fit Clothing  
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**Social Media Plan**

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Video Introduction: <https://vimeo.com/221078506>

**Introduction:**

The client for this social media plan is Jonathan Ferrante, who is a Florida-based professional, and Oklahoma State University Professor Daniel Shipka. They are developing a line of clothing called Easy Fit clothing, which uses magnets to fasten the clothes as opposed to regular buttons. Shipka has Parkinson's disease and was a big inspiration for the development of this company. Research found competing company's products to be overpriced and lacking in style. With this global social media plan, Easy Fit will have a social media brand and identity.

Being active on multiple social media platforms such as Instagram, Twitter, Facebook and an exclusive website will help your company's brand and overall market awareness. After researching the best strategies for new and upcoming businesses, I figured out what social media platforms would be most beneficial for Easy Fit to create a consistent social media marketing presence. We will go into more details later in the plan. With establishing you as the founder and Easy Fit through digital marketing like social media, your brand will become credible over time, and you will engage and grow your target audience.

Easy Fit clothing is described as accessible, affordable, confidence giving, movement and functional. The Easy Fit clothing line seeks to empower those with Parkinson's disease, tremors, arthritis or any other movement disorder with the ability of being self-sustaining while getting dressed. The company also wants to help those affected by such diseases by providing a level of clothing that is stylish, affordable and durable. The logo is simple, yet modern, which uses a sans-serif font. The button shows the attraction to the name in the same way the functionality works for the users of the product.

The goal of this social media plan is to give your company a clear identity in the market and help Easy Fit grow financially and publicly. Although this plan seems strenuous and sometimes unnecessary, it is essential for you to remain consistent with advertising through social media platforms to gain a credible and reliable following. This plan will only benefit Easy Fit clothing. Throughout this plan, I will refer to Ferrante and Easy Fit clothing as "you" and or "your company," so it will be easy for you to understand what this social media plan entails and asks of you.

**Research:**

Easy Fit clothing is a new product with no social media activity, yet. The company needs to get involved with online marketing and advertising to gain credibility and customer awareness. Easy Fit clothing isn't doing anything particularly "wrong." The company doesn't have a presence on social media and is lacking a brand identity as well as a social media campaign to better the company. The company's name isn't out in the public. People with Parkinson's disease and other individuals with movement disorders are Easy Fit's target audience. This is a niche market, but you should try to advertise to a larger audience because it encompasses more people.

Easy Fit has three main competitors: Buck and Buck, Silverts and MagnaReady. The Buck and Buck clothing line isn't as fashionable as Easy Fit. It's noticeable that someone has a medical issue when they wear clothing like that. People suffering from movement disorders do not want to draw attention to their diseases. They want to blend in and be like every other normal person. The people who model the clothing on the website are all in the older age range; therefore, the clothes are being marketed to more elderly people with Parkinson's. This attracts a totally different audience than Easy Fit's target audience. The clothes range from

\$40-\$60 and come in limited colors ("Parkinson's clothing."). Buck and Buck does not have an account on Twitter, but they utilize an Instagram and exclusive blog more. After research, the Instagram account only has 34 followers; therefore, it isn't much competition for Easy Fit clothing. Buck and Buck mostly uses Instagram for sparse advertisements as well as posting inspirational quotes and information about movement disorders (@buckandbuck).

Silverts uses Velcro and other closure designs for easy self-dressing, according to the website ("Parkinson's clothing for Men and Women."). This clothing also draws attention to people who have movement disorders. The men's dress shirts are around \$75 a shirt but only come in a few colors ("Parkinson's clothing for Men and Women."). The clothes do not look like normal clothes; therefore, people with movement disorders can't remain in their normal lifestyles before they had the disorder. This brand is more affordable though. Silverts has an exclusive Twitter (@SilvertsClothes) with only 721 followers. This is a good sign for Easy Fit. Silverts posts a lot more about its products and always has a hyperlink to other websites or articles about Silverts. This is good for Silverts' Twitter (@SilvertsClothes). Not only should Easy Fit should try to imitate Silverts' Twitter, but you should also retweet more than Silverts to attract more people and gain followers. Silverts does not use many hashtags and seems to tweet the same type of information multiple times. This could be why Silverts doesn't have many followers. Easy Fit should strive to tweet new information all the time and change up hashtags, links and posts you retweet to keep your followers and other audiences interested. Silverts doesn't have an Instagram account or many Twitter posts with unique hashtags. Since Easy Fit clothing will implement an Instagram account, this will attract target audiences from multiple competitors as well as new audiences.

MagnaReady is Easy Fit clothing's biggest competition because they sell magnetic dress shirts. These dress shirts seem pricey at \$65 a shirt. This company also sells zipper ties for \$18 ("MagnaReady® Patented Magnetic Dress Shirts.") Easy Fit clothing could easily take some of MagnaReady's customers by selling similar shirts at a better price. Easy Fit clothing sells more fashionable shirts, as well. Unlike MagnaReady, Easy Fit clothing sells dress shirts with more trendy, up-to-date styles and colors. This sets Easy Fit clothing apart from its competitors. MagnaReady doesn't have an Instagram. This will help Easy Fit clothing stand out, too. MagnaReady does have a Twitter specifically for its company with only 1,589 followers (@MagnaReady). MagnaReady doesn't post too often; however, the company does retweet a lot of posts. The posts MagnaReady retweet are sometimes about the company, but they're also about other topics not related to the company (@MagnaReady). If Easy Fit clothing can post exclusive content specifically about the shirts, then Easy Fit will excel and be seen above the competitors' products.

You should promote Easy Fit clothing by using the product's attributes like being fashionable and a reasonably priced product. This will help you stand out among competitors because your product is the only one that has a more current, stylish feel. The competing products seem more outdated and generic. This approach for Easy Fit clothing will stand out to your target audience of people suffering from movement disorders like Parkinson's disease. Another tactic would be to try to partner with other big-name companies and nonprofits who highlight the issue you're trying to help with, which is people struggling with Parkinson's and other movement disorders. This would help you gain publicity and credibility because it's coming from a well-established company or nonprofit. You would also gain followers and business.

The target audience this social media plan will directly target is people who suffer from movement disorder diseases such as Parkinson's disease as well as people who lack quality of life with limited motion. People living with movement disorders have limited movement; therefore, they are also limited with the activities and hobbies they participate in. After researching different movement disorders on the American Association of Neurological Surgeons (AANS), I discovered how severe and impacting these are for the patients ("Movement Disorders"). The AANS website said the disorders are affecting people ranging from 30-80 years of age. Those living with these disorders practice singing, creative endeavors, instruments and dancing (Ryerson, Nancy). These interests and activities help the affected people with their disorders and increase movement and other physical capabilities. There is more information about the target audience's demographics and psychographics in the paragraph about implementations.

Statistics regarding people suffering from Parkinson's disease are staggering. Studies show 60,000 Americans are diagnosed with Parkinson's disease every year, and that number does not reflect the thousands of cases that go undetected (Parkinson's Disease Foundation (PDF)). Along with that, more than 10 million people are living with Parkinson's disease worldwide (Parkinson's Disease Foundation (PDF)). This shows how essential the Easy Fit shirt is to the world. Living with Parkinson's disease is a struggle, too. Getting dressed is a challenging task among people with limited mobility. With this product being specifically for men who have movement disorders, studies have also showed that men are one and a half times more likely to have Parkinson's disease than women (Parkinson's Disease Foundation (PDF)). This is a significant statistic for Easy Fit to take into consideration. The magnetic dress shirt would be of use since more men than women have Parkinson's disease, for example.

With knowing this product would be priced at a reasonable cost, this would also help Easy Fit attract more people to the product since Parkinson's disease is an expensive disease for people to live with. According to the Parkinson's Disease Foundation, the combined direct and indirect cost of Parkinson's disease, including treatment, Social Security payments and lost income from inability to work, is estimated to be nearly \$25 billion per year in the U.S. alone.

There are many downfalls that Easy Fit clothing need to be aware of. Obviously, this is a new product. When the product officially launches, it will be hard to get the name and brand out publicly. Although there are setbacks for this company, there are some ways to look at it positively. Easy Fit clothing has no social media presence yet, so it's easier for you to start fresh and come up with a good campaign to promote Easy Fit. We are advertising to a niche market with a product that's not a chain item. This makes the social media plan I've developed even more crucial for your company. You must be active and consistent to grow Easy Fit clothing. Lastly, this product doesn't serve people who shop in large-box stores, so you should get to know your target audience's needs and interests to gain attention.

Now, with those downfalls come many positives. Easy Fit clothing has clothes more stylish and affordable than other competing companies. Your company also produces shirts that are not as bland as competitors' products. This helps you stand out among the crowd and attract the people who haven't been satisfied and interested in competing products. Since this is a whole new feel on clothing for people with movement disorders, people will start flooding in to see what Easy Fit has to offer. This makes it even more imperative that you make a diligent effort into achieving positive brand awareness for Easy Fit.

### **Communication Objectives Using Social Media:**

- To generate awareness and increase exposure about Easy Fit clothing, as well as its overall vision of helping people, who have movement disorders like Parkinson's disease, by having this entire plan being implemented by the end of 2017
- To build the Easy Fit brand that follows the position statement with a positive and valuable influence by the end of 2017
- To recruit your current audiences on personal platforms to follow and share Easy Fit platforms by 35 percent by November 2017
- To launch Facebook, Twitter and Instagram by August 2017 as well as begin posting at the designated times, which this plan encourages
- To launch the finished website for Easy Fit by October 2017 with all the different sections and content included, as well as track the website's analytics monthly after the launch
- To increase website traffic by 25 percent by adding social media content as well as the other sections mentioned in this plan by March 2018
- To improve sales by 20 percent and start manufacturing the product regularly by the end of 2017
- To increase online mentions and follower count on all platforms by 15 percent by the end of 2017
- To increase audience engagement with likes, shares, comments, mentions, retweets, etc. with at least five audience engagement strategies i.e., likes, shares, comments, mentions, retweets, etc., on each post within the first two months. After the two months, every month should increase by 10 strategies a post

### **Implementations of Social Media Plan:**

For implementations of this plan, you need to have a social media presence on Facebook, Twitter and Instagram. Not only are these the best platforms for Easy Fit to sell clothes to a niche market, but they are also the most beneficial platforms to support and help you execute the objectives above. When setting up these accounts, make the profile username about Easy Fit, so people can find you if they search for the company. Also, try to keep the names similar across all platforms, so it's not confusing and hard for people to remember and keep track of. For now, you can be the pointed person for posting on these accounts since you have media background. If things become too strenuous and time consuming, then you can hire someone in the company or a social media professional to help you. Since you will be crafting these social media posts, you should try to appeal to your audience as well as a wider group, too. This will help you gain even more support and get your online presence booming. Easy Fit clothing should also implement a great website for even more information. You as the founder should convert your personal social media accounts into professional accounts promoting Easy Fit (self-promotion). It's easier to do since you already have friends and followers who know you. Overall, Ferrante should always approve of whatever is going to be posted on the accounts to ensure the content is relevant, engaging and replicates the guidelines stated in this plan.

Easy Fit's logo plays a crucial role in establishing the brand. You should try to put the logo on every post in the bottom right corner. This will help your audience put your logo with your brand. You can do different variations of the logo, so your company can have a variety of graphics. For example, use just the button graphic without the "Easy Fit" wording for a

different branding tactic. Once your audience begins recognizing your logo, they will recognize the other version of the logo without the wording as a sub-branch of your company. This will make it easy to change things up when you're branding Easy Fit's social media content. If you decide to create more graphics, you should use the same color palette, so the company feels and looks cohesive. Another idea for the placement of graphics could be on the Easy Fit website. The button without the wording could be placed for different icons for the user to click on to go to different pages on the website. It would make it engaging and relevant. Once the company takes off more, you can develop a second version of the button and put it in different colors for different products Easy Fit manufactures. There would be a graphic for each new product.

This plan should be implemented to a wider audience than the target audience to gain attention from more people. Frequency of posts are important because the audience will lose interest and will also forget about new brands faster. Post every other day if not daily on Twitter. If you post daily multiple days in a row, try to take a break and skip a day. This gives the consumer a chance to kind of forget your brand. When you post again after the break, it will jog their memory and help them remember Easy Fit better. Think about what works best with your schedule, don't try to post too much if you won't be able to fully commit. New products need a defined schedule. Especially when it's to a more defined audience.

Your target audience is mostly adults and not as many people in the younger generations. People with movement disorders have limited movability, so you must post content that mentions their situation and addresses what your product does to help with their disability. Another thing to keep in mind is that people with more severe cases are more immobile and won't be as active. This means they will be surfing the web more and reading more content digitally, if their disability allows. Pay attention to what people are saying about your product, your posts and how your accounts are doing with counts of followers, retweets, shares and likes. This will be the perfect indicator with how you should proceed with posting. Take all the factors into consideration before moving forward. If you notice one post received more attention than others, think about what you did differently with that post. Are things being re-posted, re-tweeted? Always be on the lookout for things people like and don't like. If someone asks a question or requests something, respond within 24-48 hours depending on the type of request.

## **Facebook**

- You should try to post everything publicly and to all your Facebook friends on your personal Facebook. Also, try to start a page exclusively for Easy Fit, and invite all your friends to the page. They can decline the invite if they want to. They can also share this page with their friends and generate even more attention for your product. Your friends and family can be your biggest supporters, and they will more than likely share Easy Fit's content with their Facebook friends to help generate traffic. Post on here every other day with fun and light-hearted content about the shirts along with interesting graphics and videos of tutorials with how to wear the shirts. Research proved that posts with emoticons, questions and photos typically receive more audience engagement (Prager, Danielle). Keep this in mind when you're creating content. Have eye-catching headlines to draw readers in. This will also help them want to share the posts with their friends. Any time of the day is fine for posting on the Facebook page but don't get into a routine of posting at the same time. Change it up so readers are always caught off guard when

they see your posts. You don't want your readers to guess when you're going to post because they won't engage with your page.

### **Twitter**

- Try to engage on this platform more than the others. This is a great platform to drive your followers to other Easy Fit platforms and website. Easy Fit's Twitter should be posted on daily with fun articles about your product, competitors, links to other Easy Fit social media accounts, tutorial videos and photos. This is also a good avenue for offers and exclusive deals for Easy Fit products. Try to convey a call to action about why your target audience needs this product. This is more easy-going than Facebook. Always post different things and change up wording, so readers don't get bored and used to what you're posting. Changing graphics and wording up will also help your tweets get retweeted and shared more. As for length, keep tweets under 100 characters. Studies have shown that tweets in between 90-100 characters are most effective with engaging your audience (Cisnero, Kristina). With that said, also post in the mornings and at night if you can. People check their phones right when they wake up. They also check their social medias during meals or before bed. Keep this in mind when posting. Tweeting one time a day is sufficient, but since it is such a new product, posting multiple times a day won't hurt you. If you aren't getting the engagement you want, use Followerwonk, which shows you the times most your followers are online. On Twitter, stay engaged with the app and follow around 10 people daily to help get your name out there. It can be your personal friends, friends of friends and other random people you see on Twitter. You might not get a follow back, but at least the person has seen your company. When tweeting, make sure to use relevant and engaging hashtags to further promote your product, such as #EasyFit, #Apparel, #NewProduct, #DisabledPeople, #Parkinsons, #MovementDisorder, #MagneticShirt, #MensClothing, etc. This will help you get more views and followers because people might search those hashtags specifically.

### **Instagram**

- For this platform, posts can be imitated from the Twitter platform. Post fun pictures and videos about this product and provide links for followers to Easy Fit's website and other social platforms. This will help you gain followers and awareness. Try to convey a call to action about why your target audience needs this product like on Twitter. This is a creative platform to show off Easy Fit's brand personality. Also, you should use similar or the same hashtags on your posts like the ones mentioned in the Twitter paragraph above. People will search specific hashtags on Instagram; therefore, always hashtag generic but also somewhat specific things to attract different people and audiences. Posting videos of the shirts being made or other things that show an inside perspective of the company would be beneficial. This provides new and interesting content for your audience, and since this is a unique product, people will share the content because it stands out. You can also include people in the shirt making process, which gives your company a more personal feel for your audience. You can post multiple pictures on one post now, and that will also help you get out more content daily without cluttering up your followers' feeds. Try to post in the early morning, mid-afternoon or late evening. Utilize the following capability by following around 10 people daily to help get your

name out there. It can be your personal friends, friends of friends and other random people you see on Instagram.

### **Website**

- Due to Easy Fit clothing being such a new company, a dedicated website is a must. This is an effective way to bring all your social media platforms together on one website. This should be your target audience as well as other interested peoples' go-to place to find out information about your company. As for getting the website up and running, contact people you know who specialize in building websites. They could probably work a better rate for you that matches your budget. If you know how to build a website, you can make your own and ask people you know what they think. Since money might be limited with Easy Fit being a new business, there's no reason to spend a lot of money on a website. You can start slow and work your way up to a fantastic website. You should purchase a domain that's specific and easily identifiable to Easy Fit. Try to provide links to your website on all your social media platforms for easy access. You can post things like your social content as well as new information and details about Easy Fit clothing. This will help you bring all your platforms together and give your audience a cohesive outlook on Easy Fit. If people are confused about your product, you want them to navigate to your website and find whatever they need to know easily. With this said, don't clutter up your website with a lot of information. Instead, provide multiple contacts to people who can help customers and others with their issues. This will leave no questions unanswered. Provide multiple tabs on your home page for easy navigation to other pages. Have tabs for contact information, company history, gallery for pictures and videos, list of products and how to buy them. This will guide your audience flawlessly and encourage them to buy your product. This is also the perfect platform for announcements like offers, discounts and sales, which will help you get business. You want your website to look as professional as possible, since it is such a new product. You don't want your website to look like it's brand new because it will make Easy Fit look less experienced and credible.

### **Evaluation of Social Media Plan:**

When it comes time to start evaluating Easy Fit's social media presence, there are some crucial things to look at. First, you want to keep the objectives mentioned in this plan handy, so you know when target dates are approaching. I put these goals into place using benchmarking so it's easier for you to break down your performance. When you're coming up on a target date, start analyzing every platform to see if you've reached the objective. Since this is a new company, it isn't necessary to pay for a subscription to an analytical website. If your budget allows, then use analytics. Facebook; however, provides users with Facebook Insights that shows your profile's analytics. Twitter offers a similar tool called Twitter analytics, which you should take advantage of. Both services are free. Since our objectives are centered on audience engagement and driving traffic, you want to look at metrics such as retweets, comments, mentions, shares, likes, etc. This will show you how many people are engaging with Easy Fit as well as the forms they're engaging with. Go to Klipfolio.com, then to see marketing dashboard examples. There is an example specifically for social media, which is useful for analyzing our platforms (<https://www.klipfolio.com/resources/dashboard-examples/marketing>).

Another way to evaluate this plan is to directly search the unique hashtags listed in the Twitter/Instagram section above to see if people are using the hashtags. This will show you what hashtags are most popular, so you can fine-tune what you post in the future to better fit your audience's interests. You can check all your platforms' follower counts, as well. This will show you which platforms are doing better than others; therefore, you can analyze what content is being posted on the more popular platforms and imitate that content on your less-popular platforms. There are tools like SproutSocial and Buffer for Business, which help you track your follower count, shares, comments, etc. Not only is your follower count of value to you and your social media presence, but it also reveals important demographics about the people who are following Easy Fit platforms. After you finish evaluating your platforms and reviewing the numbers, you can start on the final step, which is adjusting the plan accordingly.

**Stewardship:**

This social media plan is essential for the launch of Easy Fit clothing. Without this campaign, the brand will not have a distinct and credible identity or even a clear place in the saturated social media market. This plan outlines how to effectively market your product and company with branding and advertising to gain recognition for Easy Fit.

Social media is a great way to keep longtime customers and fans of Easy Fit. In the beginning, try not to be pushy of your product. This can be off putting for many people, and you don't want to start your social media marketing off by putting a bad image of Easy Fit in the audience's heads. To start building relationships, try to engage with your audience on all your posts with positive, personal remarks. Once you start gaining trust of your audience, they will want to post personal tidbits and their own stories with your company. Since this product is for a niche market that involves people with disorders, people will have a lot of emotion and respect for your company's purpose and vision. They will be touched by the product Easy Fit has developed and will want to share it with the world. When customers start doing that, you will need to share the posts or comment on it to show them Easy Fit appreciates them as a person and the condition they have. Once you show them there are real people behind the company, they will be inspired and become loyal to Easy Fit. On the other hand, since this is a sensitive subject, customers will be vocal if they aren't satisfied or have feedback about the product. This needs to be taken care of in a respectful and grateful manner to show them Easy Fit values their input.

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