



*allbirds*

TO DO BETTER THINGS IN A  
BETTER WAY

Rita Li  
Unit 3 Project

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# Target Audience

"An audience of environmentally conscious individuals with a casual classic style of dress".

Based on research, Allbirds' target audience is mostly millennials and Gen Zers. They are very environmentally conscious, and many of them prefer casual, minimalistic style fashion.

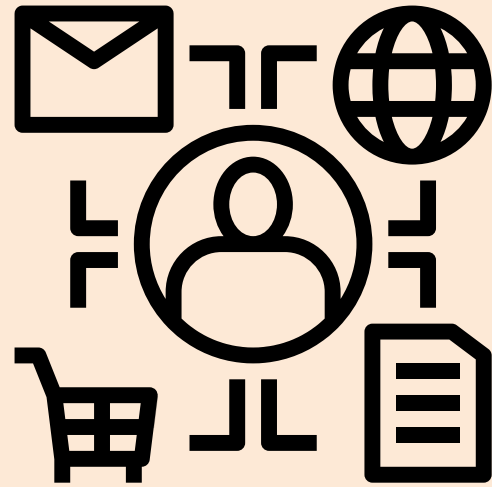
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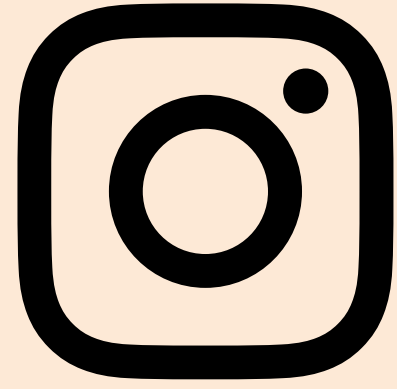
<https://millennialmagazine.com/2019/10/02/why-are-millennials-so-obsessed-with-minimalism/>

<https://www.forbes.com/sites/gregpetro/2020/01/31/sustainable-retail-how-gen-z-is-leading-the-pack/?sh=346975c82ca3>

<https://environmentjournal.online/articles/generation-green-how-millennials-will-shape-the-circular-economy/>

# Channel Analysis





**Instagram**

- 452k followers
- high consistency: average 5 posts a week
- consistent brand hashtag: #weareallbirds
- video highlights
- shop
- selective replies: reply more often to “basic” product-related questions
- reply time usually within 1 or 2 days

- 101k followers
- low consistency: 1 post a month vs. 5 posts a month
- one hashtag for their cartoon content: #AtomsCartoons
- video highlights
- Shop
- selective replies: reply to some products-related questions in a friendly manner with emojis.
- reply time usually within 1 or 2 days
- drives 0.53% of social traffic

Allbirds

Atoms

Vessi

Cariuma

- 170k followers
- high consistency: average 1-2 posts a day
- consistent brand hashtags: #puddlehunters and #viewswithvessi
- video highlights
- shop
- replies to more than 90% of the questions; detailed answers in a friendly manner
- reply time usually within 1 or 2 days
- drives 1.01% of social traffic

- 166k followers
- high consistency: average 3 posts a day
- no brand hashtags
- video highlights
- shop
- selective replies: short and basic; some are just emojis
- reply time usually within 1 or 2 days
- drives 6.5% of social traffic



**Facebook**

- 237k likes; 250k followers
- low consistency: average 1 post a month (the latest post was on May 27)
- shop
- no official groups; one created by brand lovers: Chat & Style
- selective replies: reply more often to “basic” product-related questions
- reply time usually within 1 or 2 days
- drives 39.74% of social traffic

Allbirds

Atoms

Vessi

Cariuma

- 57k followers; 54k likes
- high consistency: average 1-2 posts a day
- shop
- official groups: Vessi Brand Ambassadors; Vessi Campus Ambassadors; Vessi Puddlehunters Community
- replies to more than 90% of the questions; detailed answers in a friendly manner
- reply time usually within 1 or 2 days
- drives 70.86% of social traffic

- 22k likes; 24k followers
- low consistency: 1 post a month vs. 5 posts a month
- shop
- office group: AAG by Atoms
- selective replies: reply to some products-related questions in a friendly manner with emojis; less replies than on IG
- reply time usually within 1 or 2 days;
- drives 91.15% of social traffic

- 44k followers; 40k likes
- high consistency: average 2-3 posts a day
- shop
- no groups
- selective replies: short and basic; some are just emojis
- reply time usually within 1 or 2 days
- drives 63.36% of social traffic





**Twitter**

- 29.1k followers
- low consistency: 10 tweets a month vs. 2 tweets a month
- profile:
  - no location
  - no pinned tweets
- no topics
- no lists
- no moments
- hashtags: #weareallbirds; not often used

Allbirds

Atoms

Vessi

Cariuma

- 13k followers
- high consistency: average 4-5 tweets a week, but mostly are retweets
- profile: all elements are included
- topic: Stephen Colbert (celebrity)
- lists: Customers; Friends of Atoms
- a few moments
- hashtags: #WearAtoms; #Atomscartoons; not often used
- drives 6.78% of social traffic

- 10.4k followers
- high consistency: average 4-5 tweets per week
- profile: all elements are included
- no topics
- no lists
- no moments
- hashtags: #ViewsWithVessi; not often used

- has an account, but all tweets are protected
- 0 follower
- profile: all elements are included



**Pinterest**

- 12.5k followers; 2.5m monthly views
- content categories:
  - shop (no direct CTA)
  - created
  - boards

- 63 followers; 3.9k monthly views
- content categories:
  - created
  - boards

Allbirds

Atoms

Vessi

Cariuma

- 1k followers; 3.2m monthly views
- content categories:
  - shop (CTA: shop on Vessi)
  - created
  - boards

- 838 followers; 1m monthly views
- content categories:
  - shop (no direct CTA)
  - created
  - boards



**LinkedIn**

- 50k followers
- low consistency: 5 posts a month vs. 1 post a month
- detailed company profile
- "About": highlights of both the services it provides and the core value of the company
- additional tabs:
  - jobs
  - life
  - people
- No events or groups

Allbirds

Atoms

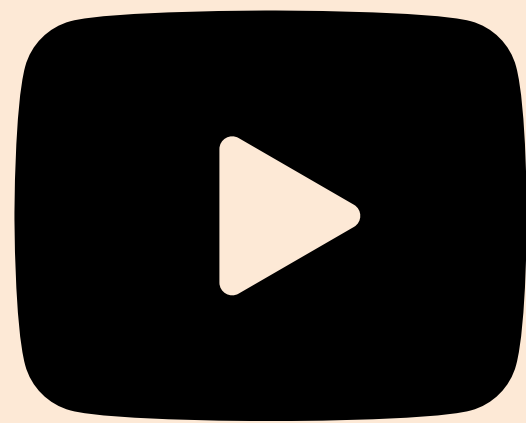
Vessi

Cariuma

- 3.6k followers
- low consistency: 0 post a month vs. 10 posts a month
- detailed company profile
- "About": only "the services it provides" is highlighted
- additional tabs:
  - jobs
  - people
- No events or groups

- 5k followers
- low consistency: 0 post a month vs. 3 posts a month
- detailed company profile
- "About": only "the services it provides" is highlighted
- additional tabs:
  - jobs
  - people
- No events or groups

- 1.5k followers
- no posts



**YouTube**

- 3.35k subscribers
- low consistency: 8 videos a month vs. 1 video a month
- complete homepage: all elements are included
- "About":
  - no link to the website
  - no links to other social media platforms
  - many playlists
- a few CTAs in the descriptions: i.e, shop now, check it out (with links)
- drives 7.56% of social traffic

Allbirds

Atoms

Vessi

Cariuma

- 377 subscribers
- low consistency: only 9 videos; last one was posted 4 months ago
- homepage: no channel or brand information at all
- "About": most details are missing
- only 3 videos have CTAs in the descriptions
- no playlists
- no captions for some videos
- drives 0.57% of social traffic

- 3.38k subscribers
- low consistency: 4 videos a month vs. 1 video a month
- complete homepage: all elements are included
- "About" is complete
- only 2 playlists
- most videos have CTAs in the descriptions
- drives 19.74% of social traffic

- 520 subscribers
- low consistency: 3 videos a month vs. 0 video a month
- complete homepage: all elements are included
- "About" is complete
- 4 playlists
- most videos have CTAs in the descriptions
- drives 23.67% of social traffic





**TikTok**

- 837 followers; 1167 likes
- low consistency: 5 videos a month vs. 1 video a month
- fairly new platform: first video posted on Mar 19 2020.

- no official account

Allbirds

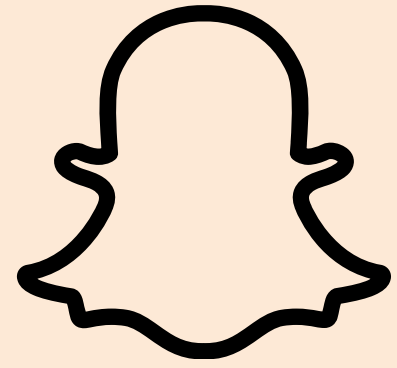
Atoms

Vessi

Cariuma

- 137.3 followers; 1.5m likes
- high consistency: average 3-4 videos per week

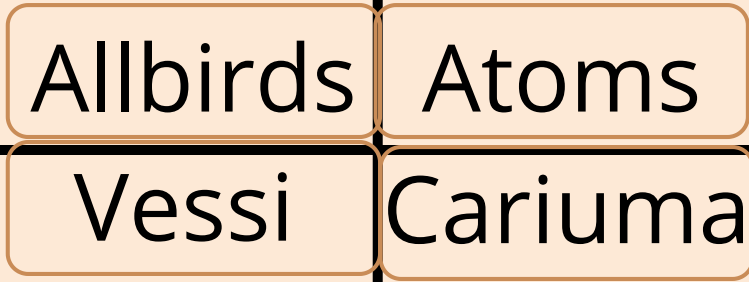
- no official account



**Snapchat**

- has an account
- 0 post

- no official account



- no official account

- no official account

# **General Channel Recommendations**



A recommendation for all the channels:  
reply to more comments with more details.

In regards to customer satisfaction, brands should answer customers' questions as much as possible with enough information. People like to be acknowledged. It increases their positive feelings towards the brand.



## 1. More hashtags

Hashtags are a great tool for people to find new content for the topics they are interested in. It effectively increases the brand's exposure in general. The only consistent hashtag Allbirds currently has is #weareallbirds. In order to drive awareness and consideration among their target audience who is environmentally conscious with a casual classic style of dress, the following hashtags can be added:

- #sustainablefashion (12.2 million posts)
- #sustainableclothing (896k posts)
- #earthfriendlyfashion (5k+ posts)
- #casualoutfit (2M posts)

Concerning Allbirds' branding and the nature of their products being simple, casual, classic, and the fact that it's currently only using one brand hashtag, I suggest using no more than 5 hashtags that are relevant to the content per post. Another factor is that people find it very distracting when they see a long list of hashtags while scrolling down the post.



## 1. Improve posting consistency and frequency

Allbirds' last post was May 27, 2021. The frequency of posting is on average 1 post per month for this year. It has more posts for last year. For the purpose of engaging with and retaining followers, there should always be content available. More importantly, loyal customers tend to remember the time the brand posts. Furthermore, most millennials are still using Facebook on a daily basis.

## 2. Create official groups

Facebook groups are a great place for brands to engage with users. As brands join conversations started by users, they can share information about their products and encourage more user-generated content.

sources:

<https://smallbiztrends.com/2020/02/2020-consumer-culture-report.html>





# Twitter

## 1. Improve posting consistency and frequency

Low consistency of posting: 10 tweets a month vs. 2 tweets a month. For the purpose of engaging with and retaining followers, there should always be content available. More importantly, loyal customers tend to remember the time the brand posts. In terms of our target audience, 42% of U.S. Twitter users are between the ages of 18 and 29, 27% of users are 30-49 years old (a portion of older millennials).

## 2. Complete all elements

In order for users to easily find information on Twitter, add the following:

- location
- pinned tweets
- topics
- lists
- moments

sources:

<https://www.omnicoreagency.com/twitter-statistics/#:~:text=Twitter%20Demographics&text=42%25%20of%20U.S.%20Twitter%20users%20are%20between%20the%20ages%20of,so%20in%20the%20right%20way.>



## 1. Include direct CTA for each product

Currently, users have to click on the URL on each product to go to the website and purchase. To simplify and make the buying process more clear, I suggest adding a direct CTA (shop on Allbirds) like what Vessi does.



## 1. Improve posting consistency and frequency

Again, it's crucial to have a consistent schedule of posting with proper frequency. Hubspot suggests sharing between 2-5 posts per week on LinkedIn. However, Allbirds has posted 5 times for some months while 0 post for the rest. To keep users engaged and retain them, I suggest posting at least 3 times a week with a regular schedule.

## 2. Create official groups

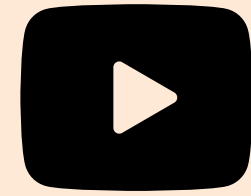
In order for Allbirds to develop trust among users (leadership building) and increase its exposure, I suggest creating groups and joining conversations raised by users.

## 3. Complete all elements

To drive viewership and engagement, add "events" tab and start posting events.

sources:

<https://blog.hubspot.com/marketing/how-frequently-should-i-publish-on-social-media>



# YouTube

## 1. Include links and social media channels on the “About” page

Like what brands have on their homepage, it's also vital to have those links to their website and social media channels added on their YouTube. This provides new or potential followers with a chance to learn more about the brand or products by going to their website or any social media channel. Allbirds currently only has the brand description and its location on the “About” page. I suggest adding the information mentioned above.



# TikTok

## 1. Include a link to the brand's website in bio

To boost website traffic and brand exposure, add a link that followers or potential followers can easily click through to the brand's website. People don't need to spend extra time searching the brand to get to their website. Allbirds currently only has the brand description in its bio. I suggest adding the links.

## 2. Add playlists

Followers and potential followers can find the videos they are interested in much faster if the brand has set playlists. To drive awareness for the apparel line, I suggest adding a playlist called "New Apparel," which will showcase the products.



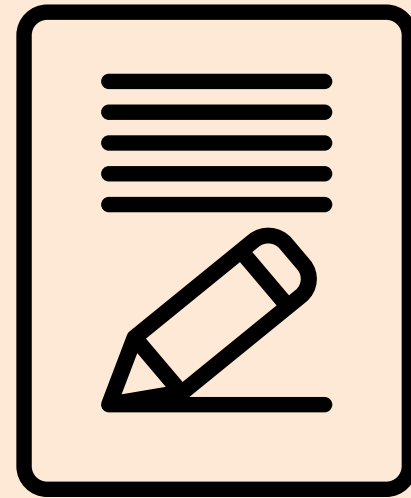
## 1. Start posting on a consistent schedule

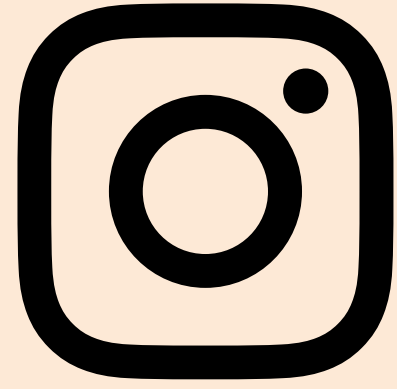
A majority of Snapchat users in the US are between the ages 15-25, which substantially overlaps with our target audience (Gen Z). There should always be content available for them.

sources:

<https://www.statista.com/statistics/814300/snapchat-users-in-the-united-states-by-age/>

# Content Analysis





**Instagram**



- mostly images, some videos
- content pillars:
  - style matching
  - product highlights
  - sustainability advocacy
- content with most likes/comments: Partnerships with other brands (adidas)
- good balance of content at each stage
- high brand consistency

Allbirds

Atoms

Vessi

Cariuma

- half images, half videos
- content pillars:
  - style matching
  - product highlights
  - daily questions
- content with most likes/comments: interactive content (i.e, questions, polls)
- good balance of content at each stage
- high brand consistency

- mostly images, some videos
- very buyer-centric
- content pillars:
  - everyday life with shoes
  - shoes-related cartoons
  - backstage stories
- content with most likes/comments: videos highlighting creators' stories
- good balance of content at each stage
- high brand consistency

- mostly images, a few videos
- content pillars:
  - nature
  - product highlights
  - backstage stories
- content with most likes/comments: nature-related images/videos
- good balance of content at each stage
- high brand consistency



**Facebook**

- half images, half videos
- still diversified, but more product highlights
- same content on Instagram (most)

- mostly images, a few videos
- same content on Instagram (most)

Allbirds

Atoms

Vessi

Cariuma

- half images, half videos
- same content on Instagram (most)

- mostly images, a few videos
- same content on Instagram (many)



**Twitter**

- short copies, images, videos
- more focused on sustainability advocacy
- same content on Instagram (some)

- mostly short copies and images, a few videos
- mostly are retweets of other people mentioning them

Allbirds

Atoms

Vessi

Cariuma

- short copies, images, videos
- some retweets
- same content on Instagram (some) with different wording

- tweets are protected



**Pinterest**

- mostly images, some videos
- shop: products displayed for direct buying
- created: mostly highlights of sustainability initiatives

- mostly images, some videos
- less than 20 pins
- created: product showcase

Allbirds

Atoms

Vessi

Cariuma

- images
- shop: products displayed for direct buying
- created: diversified content (lifestyle, product, people, offers)

- images
- shop: products displayed for direct buying
- created: product showcase



**LinkedIn**



- mostly images, a few videos
- some links to articles on "medium" and third-party websites
- focused on sustainability advocacy

- mostly images, a few videos
- some links to articles on "medium" and third-party websites
- some product-related posts
- focused on highlighting brand culture and internal working environment

Allbirds

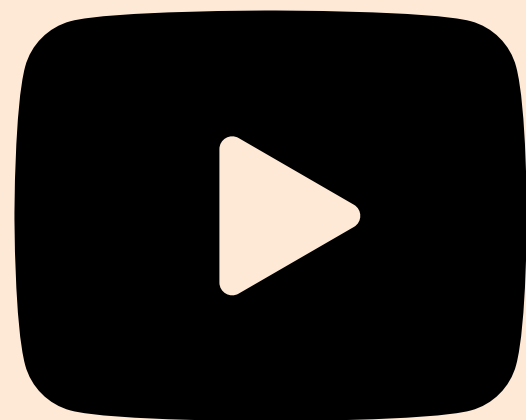
Atoms

Vessi

Cariuma

- mostly images, only 1 video
- focused on hiring information and employees' stories

- no posts



**YouTube**

- content pillars:
  - partnerships
  - workout tips
  - people with Allbirds
  - nature with Allbirds
- most viewed videos:  
nature with Allbirds

Allbirds

Atoms

Vessi

Cariuma

- content pillars:
  - creators' stories
  - the rest of the videos (no focus)
- most viewed videos:  
highlight of everyday shoes

- content pillars:
  - Limited Edition
  - year-end
  - how-to tips
  - footwear (waterproof test)
- most viewed videos:  
footwear (waterproof test)

- content pillars:
  - adventure
  - how-to tips
  - product highlight
- most viewed videos:  
product highlight



**TikTok**

- engaging videos
- focused on how-to tips to make people's everyday life better:
  - workout
  - listen to music
  - tie shoes

- no official account

Allbirds

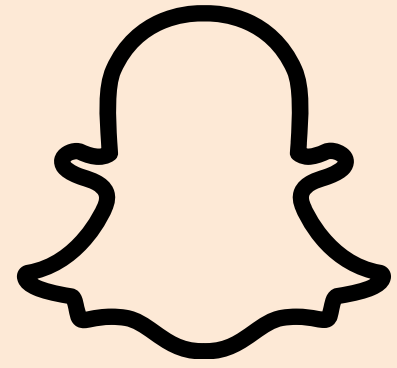
Atoms

Vessi

Cariuma

- fun and engaging videos; very interactive and buyer-centric
- focused on showcasing the durability of the shoes with real-life examples and some experiments

- no official account



**Snapchat**

- has an account
- 0 post

- no official account

Allbirds

Atoms

Vessi

Cariuma

- no official account

- no official account

# **Content Recommendations**





## 1. Include more interactive content (in any format)

According to research, millennials and Gen Zers prefer social content that they can participate in and have a conversation with. Vessi is well leveraging this type of content, and the results are good (more comments, likes). For Allbirds, I suggest starting with questions like “what is one thing you did today to save the planet?” or “show us your mix and match with our pieces.” These questions align well with Allbirds’ brand value (sustainability) and its goal to drive awareness and consideration for its apparel. Followers and potential followers are encouraged to tag other people.

sources:

<https://www.forbes.com/sites/forbescommunicationscouncil/2017/09/01/why-interactive-content-is-the-best-way-to-captivate-a-millennial-audience/?sh=2964fcaa65ce>



# Facebook

## 1. Include more emotions-triggering content

According to research, millennials and Gen Zers tend to trust and purchase more from the brands that they are emotionally attached to. Moreover, video posts on Facebook generate at least 59% more engagement than other post types. Allbirds can consider creating some videos around the topics of sustainability and lifestyle.

sources:

<https://www.alistdaily.com/strategy/emotional-factors-motivating-gen-z-millennials-fuse-media/>

<https://www.retaildive.com/news/millennials-seek-emotional-connections-before-purchasing/445545/>



# Twitter

## 1. Include more infographics

According to research, images tend to get 128% more retweets than videos. And on average, list-based or how-to type of content received 3 times more retweets than any other type of text-based content. Allbirds can consider using something like "7 tips to reduce unnecessary waste" or "5 things to consider before buying clothes" (ties back to apparel).

sources:

<https://www.quicksprout.com/twitter-engagement/>



## 1. Create more specific boards

Pinterest has the function where brands can organize their posts into different categories. When followers or potential followers search for and browse posts in that particular category, those contents can easily be seen. It increases searchability and exposure for that brand. I suggest Allbirds creating more specific boards like “daily apparel for women” or “t-shirt collection” so people can immediately find out what they want to see.

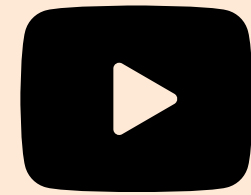


## 1. Create more videos that showcase company culture

LinkedIn is a great place to illustrate the core messages of a company's culture. Because many people on LinkedIn are industry professionals, their vision often goes beyond just products. Understanding how a company operates internally and how employees feel about working there is a premise for them to trust the brand and purchase. Moreover, videos work effectively on LinkedIn. I suggest Allbirds creating more videos around topics like "our employees' stories of working at Allbirds" or "a day tour to our office ."

sources:

<https://blog.hubspot.com/marketing/how-frequently-should-i-publish-on-social-media>



# YouTube

## 1. Include some user-generated content

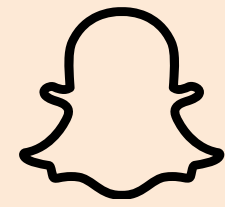
User-generated content effectively elevates brand awareness and people's positive feelings towards that brand. I suggest collecting some user-generated content that already existed on the other platforms (Instagram, Facebook) and turn them into videos (consent will be obtained before uploading).



# TikTok

## 1. Create more interactive videos

Based on the analysis of our competitors, people are more likely to be engaged with interactive content. That is also a big part of the platform's nature. Giveaway contests are a good example. People are encouraged to like, follow, and tag to win the prize. It effectively elevates audience growth.



# Snapchat

## 1. Create ads with AR lenses

One of the unique features that brands can leverage to effectively drive awareness and engagement is AR lenses. Allbirds can apply that to their apparel and create a real try-on experience for users. It's one of the types of interactive ads that most millennials and Gen Zers like.



# **Other Recommendations**

# New Channel



- According to research, Tumblr is used by 21% of adults online aged 18-29 years. That largely overlaps with our target audience (mostly Gen Zers, some millennials)
- Tumblr is top-rated for social sentiment towards brands among users, which means most Tumblr users are satisfied with the content posted on their dashboard. It's a great platform for brands to build solid trust and increase their exposure among users.
- Tumblr supports different content formats. Users (brands) can post text, images, videos, audio, and links.

sources:

<https://techjury.net/blog/tumblr-statistics/>

<https://www.mediaupdate.co.za/social/147113/five-reasons-why-you-need-to-use-tumblr-for-your-business>



CONTENT  
(image post)



### RECYCLED BOTTLES

Yes, our Women's New Arrivals are finally here.  
Wondering what materials we used? Check it out:  
<https://www.allbirds.com/pages/our-materials-trino>



# Influencer



## Pablo Montenegro



gudi\_ecool

Follow




875 posts

9,174 followers

2,933 following

Pablo Montenegro

Public Figure

 MenStyle

 eCoFriendly

 %CODE: Pablo15 @grinsekatten\_com

#handstand #avocadolover #menstyle #cbdoil #boyswithbags #pridemonth

#grinzekatten

[www.gudiecool.com](http://www.gudiecool.com)

<https://www.gudiecool.com/>



# Pablo Montenegro

- Pablo is an advocate for a sustainable lifestyle. Aiming for zero waste is part of his routine life, which resonates with Allbirds' brand mission.
- Pablo loves fashion and believes sustainable brands will become the norm. He posts daily looks that are chic but simple. He also loves nature. Allbirds' products will be perfect for his mix and match.
- The core message conveyed throughout his posts is about positive living. And allbirds always represents itself as a brand to help the world become better. The message and the brand align well.
- Although he is a nano-influencer, he can still drive awareness among our target audience who is relatively young, especially Gen Zers. According to research, Gen Zers tend to value "authenticity" over "popularity" regarding influencers. They trust people with a smaller following but who give their honest thoughts of products or brands more than big celebrities who are just paid to do advertisings. Moreover, in terms of purchasing, millennials and Gen Zers are more likely to be affected by influencer marketing than people from other age groups.

sources:

<https://www.genzinsights.com/why-does-gen-z-love-nano-influencers-because-theyre-not-famous>

<https://instasize.com/blog/the-rise-of-nanoinfluencers-and-why-brands-love-them>

<https://www.emarketer.com/content/influencers-more-likely-to-inspire-gen-zer-and-millennial-purchases>

# Employee Advocacy

## Develop an employee contest

- The topic of the contest is “I’m wearing Allbirds. I’m saving our planet by....”
- To participate, employees need to take pictures of themselves completing small tasks to help save the planet (e.g., drive less, eat sustainable foods) while wearing branded clothes for a month. Then, they need to upload them to their social channels and tag #weareallbirds. Whoever gets the most likes, that employee is the winner. There is no limit to how many tasks they can do or how many times they can post.
- The winner will be announced as the “star employee” for that month. Recognition will also be given via emails. That person will also get a chance to choose the restaurant for their department’s monthly office dinner.

## **Develop an employee contest**

- To better reinforce the brand image and promote company culture among people, employees are encouraged to take initiatives to help save the planet and share on their social networks.
- To elevate the exposure of Allbirds' apparel, employees will wear branded clothes.
- By incentivizing employees with small prizes, they will feel their contribution is acknowledged by the company and are more willing to participate.

# **Calendar & Content**



# Social Media Platforms

## (why I chose them)

### Instagram

- The most effective platform Allbirds is currently using in terms of audience growth and engagement.
- The brand actively posts content on it on average 5 times a week.
- Target audience: both millennials and Gen Zers are using this platform daily.
- A major platform most fashion brands use.

### Facebook

- High following; many page likes
- Target audience: 55% of Facebook users are aged between 18-34; 17.6% are aged between 35-44 (the older millennials)
- A major platform most fashion brands use.

### TikTok

- Based on the competitors' analysis, Vessi has been constantly posting videos on this platform. The results are good: more followers, more likes/comments.
- Target audience: most Gen Zers are using it.
- more B2C brands are starting using it.





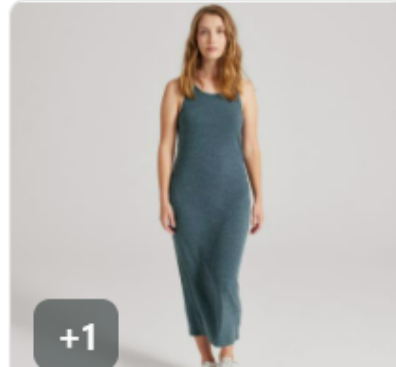
sources:





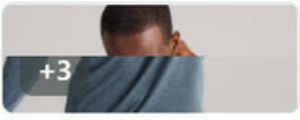

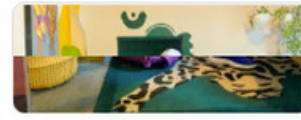

<https://wallaroomedia.com/blog/social-media/tiktok-statistics/>

<https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>

# Sept 1-4









# Sept 4-11


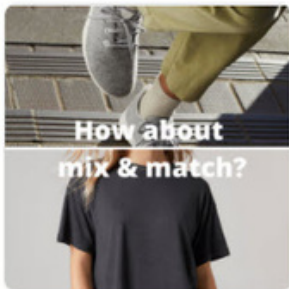




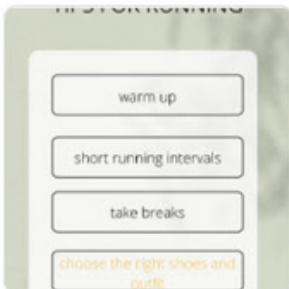

Wednesday 1	Thursday 2	Friday 3
Add Note	Add Note	Add Note
<p>11:00 am</p> <p> rli0221</p> <p>Our Men's TrinoXO™ Long Sleeve Tee is simp...</p>  <p>+2</p>	<p>11:00 am</p> <p> rli0221</p> <p>Our Camp Short: the perfect fit for indoor an...</p>  <p>+3</p>	<p>11:00 am</p> <p> rli0221</p> <p>A casual look in one of those days with sunshin...</p> 
<p>12:00 pm</p> <p> RL</p> <p>"Global warming is not accepted." Our lovely...</p> 		<p>12:00 pm</p> <p> RL</p> <p>So, why do people love our Ribbed Dress? The...</p>  <p>+1</p>

Tuesday 7	Wednesday 8	Thursday 9	Friday 10	Saturday 11
Add Note	Add Note	Add Note	Add Note	Add Note
	Facebook: it's a 15-second		This is a 15-second long l	
<p>11:00 am</p> <p> rli0221</p> <p>Summer-Fall Set: a flawless match with our...</p>  <p>+2</p>	<p>11:00 am</p> <p> rli0221</p> <p>A must-have for your summer-fall wardrobe -...</p>  <p>+3</p>	<p>11:00 am</p> <p> rli0221</p> <p>Reduce the environmental impact b...</p> 	<p>11:00 am</p> <p> rli0221</p> <p>An IG story.</p> 	
<p>12:00 pm</p> <p> RL</p> <p>At Allbirds, we never stop contributing to building...</p>  <p>+3</p>	<p>12:00 pm</p> <p> RL</p> <p>A FB Story.</p> 		<p>12:00 pm</p> <p> RL</p> <p>Weekend Vibe. It's colorful...</p> 	
<p>2:00 pm</p> <p> rli0221</p> <p>Did you do one thing today to help save the...</p> 				





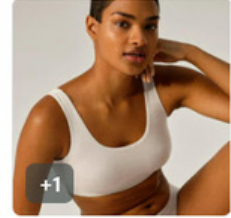

# Sept 11-18

# Sept 18-25

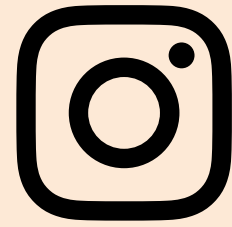
Tuesday 14	Wednesday 15	Thursday 16	Friday 17	Saturday 18
<p>Add Note</p>	<p>Add Note</p>	<p>Add Note</p>	<p>Add Note</p>	<p>Add Note</p>
<p>11:00 am</p> <p>ri0221</p> <p>So, what's so great about our Camp Shirt? It's...</p>  <p>+3</p>	<p>11:00 am</p> <p>ri0221</p> <p>An IG Reel.</p> 	<p>11:00 am</p> <p>ri0221</p> <p>We know it's not cold yet, but it's always bett...</p>  <p>+4</p>	<p>11:00 am</p> <p>ri0221</p> <p>Did you know tomorrow is World Cleanup Day f...</p> 	
<p>12:00 pm</p> <p>RL</p> <p>Some interesting facts about our materials i...</p> 	<p>12:00 pm</p> <p>RL</p> <p>At Allbirds, we have a high standard for the...</p> 		<p>12:00 pm</p> <p>RL</p> <p>Big Day Countdown: tomorrow, Sept 18,...</p> 	
<p>2:00 pm</p> <p>ri0221</p> <p>We all want a brighter future that all the speci...</p> 				

Tuesday 21	Wednesday 22	Thursday 23	Friday 24	Saturday 25
<p>Add Note</p>	<p>Add Note</p>	<p>Add Note</p>	<p>Add Note</p>	<p>Add Note</p>
<p>11:00 am</p> <p>ri0221</p> <p>An IG Story.</p>  <p>Men's Wool Jumper Soft &amp; Cozy Structured Shape</p>	<p>11:00 am</p> <p>ri0221</p> <p>What pieces did you buy from our new apparel...</p> 	<p>11:00 am</p> <p>ri0221</p> <p>It's warm: walking on the sand with our Trino®...</p> 	<p>11:00 am</p> <p>ri0221</p> <p>This Sunday, World Environmental Health...</p> 	
<p>11:00 am</p> <p>ri0221</p>  <p>+4</p>				
<p>12:00 pm</p> <p>RL</p> <p>An essential in your wardrobe - our Trino®...</p>  <p>+4</p>	<p>12:00 pm</p> <p>RL</p> <p>A FB story.</p>  <p>warm up short running intervals take breaks choose the right shoes and outfit</p>		<p>12:00 pm</p> <p>RL</p> <p>Another big day is coming - This Sunday,...</p> 	


# Sept 25-30

Tuesday 28	Wednesday 29	Thursday 30	Friday 1	Saturday 2
<p><a href="#">Add Note</a></p>	<p><a href="#">Add Note</a></p>	<p><a href="#">Add Note</a></p>	<p><a href="#">Add Note</a></p>	<p><a href="#">Add Note</a></p>
<p>11:00 am</p> <p>rli0221</p> <p>Functional socks are necessary. Produced...</p>  <p>+3</p>	<p>11:00 am</p> <p>rli0221</p> <p>Yes, no secrets for our materials. Watch the...</p>  <p>+3</p>	<p>11:00 am</p> <p>rli0221</p> <p>Get a free pair of socks for the upcoming fall!...</p>  <p>+3</p>		
<p>12:00 pm</p> <p>RL</p> <p>A style tip: pair your Wool Dasher Mizzles...</p>  <p>+1</p>	<p>12:00 pm</p> <p>RL</p> <p>When it comes to underwear, it's all abou...</p>  <p>+1</p>			
<p>2:00 pm</p> <p>rli0221</p> <p>Our planet needs your help. Do it. Drive less,...</p>  <p>+1</p>				

- Some of the contents are designed to be interactive and emotion-triggering (e.g., lifestyle) based on the recommendations.
- Most of the contents are product-focused. For the purpose of driving awareness and consideration, rather than directly telling people to purchase, those contents are served to help people learn more about the products.
- To maintain Allbirds' brand consistency and the way they are currently posting, other content pillars are also included.



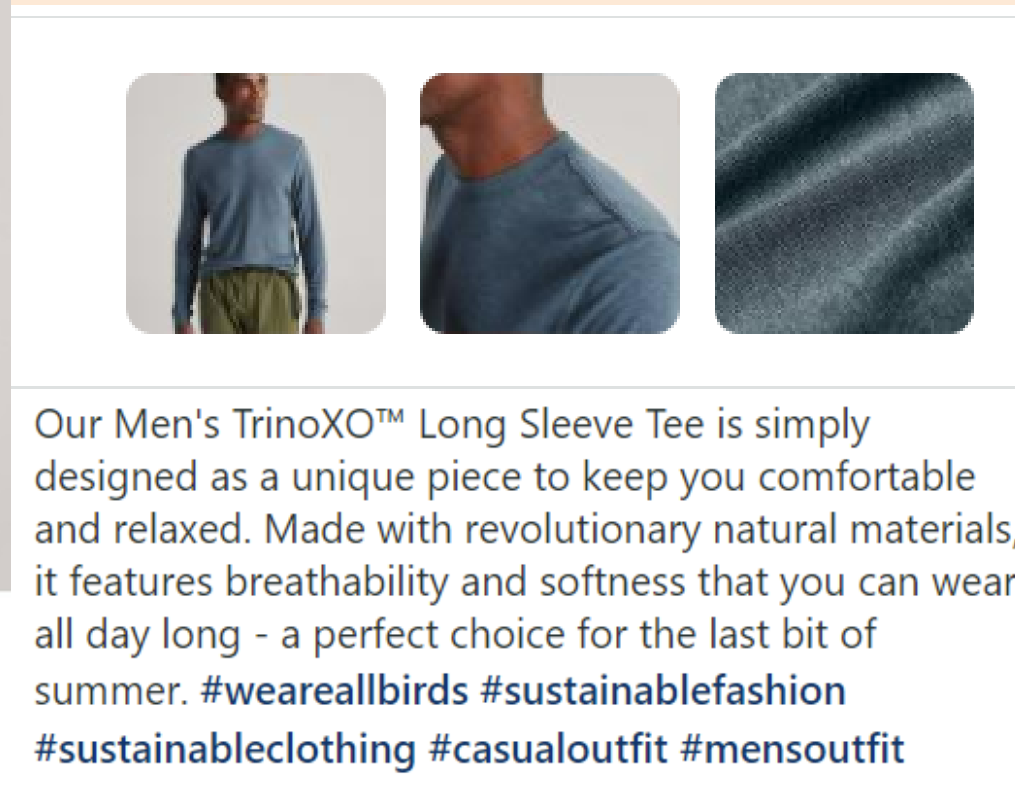
## Instagram

- 22 posts, including 4 videos
- According to Sproutsocial, the best posting time is Tuesday 11am-2pm, Monday through Friday 11am.
- Plan: 5 posts a week
  - 2 posts: Tuesday 11am and 2pm
  - 1 post: Wednesday, Thursday, Friday at 11am
- The "view product" clickable icon  are added into most of the product posts.

sources:

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/#IG-times>

# Content Pillar: products



Our Men's TrinoXO™ Long Sleeve Tee is simply designed as a unique piece to keep you comfortable and relaxed. Made with revolutionary natural materials, it features breathability and softness that you can wear all day long - a perfect choice for the last bit of summer. #weareallbirds #sustainablefashion #sustainableclothing #casualoutfit #mensoutfit

Sept 1 at 11am



Our Camp Short: the perfect fit for indoor and outdoor. Engineered with earth-friendly materials, we never lose sight of the quality.

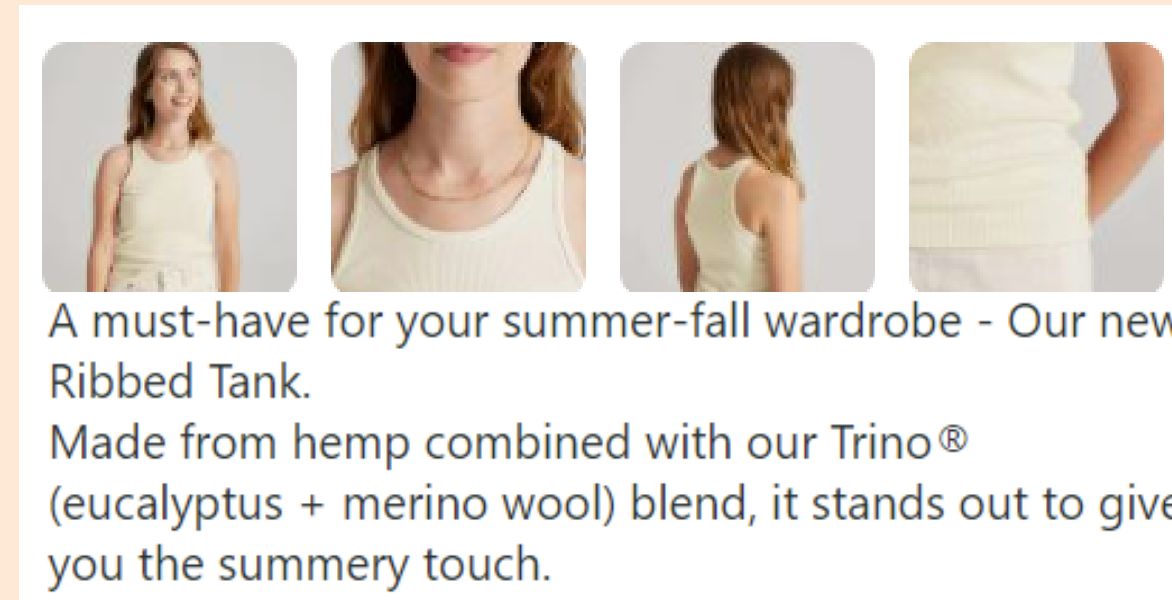
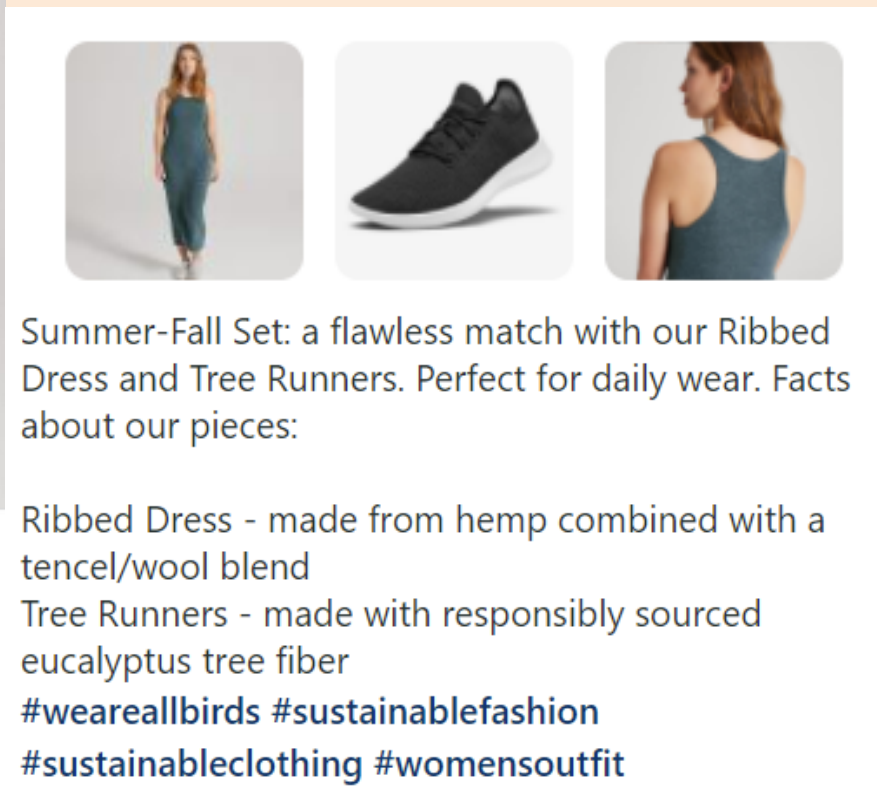


Sept 2 at 11am

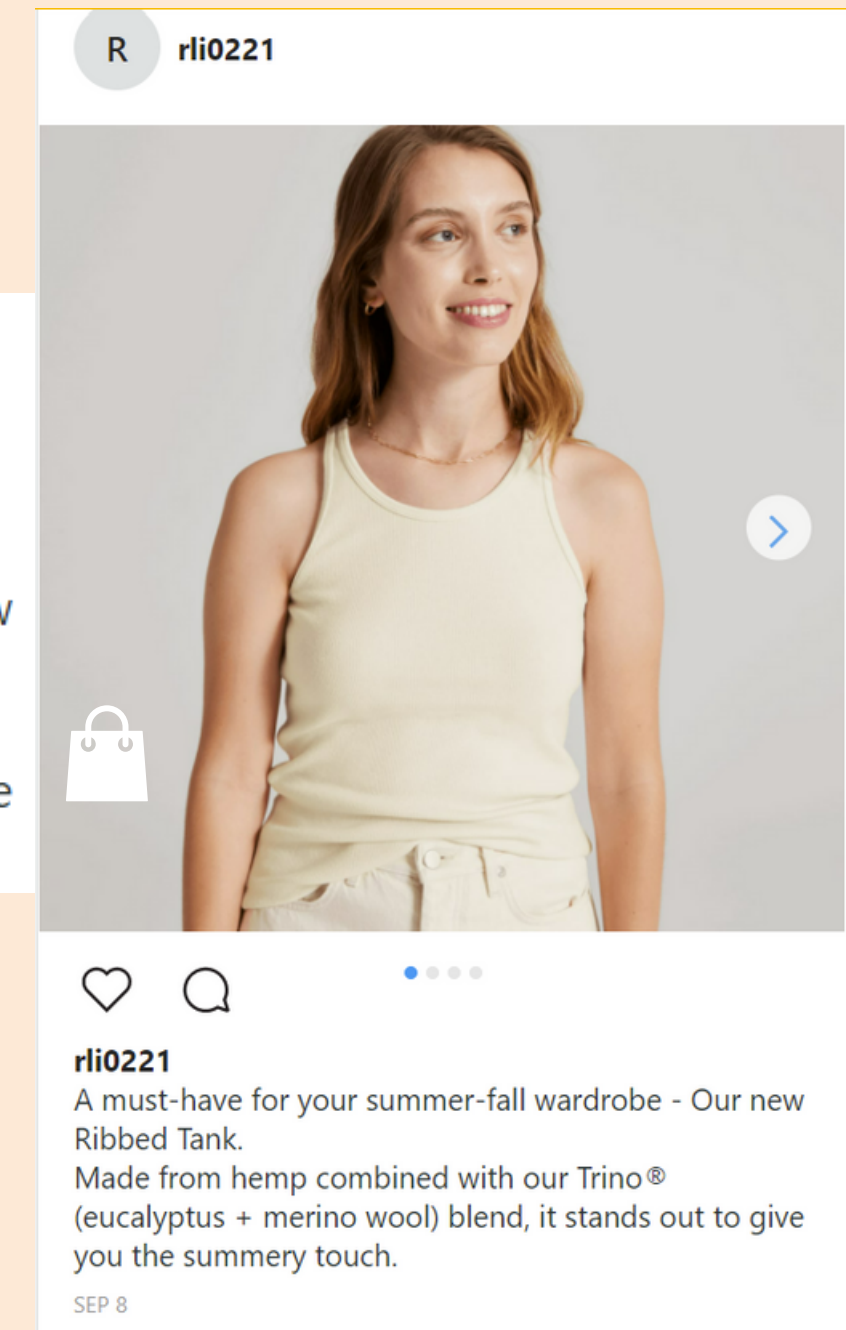
# Content Pillar: products



Sept 7 at 11am



Sept 8 at 11am

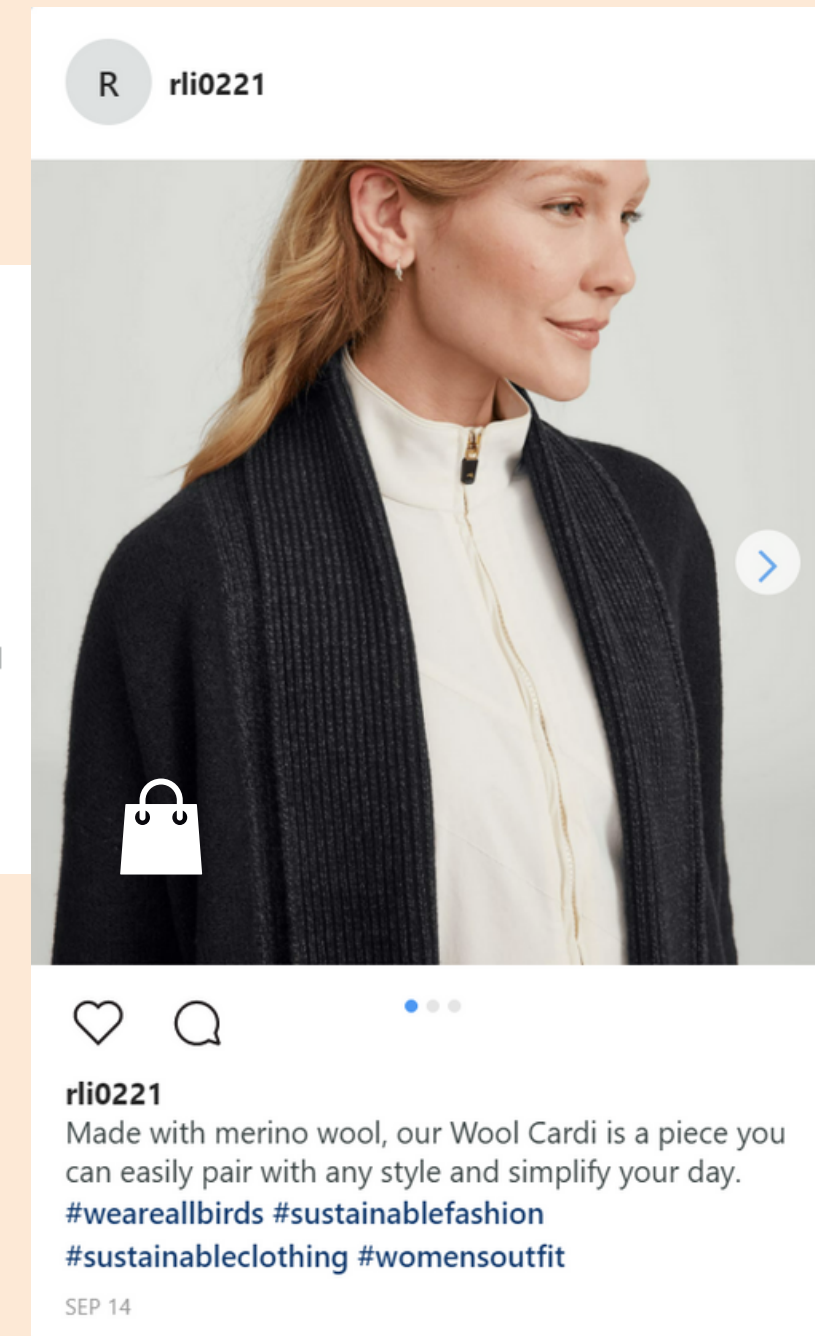


# Content Pillar: products



video (story)

interactive



Sept 10 at 11am

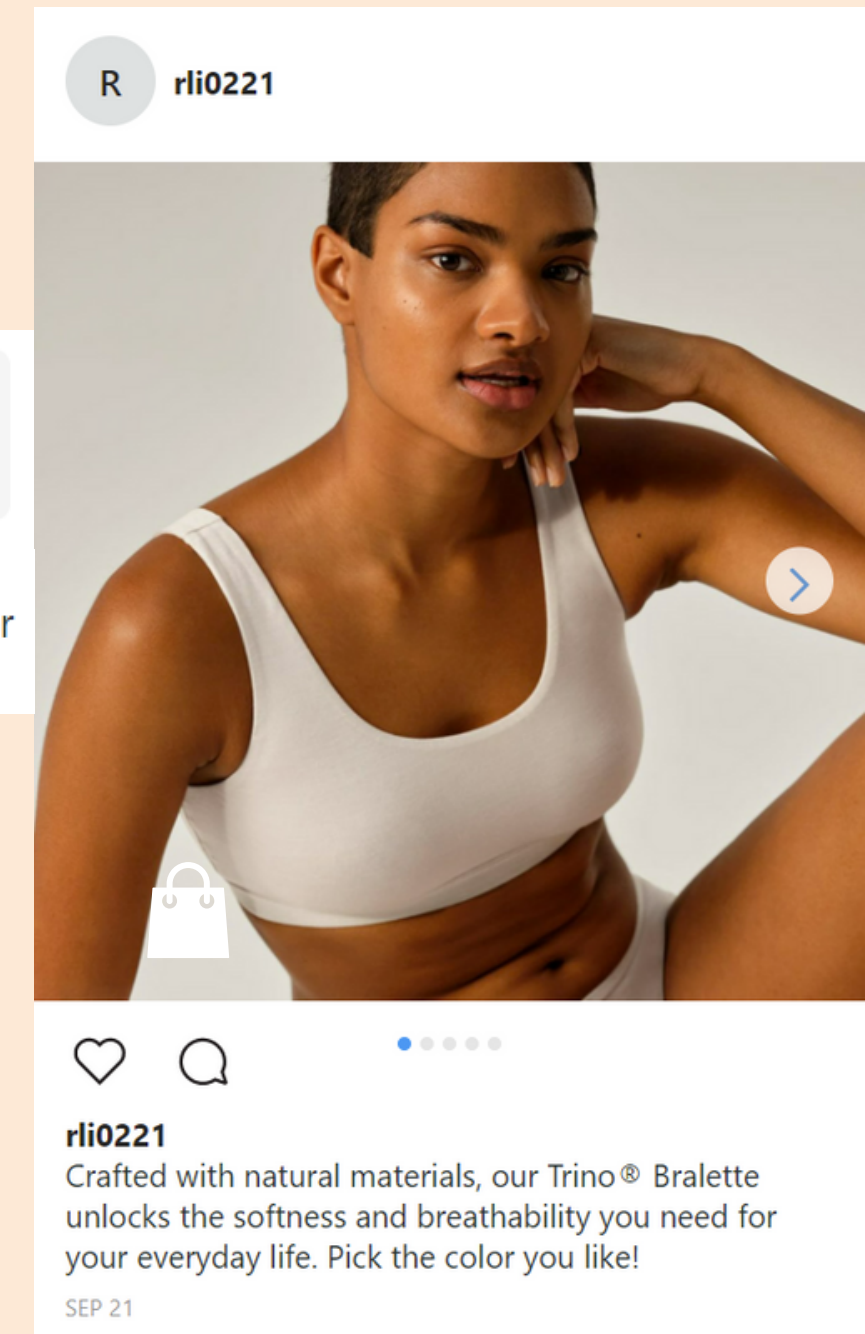
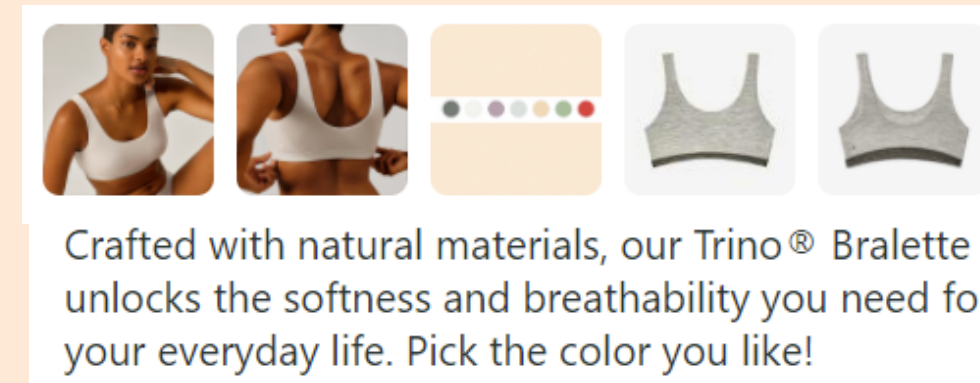
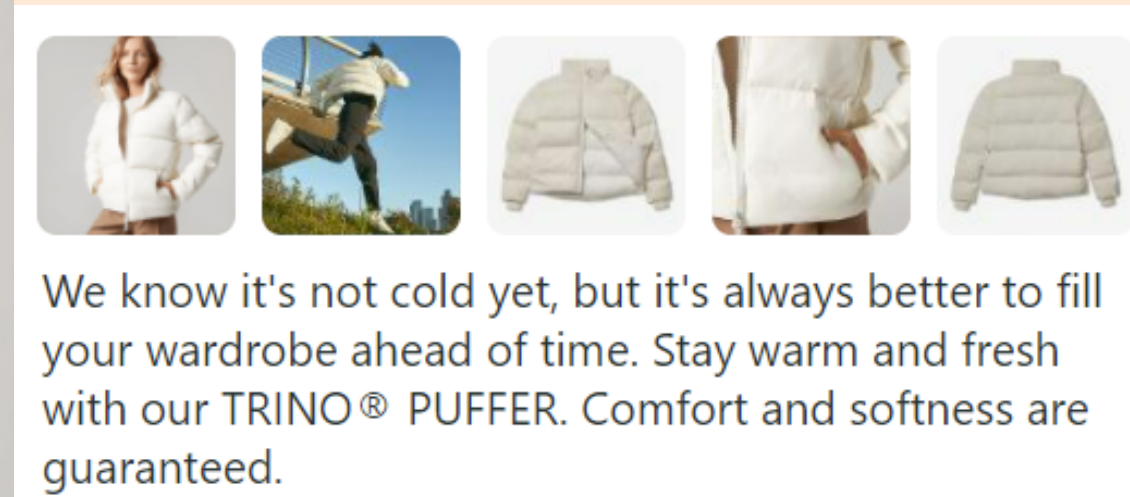
Sept 14 at 11am



# Content Pillar: products

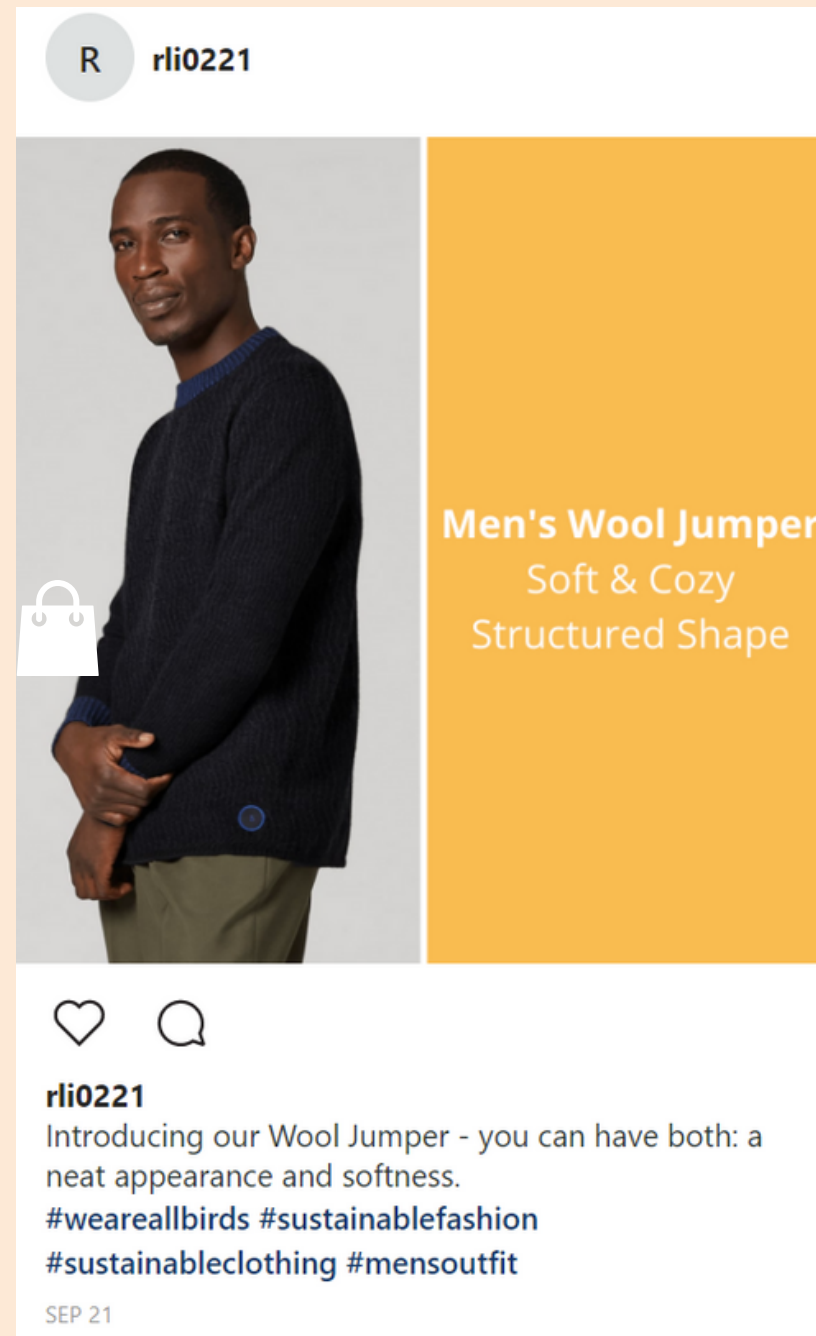


Sept 16 at 11am



Sept 21 at 11am

# Content Pillar: products

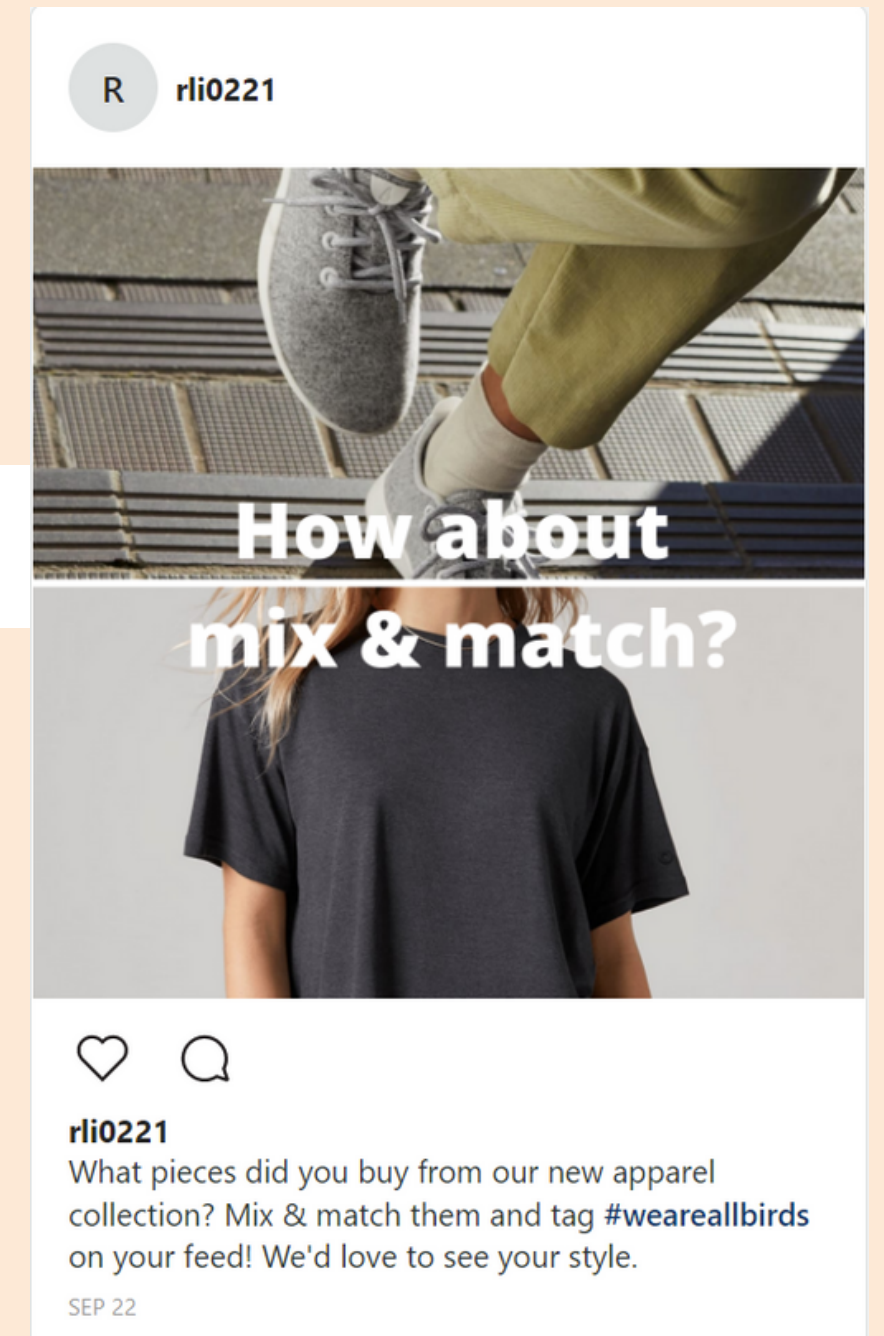


Introducing our Wool Jumper - you can have both: a neat appearance and softness.  
#weareallbirds #sustainablefashion  
#sustainableclothing #mensoutfit

Sept 21 at 2pm

What pieces did you buy from our new apparel collection? Mix & match them and tag #weareallbirds on your feed! We'd love to see your style.

Interactive

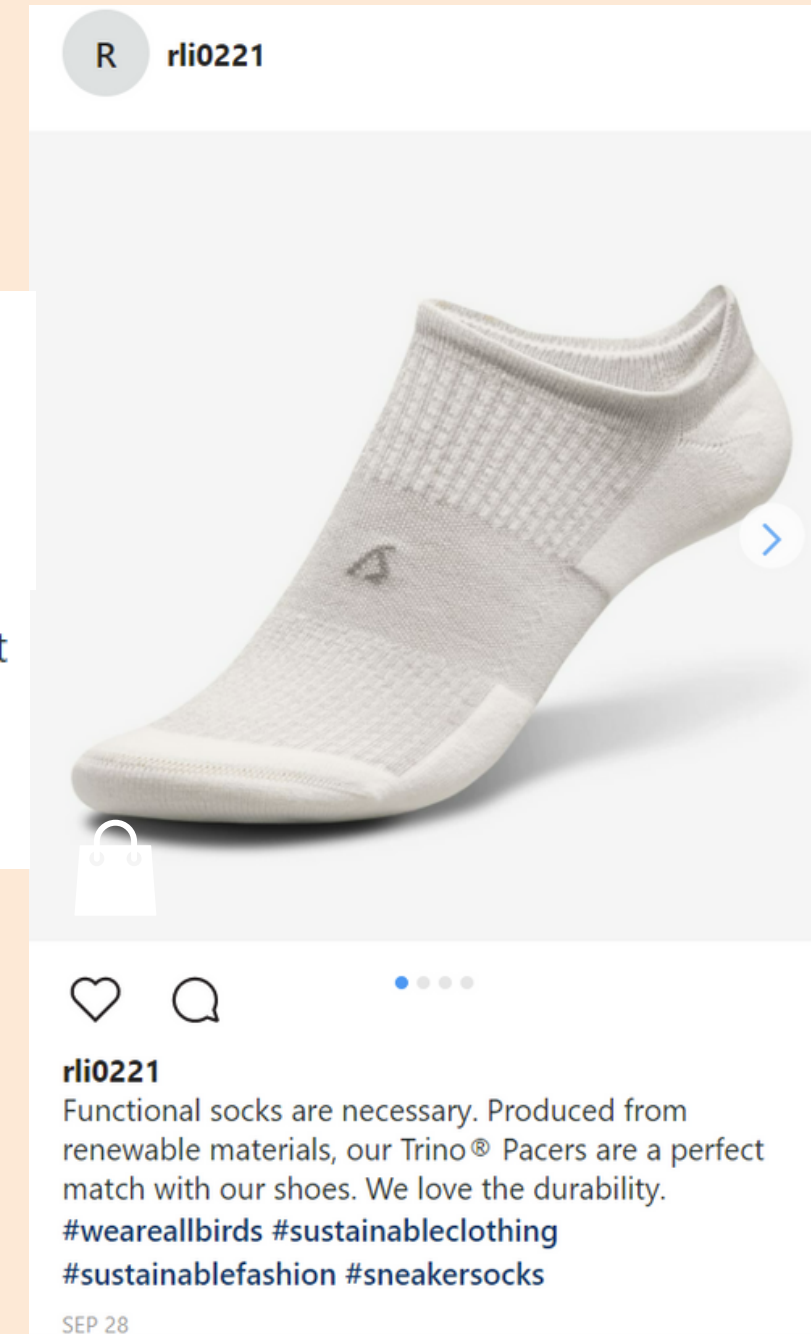
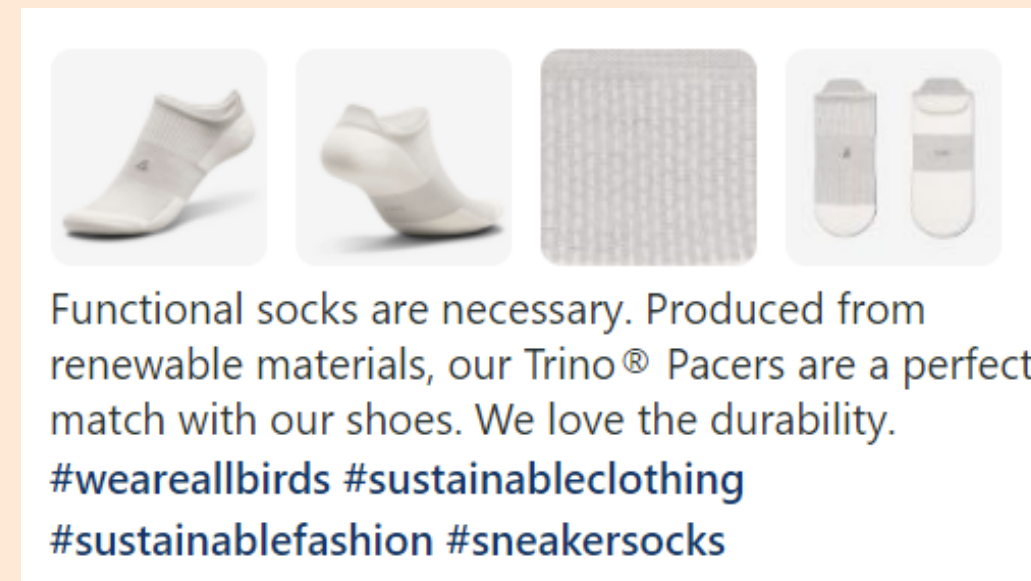


Sept 22 at 11am

# Content Pillar: products



Sept 23 at 11am



Sept 28 at 11am

# Content Pillar: products



video post  
sound on/off  
interactive

Get a free pair of socks for the upcoming fall! Which color is your pick? Tell us below and tag 3 friends. We will DM the winners.

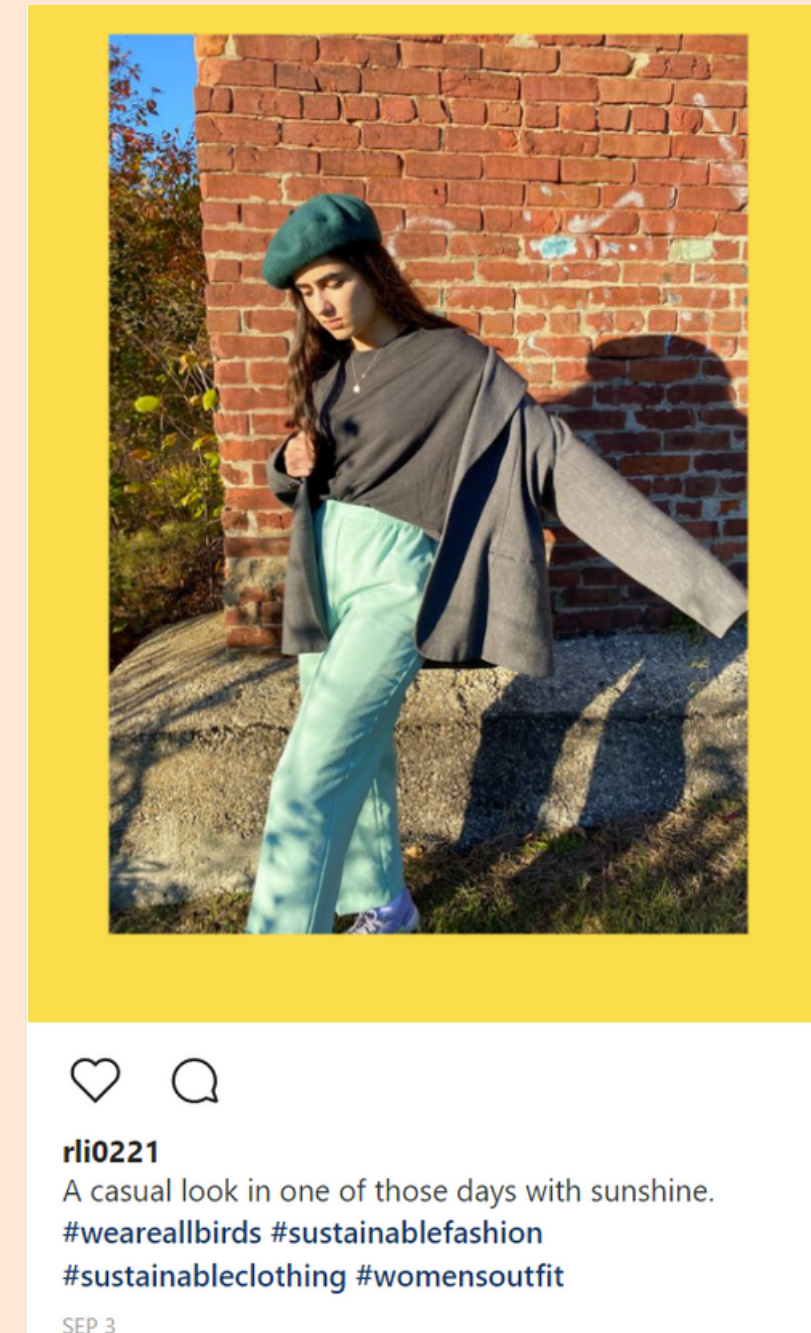


<https://animoto.com/play/Gwcd98Q7sTIVtbgBy7DSNA>

Sept 30 at 11am

# Content Pillar: styles

A casual look in one of those days with sunshine.  
#weareallbirds #sustainablefashion  
#sustainableclothing #womensoutfit

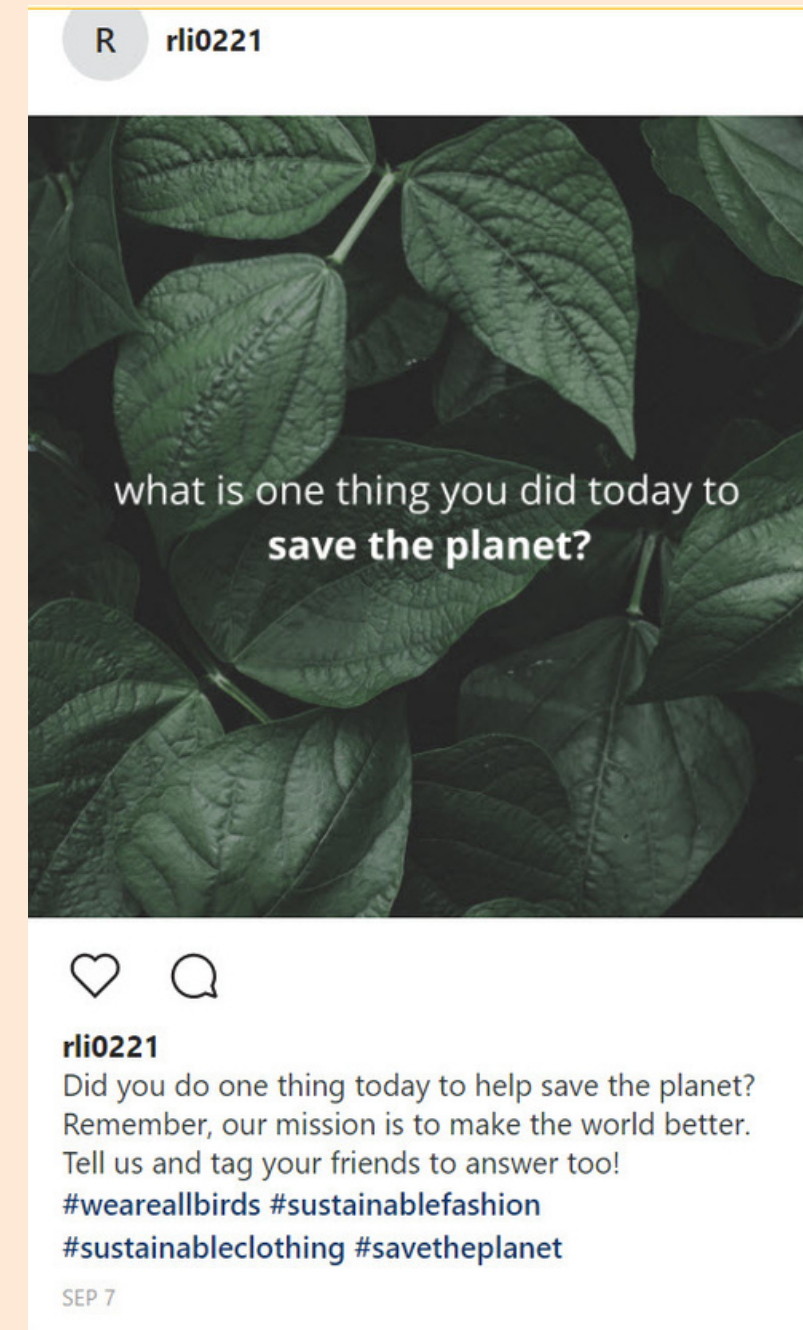


Sept 3 at 11am

# Content Pillar: sustainability & materials

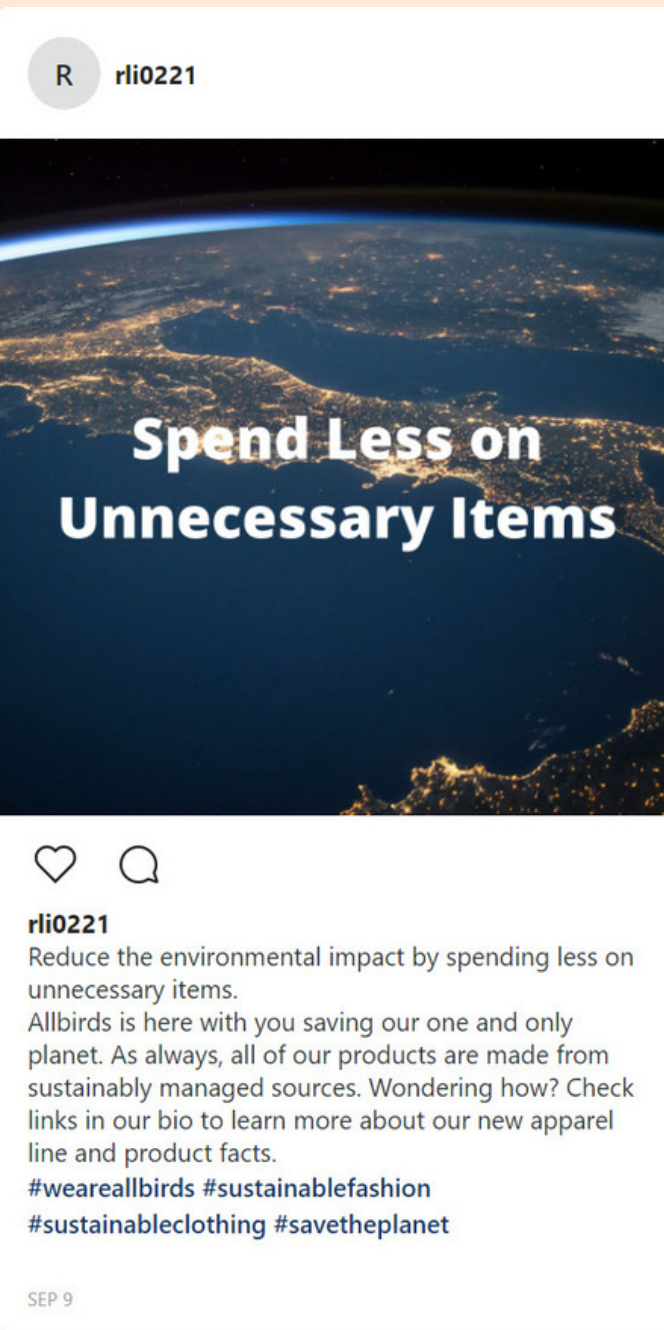
interactive

Did you do one thing today to help save the planet?  
Remember, our mission is to make the world better.  
Tell us and tag your friends to answer too!  
**#weareallbirds #sustainablefashion**  
**#sustainableclothing #savetheplanet**



Sept 7 at 2pm

# Content Pillar: sustainability & materials

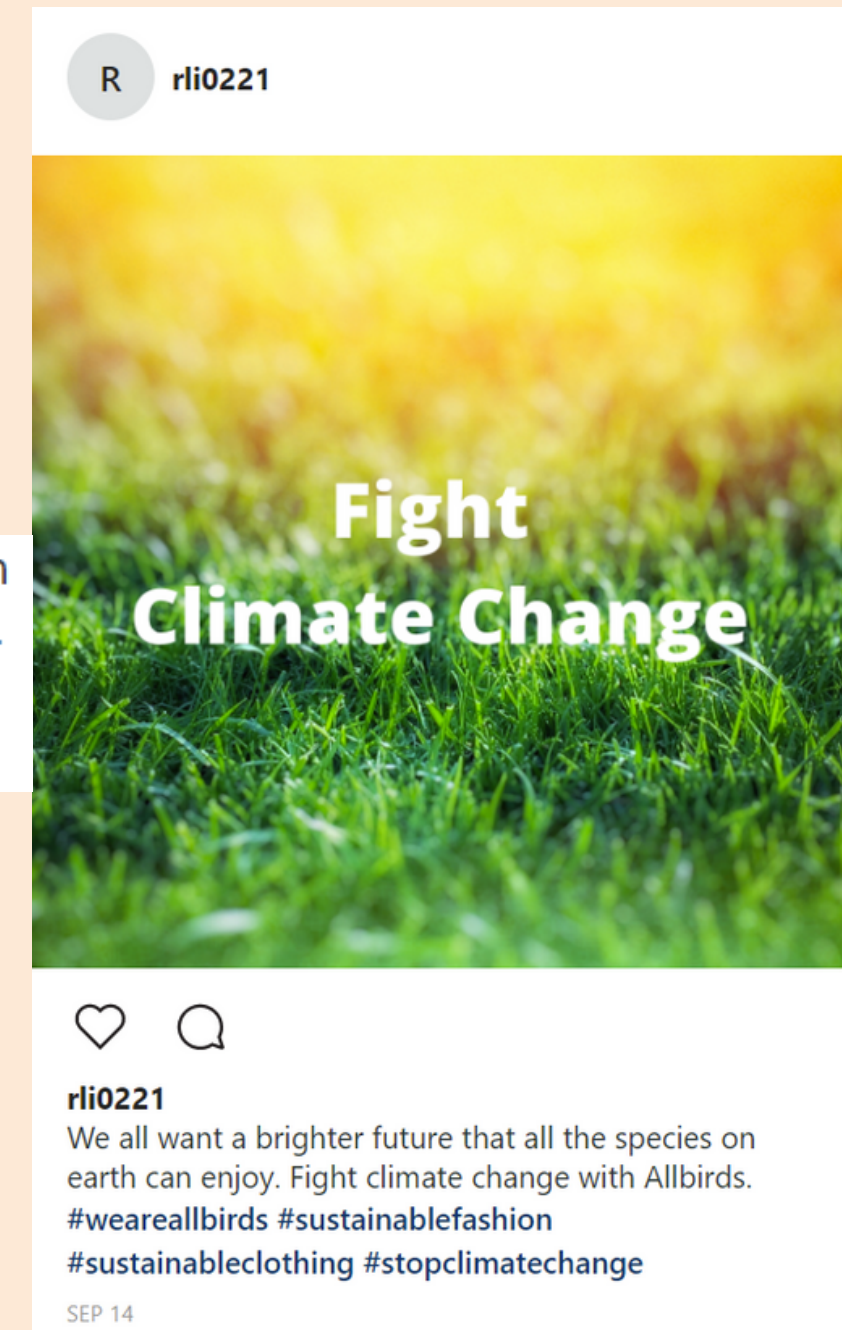


Reduce the environmental impact by spending less on unnecessary items. Allbirds is here with you saving our one and only planet. As always, all of our products are made from sustainably managed sources. Wondering how? Check links in our bio to learn more about our new apparel line and product facts.

#weareallbirds #sustainablefashion #sustainableclothing #savetheplanet

We all want a brighter future that all the species on earth can enjoy. Fight climate change with Allbirds.

#weareallbirds #sustainablefashion #sustainableclothing #stopclimatechange



Sept 9 at 11am

Sept 14 at 2pm

# Content Pillar: sustainability & materials



Did you know tomorrow is World Cleanup Day for this year? At Allbirds, the deep nature of our gene is built towards a waste-free world. And we know you have the same goal. Let's take action to clean up our waste!

Sept 17 at 11am

picture from <https://www.facebook.com/worldcleanupdayie>

This Sunday, World Environmental Health Day. Another big day we care about. Spread the knowledge you know about environmental health.  
#weareallbirds #sustainablefashion  
#sustainableclothing #worldenvironmentalhealth

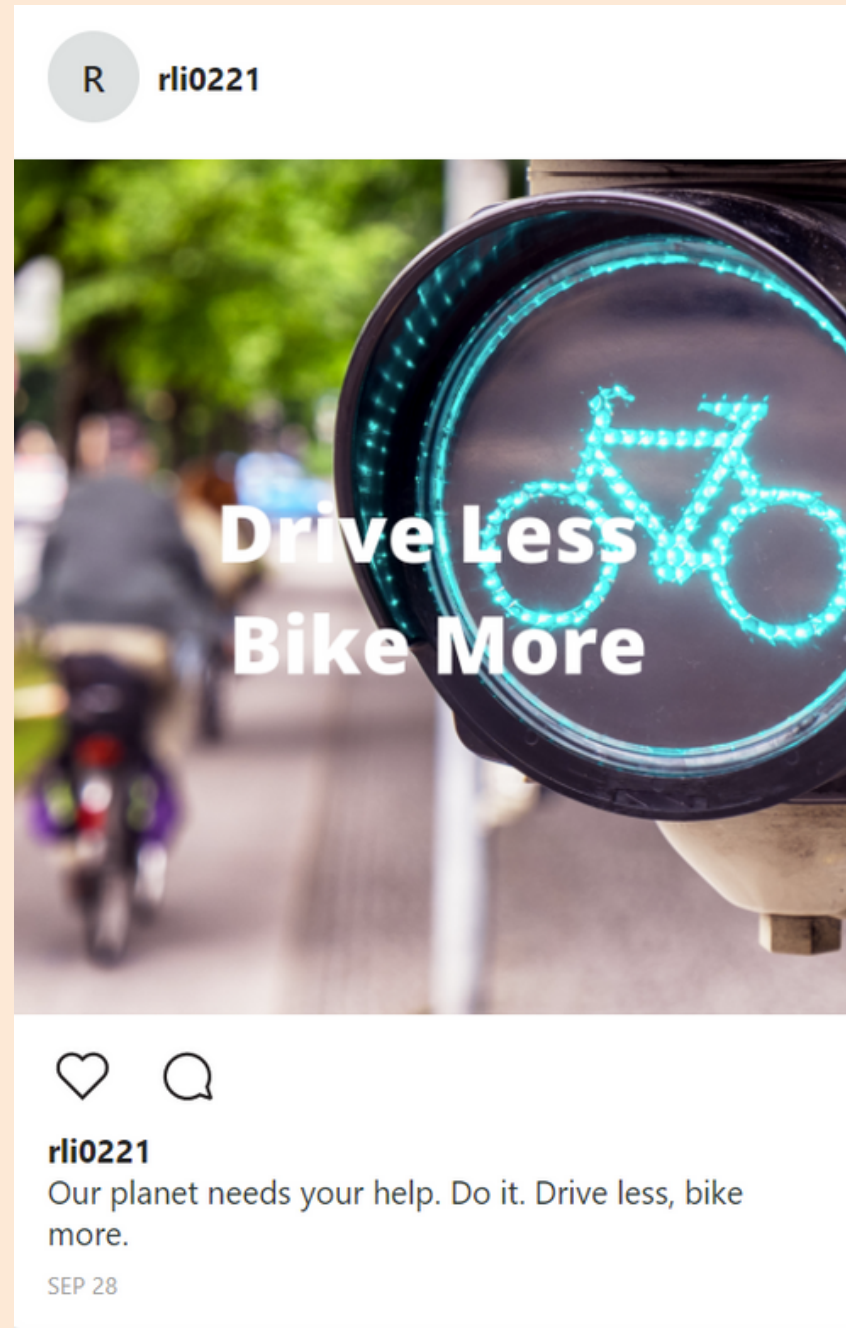


Sept 24 at 2pm

picture from <https://www.facebook.com/worldcleanupdayie>



# Content Pillar: sustainability & materials



Our planet needs your help. Do it. Drive less, bike more.

Sept 28 at 2pm

video post  
sound on/off

<https://animoto.com/play/3eRZVcNPHPSSCyHh8EYwwA>



Yes, no secrets for our materials. Watch the video to learn more about it.

Sept 24 at 2pm

# Content Pillar: influencer

Scenario:

1. introduce himself

- name: Pablo Montenegro
- age: 35
- born in Valencia (Spain), currently live in Berlin

2. the topics he will talk about while wearing Allbirds

- the start of his sustainable journey began at home; keep recycling, reusing, reducing, reading labels of products, using public transportation or his bike, buying organic and, if possible, buying locally



Sept 15 at 11am

video (Reel)



## Facebook

- 13 posts, including 4 videos
- According to Sproutsocial, the best posting time is Tuesday, Wednesday, and Friday 9am-1pm.
- Plan: 3 posts a week  
Tuesday, Wednesday, and Friday at 12pm
- Links (to the product page) are added into most of the product posts.


sources:

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/#IG-times>

# Content Pillar: products

? **RL** added 2 new photos.  
Sep 3

So, why do people love our Ribbed Dress? The answer comes down to its materials: made from hemp combined with a tencel/wool blend, it feels soft to the touch.  
Learn More: <https://bit.ly/2VUQipe>




Like Comment Share

Sept 3

? **RL** added 4 new photos.  
Sep 7

At Allbirds, we never stop contributing to building a better world. It's rooted in our choice of materials: natural and sustainable. Learn more about our men's new arrivals: <https://bit.ly/3kE9Qsh>  
[#weareallbirds](#)



Like Comment Share

Sept 7

# Content Pillar: products



video (story)  
interactive

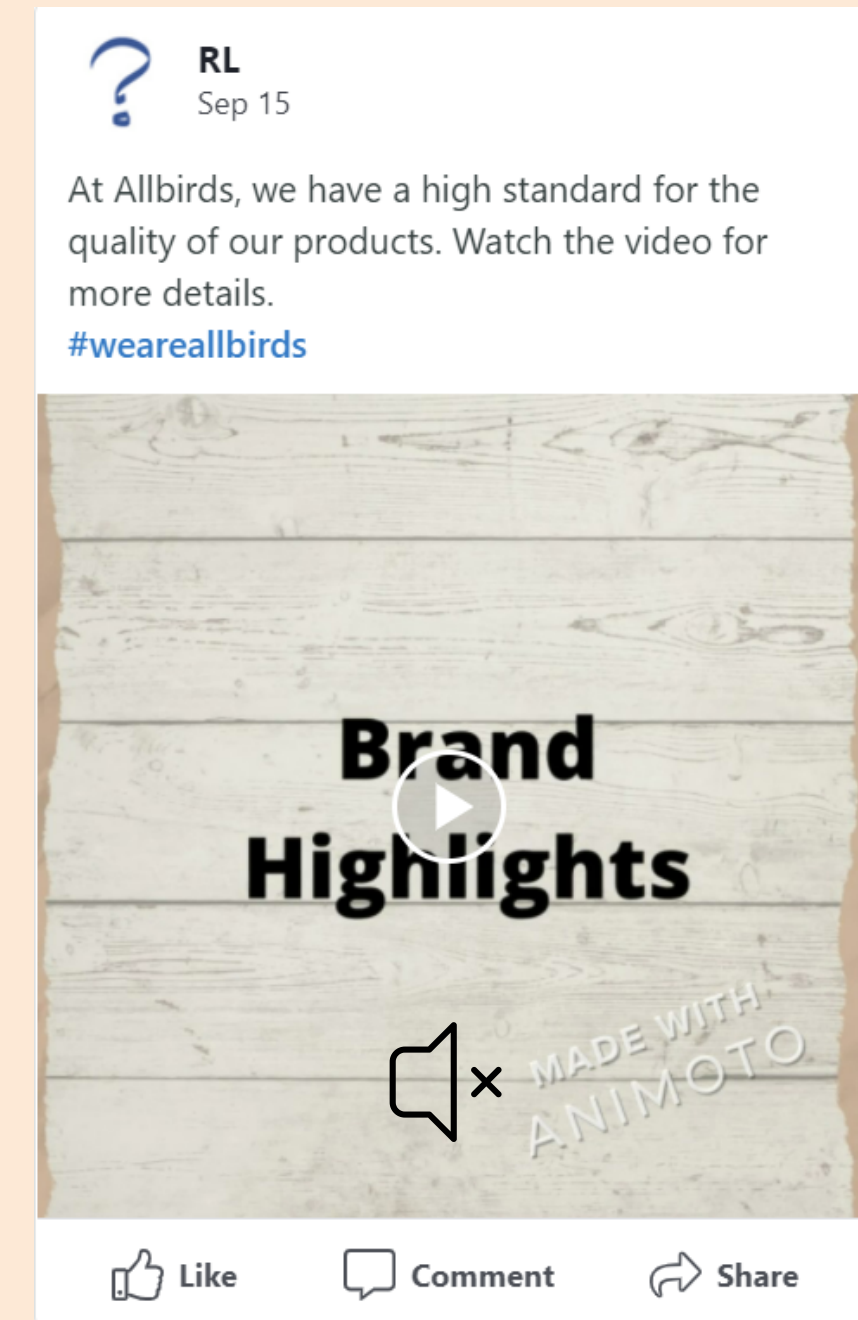


Sept 8

# Content Pillar: products



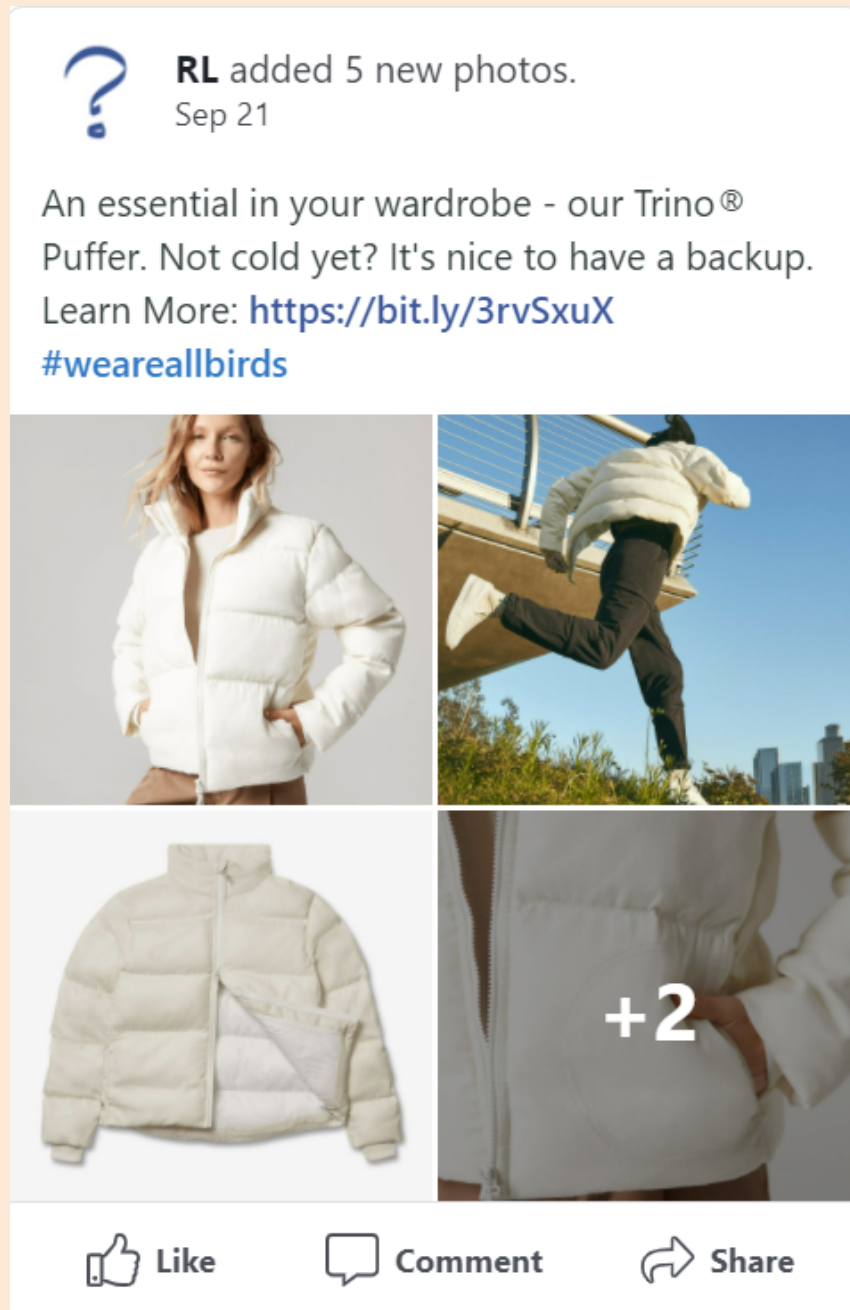
video story  
sound on/off



<https://animoto.com/play/GNdTQrJ0kYMf3ZrIbZqgGA>

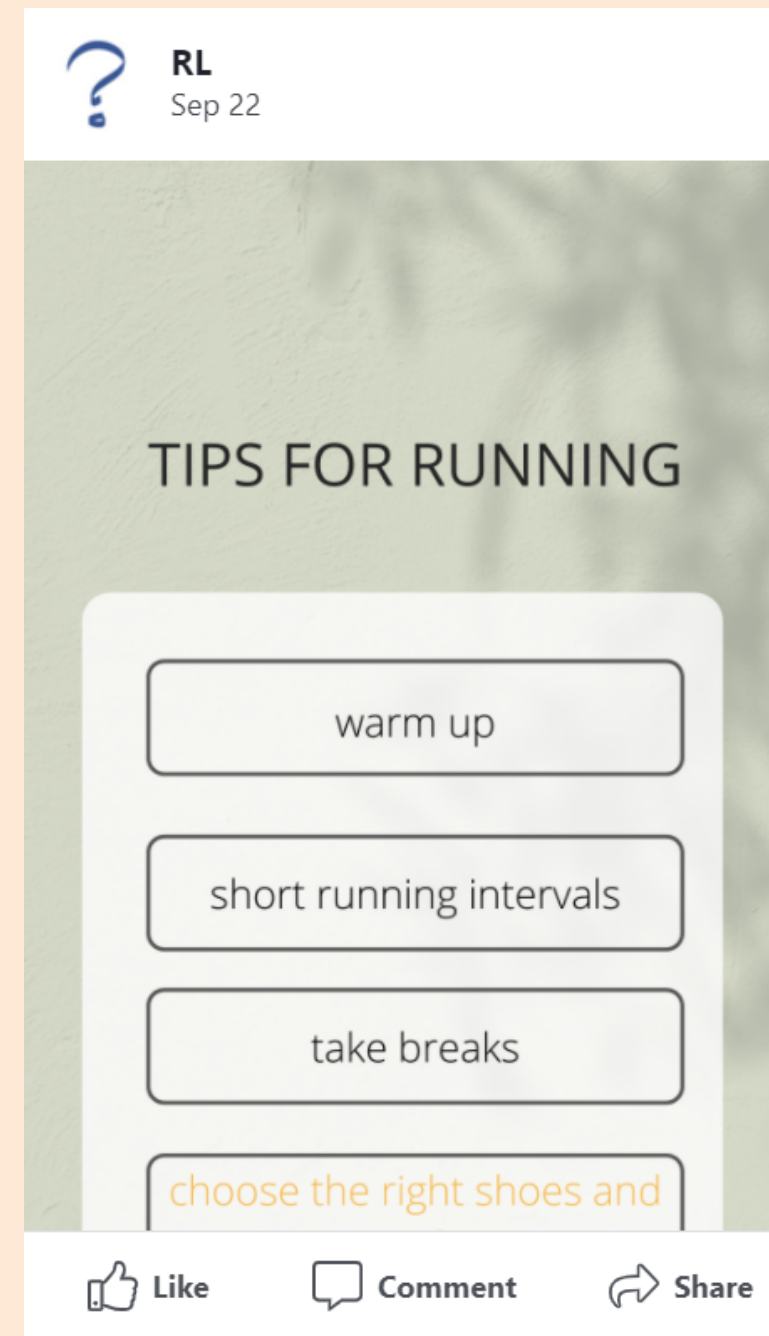
Sept 15

# Content Pillar: products

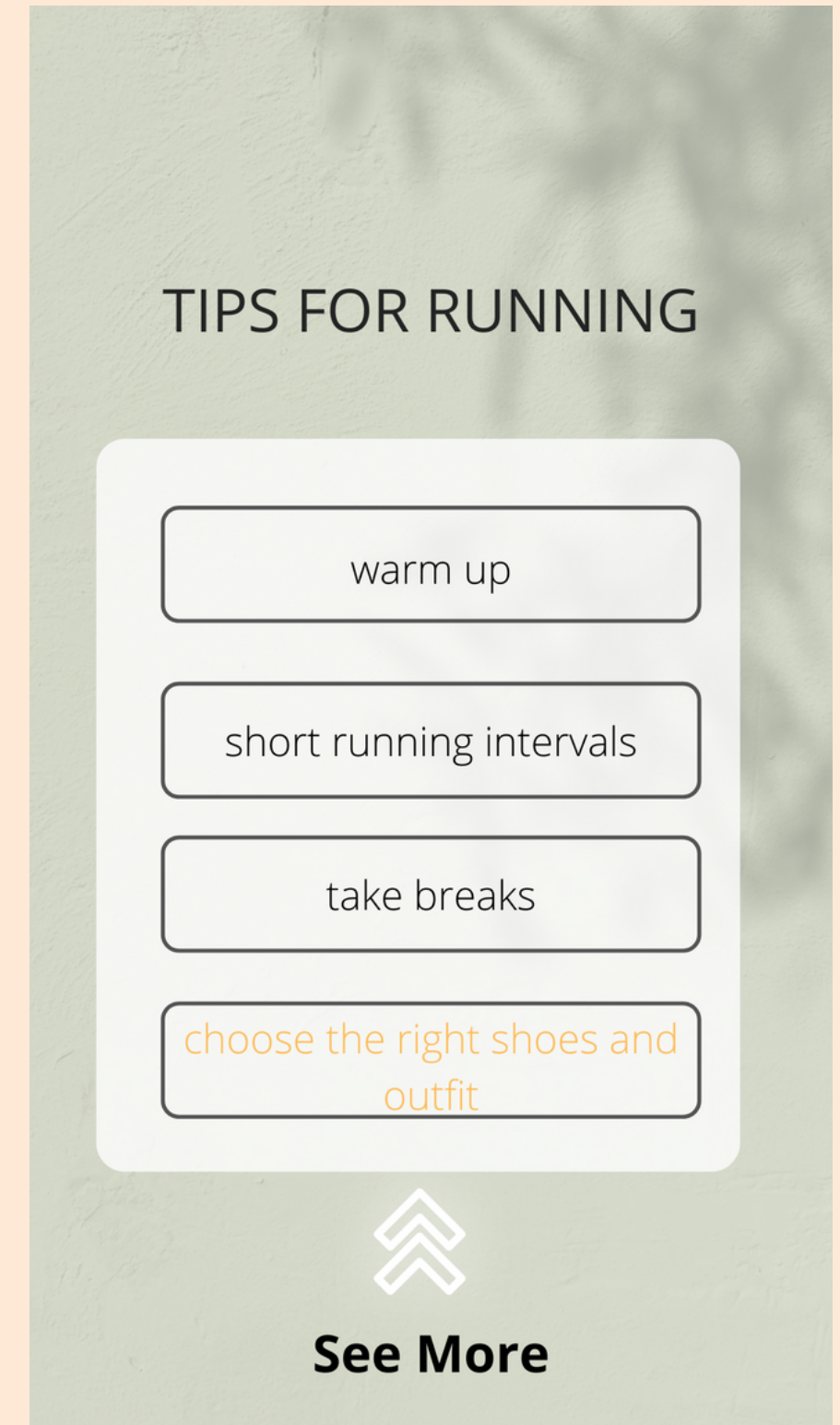


Sept 21

video (story)  
interactive



Sept 22




# Content Pillar: products

? **RL** added 2 new photos.  
Sep 28

A style tip: pair your Wool Dasher Mizzles with our malibu Sprinters Socks.

Check out the socks: <https://bit.ly/2Uuv15m>  
[#weareallbirds](#)




Like Comment Share

Sept 28

? **RL** added 2 new photos.  
Sep 29

When it comes to underwear, it's all about durability and comfort. We got it. Designed with natural materials, it gives you a silk-smooth touch for sure.

Learn More: <https://bit.ly/3hVxy1D>  
[#weareallbirds](#)



Like Comment Share

Sept 29



# Content Pillar: styles

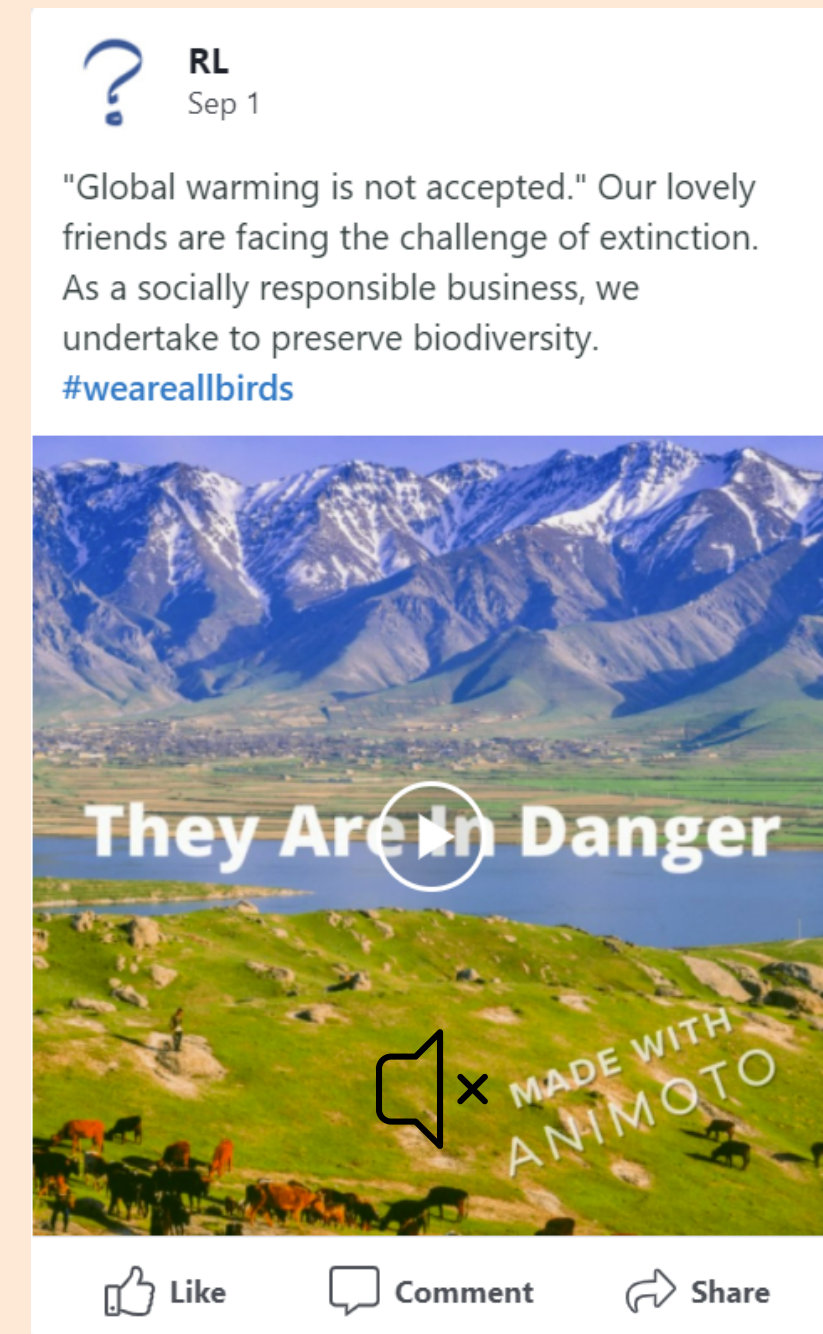


Sept 10

# Content Pillar: sustainability & materials



video story  
sound on/off





<https://animoto.com/play/ehXaYa4ZNnE1B4BH9cUL9A>

Sept 1

# Content Pillar: sustainability & materials




? RL  
Sep 14

Some interesting facts about our materials   
Click to see how we used them in our production: <https://bit.ly/3zliGPW>  
[#weareallbirds](#)



**RECYCLED CARDBOARD**  
Our packaging is made from 90% recycled cardboard. Because every box deserves a second chance.


**RECYCLED BOTTLES**  
One recycled plastic bottle equals one pair of Allbirds laces. Reincarnation is a beautiful thing.

 Like  Comment  Share



Sept 14

? RL  
Sep 17

Big Day Countdown: tomorrow, Sept 18, World Cleanup Day. Start reducing your waste today.  
[#weareallbirds](#)



**WORLD CLEANUP DAY 2021**  
18 SEP

 Like  Comment  Share

Sept 17

? RL  
Sep 24

Another big day is coming - This Sunday, World Environmental Health Day. As important as it sounds, it's time for us to move forward towards a better planet.  
[#weareallbirds](#)



**WORLD ENVIRONMENTAL HEALTH DAY**

 Like  Comment  Share

Sept 24



## TikTok

- 8 videos
- According to research, one of the best posting times is Tuesday at 6am and Friday at 10am
- Plan: 2 posts a week, same time as above

sources:

<https://influencermarketinghub.com/best-times-to-post-on-tiktok/>

# Content Pillar: giveaway (interactive)

## video 1

Background: Find a male employee who is fun and has the ability to engage with users. Let him wear the TrinoXo Tee in redwood while shooting the video.

Script: "Do you know any of your friends who needs a shirt like the one I'm wearing right now? Tag them! They'll have a chance to win a shirt for free! Start now—only 10 shirts are available."

Sept 3 at 10am



# Content Pillar: giveaway (interactive)

video 2

Background: Find a female employee who is fun and has the ability to engage with users. Let her wear the TrinoXo Dress and switch to different colors of it.

Script: "Which color of this TrinoXo Dress do you like the most? Tell me your thoughts and have a chance to win a dress in the color you like for free! Start now. Only 10 dresses are available."

Sept 7 at 6am



# Content Pillar: education

## video 1

Background: Find a male employee who is fun and has the ability to engage with users. Let him wear the TrinoXo Long Sleeve Tee in ironbark.

Script: "Hi Guys, 2mins to learn about our TrinoXo Long Sleeve Tee. It's made with revolutionary natural materials, which contains 63% Tencel, 29% merino wool, 5% Chitosan, and 3% Spandex. Don't know what all that means? No problem! It just means if you wear it, it keeps you feeling fresh all day."

Sept 10 at 10am



# Content Pillar: education

## video 2

Background: Find a female employee who is fun and has the ability to engage with users. Let her wear any piece from Allbirds.nbark.

Script: "Hi Guys, 3 tips for choosing the right clothes: 1. Pick a reputable brand. 2. Familiar with your measurements. 3. Know the materials. If you are not sure how, chat with us and check out our new arrivals for more details."

Sept 14 at 6am





# Content Pillar: influencer

## video 1

Background: Let Pablo Montenegro wear the TrinoXo Long Sleeve Tee in aspen. He will commute to work by bike.

Script: "As a part of the green things I do, I ride my bike to work. It's also not far from where I live. I can enjoy fresh air along the way. It's also a good exercise. Oh also, I feel so good when biking through all these beautiful buildings. It's one of the best things to do when you live in Berlin."

Sept 17 at 10am



# Content Pillar: influencer

## video 2

Background: Let Pablo Montenegro wear the Camp Shirt in dryad. He will walk in a forest.

Script: "I am a sustainable-fashion enthusiast. I believe that's the future for fashion brands. It's part of our responsibilities living on the planet. The style of most sustainable-fashion brands is minimalism. And I think that's the beauty of fashion: I can match different pieces together without going too showy."



Sept 21 at 6am

# Content Pillar: product

Running out of new shirt? No worries! Check out our Men's TrinoXO™ Long Sleeve Tee!  
#weareallbirds



<https://animoto.com/play/C1NgAcRJMntLHZpJ0llyKg>

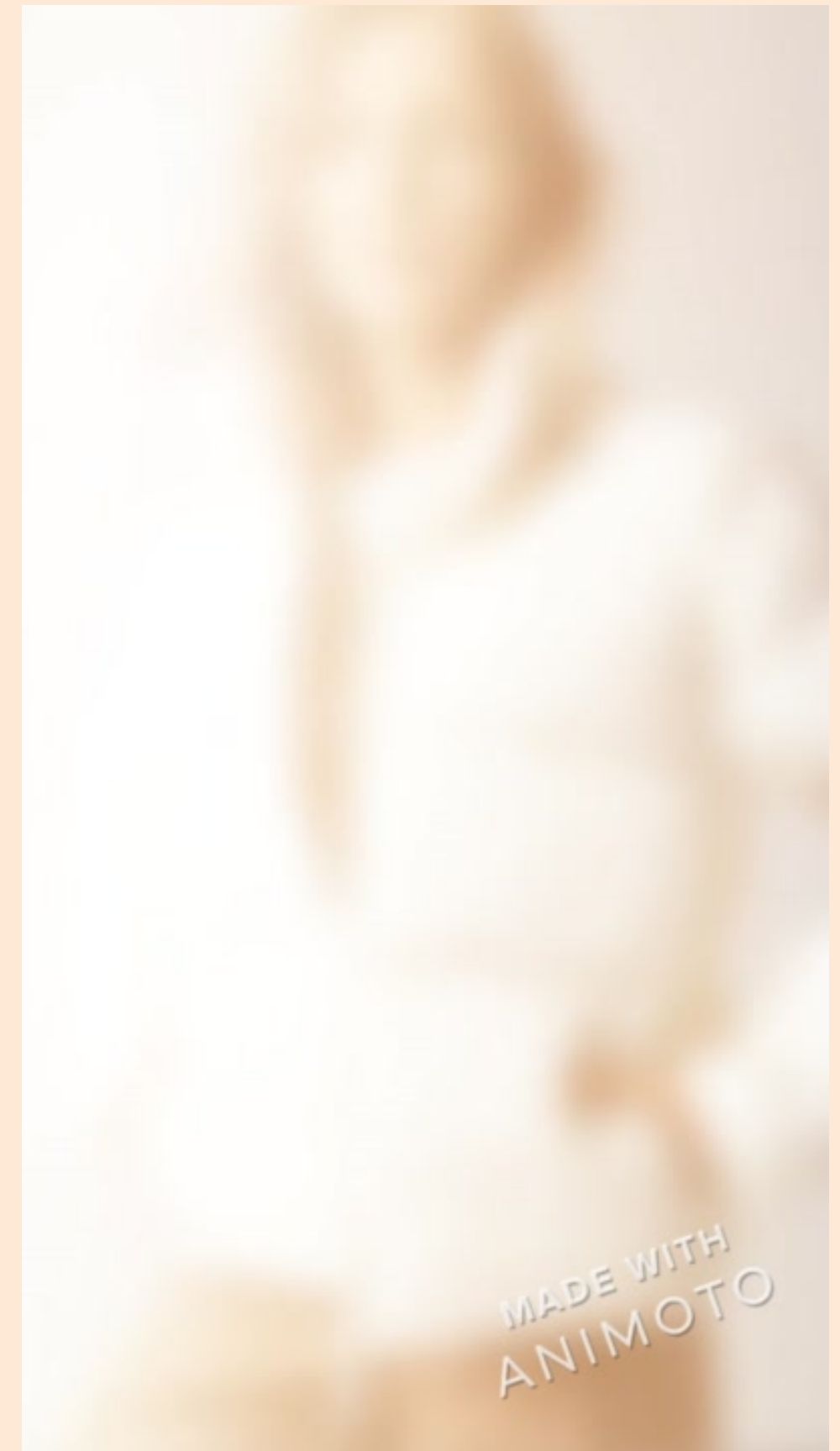
Sept 24 at 10am

# Content Pillar: product

You've got this: our Women's Trino® Puffer is finally here! Check the link in our bio to learn more about it  
#weareallbirds

<https://animoto.com/play/RM046KNRanGZWJ4MFzk2Zg>

Sept 28 at 6am



# Paid Ads

## Instagram:

- 1 video (story) ad, 1 image post ad
- Time: all ads will run based on Instagram's algorithm until the end of the 4 weeks

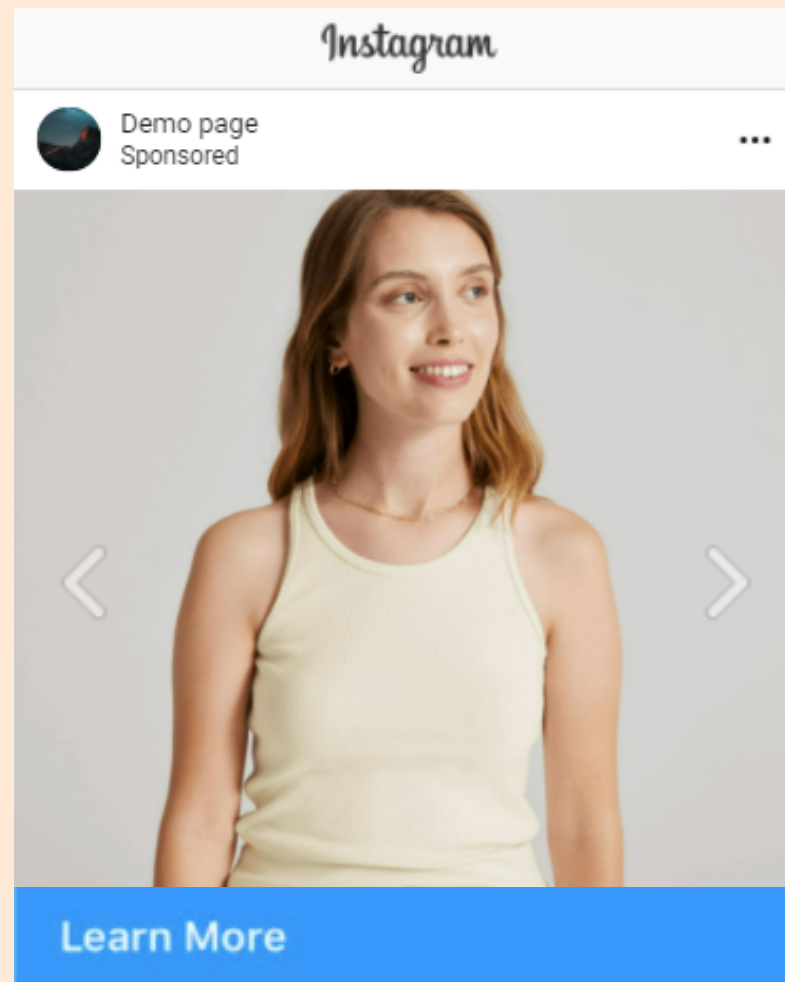
## Facebook:

- 1 video (story) ad, 1 video post ad
- Time: all ads will run based on Facebook's algorithm until the end of the 4 weeks

## TikTok:

- 1 in-feed ad
- Time: the ad will start running after the first 2 weeks and keep running for 1 month (There are not much content on Allbirds' TikTok now. Ads should be published after they have developed more content, so users have videos to watch)

# Paid Ads: Instagram

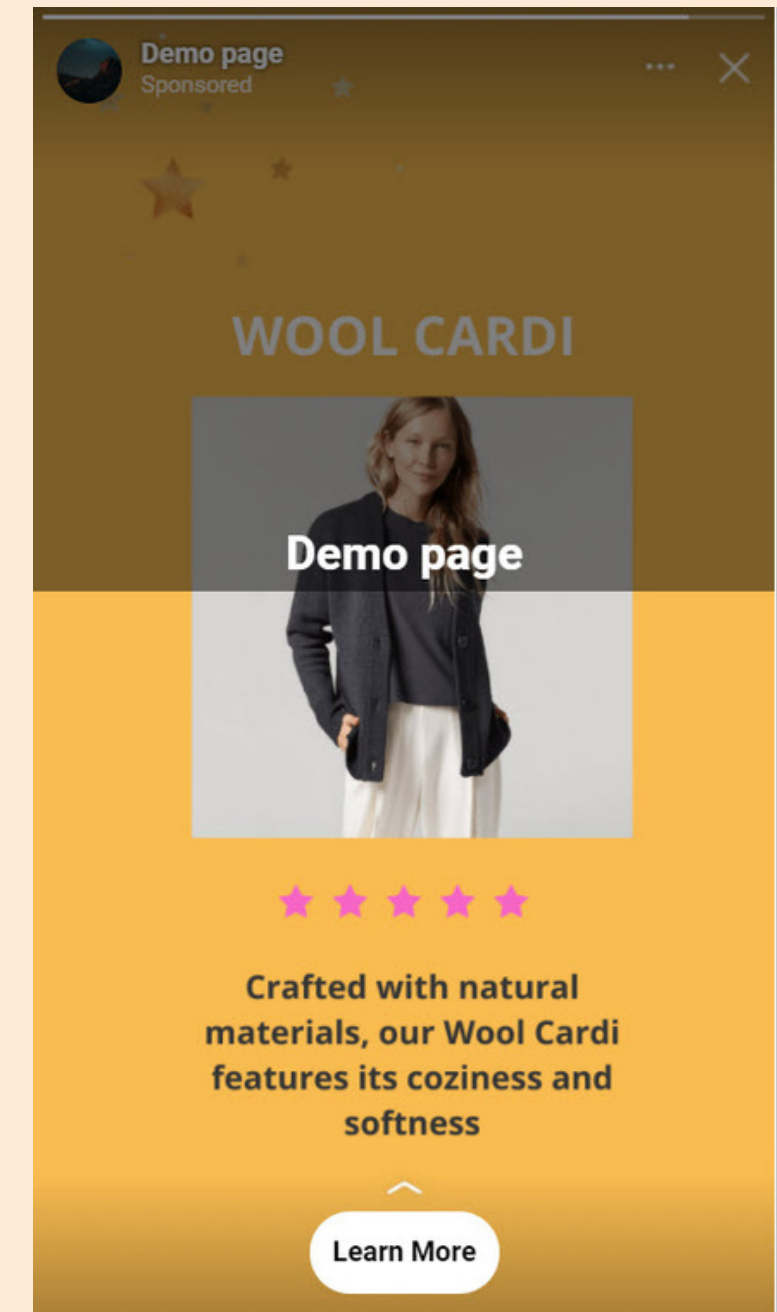


Ribbed Tank - A piece you must have regardless of the season. Stylize it with a nice jacket.

Ribbed Tank - A piece you must have regardless of the season. Stylize it with a nice jacket.

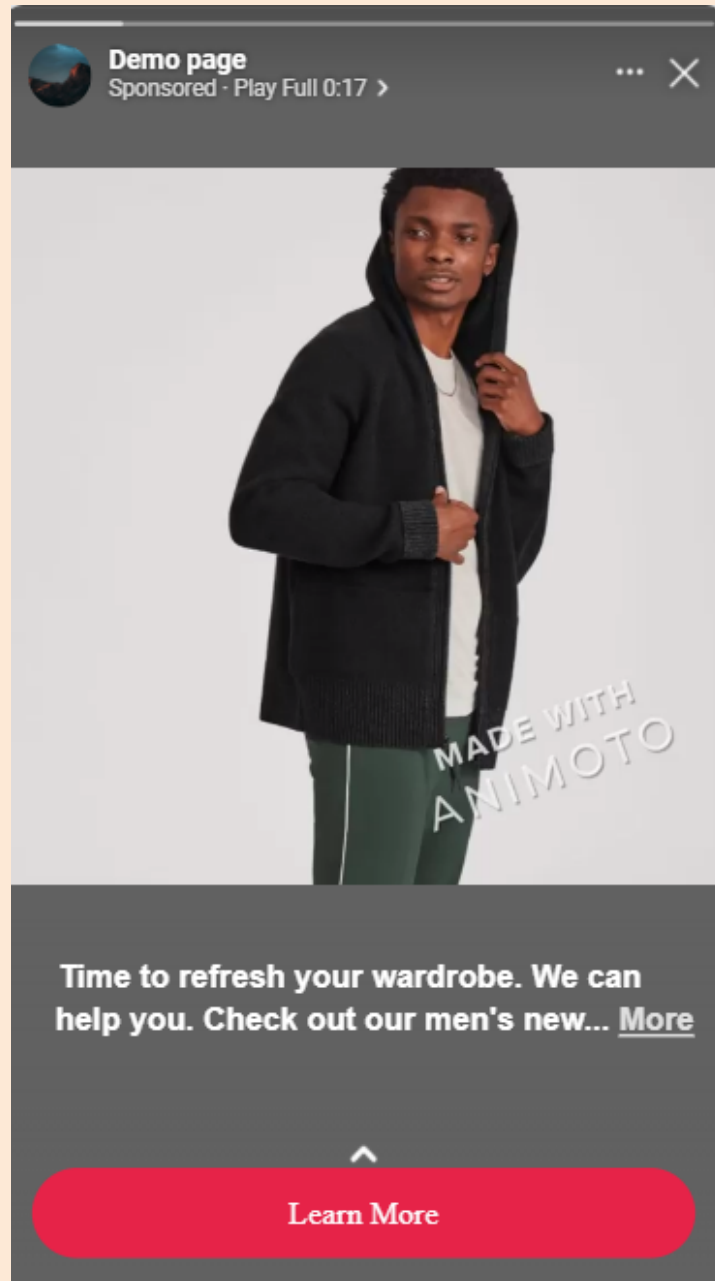


image post



video (story)

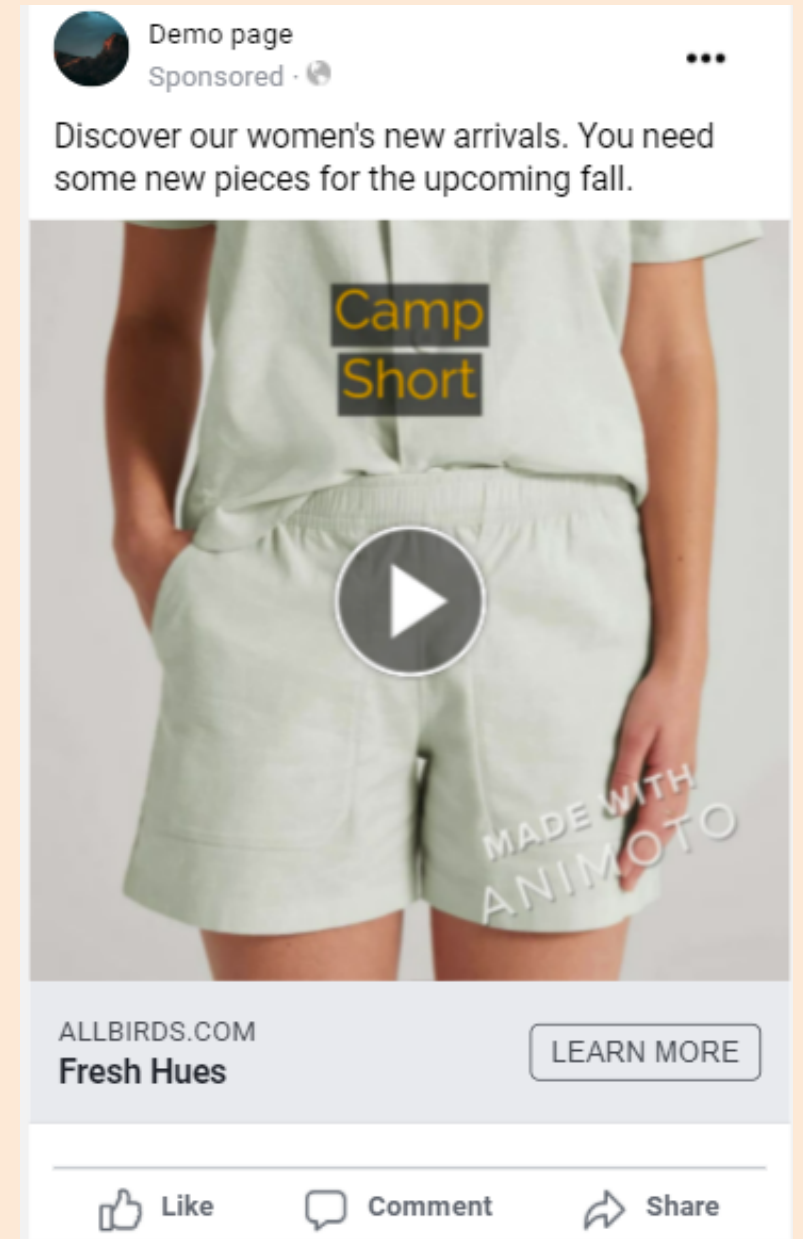
# Paid Ads: Facebook



video (story)



<https://animoto.com/play/jEN9mUz8Ojh1OHP5XEDMyQ>



video post

# Paid Ads: TikTok

In-feed ad: collaborate with the influencer Pablo Montenegro.

Background: In total, Pablo will wear 7 different sets of outfits (from men's new arrivals). He will wear each of them for 2 seconds in 7 scenes:

- walking by a river
- running in a park
- biking along a road
- lying on a beach
- reading a book at home
- recycling
- waiting for a bus

CTA: [Learn More](#)



The KPIs are set based on some benchmarks and the data available on Allbirds' social channels (e.g., # of followers, likes, comments, views). In terms of engagement, they are not performing very well. So, some of the numbers I set are not very ambitious, especially for likes and comments.

# Measurement

sources:

<https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

<https://www.businessinsider.com/35-percent-of-friends-see-your-facebook-posts-2013-8>

[https://blog.adstage.io/instagram-ads-cpm-cpc-ctr-](https://blog.adstage.io/instagram-ads-cpm-cpc-ctr-benchmarks#:~:text=The%20average%20click%2Dthrough%20rate,)%20on%20Instagram%20was%200.52%25.)

[benchmarks#:~:text=The%20average%20click%2Dthrough%20rate,\)%20on%20Instagram%20was%200.52%25.](https://blog.adstage.io/instagram-ads-cpm-cpc-ctr-benchmarks#:~:text=The%20average%20click%2Dthrough%20rate,)%20on%20Instagram%20was%200.52%25.)

[https://theinfiniteagency.com/insights/social/tapping-into-tiktok-as-a-branding-](https://theinfiniteagency.com/insights/social/tapping-into-tiktok-as-a-branding-platform/#:~:text=TikTok%20has%20multiple%20types%20of,12%25%20CTR%20to%20site).&text=TikTok%20is%20currently%20working%20on,geo%2C%20age%20bracket%2C%20and%20interest)

[platform/#:~:text=TikTok%20has%20multiple%20types%20of,12%25%20CTR%20to%20site\).&text=TikTok%20is%20currently%20working%20on](https://theinfiniteagency.com/insights/social/tapping-into-tiktok-as-a-branding-platform/#:~:text=TikTok%20has%20multiple%20types%20of,12%25%20CTR%20to%20site).&text=TikTok%20is%20currently%20working%20on,geo%2C%20age%20bracket%2C%20and%20interest)

[,geo%2C%20age%20bracket%2C%20and%20interest](https://theinfiniteagency.com/insights/social/tapping-into-tiktok-as-a-branding-platform/#:~:text=TikTok%20has%20multiple%20types%20of,12%25%20CTR%20to%20site).&text=TikTok%20is%20currently%20working%20on,geo%2C%20age%20bracket%2C%20and%20interest)

# Organic Content

# Instagram

## content

image posts

video posts

## metrics

reach  
engagement

views  
engagement

## KPIs (by the end of the 4 weeks)

In total, generate 67,800 reaches.  
In total, generate 27,000 likes,  
6000 comments, and 50,000 clicks

In total, generate 60,000 views  
In total, generate 7000 likes,  
400 comments.

# Facebook

## content

image posts

video posts

## metrics

reach  
engagement

views  
engagement

## KPIs (by the end of the 4 weeks)

In total, generate 80,000 reaches.

In total, generate 4000 likes,  
4500 comments, and 48,000 clicks

In total, generate 40,000 views

In total, generate 600 likes,  
200 comments.

# TikTok

## content

video posts

## metrics

views  
engagement

## KPIs (by the end of the 4 weeks)

In total, generate 24,000 views.  
In total, generate 400 likes,  
100 comments

# **Paid Ads**

# Instagram

## content

image post

video (story)

## metrics

impressions  
CTR

views  
CTR

## KPIs (by the end of the 4 weeks)

In total, generate 150,000 impressions.  
0.2% increase in click-through-rate

In total, generate 100,000 views  
0.2% increase in click-through-rate

# Facebook

## content

video post

video (story)

## metrics

reach  
views  
CTR

views  
CTR

## KPIs (by the end of the 4 weeks)

In total, generate 85,000 reaches.

In total, generate 59,500 views.

0.3% increase in click-through-rate

In total, generate 50,000 views

0.3% increase in click-through-rate



# TikTok

content

metrics

KPIs (by the end of the second week of October)

in-feed video

view  
CTR

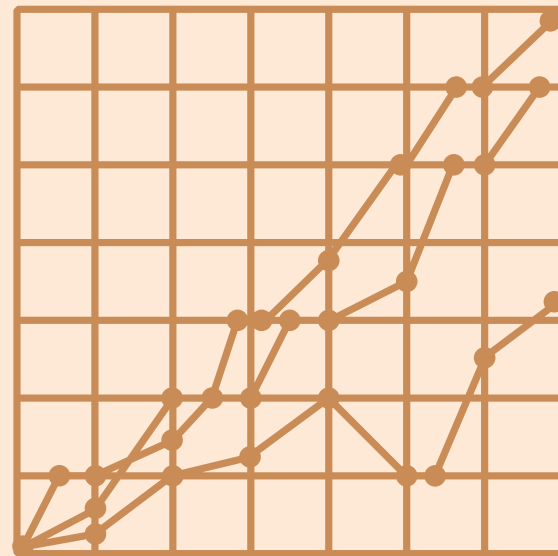
In total, generate 48,000 views.  
6% increase in click-through-rate

# Optimization

# Tracking & Reporting

Data-tracking frequency:  
3 times a week  
from:

- Google Analytics
- Facebook Analytics
- Instagram Analytics
- TikTok Analytics



Reporting frequency:  
weekly

## **General Optimization**

Mobile & Accessibility: I will make sure all the content shows up properly on all mobile devices and is readable.

## **Paid Content Optimization**

A/B Testing: I will test out 2 versions for variables caption and region, respectively. And adjust the content based on the performance.

## **Organic Content Optimization**

Comparison: I will see examine type of content assets performs the best (images, videos) by looking at the engagement rate.



All product photos are from Allbirds