

NORMAN SILVERMAN

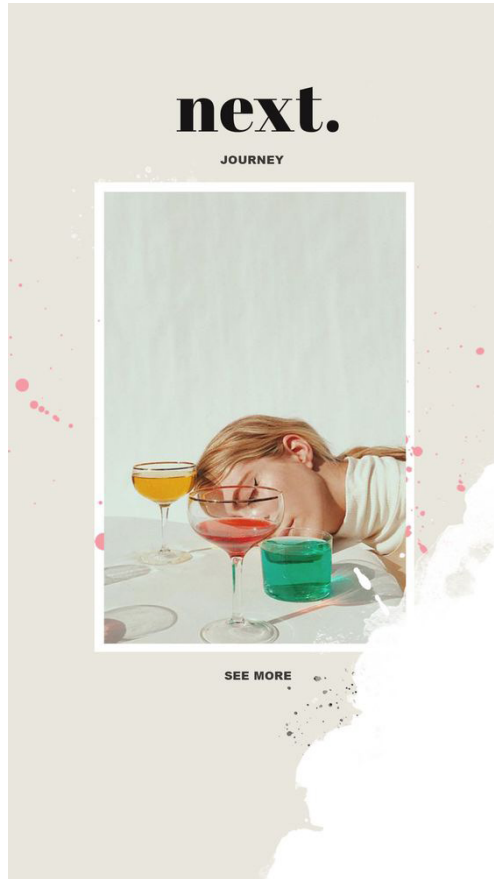
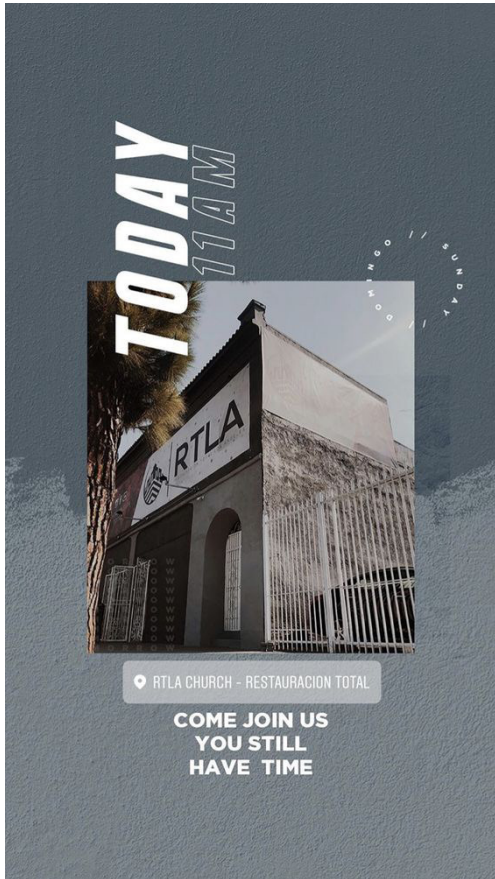


Passion for exceptional jewelry

SOCIAL MEDIA STRATEGY BREAK-DOWN

INSTAGRAM STORY GRAPHICS

- Consistent updates daily or every other day
- Highlighted sections that we can curate and build out our profile



INSTAGRAM STORY HIGHLIGHT GRAPHICS

- Instead of monthly updates we can create categories like Red Carpet, Lifestyle, In the Making, Celebrities, Influencers etc. with the use of visual aid to keep the brand cohesive.



IGTV

- 15 seconds - 10 minutes long
- Can be behind the scenes footage of photoshoots – red carpet clips of stars in NS jewelry, behind the making of the diamonds – small look into the designing process (without giving out information – just connecting to the audience to put a presence behind the brand.)
- IGTV would also be a post on our feed that will then link to a further reach of audience than just our followers

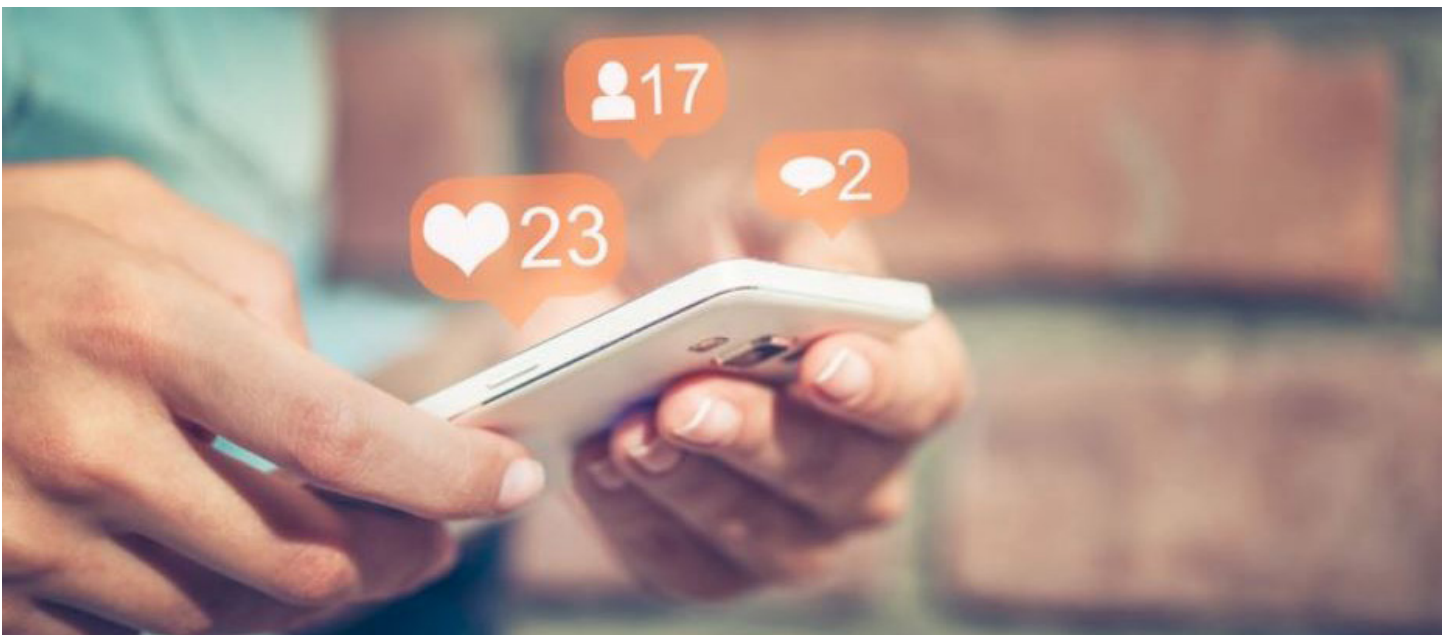


INSTAGRAM HASHTAGGING

- Custom tags that go with every post - without overkilling it:
#NormanSilverman #NSdiamonds #ladiamonds
- Creating tags for influencers to use such as #ftNormanSilverman --> "featuring norman silverman" so all we have to do is search that tag to find all of the content to repost.

NORMAN SILVERMAN ENGAGEMENT

- Making sure that all of the prospective customers that interact with us on social channels are responded to in an appropriate amount of time --> no longer than 1.5 /2 hours if possible - during the office hours
- Full understanding of how the website works now so we can easily send links to the site for quick shopping.
- Direct Message strategy as some communication must be first started in the social channels, then moved to email template after initial entry conversation



NORMAN SILVERMAN & INFLUENCER ENGAGEMENT

- Keeping a roster of the influencers that we partnered with, which ones were good, which ones we should stay away from.
- Making sure they feel pampered and welcome – we want them to want to work with us – we are a well-established brand with a huge reach so the feeling should be mutual.
- Creating custom campaign ideas for different influencers so we can better target their market to absorb into ours. Working with those that will better our brand, timing things around our events and holidays.
- Leaving comments on influencer photos and liking their feed
- Finding email and agency through their portfolio website
- Direct Messaging

OUR INSTAGRAM LAYOUT - CURRENT

Instagram

Search

Log In Sign Up



normansilverman [Follow](#)

757 posts 35.6k followers 120 following

Norman Silverman Diamonds

Since 1983, NSD has specialized in white & yellow #diamond #jewelry available in all shapes & sizes, set in a variety of modern & traditional designs.
www.normansilverman.com



March



February



OSCARs ...



January



December



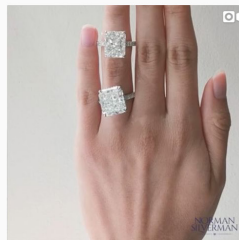
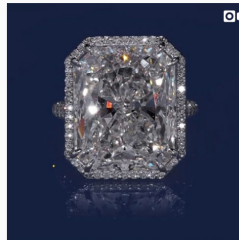
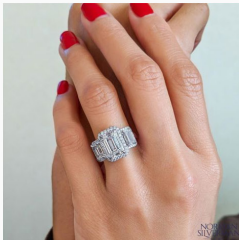
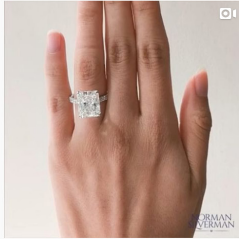
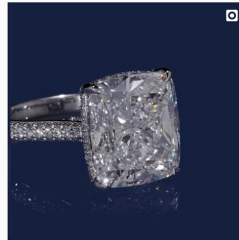
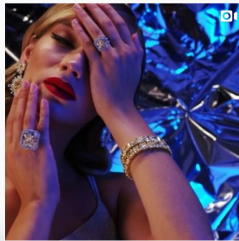
November



October

POSTS

TAGGED



OUR INSTAGRAM LAYOUT - FUTURE

Instagram

Search

Log In Sign Up



normansilverman

Follow

860 posts 38.9k followers 131 following

Norman Silverman Diamonds

Since 1983, NSD has specialized in white & yellow #diamond #jewelry available in all shapes & sizes, set in a variety of modern & traditional designs. www.normansilverman.com



August



July



June



May



April



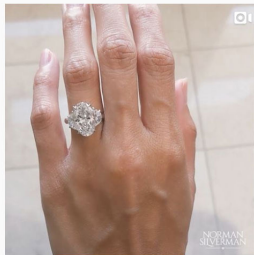
March



February

POSTS

TAGGED



OUR INSTAGRAM LAYOUT - FUTURE

Category organization for posts:

ORDER: Earring/Ring

Video

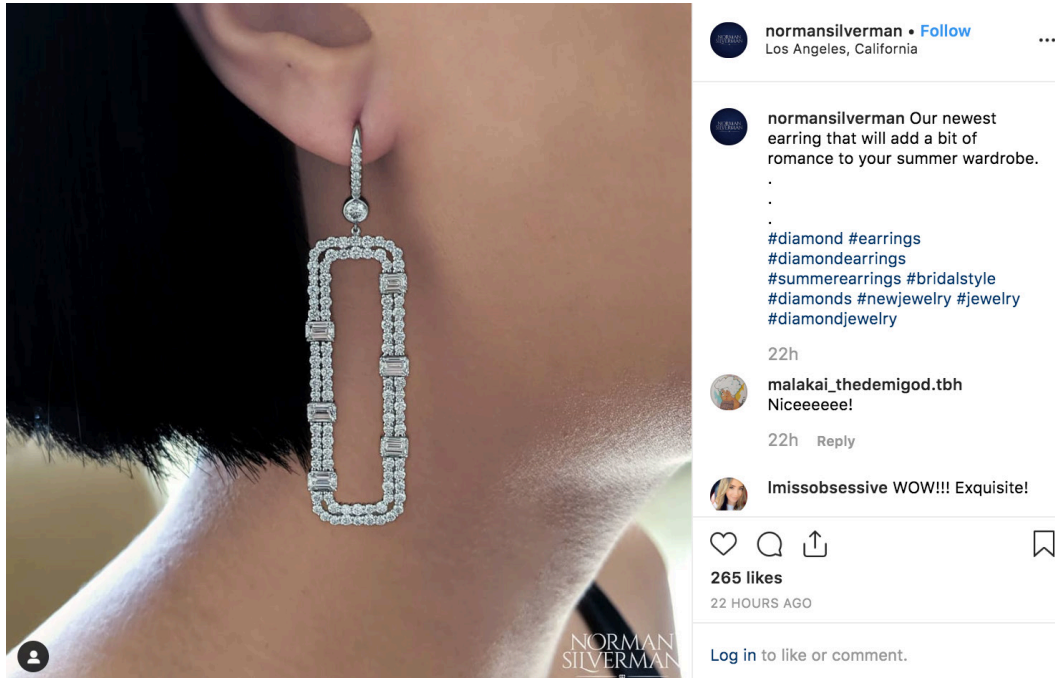
Regular lifestyle shot

Product shot - alone

GIF

****Celebrity posts as they come- adjust the schedule on Iconosquare accordingly****

- Posting a minimum of 6x per week --> 1x per day
- Posting a custom story at least 2x a week, and reposting mentions and customer story content
- Using Iconosquare to schedule out posts (target 1 month ahead)
- Using only hashtags tailored to each post, maximum of 10 per post
- Location Tag usage helps boost searching across more tags on Instagram
- Aiming to have a minimum of 200 likes on a single post.



INSTAGRAM LAYOUT COMPETITORS

Instagram

Search



davidyurman

Follow



1,971 posts 335k followers 407 following

David Yurman

Discover the artistry and inspiration of America's preeminent jewelry designer.
Men's Collection: @davidyurmanmen
likeshop.me/davidyurman

Followed by theblueeyedblonde, nikkicassells6, and evelin02018



DY x Gero...



Repeat Ro...



Tan Franc...



Common ...



Aspen Po...



Oscars 20...

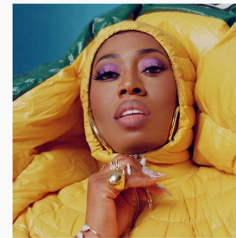
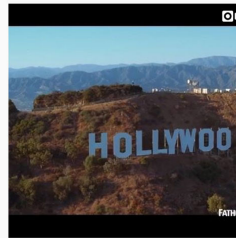
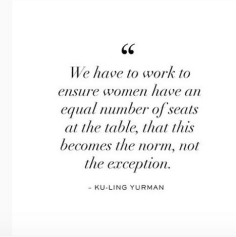
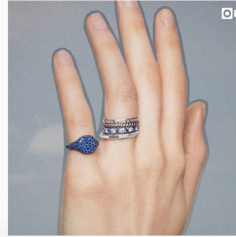
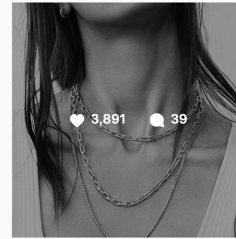
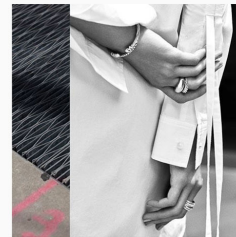


Intl Wmn's...

POSTS

IGTV

TAGGED



INSTAGRAM LAYOUT COMPETITORS

Instagram

Search



tiffanyandco Follow

1,056 posts 10.6m followers 202 following

Tiffany & Co.
TIFFANY & CO.—founded in New York City in 1837—is synonymous with superlative diamonds, innovative jewelry design and expert craftsmanship.
[tco.nyc/TiffanyEngagementRings_](https://www.tiffany.com/engagement-rings)

Followed by deedonplease, akashaishere, apple_molita + 9 more



Red Carpet



Tiffany Pets



NYC



Blue Book



Wallpaper

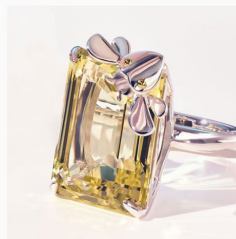
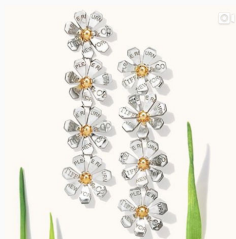
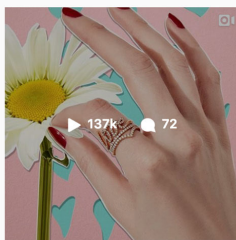
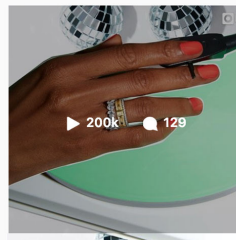
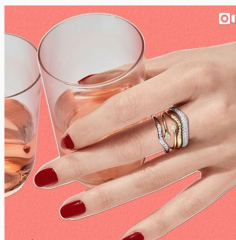
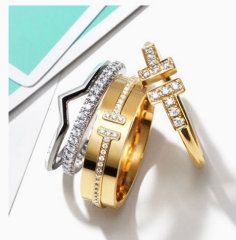
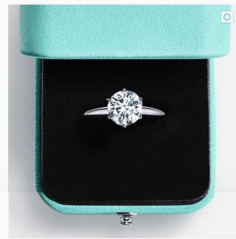
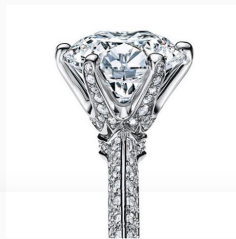
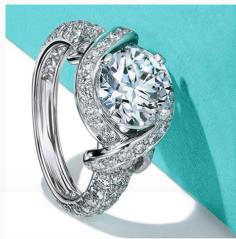


Love Stori...

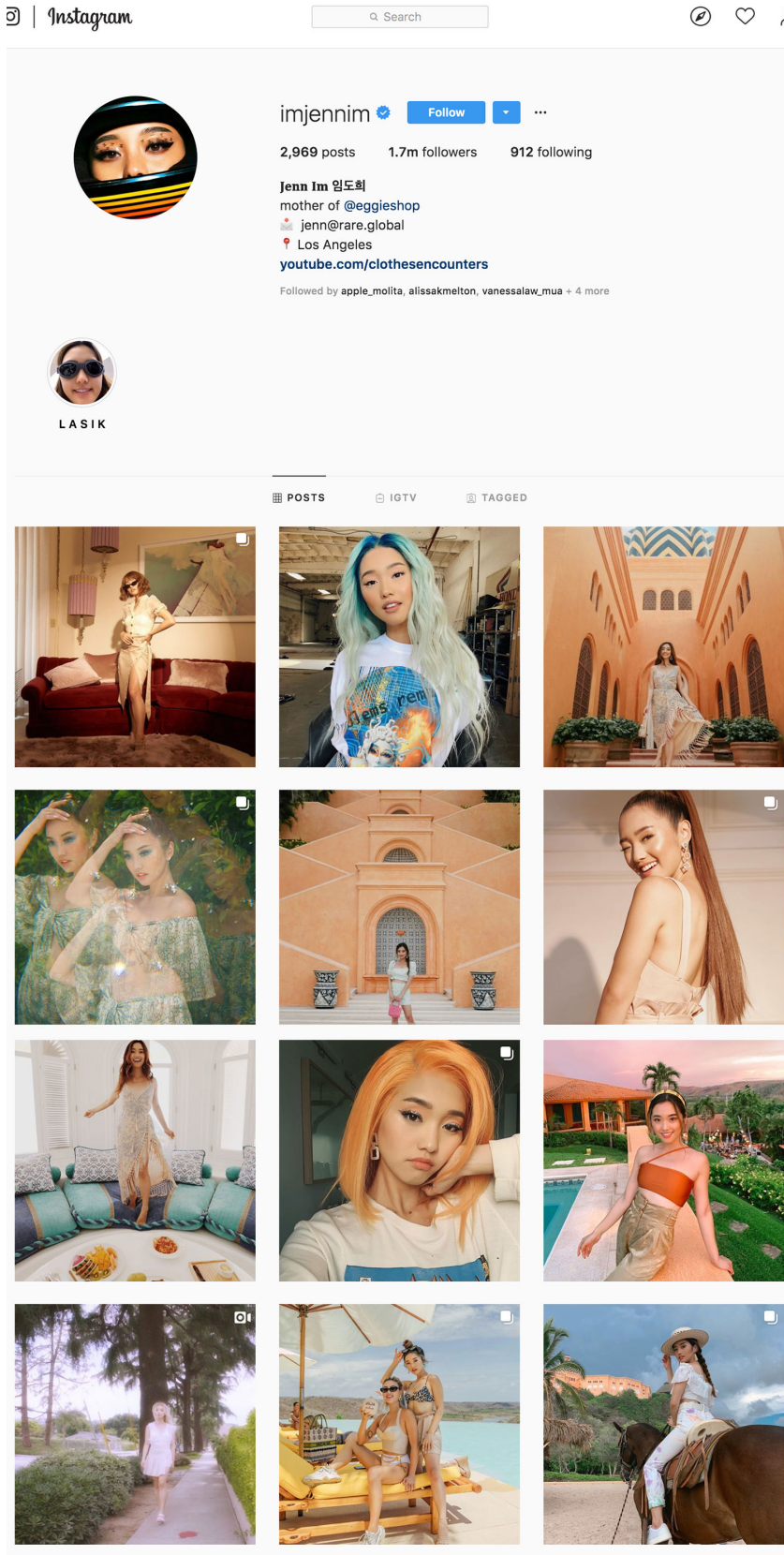


Love Games

POSTS IGTV TAGGED



INFLUENCERS & NORMAN SILVERMAN - TOP



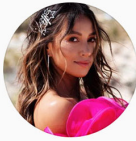
BRAND BREAKDOWN

- Fashionist and small brand owner for clothing: EggieShop
- 2,441,352 subscribers on Youtube
- Consistent good brand throughout her feed

INFLUENCERS & NORMAN SILVERMAN - TOP

Instagram

Search



sincerelyjules Follow ...

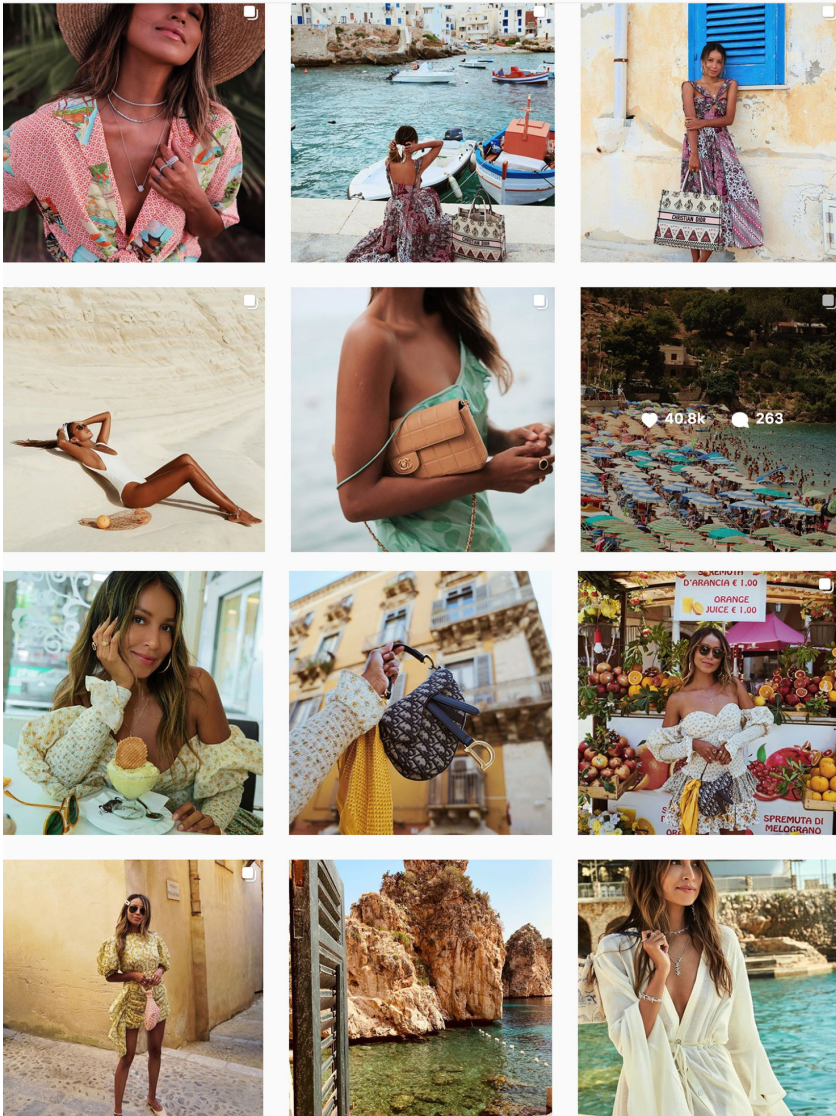
6,641 posts 5.3m followers 1,175 following

JULIE SARIÑANA
Established 2009 ⚡
California Girl + Globe Trotter 🌿
Dream • Believe • Achieve ☁️
Shop my Sea, Air & Sun beauty box ✨ :
rvlv.me/FHm5J5
Followed by [apple_molita](#), [alittleberty](#), [lemonhead.la](#) + 5 more

[BILLABONG](#) [BILLABONG](#) [JAPAN](#) [BIARRITZ](#)

paris billa... billabong. japan. biarritz.

POSTS TAGGED

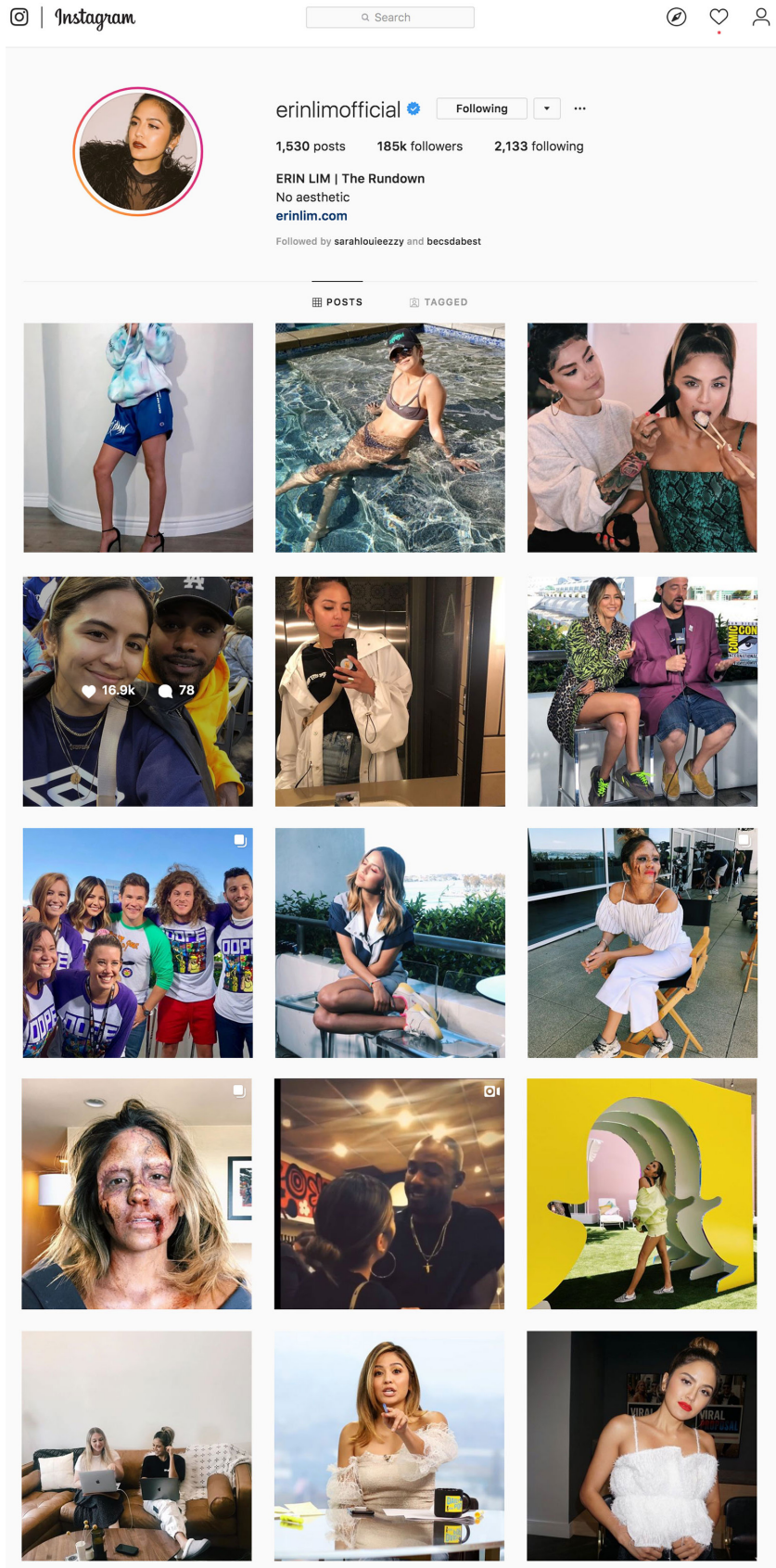


The grid contains 12 images: 1. Julie in a colorful patterned shirt and wide-brimmed hat. 2. Julie in a long patterned dress by the water with boats. 3. Julie in a patterned dress holding a bag in front of a blue window. 4. Julie lying on a sandy beach in a white bikini. 5. Close-up of Julie's shoulder and a tan Chanel bag. 6. A crowded beach with many umbrellas. 7. Julie in a white lace-trimmed top with a fruit basket. 8. Julie holding a black patterned bag. 9. Julie in a white lace-trimmed top in front of a fruit stand. 10. Julie in a yellow patterned dress. 11. A rocky coastline with the sea. 12. Julie in a white wrap-style dress by the water.

BRAND BREAKDOWN

- Fashionist and traveler
- Local
- Consistent good brand throughout her feed
- Brand deal with Revolve Clothing

INFLUENCERS & NORMAN SILVERMAN - MID



BRAND BREAKDOWN

- E! News host on the Snapchat show "The Rundown" goes inside the latest events and trends to report.
- Weekly episodes
- 7 million views per week
- Mid - tier professional & influencer

INFLUENCERS & NORMAN SILVERMAN - MID

Instagram

racquelnatasha

1,918 posts 185k followers 713 following

Racquel Natasha
Guyanese/Canadian
Snapchat: racquelnatasha
racquelnatashab@gmail.com
LA
www.racquelnatasha.com

CUIXMALA HAMPTO... COACHEL... CARNIV... TRAVEL STYLE BEAUTY

POSTS TAGGED

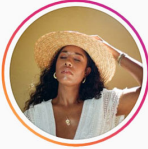
BRAND BREAKDOWN

- Luxury lifestyle influencer
- New demographic
- Own website and all social channels for blogging
- Mid-tier influencer - very curated

INFLUENCERS & NORMAN SILVERMAN - MICRO

Instagram

Search



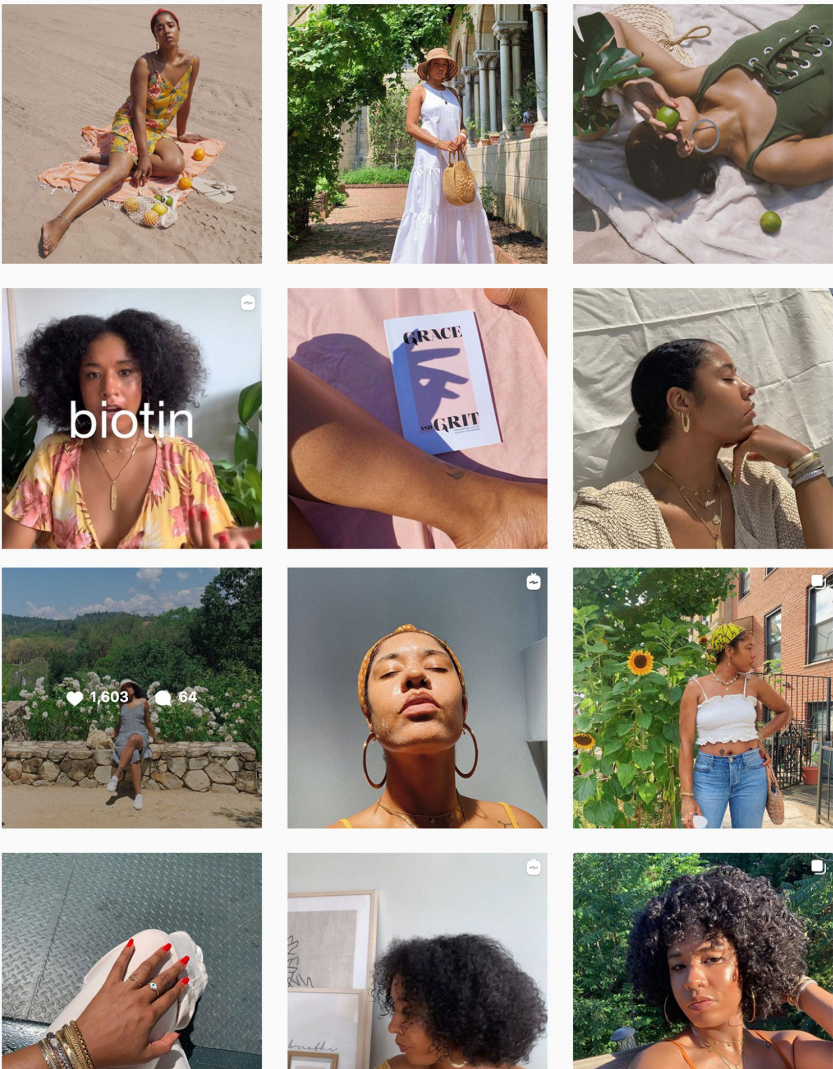
thevicstyles [Follow](#) ...

2,354 posts 45.1k followers 3,798 following

Vic Styles
Freelance life-liver
Skincare lover
Healer
Fashion blogger in a past life
Victoria@VicStyles.com
NY beauty-lifestyle-fashion-travel
linktr.ee/thevicstyles
Followed by angellesupastar

The Rant skincare featured in style moodboard hair wellness

POSTS IGTV TAGGED

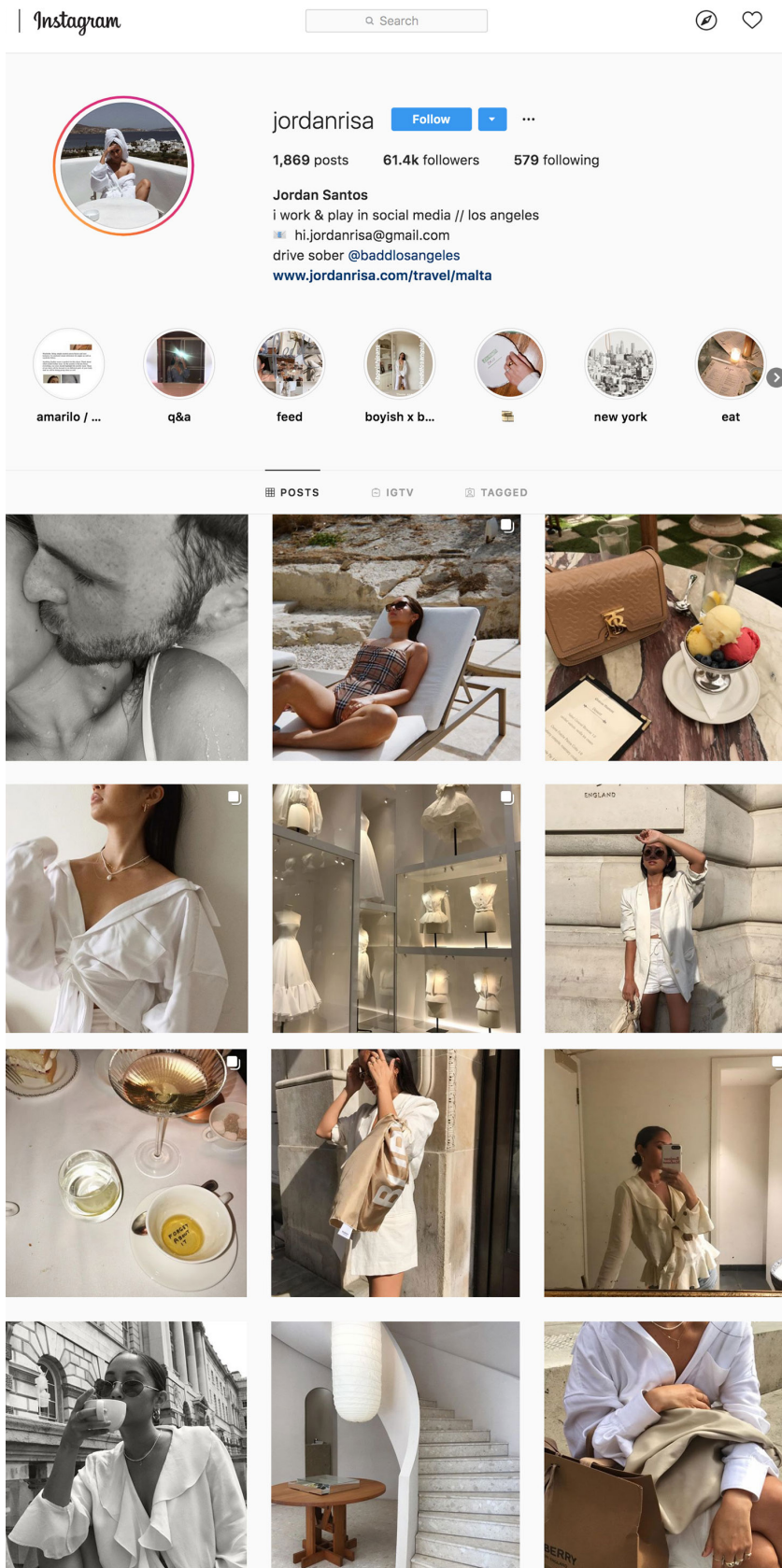


The grid contains 12 posts: 1. A woman in a colorful dress sitting on a beach. 2. A woman in a white dress standing outdoors. 3. A woman lying on a towel with lemons. 4. A woman with curly hair wearing a floral top with the word 'biotin' overlaid. 5. A hand holding a book titled 'GRACE AND GRIT'. 6. A woman in profile wearing a necklace. 7. A woman sitting on a stone wall with 1,603 likes and 64 comments. 8. A close-up of a woman's face with large hoop earrings. 9. A woman in a white top and jeans standing in front of sunflowers. 10. A close-up of a hand with red nail polish and jewelry. 11. A woman with curly hair looking to the side. 12. A close-up of a woman's face with curly hair.

BRAND BREAKDOWN

- Fashion, jewelry & lifestyle blogger
- NY / LA
- New demographic

INFLUENCERS & NORMAN SILVERMAN - MICRO

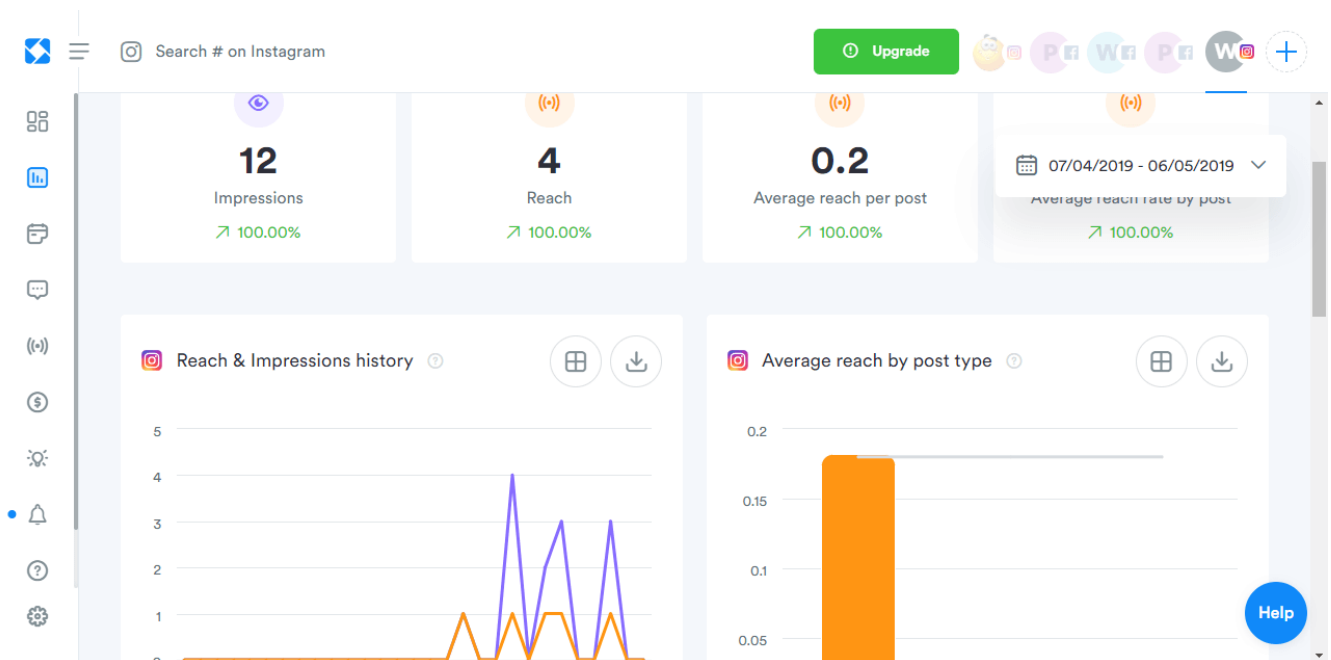
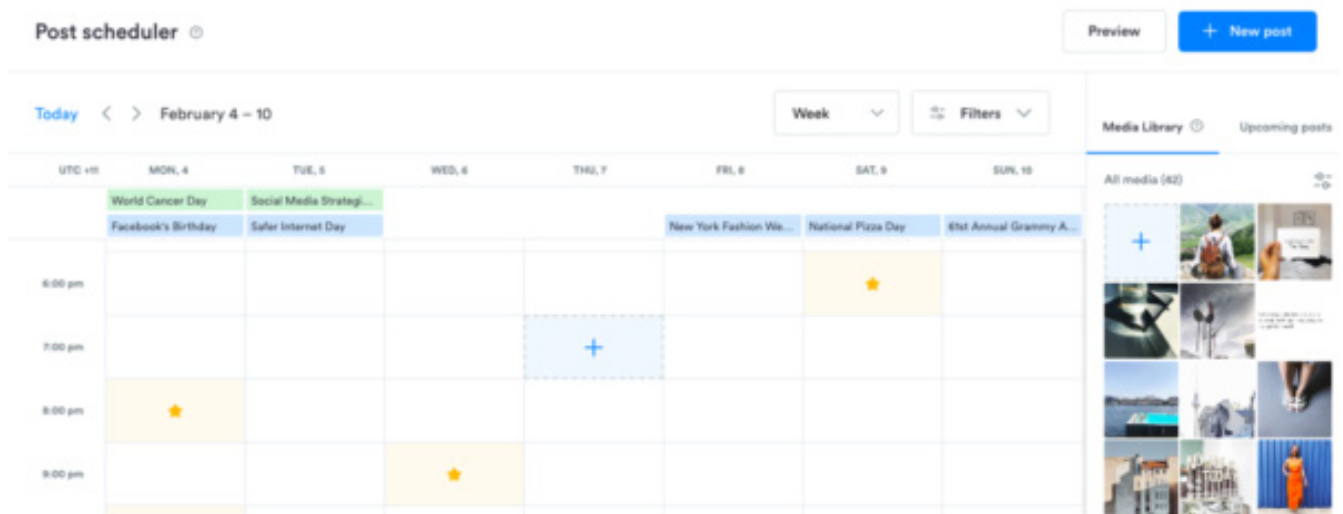


BRAND BREAKDOWN

- Fashion, travel & lifestyle blogger
- Contributor/started baddlosangeles - against drunk driving
- Clothing reselling

SCHEDULING - ICONOSQUARE

- Able to schedule posts weeks & months in advance for designated times - multiple posts per day.
- Can be used for videos and stories
- Iconosquare offers analytic services for your instagram channel for impressions, reach, average reach per post, average reach rate per post, story analytics, engagement numbers, tags and mentions, competitor tracking & hashtag tracking.



SCHEDULING - ICONOSQUARE

- Checking the suggested “best” times to post on the publishing timeline: a gold star will appear based on the analytics of past posts and interaction with our audience. This will be roughly the best time to post for us – try to schedule around these time blocks
- Able to have an approval process through your phone app and set up posts through that app as well - Judah & Lydia will approve the posts that Lydia uploads to Iconosquare, Kristin and April to approve celebrity posts and adjust schedule as needed to accomodate.
- Lydia and Kristin will be compiling the analytics monthly to go over and make changes to the strategy as needed.

The screenshot displays the Iconosquare Post Scheduler interface. At the top, it says "Post scheduler" with a help icon, a link to "Unlock auto-posting", and buttons for "Preview" and "+ New post". Below this, the date range is set to "August 12 - 18" with navigation arrows. A "Week" dropdown and "Filters" menu are also visible. The main calendar grid shows days from Monday to Sunday. Scheduled posts are shown as colored blocks: "International Yo..." on Monday, "World Elephant ..." on Monday, "International Lef..." on Tuesday, and "National Relaxat..." on Thursday. A red dashed line indicates the current time is 10:00 am on Monday. Gold stars are placed on the 11:00 am slot for Tuesday and Thursday, indicating suggested best times. A media library on the right shows "All media (4)" with four image thumbnails.