

# FAKE Fragrances

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*2023 Strategy Deck*

# Social Media

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## Overview

In an effort to generate buzz and increase brand awareness surrounding FAKE Fragrances, we will create a social strategy that maximizes efforts by leveraging social media platforms, prioritizing TikTok, Instagram, and Youtube.

## Social Media Goals

- **Increase Brand Awareness:** Optimize social platforms, bio, profile pics, captions, and utilize highlight reels (IG Specific), take advantage of longtail and relevant hashtags.
- **Educate Consumers:** Establish FAKE as a household name in luxury fragrances at a reasonable price point.
- **Social Assets:** Create social assets that appeal to the consumers' eyes by producing and showcasing content that provides value, has personality, and creates a lifestyle that appeals to the target market.
- **Posting Cadence:** We can establish credibility, build trust, and strengthen our online reputation with a consistent posting cadence.
- **UGC & Partnerships:** Connect with consumers and influencers to create authentic content that speaks to the brand's values, mission, and voice.

# Social Direction

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## Direction:

Focus on the dedicated consumer, by creating a realistic lifestyle and persona for our target market. By encompassing a versatile aesthetic that showcases, fun, chill, easy lifestyle with a mix of luxury and affluence consumers will feel they can achieve a lifestyle they want while still maintaining the one they have.

## Goals:

- **Brand Tone & Messaging:** By ensuring we have a consistent voice that speaks to the consumer on a deeper level.
- **Product Enhancement:** Exhibit the brand and product in a luxurious yet realistic aesthetic that increases an emotional attachment to the brand.
- **Connection:** Build a foundation and trust with consumers that speak to their lifestyle.
- **Relatable:** At a reasonable price point we can relate to the average consumer on a financial level, but provide them with a feeling of affluence and success.

# Key Strategies

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Build relevancy & brand awareness amongst consumers, ultimately growing as a household name in quality fragrances and enticing users to purchase more.

Amplify FAKE's quality ingredients and packaging to challenge negative stigma and misconceptions surrounding dupe products.

Strengthen FAKE's online presence across a multitude of consumers who are versatile and prioritize hygiene/ smelling good while enjoying daily activities or special events.

# Social Media: Competitor Analysis

## Alternate Fragrance Brands: Dossier- Followers 200K

Content is no longer available

Content is no longer available

<https://www.instagram.com/p/CXv1p63OHBo/?hl=en>

<https://www.instagram.com/dossier.perfumes/?hl=en>



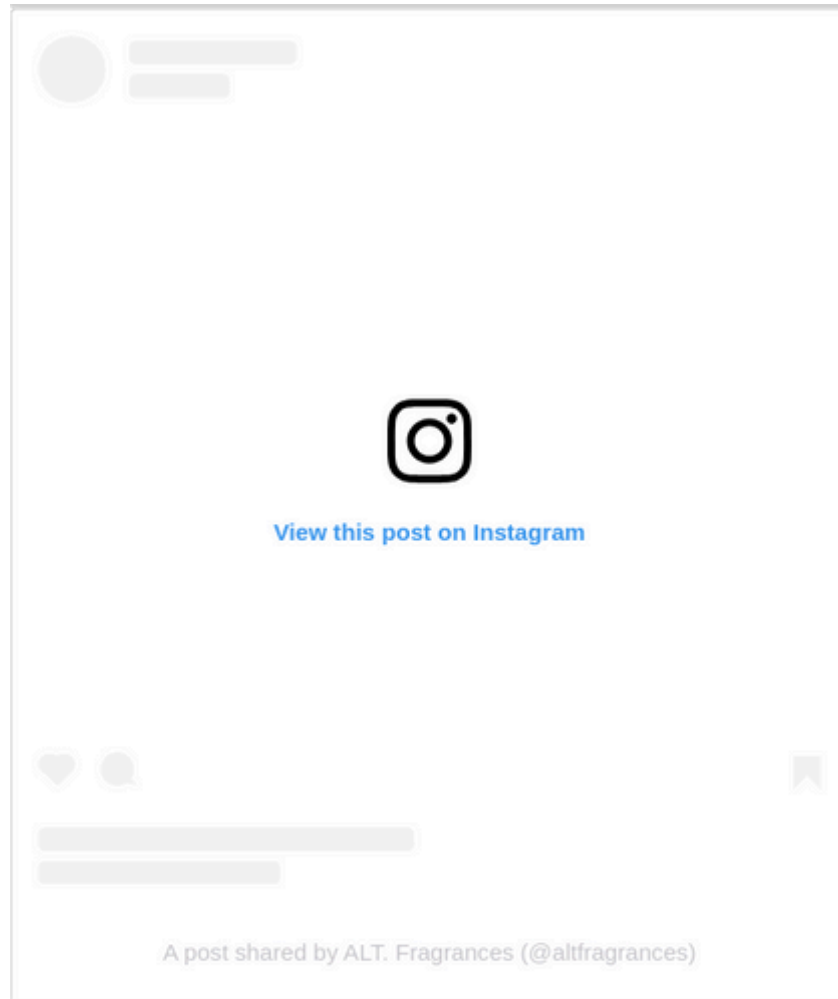
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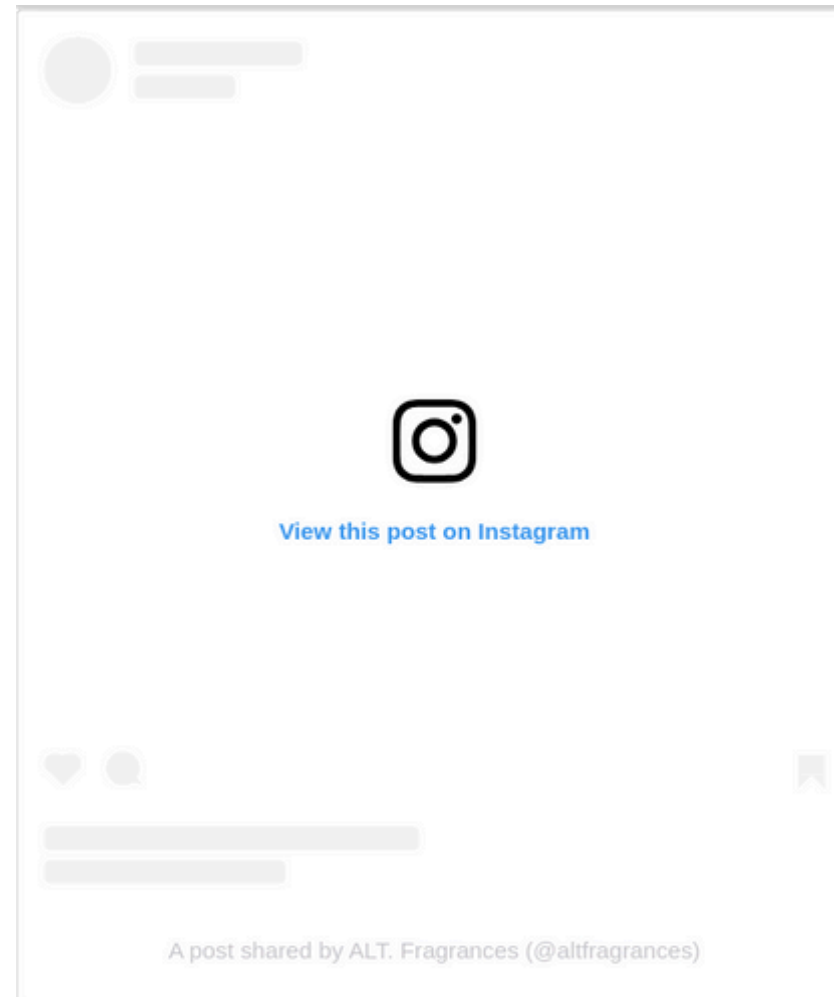
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# Social Media: Competitor Analysis

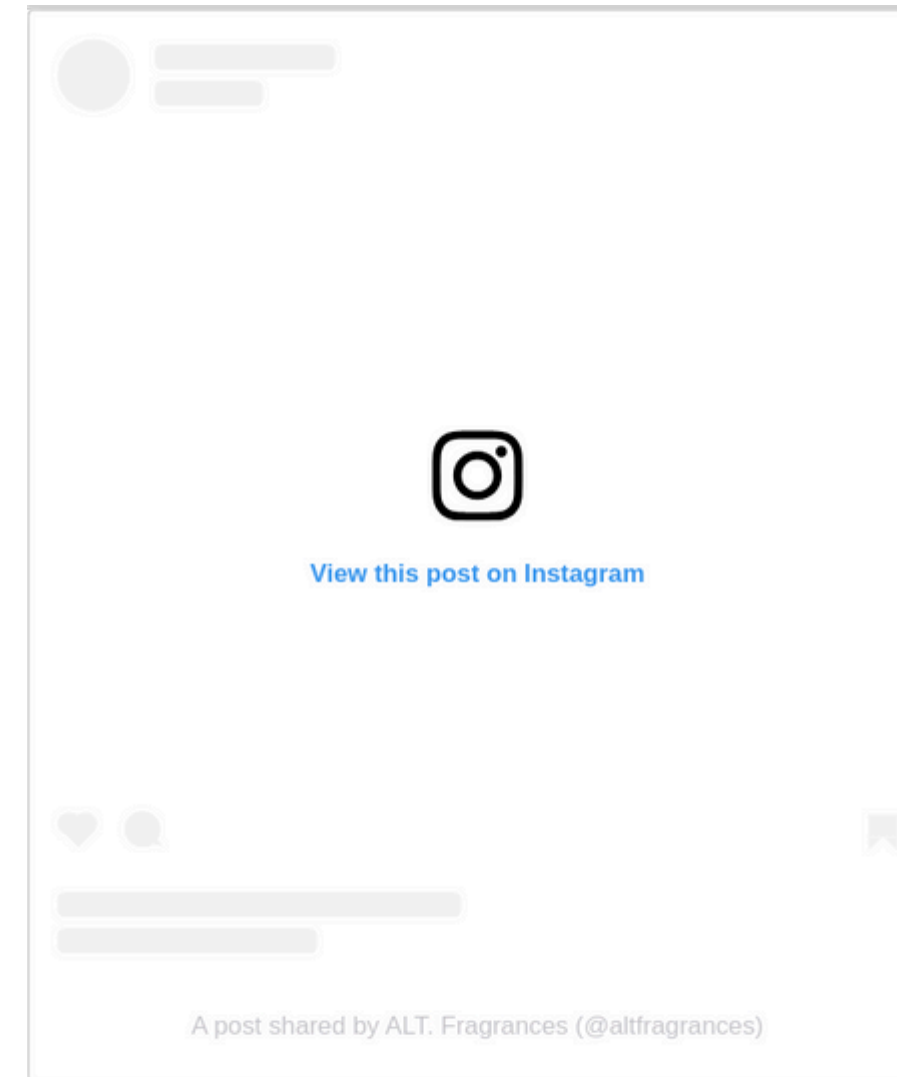
Alternate Fragrance Brands: ALT Fragrances-  
129K Followers



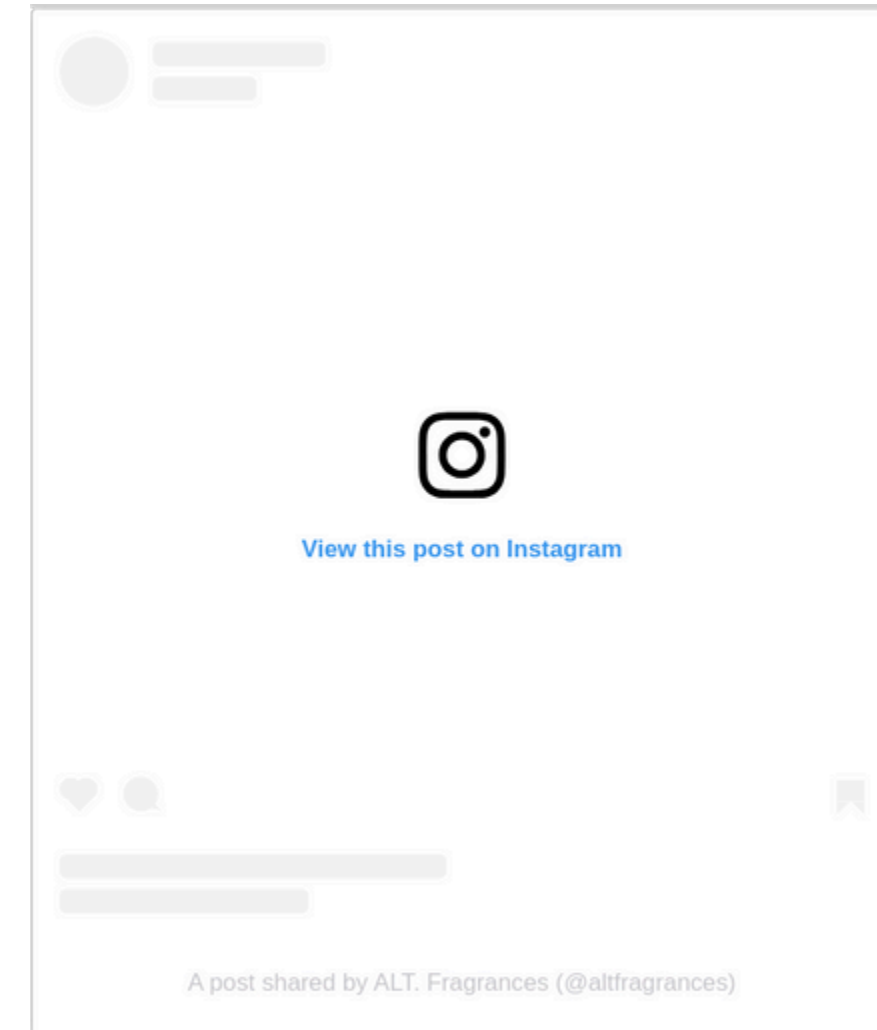
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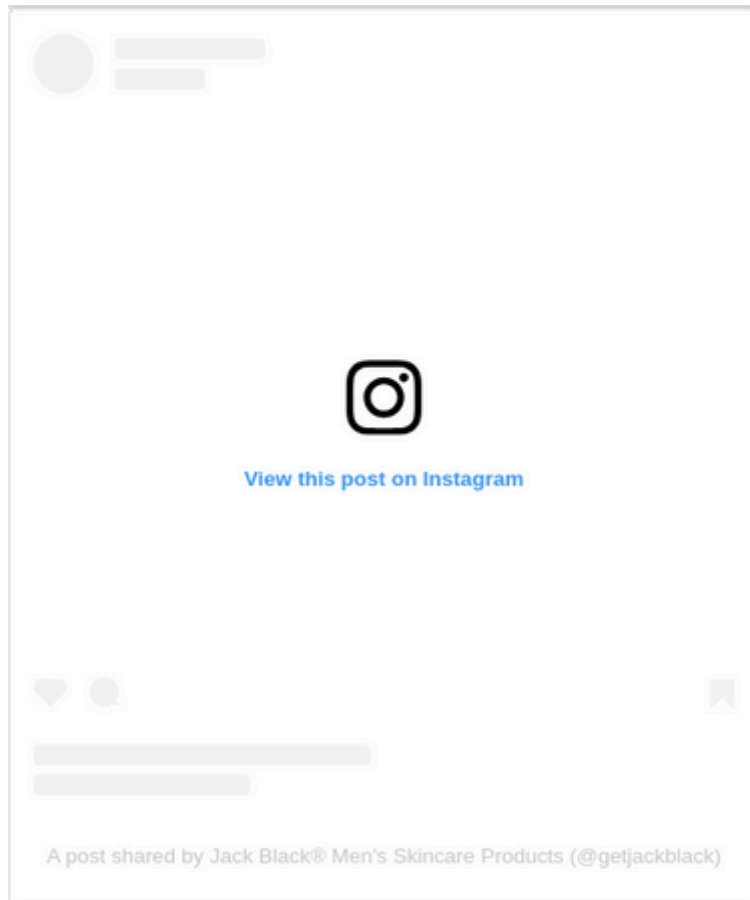


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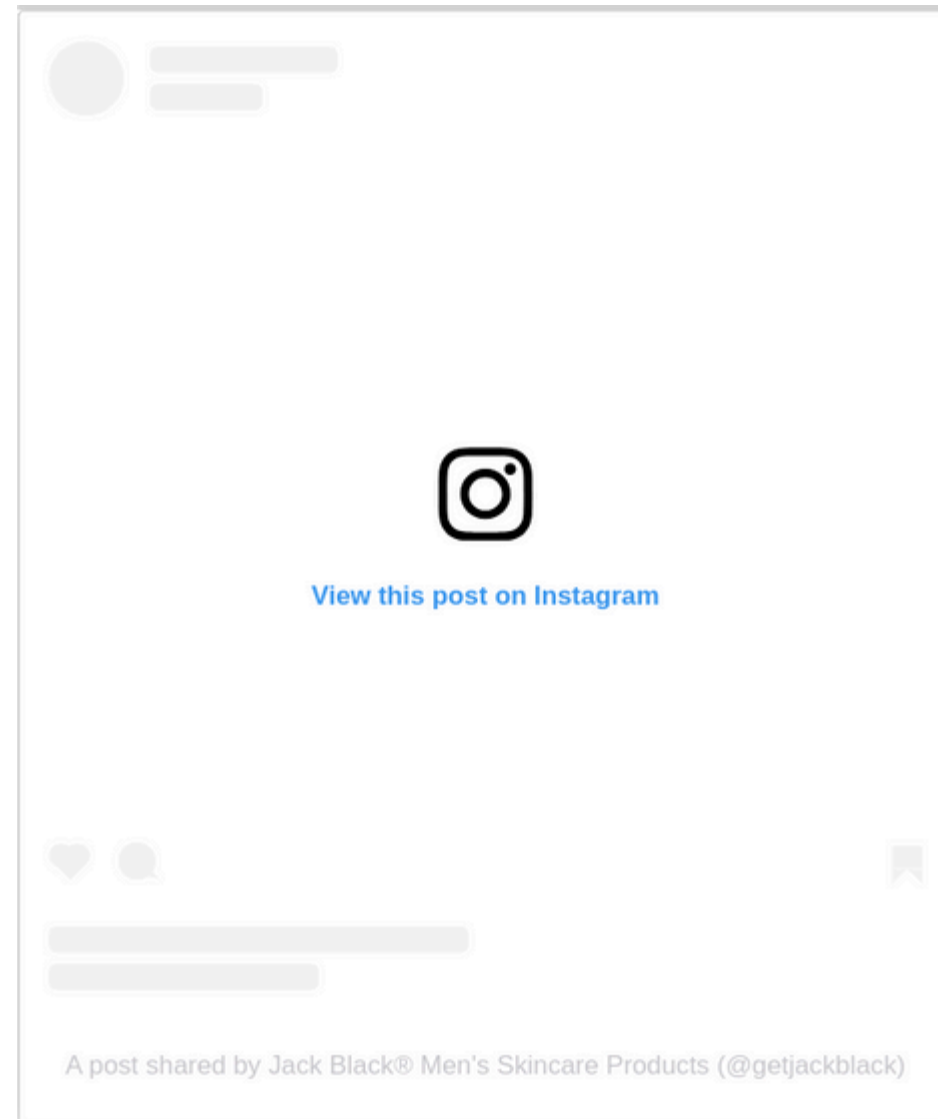


# Social Media: Competitor Analysis

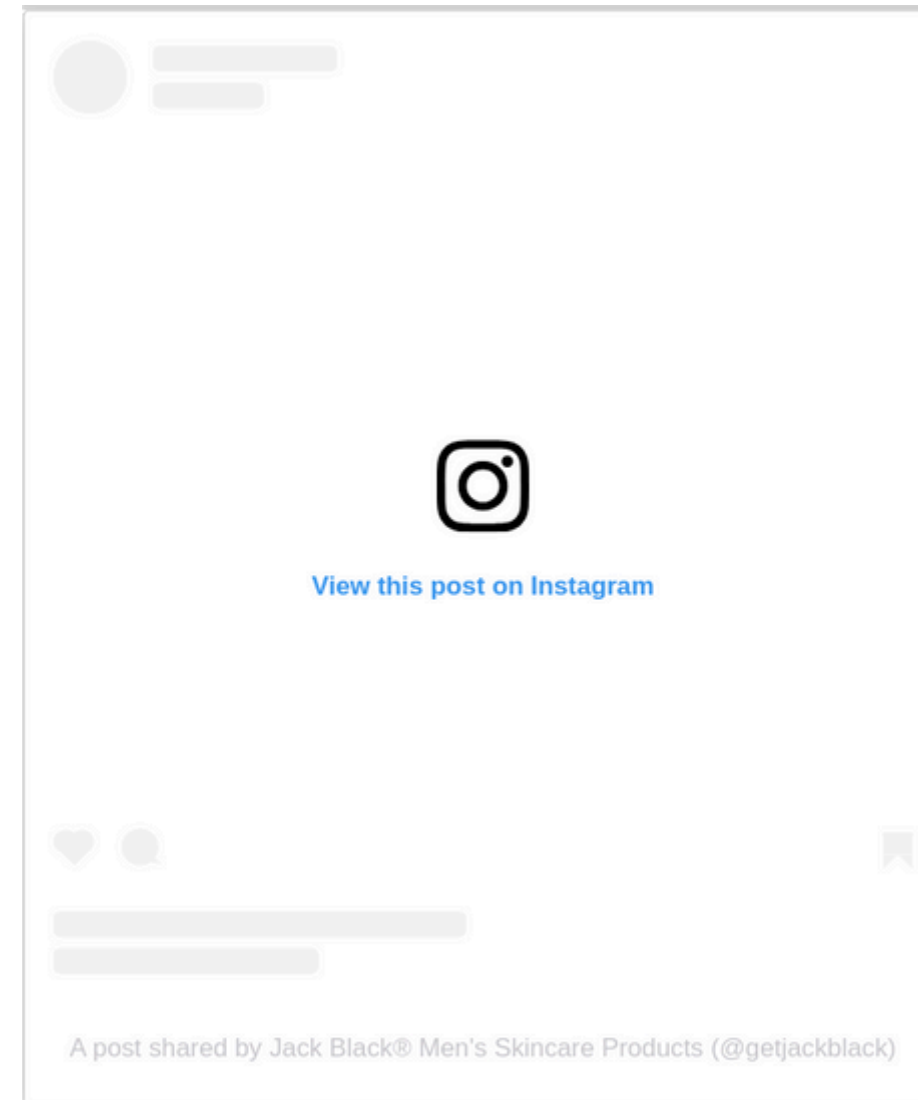
Mid-Range Price Points: Jack Black Skincare- Followers 42.2K



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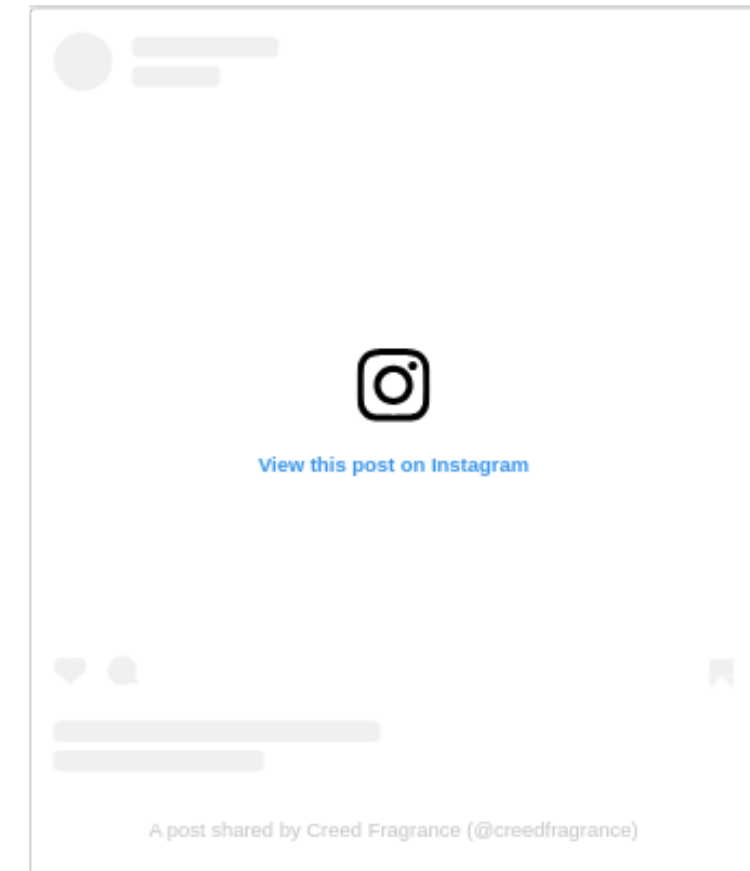
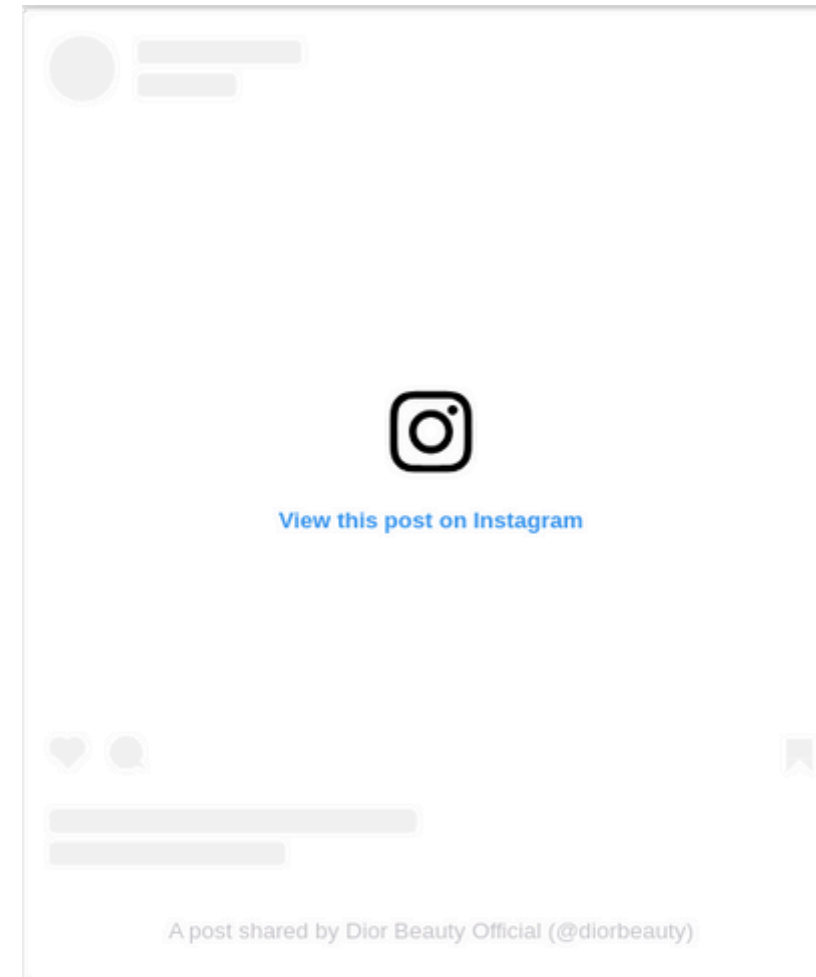
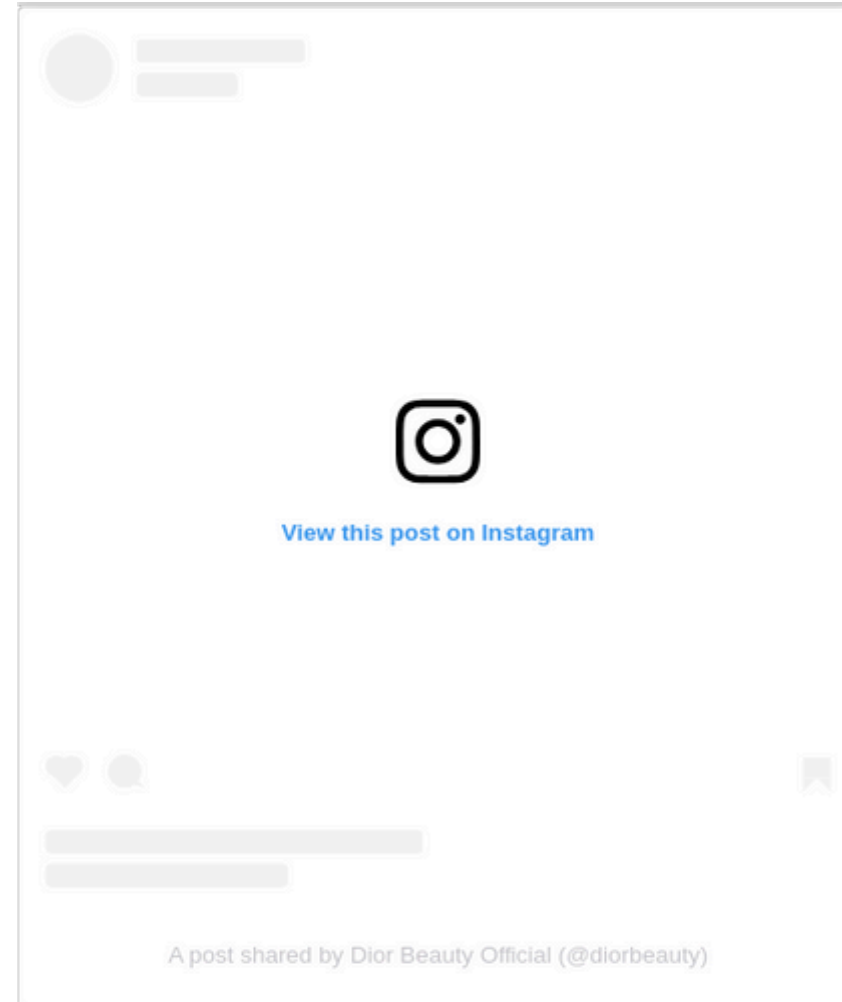
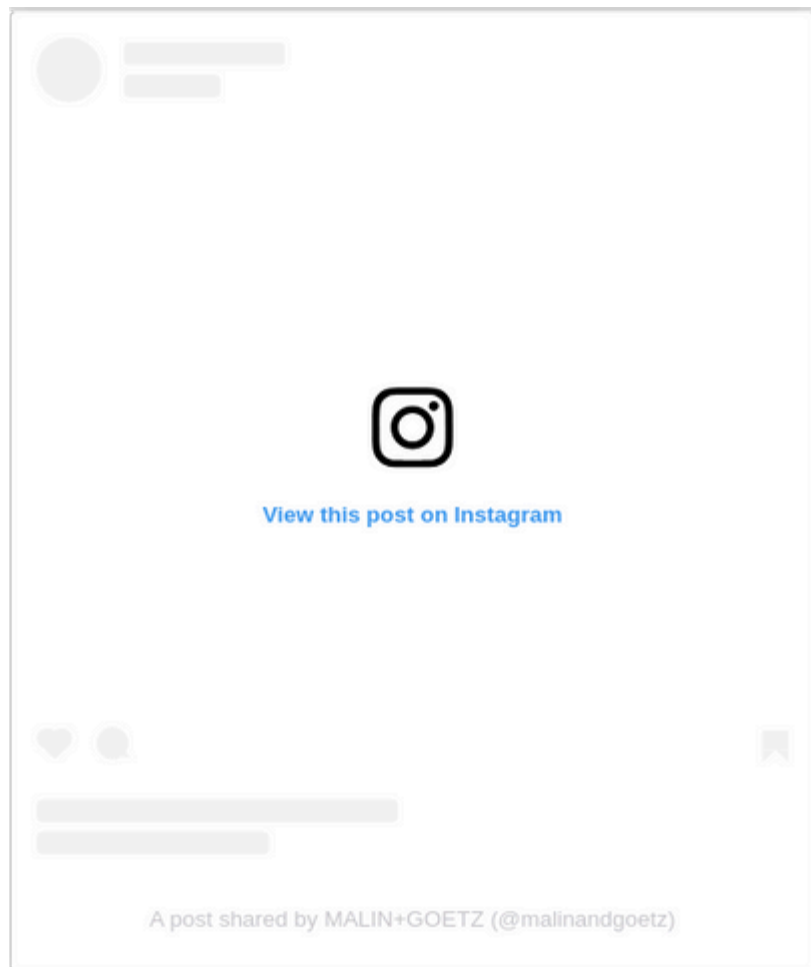


<https://www.instagram.com/p/CVv84yRMqad/?hl=en>

Not heavily focused on the cologne line on IG but assets for the remainder of the line are clean, to the point, and product-focused. Cologne ranges between \$35-\$80

# Social Media: Competitor Analysis

Designer Brands: \$90-\$300



<https://www.instagram.com/p/CgNExxBu9rS/?hl=en>

<https://www.instagram.com/p/CiPY9CdtBFN/>

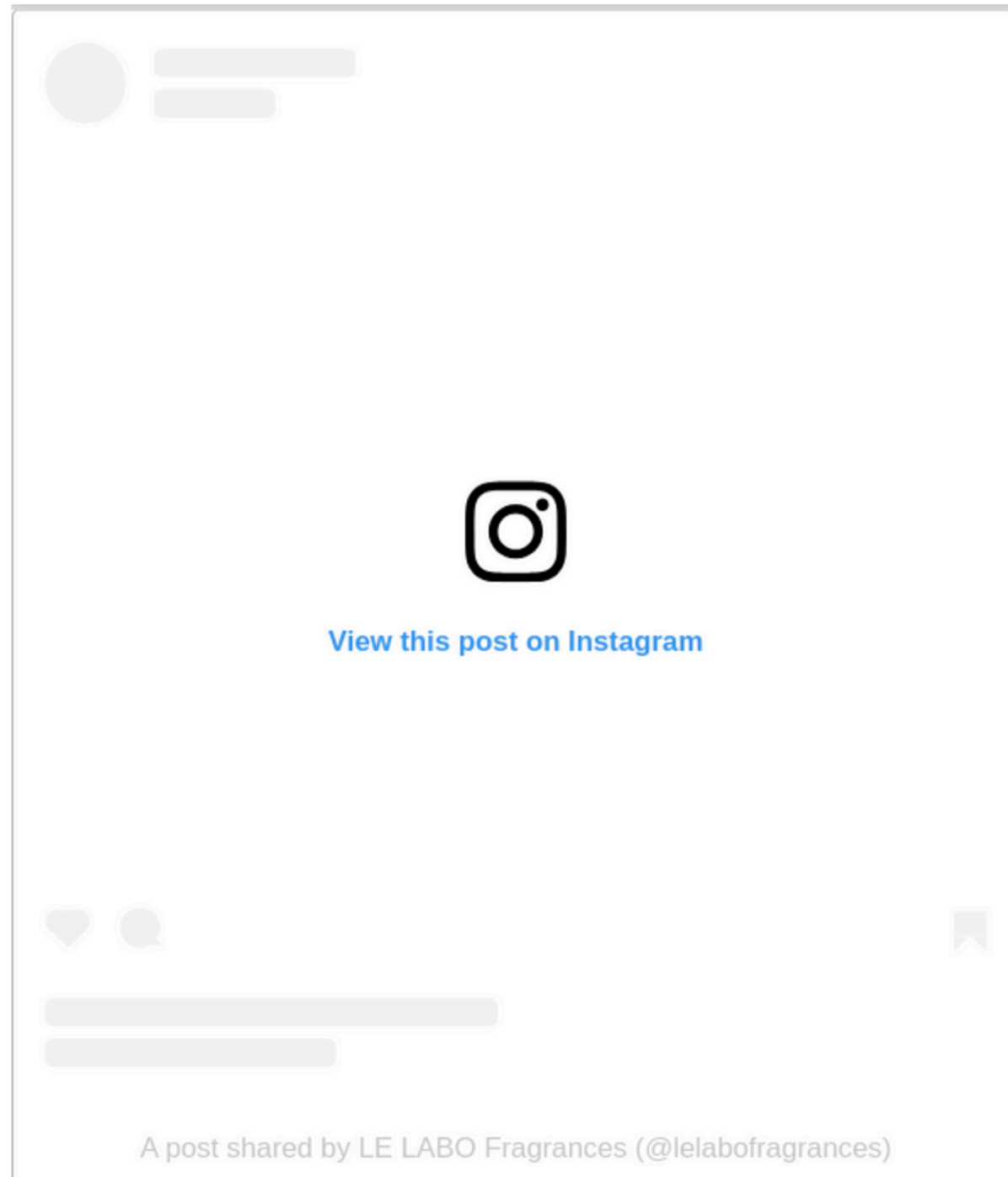
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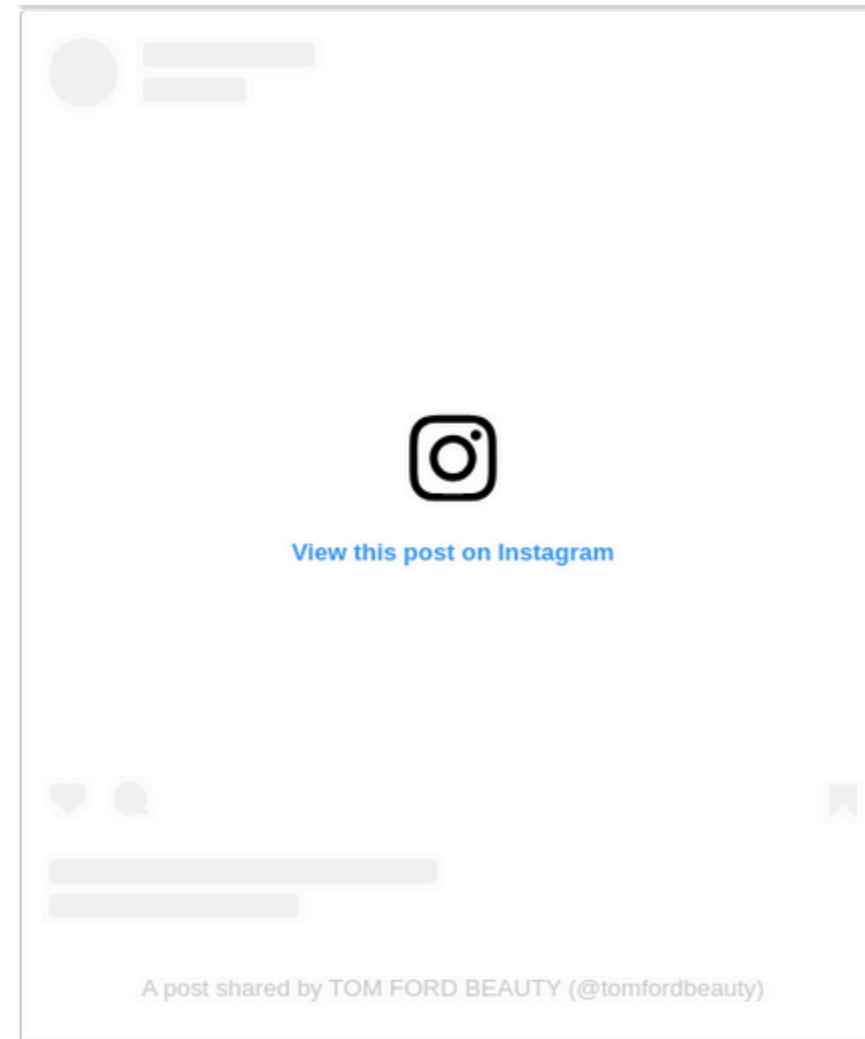


# Social Media: Competitor Analysis

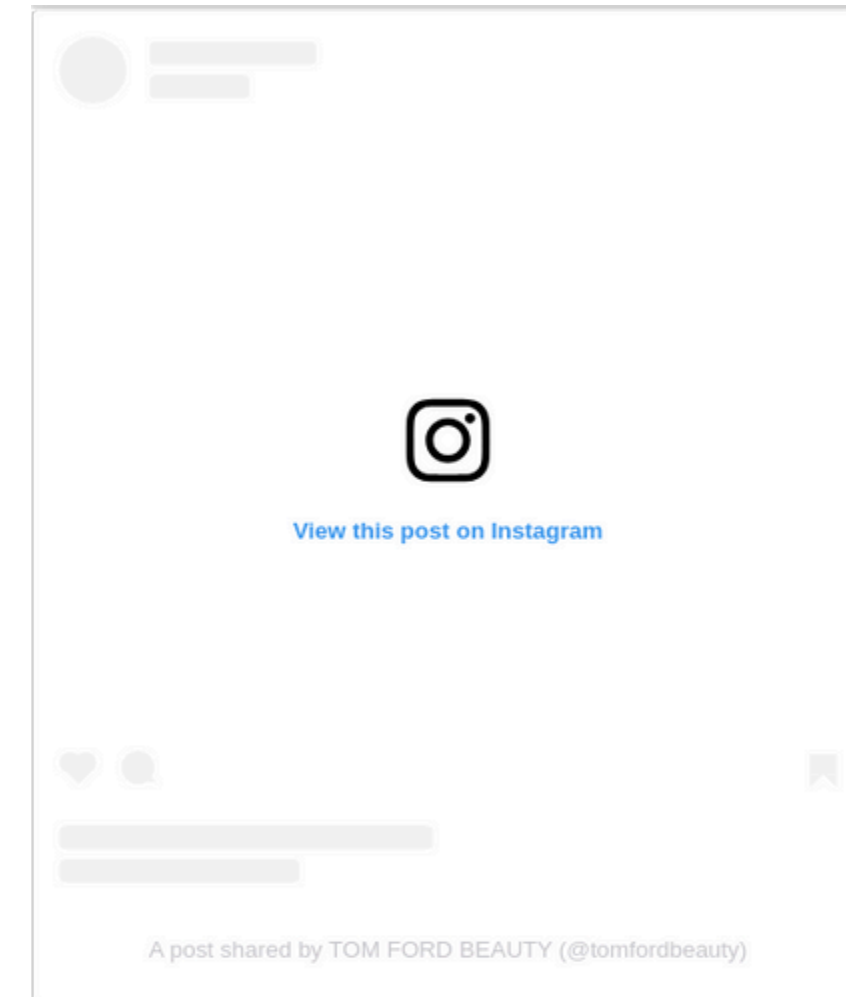
Designer Brands: \$90-\$300



<https://www.instagram.com/p/Ca2G1yEMasY/>



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[https://www.instagram.com/p/Cd0AYRnLzC\\_/](https://www.instagram.com/p/Cd0AYRnLzC_/)

# Photo Inspo: Product Shots





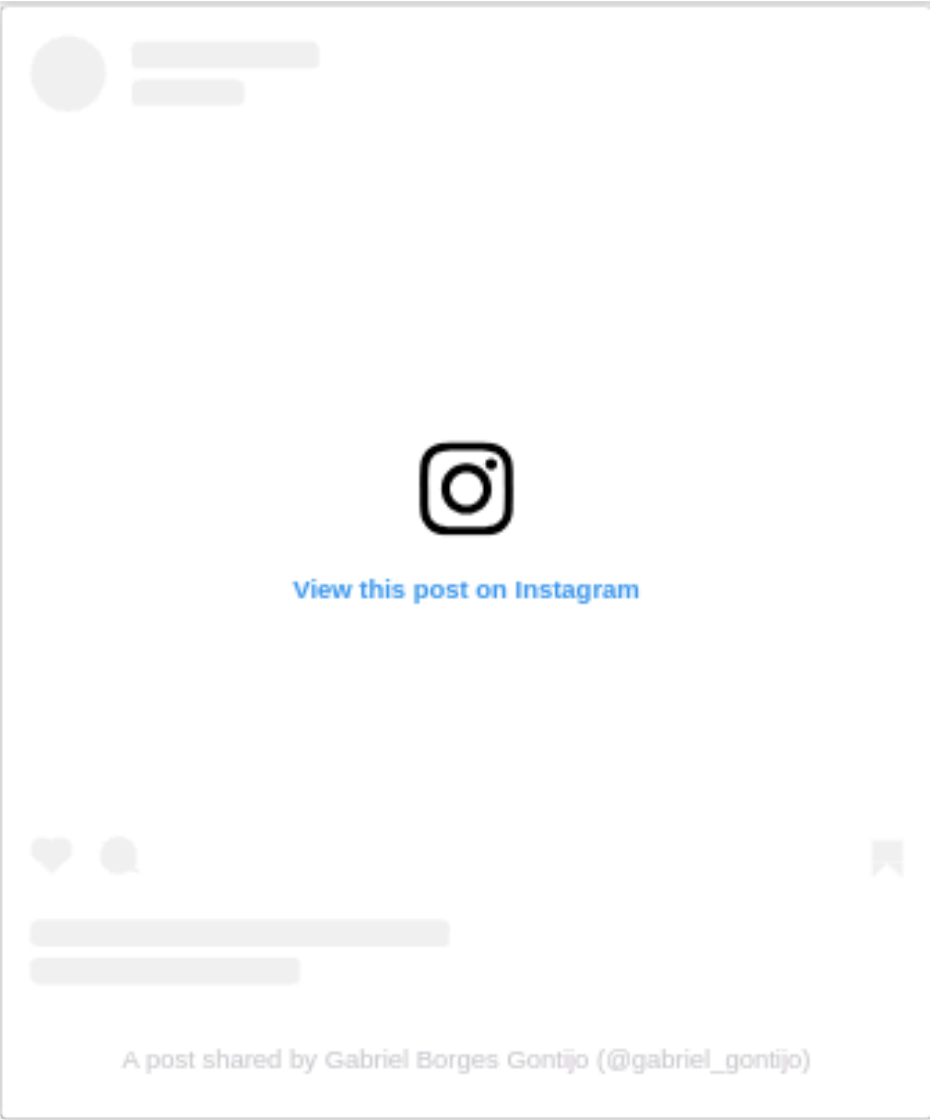
# Photo Inspo: Product Shots

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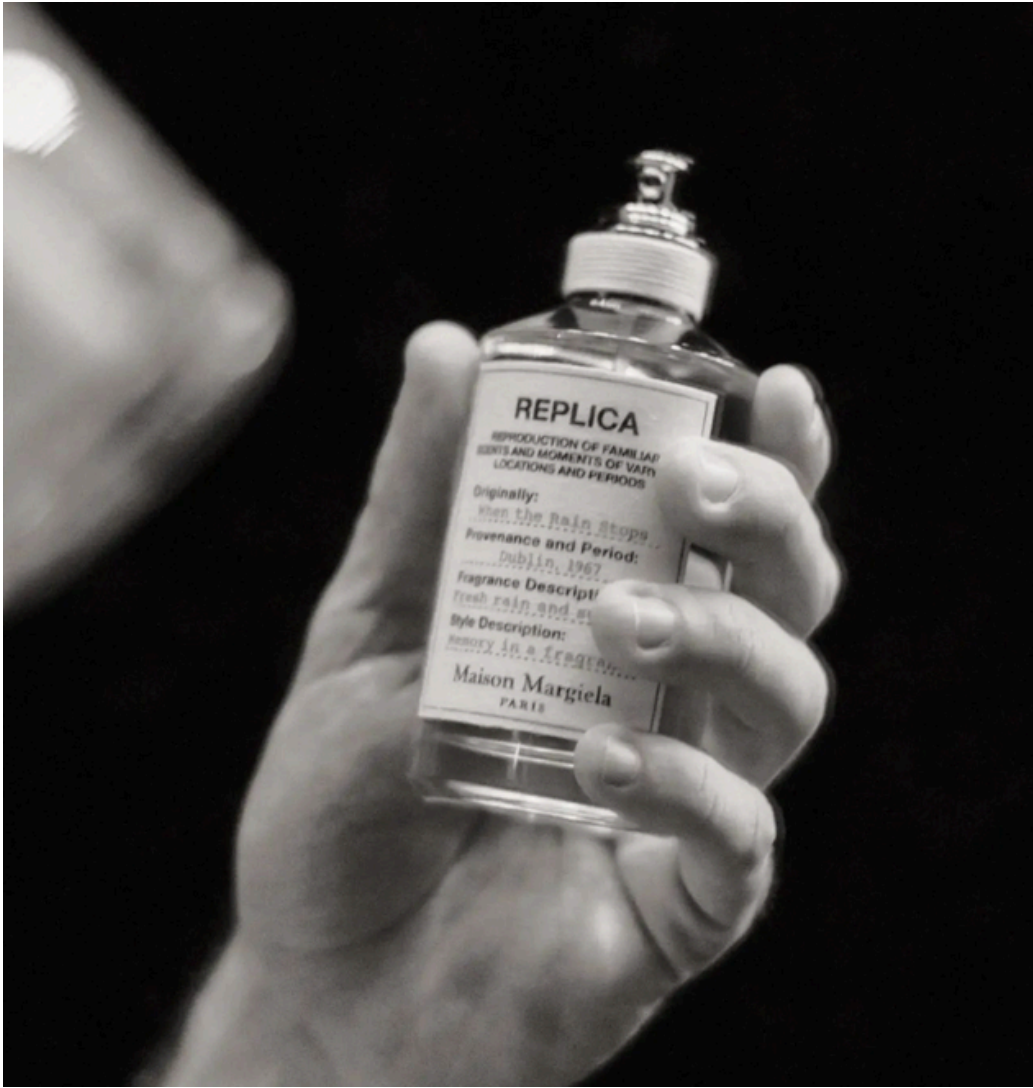
# Photo Inspo: Lifestyle Content



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Content is no longer available



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# Social Feed Inspo

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**Le Labo:** <https://www.instagram.com/llelabofragrances/>

**Maison Margiela Fragrances:** <https://www.instagram.com/maisonmargielafragrances/>

**Maison Francis Kurkdjian:** <https://www.instagram.com/maisonfranciskurkdjian/>

**Creed Fragrances:** <https://www.instagram.com/creedfragrances/>



# Influencer Strategy

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## **Objective:**

Partner with nano and micro influencers that prefer dupes over expensive luxury goods and highlight products based off of more than their expensive price point. These influencers educate their following on quality goods and build a lifestyle that is attainable for the overall consumer. Prioritizing TikTok and Instagram focused content creators that are aligned with FAKE's mission and values.

## **Goals:**

- Expand Brand Reach
- Increase Credibility
- Engagement
- Follower Growth
- Generate Website Traffic