

1.1 Engagement

For the Vidda Royale brand digital platforms to make engagement happen, a content strategy is necessary. Through the development of significant contents on blogs and social media, the brand will be able to direct the organic traffic to the website, thereby increasing brand awareness, engagement and, consequently, sales.

1.2 Social media and Blog.

In addition to a blog, the social media used will be: Instagram, Facebook, Youtube and Pinterest. The following are the reasons why we chose these social media:

Instagram: intimate social network that creates greater connection with the public. Besides, it is a very visual social network, which relates to the type of product sold by the the brand.

Facebook: social network with the largest number of users, and it continues to be the fastest growing social network in the world.

Pinterest: this social network aggregates content by images, interesting feature for the type of product sold by the brand. Besides, Pinterest can be used as a source of traffic to the website.

Youtube: the main characteristic of this social network is the longevity of the contentes, that is, a vídeo that's produced today, three Years from now, can continue to be accessed and, consequently, sell the brand's products.

Blog: the blog generates organic traffic to the site and the social media.

1.3 Guidelines

The guidelines represent the set of topics that will be covered on social media and blog. The contents must be in Harmony with the target audience of the brand in order to generate engagement.

We then selected four guidelines in order to attract the target audience:

Guideline 1: contents about the brand and its products

Guideline 2: contents related to interior design

Guideline 3: contents related to home, decoration and well-being

Guideline 4: contents about art and artists chosen by Vidda Royale

In addition, these contents should be organized within an editorial calendar, so that the brand has consistency and achieves the proposed commercial objectives.

Beyond the choice of social media and guidelines, it is essential that the company has a person responsible for the management and interaction with users and potential customers on online platforms.