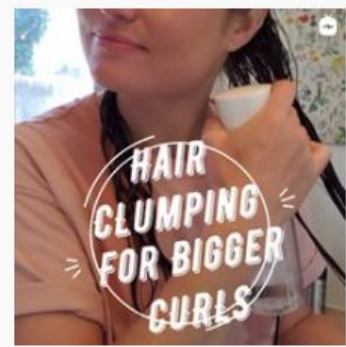


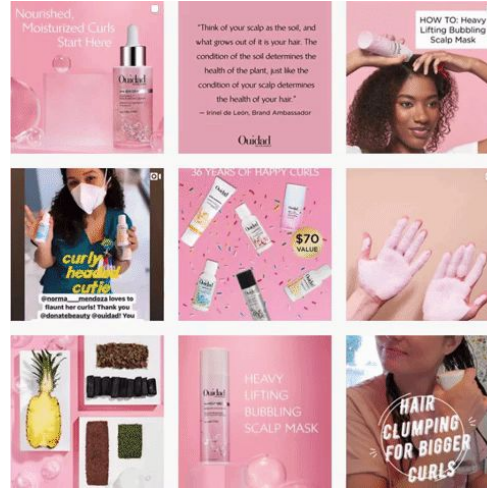
# Instagram strategy for Ouidad

Mary Louise Long





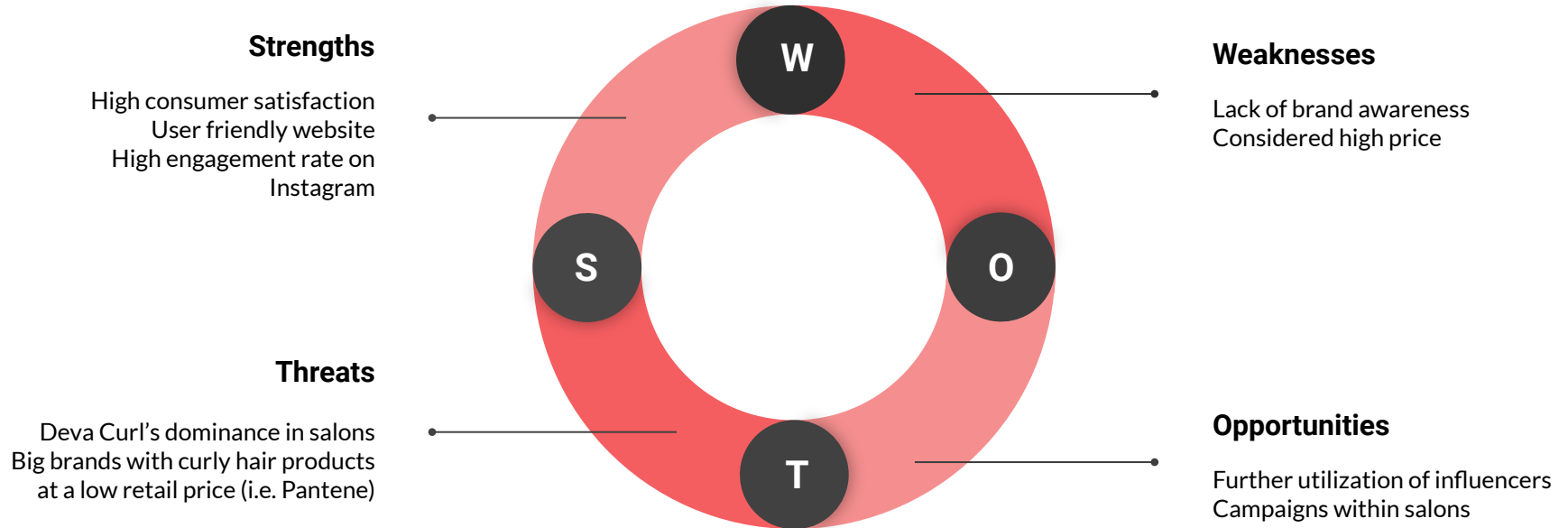
# Current content



Content (images, videos, carousels, and IGTV) include:

- Product reveals
- Styling tutorials
- Influencer Reposts
- Educational Quotes
- Nourishing Ingredients

# SWOT Analysis





# Competitors

**DevaCurl<sup>®</sup>**

*SheaMoisture<sup>®</sup>*  
Established 1912

# DevaCurl®

679,561

followers

2,875.48

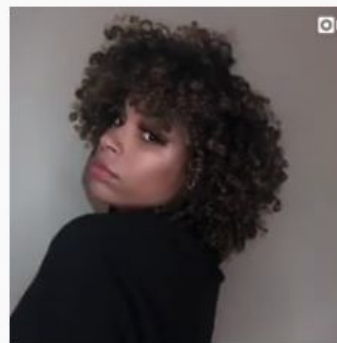
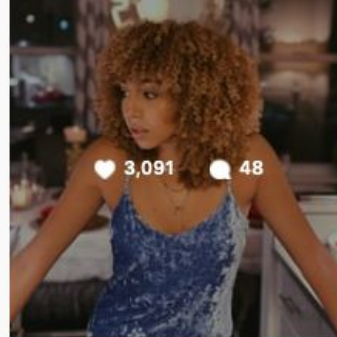
average likes

299.28

average comments

**B**

Social Blade Overall Grade



# SheaMoisture®

Established 1912

826,677  
followers

2,388.72  
average likes

317.76  
average comments

**B+**

Social Blade Overall Grade



sheamoisture • Follow

sheamoisture • Treat your #Sheababy with our 100% Virgin Coconut Oil Baby Wash & Oil Rub. It soothes, nourishes and calms their delicate skin, so you can do more resting and less stressing. 📺: @inthemiddleofmitchells #SheaMoisture @SheaMoistureBaby #cutenessoverload

3d

monicaann82 Do you guys have anything that doesn't dry out 4c relaxed hair? The coconut hibiscus smoothie dried my hair out.

1d 1 like Reply

👍 🗨️ 📌

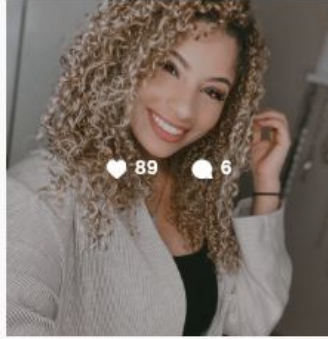
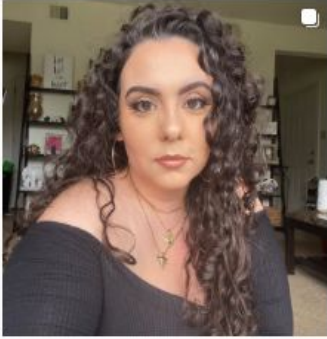
8,115 likes

3 DAYS AGO

Add a comment... Post



Images Ouidad is tagged in on Instagram



THE AUDIENCE:

# Current audience

Language: English

Gender: Female

Generation: Millennial/ Gen X

Income: \$15K-\$50K

Stage of Life: Single/Married Young Adults

Education: GED/ College Degree

# Target audience

**Language:** English/ Spanish/ French

**Gender:** Female/ Male

**Generation:** Gen Z/ Millennial/ Gen X/ Baby Boomer

**Income:** \$15K-\$50K

**Stage of Life:** Single/Married Young Adult/  
Married Parent of School-Aged Children

**Education:** GED/ College Degree

# Meet Rose



Rose Knapp, 23

---

**Occupation:** Student

**Income:** \$25K-35k

**Location:** Portland, OR

**Hobbies/Habit :**

Playing guitar

Photography

Napping

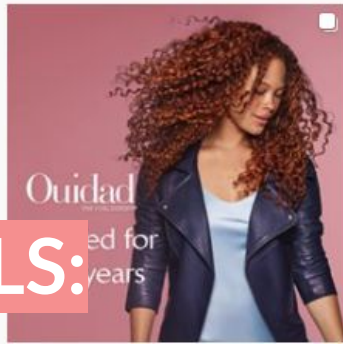
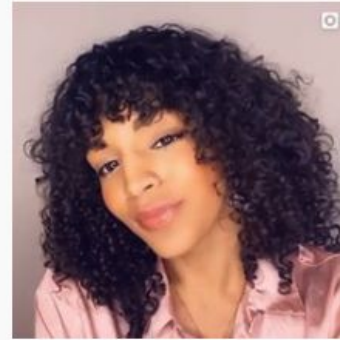
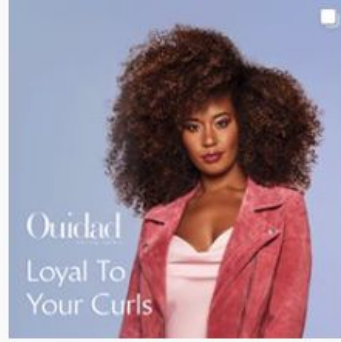
Daily grocery shopping

**Goals:**

**Challenges:**

**Additional Information:**

@oidad



THE GOALS:

# Goals

## SMART Goal

Improve Brand Awareness by 30%, over the next 6 months.

Reach a larger audience than just young woman with curly hair.

.

## Funnel Stage

Evaluation & Intent

Conversion

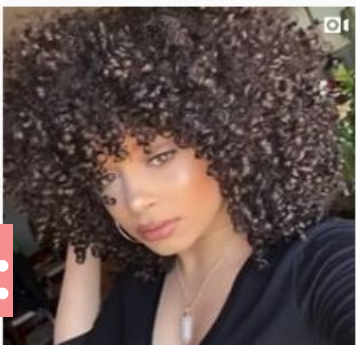
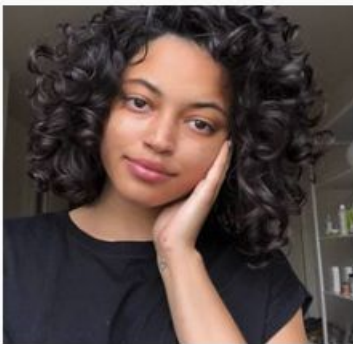
Loyalty

Advocacy

## KPI

Number of searches on search engines like Google.

Target media toward men, parents and women over the age of 65.



THE PLAN:

# Ouidad's content



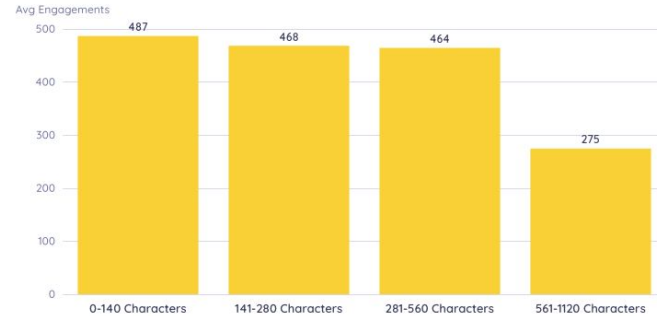
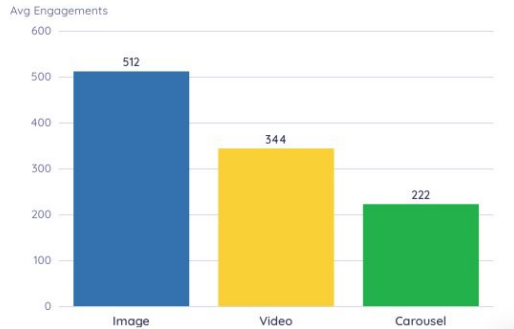
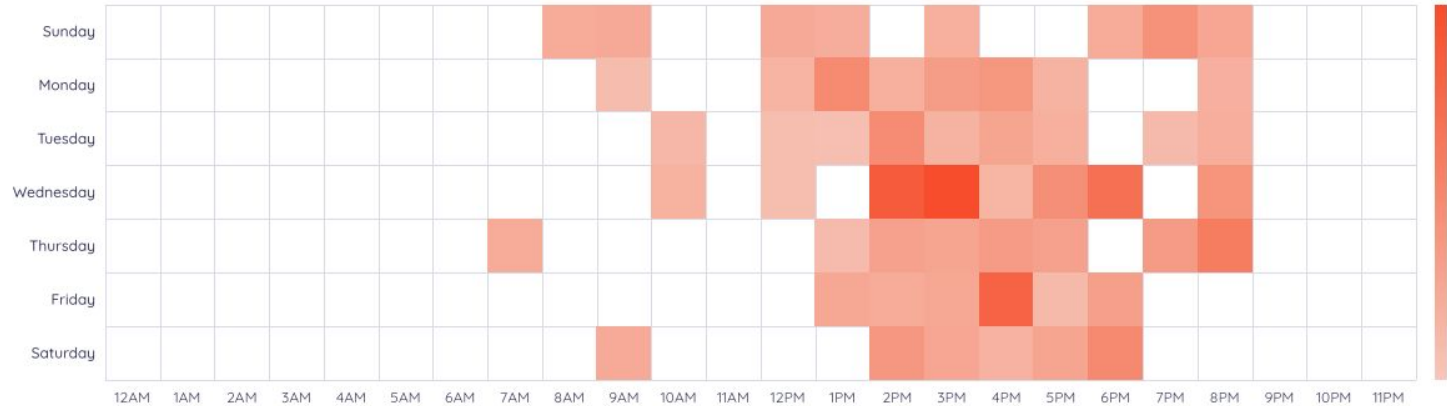
OTHERS MAY TALK TO  
CURLS, BUT ONLY OUIDAD  
SPEAKS THEIR LANGUAGE

@ouidad





# When should Ouidad share



# Content Ouidad should share




 sheamoisture • Follow ...

 sheamoisture • Every day is still a beautiful day! We're feeling good and looking good. Check-in with us; let us know what you're doing this Friday. Do you have any virtual plans? Working out? Toasting to your new hairstyle? Or curling up with a book? Let us know. #SheaMoisture

5w



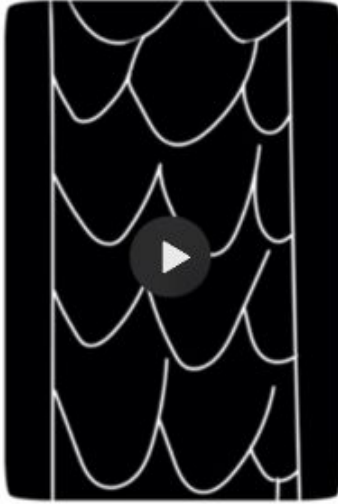
 shanicaknowles • 🙌  
4w 1 like Reply

 bosstheboxerr • Terrible. My locs desperatelv need a retwist and





574 likes  
MARCH 25

Add a comment... Post




A video thumbnail for "DevaCurl Breakage Testing 101". The thumbnail is a black square with white, wavy, hair-like patterns. A white play button icon is centered on the square.

 devacurl • Follow ...

 devacurl • DevaCurl Breakage Testing 101

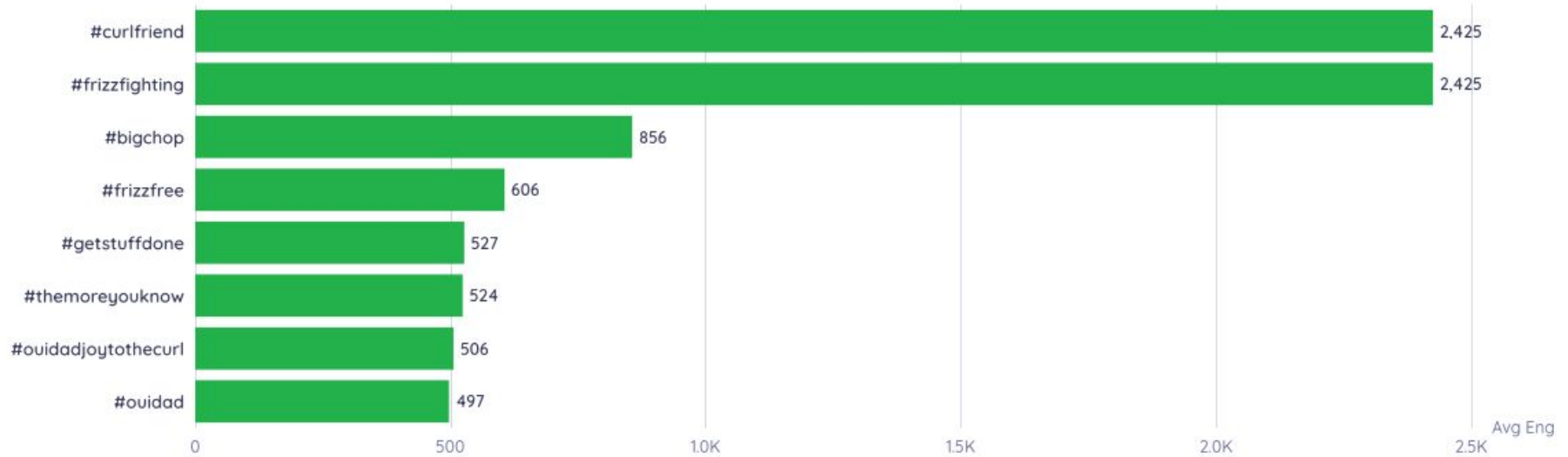
It is so important to make sure we handle curls with care because they are fragile which is why we use safe ingredients to formulate our products. Our products are proven to not cause breakage because we don't use ingredients that can break the internal bonds that make hair strong and the testing we perform confirms that 🙌  
Tensile Break Strength tests determine if a product decreases the strength of the internal structure of the hair, which also confirms whether the product can change curl pattern. We have also conducted Dry



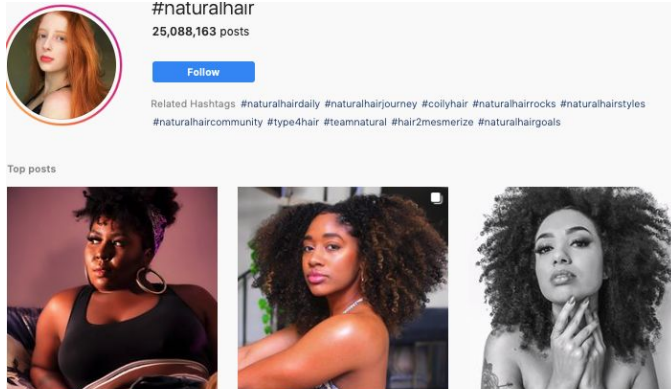
10,768 views  
5 DAYS AGO

Add a comment... Post

# Ouidad's Hashtags



# Conversations Ouidad should join

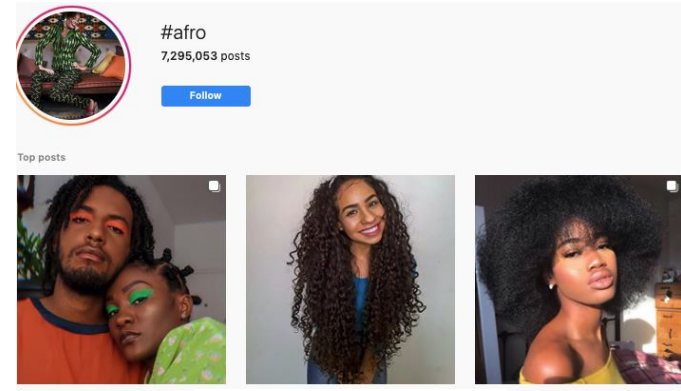



#naturalhair  
25,088,163 posts

Follow

Related Hashtags #naturalhairdaily #naturalhairjourney #collyhair #naturalhairrocks #naturalhairstyles #naturalhaircommunity #type4hair #teamnatural #hair2mesmerize #naturalhairgoals

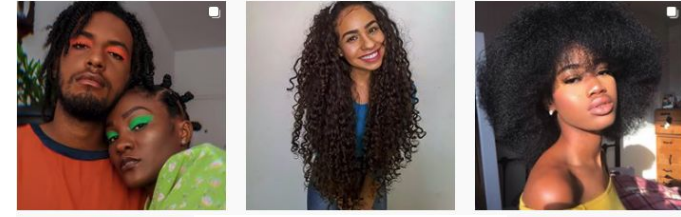
Top posts



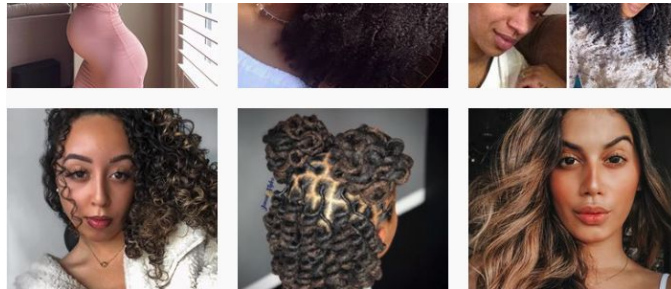
#afro  
7,295,063 posts

Follow

Top posts



# #naturalhair



# Audience engagement & development



# Conclusion

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