

The background of the slide is a repeating pattern of stylized, five-petaled flowers in a muted sage green color. The flowers are arranged in a grid-like fashion, with some overlapping. The word "SOFTY" is centered in the middle of the slide in a black, serif font.

SOFTY

SOCIAL MEDIA STRATEGY

Embracing Comfort, Sustaining the Earth

We are a brand that understands women's challenges and experiences regarding menstrual health.

Our mission is to create a positive and inclusive environment where open conversations about periods are encouraged. With our range of high-quality and sustainable sanitary pads, we provide reliable protection while minimizing our environmental impact.

We are a supportive community offering valuable information, lifestyle tips, and resources to help women navigate their menstrual journey confidently and with care.



What Do We Want To Achieve?



Build Awareness

- Increase brand visibility and reach by introducing Softy to a wider audience.

Drive Engagement

- Encourage active participation, interaction, and involvement from our audience.

Community Building

- Establish a strong and supportive community around Softy, nurturing meaningful relationships, facilitating discussions, and providing valuable resources to empower and uplift our audience.

Our Target Audience

Our strategy speaks to Gen Z and millennials, primarily from middle to upper-class backgrounds in Nigeria.

We are specifically targeting women aged 18-35 who represent a key consumer group actively experiencing menstruation and seeking menstrual hygiene products.

They are passionate about their personal growth, education, overall well-being, and giving back to society.

Uyiosa, 19 Years Old



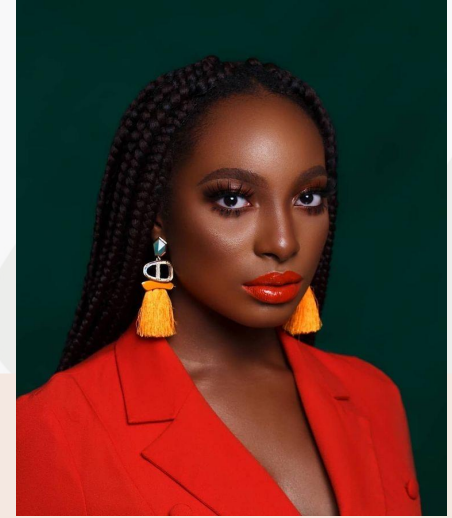
- On a journey of self discovery
- Relied on myths and misconceptions about period
- Seeking accurate information about menstrual health

Ronke, 26 Years Old



- Wants a product that can keep her secure
- Passionate about saving the environment and giving back
- Loves an eco-friendly brand

Halima, 31 Years Old



- A busy lady
- Most times forget to stock up on sanitary products
- Wants a subscription package that has products delivered to her monthly.

Competitor's Content Analysis



- Feminine, soft, and passionate about period health for younger girls.
- Recognition of individuals contributing to causes in the health sector through the #PeriodHero hashtag. See [here](#) and [here](#)
- Embrace inclusivity by featuring models of different sizes and skin tones. See [here](#)
- Ran campaigns like #StrongerTogether to address social issues. See [here](#) and [here](#)
- Developed a digital tool such as the AlwaysYouApp for period tracking.
- Create branded filters for occasions like Menstrual Hygiene Day.
- Host period talks on Instagram.
- Active presence on Instagram and Facebook



- Offers a wide range of products with various sizes.
- Utilise influencers such as [Diane Russet](#), [e4ma](#) and [Jenni Frank](#) to launch new products.
- Organizes a yearly friendship hangout event called #MolpedFriendHangout. See [here](#)
- Hosts Instagram live sessions to address female health and hygiene topics.
- Conducts visits to markets in Nigeria for the #TryItShareIt campaign. [See here](#)
- Visits [universities](#) in Nigeria to create awareness.
- Sponsors beauty pageant events. See [here](#)
- Maintains a presence on Instagram and Facebook, with a focus on Facebook as the more active platform.



The Kotex logo is displayed in a bold, sans-serif font. The word "k" is in black, "o" is in red, "t" is in black, "e" is in red, and "x" is in black. The letters are closely spaced and have a slight shadow effect.

- Introduces a virtual assistant named [Sisi Sabi](#) to add a personal touch and humanize the brand.
- Collaborates with influencers like [OfficialSaskay](#) to amplify brand awareness and reach a wider audience.
- Invites former Big Brother housemates for the brand's launch, leveraging their popularity and fanbase. See [here](#) and [here](#)
- Maintains a presence on Facebook, but Instagram remains the more active and engaging platform for the brand.



How Does *SOFTY* Stand Out?

- Sponsor a podcast centred around women health.
- Leverage UGC to build a sense of community.
- Start a blog centered around female health, hygiene, reproductive health.
- Maintain a strong presence on Twitter.
- Develop an app where the target audience can interact, have access to educational content, videos, and also have access to monthly period care packages.



Our Voice On Social

Friendly

We want to foster a warm and inviting atmosphere that encourages open dialogue and meaningful connections.







Aspirational

We want to inspire our audience by showcasing their potential and motivating them to achieve greatness.

Non-judgemental

We want to create a safe space where our target audience feels accepted, supported, and free from criticism or judgment.

Channel Mix & Platform Leverage

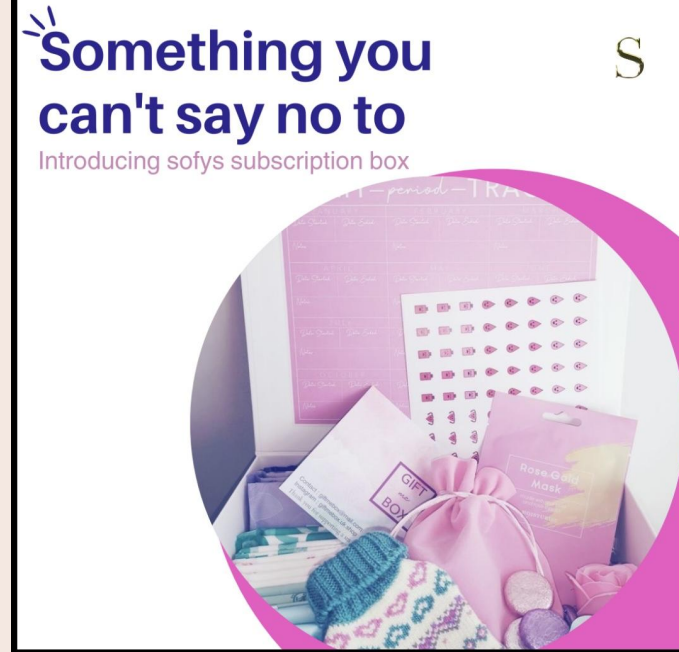
			
<p>Brand awareness + Reach</p> <p>As a platform where our target audience visits to relax and laugh, this will house humorous content that are laid back, relatable, vibey, witty and contents that are easy to digest.</p>	<p>Conversation + Engagement</p> <p>Twitter is a social media platform where users engage in ongoing, real-time conversations. We'll leverage the discussions centred around menstrual hygiene and wellness and host spaces to engage our target audience.</p>	<p>Engagement + Spotlight + Product Offering</p> <p>With Instagram being a visually appealing platform and a house for our primary target audience, we will be able to drive awareness at a fast rate.</p>	<p>Community Building + Brand Awareness</p> <p>Facebook is a platform that is great for community building with the different specifics available on the app, this will help build relationship and relatability among our target audience.</p>

Instagram

Content type	30-60 secs videos, pictures, still creatives.
Platform features to utilize	<ul style="list-style-type: none">● Reels: Short videos addressing feminine health and hygiene.● Feed: Educational content, trivias and Q&A's● Stories: Influencer takeover .● Live: Engagement activities like Q&A inviting women health practitioners etc.

Posting Frequency			
Reels	Feed	Stories	Live
2-3 times weekly	3- 4 times weekly	Daily	Once monthly

S Softy cares
Lagos, Nigeria



Softy cares Because you are a soft and we want to treat you like one....

Facebook

Content type	Photos, still creatives, videos
Platform features to utilize	<ul style="list-style-type: none"> ● Reels: Short videos addressing feminine health and hygiene from the youtube channel to drive traffic back to the youtube. ● Feed: Educational content, trivias and Q&A's ● Stories: Influencer takeover . ● Live: Engagement activities like Q&A inviting women health practitioners etc.

Posting Frequency

Feed	Live
Thrice weekly	Once monthly

What will you say about having your sanitary care products and other goodies delivered to your door step every month?

#softycares #softysubscriptionbox



Like



Comment



Share

Twitter

Content type	Still creatives, video content
Platform features to utilize	<ul style="list-style-type: none">• Polls: Engaging trivia that aligns with the softy brand values.• Feed: Meme marketing utilizing event pictures, brand product creatives, videos etc.• Spaces: Spur conversations around menstrual hygiene and myths on Spaces.

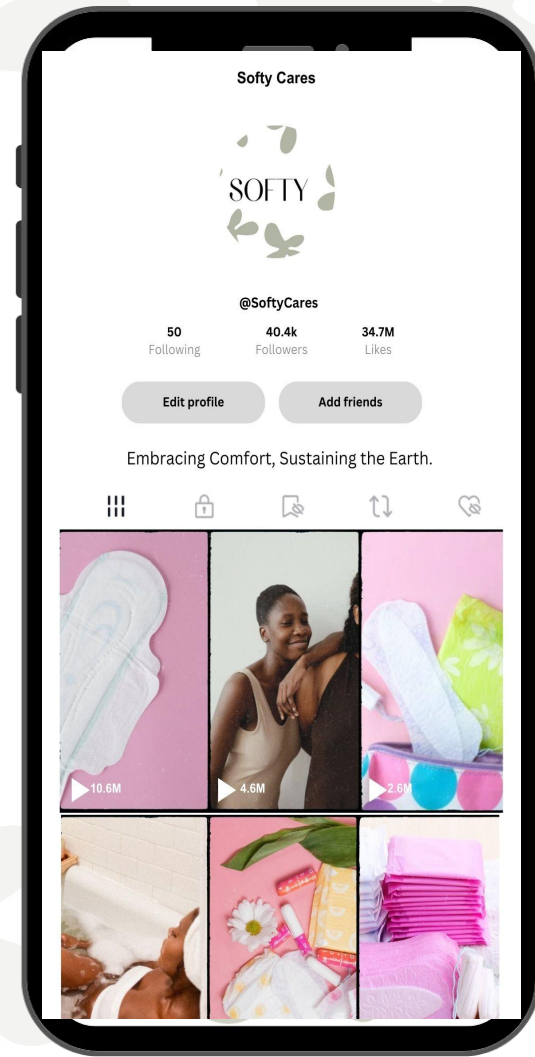
Posting Frequency		
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Polls	Spaces	Feed
Twice weekly	Monthly	Thrice weekly



Tiktok

Content type	Videos
Platform features to utilize	<ul style="list-style-type: none">● Feed: Infusing storytelling into the brand, come up with different challenges e.g asking people to share their different journey in these phase.● Share humorous content that are relatable about period.
Posting Frequency	
Short videos	
3 times weekly	





Content Calendar

Content Pillars

Content Pillars	Rationale
#KnowledgeCorner #SoftyKnowledgeHub	Provide valuable information about menstrual health, hygiene, and related topics. Offer practical tips, advice, and life hacks related to periods, self-care, and overall well-being.
#EmpowHerJourney #UnleashYourPower	Inspire and uplift women by sharing stories of empowerment, self-confidence, and resilience. Foster a sense of community and support among by providing a platform for them to connect, share experiences, and seek guidance.
#SpottheSofty #JoinTheSoftySquad	Educate audience about Softy's range of sanitary pads, their features, and benefits. Provide detailed information on product specifications, materials used, and its advantages..
#PeriodPedia	Make learning fun and engaging by sharing interesting and lesser-known facts about periods, women's health, and related topics.

Date	Monday
Content Pillar	#KnowledgeCorner
Platform	IG/FB/Tiktok
Caption	<p>Navigating your period can be easier with a few handy tips. Today, we're sharing a quick tip.</p> <p>To ease menstrual cramps, try applying a heating pad or taking a warm bath. The heat helps relax your muscles and reduces discomfort.</p> <p>Share your favorite period hacks below. #SoftyPeriodTips #KnowledgeCorner</p>

Format: Short Video

Direction: Stop-motion video showcasing the step-by-step process of preparing a warm bath.

Copy: Relax. Refresh. Embrace



Date	Tuesday
Content Pillar	#EmpowHerJourney
Platform	IG/TW/FB
Caption	<p>You are strong, beautiful, and capable of amazing things!</p> <p>Today, let's celebrate the power of being a woman and all the incredible things our bodies can do.</p> <p>Tag a friend who inspires you .</p> <p>#EmpowHerJourney #EmpowerWithSofty</p>

Format: Still Image

Direction: An image of a group of diverse black women smiling and engaging in an activity .e.g painting, pilates.

Copy: Sister Sister



Date	Wednesday
Content Pillar	#SpotTheSofty
Platform	IG/TW/FB/Tiktok
Caption	<p>Say hello to Softy Overnight Ultra-Thin Pads!</p> <p>Made with cotton and specially designed for night-time protection, these pads keep you comfortable and secure while you sleep.</p> <p>Wake up feeling fresh and confident.</p> <p>#JoinTheSoftySquad #SpotTheSofty #SoftyProductShowcase</p>

Format: Still Image

Direction: An image of our ultra-thin pads

Copy: The perfect companion for a peaceful night's sleep.



**The
Perfect
Companion
for a Peaceful
Night's Sleep.**

Awareness

Duration: 1 Month

Collaboration with influencers and female health experts to create buzz about our brand on social media platforms using the hashtag #RedefinePeriodCare and #MindBodySofty.

Live sessions on Twitter Spaces addressing major concerns relating to periods and feminine health, building anticipation and interest leading up to the launch - **our health & wellness event.**

During the event, our experts will discuss Softy's objectives and our commitment to comfort and sustainability. We would also provide real-time updates, photos, and videos from the event on our social media platforms using the hashtags.

Providing PR products to our influencers, allowing them to create content featuring Softy's products on their various social media platforms.



Engagement & Sustenance Ideas

#FlowForGood Initiative

Goal: Awareness, Engagement

Platform(s): Twitter, Instagram & Facebook

Duration: Ongoing

Idea: By donating pads to underserved communities, this positions Softy as a brand that cares

Mechanics: Collaborate with NGOs on targeted joint campaigns to amplify the message.

Share updates on the communities supported on social media with impactful stories & testimonials from them.

Encourage audience to share their own stories and experiences related to menstrual health or making a positive difference in their communities.



Softy Flow App

Goal: Awareness, App Downloads

Proposed Influencers: Frances Theodore, Sharon Ooja, Virtuosi

Platform: Tiktok, Instagram

Duration: Ongoing

Idea: Positions Softy as a brand that provides a user-friendly period tracking app & also cares about the well-being and experience of its users.

Mechanics: Collaborate with influencers to create content surrounding our app and our monthly care packages - how to use it and an unboxing of the packages.

The influencers will then run giveaways and provide exclusive discount codes for their followers.



Health & Wellness Event

Goal: Community Building

Platform(s): Instagram, Twitter, Tiktok

Duration: Ongoing

Idea: Positions Softy as a brand that cares about the health and wellness of its audience.

Mechanics: Users interested in participating in the weekly yoga/pilates classes will register through the Softy app.

Conduct live sessions of the yoga/pilates classes via Instagram Live.

Encourage participants to take photos/videos of themselves during the classes and share them on social media using the hashtag #SoftyHealthAndWellness.

Engage with participants' posts by liking, commenting, and reposting selected content on Softy's social media accounts.







Moderation

Moderation safeguards our audience from harmful and offensive content:

- Monitor negative comments and delete them.
- Prioritise responding to direct messages and comments from our audience.
- Address complaints respectfully, keeping in mind the tone of voice.
- Engage with user-generated content about the brand by liking, commenting and reposting.
- Set up alert mechanisms using tools like Sprinklr and Sprout Social to promptly notify social media managers of significant brand mentions, sentiments, and emerging trends.



Ads Strategy

Platforms	Rationale
	<p>Instagram is a highly visual and lifestyle platform that thrives on captivating images and videos. For this campaign, we will run promotions on this app with influencers to create awareness</p> <p>Proposed Assets: <i>Still Images, Videos.</i></p> <p>Proposed Objectives: <i>Brand Awareness, Traffic, Video views.</i></p>
	<p>With 330 million monthly active users who are interested in real-time conversations and engagement, we can connect, engage, and have direct conversations with our primary target audience on topics relating to menstrual health and hygiene.</p> <p>Proposed Asset: <i>Still Images and Videos.</i></p> <p>Proposed Objectives: <i>Awareness, Traffic, Video Views.</i></p>
	<p>With billions of active users worldwide, Facebook has a massive user base. This platform allows us to reach a diverse audience, who are interested in eco-friendly sanitary product.</p> <p>Proposed Assets: <i>Still Images, Videos.</i></p> <p>Proposed Objectives: <i>Post engagement, Video views</i></p>
	<p>TikTok is a platform that thrives on laid back and witty content for this campaign we will deploy facebook ads to raise awareness and spur engagement amongst the Gen Zs.</p> <p>Proposed Asset: <i>Still Images, Videos, Gifs.</i></p> <p>Proposed Objectives: <i>Post engagement</i></p>

Reporting & Performance

While the brand is building and improving its presence on social media, core metrics will be tracked in order to measure how effective the social media strategy is. These reports will be shared every month to track performance of what worked and what needs to be changed.

These metrics are:

- Brand Awareness and Visibility
 - *Reach*: The number of unique users who see the brand's post on social media. However, this can only be tracked on Facebook & Instagram.
 - *Impressions*: This refers to the number of times people see the brand's post.
- Engagement: Engagement shows how much users are interacting with the brand's post(s). Engagement that will be tracked are: *Likes, Comments and Shares*. This will help make informed decisions of the type of contents our audience resonates with.
- Monitoring: Tools like sprout social and sprinkler will be used to track data.

Content & Social Media Tools



Doubles as a dynamic social listening and competitive analysis tool that tracks all mentions and reach of keywords.



Shows insights on content performance by tracking and measuring all post engagements.



Tracks and reports the impact of social media and other marketing channels on website traffic.



Ensures scheduling and content delivery across relevant social media channels.



This is an alternative tool to social insider that tracks and measures posts on all social media platforms. This is an alternative tool to social insider that tracks and measures posts on all social media platforms.

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Thank You