



LoveSac

Social Media Strategy

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Livable Luxury

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Background

Based in Stamford, Connecticut, The Lovesac Company is a direct-to-consumer furniture brand known for its innovative products like the original Durafoam beanbags, called Sacs, and the versatile Sactionals platform. Founded by CEO Shawn Nelson, Lovesac emphasizes sustainability and longevity through its "Designed for Life" philosophy. With 116 retail showrooms and a strong online presence, Lovesac's products have become essential parts of daily life, adapting to evolving needs and reducing furniture waste.

Objective

Enhance our **social community** by expanding its size and precisely **targeting our intended audience** through crafting genuine and relatable content that reflects the everyday life of our customers, while emphasizes how our furniture is **designed for every moment of life**.

SMART Framework:

Specific: Create authentic and relatable content that vividly captures the daily life experiences of our ideal consumers. Showcase the functionality of Lovesac's movable sectional sofa, Sactionals, in various family and large home gathering settings, emphasizing its versatility and convenience.

Measurable:

- Referrals: Aim for an increase in referral traffic to the Lovesac website from social media platforms.
- Click-Through Rate (CTR): Achieve a CTR of at least 3% on social media posts featuring the new content style.
- Engagement Rates: Increase overall engagement rates on social media, measured through likes, comments, and shares.

- Alignment of Following Base: Grow the following base, with a focus on attracting the target audience interested in family-oriented, functional high-end furniture.

Achievable: Redirect the content strategy to center around real families, showcasing the chaos and joy of daily life, and illustrating how the Sactionals sofa enhances these experiences. Collaborate with customers who have embraced the brand's philosophy and are willing to share their stories.

Relevant: Highlight the brand's commitment to sustainable, durable, and aesthetic products. Emphasize that Lovesac offers not just furniture, but a luxurious lifestyle designed for long-term utility. Ensure that the social media content resonates with the audience's desire for quality, luxury, and products that stand the test of time.

Time-bound: Initiate the shift in content style gradually over the first month, with a focus on storytelling and user-generated content. Monitor and measure consumer reactions and engagement through social media analytics tools. After the initial month, conduct a comprehensive review and adjust the strategy based on the insights gained.





Target Audience Profile

Our target audience is young adults aged 25-45, primarily millennials, with an annual household income over \$100,000. They value comfort, quality, and sustainability in their furniture purchases. Many of them are young families or pet owners, seeking customizable and washable furniture solutions to accommodate their dynamic lifestyles. They prioritize durability and longevity in their purchases, looking for investments that will last.

Market Segment: Home Entertainer Segment:

- Age: 28-40
- Lifestyle: social, enjoys hosting gathering/ parties at home
- Needs: versatile and easy-to-move furniture, comfortable seating for guest, easy to clean furniture, great sound system
- Psychological Needs:

Socialite Sydney



Age: 30
Occupation: Event Planner
Household: Single, living in a trendy loft apartment with her lovable dog



Interests: Hosting gatherings, interior design, decorating, a good party theme, cuddling with her dog



Behavior: Sydney is an avid user of Instagram and Pinterest, where she gathers inspiration for her next soirée and showcases her impeccable hosting skills. She loves hosting girls' nights and movie marathons at her place, where she showcases her love for interior design through cozy setups featuring her Lovesac Sectionals. Enjoys crafting Instagram-worthy charcuterie boards to accompany her gatherings, creating memorable experiences for her friends with her keen eye for detail and love for entertaining.



Psychological Need: LoveSac's Instagram serves her psychological need for aesthetic inspiration, allowing her to showcase stylish yet functional furniture ideas for entertaining guests in her trendy loft apartment. Pinterest, with its focus on inspiration and idea-sharing, satisfies Sydney's craving for creativity by offering modular sofa layouts and cozy aesthetics, aligning with her passion for interior design and creating inviting atmospheres for her gatherings.



Pain Points: Finding stylish yet functional furniture for entertaining guests, creating an inviting atmosphere for social events, easy to clean pet friendly fabric options

Host Enthusiast Nathan



Age: 28
Occupation: Financial Analyst
Household: recently married



Interests: Gaming, sports, home entertainment



Behavior: Engages with LoveSac on Facebook and Twitter, appreciates the sectional's easy installation and interchangeability for hosting events. Enjoys incorporating gaming and sports elements into his home entertainment setup, using LoveSac as a versatile seating option for guests during game nights and gatherings.



For Ethan, LoveSac's Facebook page, with its emphasis on product functionality and benefits, meets his psychological need for competence and mastery by providing him with information on how LoveSac products can enhance his hosting experiences and accommodate large gatherings with ease. Meanwhile, LoveSac's Twitter account, with its focus on sacs and embracing gamer culture, satisfies Ethan's psychological need for social interaction and affiliation by creating a casual and conversational platform where he can engage with the brand and fellow gamers, fostering a sense of belonging within the community.



Pain Points: Seeking furniture solutions that can accommodate large gatherings, easy installation, and interchangeability for different events

Market Segment: Young Families

- Age: 25-35
- Stage in Life: Expanding their family
- Lifestyle: Busy, enjoy family-centered activities
- Needs: Functional yet stylish furniture, durable, washable, comfortable

Family-Oriented Faye



Age: 27
Occupation: Analyst
Household: Married with two active toddlers



Interests: Home decor, family activities, eco-friendly products



Behavior: Actively seeks design inspiration on Pinterest and activities for toddlers on TikTok, drawn to minimalist and neutral-colored aesthetics, prefers modern and aesthetic pieces that complement her home's neutral palette. Values sustainability and practicality in furniture choices, with a particular focus on washable materials and easy maintenance.



Psychological Need: LoveSac's Pinterest caters to Family-Oriented Faye's need for creativity and inspiration, providing ideas for family-friendly home decor solutions that align with her minimalist and eco-friendly preferences. Meanwhile, TikTok satisfies Faye's need for practicality and parenting tips by showcasing DIY solutions like the ball pit for LoveSac sectionals, helping her keep her toddlers entertained while also maintaining a clean and stylish home.



Pain Points: Balancing work and family life, maintaining a clean and stylish home with young children

Social Media Audit & Competitive Analysis



Instagram (660k followers): Primarily used for showcasing the aesthetic appeal of Lovesac furniture. Key messages include lifestyle, design inspiration, and the versatility of their products. It serves as a visual catalog for potential customers.

- Lifestyle and design-focused content showcasing the products in real-life settings.
- Posting inconsistently but at least once every other day, maintaining a relatively frequent presence.



TikTok (52.4k followers, 94.5k likes): Engaging with a younger audience through fun and relatable content. Top likes indicate a strong focus on family

activities, pet-friendly aspects, and unique design features. This platform serves as a dynamic, creative outlet for the brand.

- Diverse content, including family-oriented, pet-friendly, and collaborative design features.
- Frequency not specified, but given the engagement level, it's likely to be regular to maintain the audience's interest.



Pinterest (34.6k followers, 95,337 pins): Utilized for inspiration and idea-sharing. Pins include modular sofa layouts, cozy aesthetics, and room decor. It plays a role in driving creative inspiration and product ideas.

- Inspirational content featuring modular layouts, warm aesthetics, and various room themes.



YouTube (21.1k subscribers): Educational content through tips, tricks, guides, and demonstrations. Also includes content catering to gamers. This channel serves as an informational hub for customers and potential buyers.

- Educational content, tips, demonstrations, and gamer-focused content.
- Posting once a month, which is relatively low compared to other platforms.



Facebook (890k followers, 872k likes): Emphasizes the functionality of products. It plays a role in reinforcing product benefits and features to a broader audience.

- Emphasis on product functionality and practicality.
- Posting every 2 days, maintaining a consistent presence on the platform.



Twitter (31.6k followers): Has the most personality, focusing on sacs and embracing gamer culture. It serves as a platform for a more casual and conversational brand interaction.

- Personality-driven content with a focus on sacs and gamer culture.
- Posting about twice a week, maintaining a moderate level of activity on the platform.



Website (1.620 million monthly visits): Acts as a hub for all information, potentially serving as a conversion point. The website provides a comprehensive overview of the brand and its offerings.

- Consistent traffic with 1.620 million monthly visits, showcasing a high level of online presence.

SOCIAL MEDIA STRATEGY

With 4.9 billion people worldwide using social media, LoveSac should recognize the importance of leveraging platforms effectively to connect with its target audience. LoveSac will focus on creating authentic lifestyle content tailored to the preferences of its audience.

Strategy

This strategy aims to position LoveSac as a brand that understands and celebrates the real moments in its customers' lives, showcasing the brand's furniture as an essential and authentic part of their unique lifestyles. By implementing an authentic lifestyle content strategy tailored to the preferences and behaviors of its target audience, LoveSac can effectively engage with customers, build brand loyalty, and drive conversions through social media channels. Through genuine storytelling and relatable

experiences, LoveSac will demonstrate how its mid-luxury furniture enhances the everyday lives of its customers, making home a comfortable and inviting sanctuary for all

Social Media Channel Strategy

Platform	Purpose	Effective Content Has...	Our Content
Instagram	Inspire & entertain	Aspirational and luxury imagery. Knowledge and expertise. Humanize your brand. Reflect your culture. Sell your expertise and unique selling proposition.	Curate a visually stunning Instagram feed that showcases aspirational imagery of home entertainers and young families enjoying quality time together with LoveSac furniture. Feature user-generated content that highlights real-life experiences and testimonials from satisfied customers. Use Instagram Stories and IGTV to share behind-the-scenes glimpses, styling tips, and product demonstrations to humanize the brand and connect with followers on a personal level.
Facebook	Broadcast & amplify	Stories. Emotive tales. Think and act like a publisher.	Share emotive stories of home entertainers hosting gatherings, highlighting the

			<p>versatility and comfort of LoveSac furniture in creating memorable moments. Incorporate user-generated content from satisfied customers showcasing their LoveSac setups during parties and gatherings. Use Facebook Live to give behind-the-scenes looks at LoveSac events and product launches.</p>
Pinterest	Inspire & empower	<p>‘How To’ content. Instructions. Information. Inspiring images. Pinterest is often the start of the shopping journey.</p>	<p>Create visually appealing boards that inspire home entertainers and young families with ideas for setting up their living spaces using LoveSac furniture. Curate pins that showcase different design styles, from cozy movie nights to elegant dinner parties, and demonstrate how LoveSac products can enhance each experience. Collaborate with home decor influencers to create DIY tutorials and styling tips featuring LoveSac furniture..</p>
TikTok	Entertain,	Personality. Products.	Produce entertaining

	educate & inspire	Video brings things to life far more than a photo ever could. Capture the attention. Drive brand awareness.	videos showcasing the versatility of LoveSac furniture for hosting events and family activities. Collaborate with influencers to create engaging content that demonstrates the ease of moving and cleaning LoveSac products after hosting a event at home.
X(Twitter)	Be reactive. Flex your tone of voice.	Conversational content. Bold opinions. Anything quick and relevant.	Engage in conversations about home entertaining, offering bold opinions on trends and sharing quick tips for creating comfortable and stylish living spaces with LoveSac furniture.

- Instagram and Pinterest (Image-based social media): Utilize these platforms for visual storytelling and brand-building, showcasing lifestyle content through high-quality images and engaging visuals. Leverage Instagram and Pinterest for social commerce by featuring product tags and shoppable posts to drive conversions.
- Facebook and Twitter (Traditional social networking sites): Connect directly with customers on these platforms, engaging in conversations and building relationships within specific interest groups or communities. Share longer-form content such as customer testimonials, behind-the-

scenes videos, and home decor tips to add value and authenticity to the brand's story.

Content Strategy

Family Moments:

- Showcase heartwarming scenes of comfort in chaos with families enjoying quality time together on LoveSac sectionals doing everyday activities such as playing, making messes, movie nights, and jumping on the sofa.
- Emphasize the comfort and durability of LoveSac furniture by highlighting how it withstands the rigors of family life while providing a cozy haven for bonding and relaxation.
- Share user-generated content from real families showcasing their LoveSac setups and the memorable moments they create with their loved ones.

Personalization and Customization:

- Emphasize the personalization and customization elements of the LoveSac brand by showcasing different interior design styles featuring LoveSac furniture.
- Create visual content that demonstrates how LoveSac sectionals can be customized to suit individual preferences, from choosing fabric colors and patterns to arranging modular pieces to fit any space.
- Encourage audience participation by inviting them to share their personalized LoveSac setups and design tips using a branded hashtag.

Home Hosting:

- Feature the versatility of LoveSac furniture for hosting gatherings and events at home, illustrating how it brings people together in comfort and style.

- Showcase LoveSac sectionals being used as flexible seating arrangements for dinner parties, game nights, and movie marathons, highlighting their adaptability to different hosting scenarios.
- Collaborate with influencers and content creators to create entertaining and informative videos demonstrating the ease of rearranging LoveSac furniture for various hosting setups.

By implementing this content strategy, LoveSac can effectively showcase the brand's value proposition, positioning itself as a provider of comfortable, durable, and versatile furniture solutions that enhance family moments and elevate home hosting experiences.

Evaluation

Conclusion:

The proposed social media strategy for LoveSac aims to authentically connect with the desired audience through relatable content, fostering engagement, brand affinity, and driving conversions. By leveraging the unique strengths of each platform, creating authentic and engaging content, and forging strategic influencer partnerships, LoveSac can effectively reach and resonate with its target audience, ultimately driving business growth and success.

KPI's

<i>KPI</i>	<i>Social Platforms</i>	<i>Importance</i>	<i>Actionable Insights</i>	<i>Measurements</i>
Engagement	All Platforms	Measures the level of interaction	Identify high-performing content types	Calculate as the sum of likes, comments,

Rate		with LoveSac's content, indicating resonance with the audience.	and themes. Adjust content based on audience feedback and preferences.	shares, and saves divided by total reach or impressions, expressed as a percentage
Audience Sentiment	Instagram Facebook Twitter	Provides qualitative insights into audience perception of LoveSac's content.	Address concerns or criticisms raised by the audience. Refine content strategy to better align with audience preferences. Amplify positive sentiment through targeted content.	Utilize social listening tools to monitor sentiment analysis. Conduct periodic sentiment analysis surveys.
UGC Volume	TikTok Instagram Pinterest	Indicates level of brand advocacy and authenticity among customers.	Encourage and amplify UGC through reposting, featuring user stories, and leveraging influencer partnerships.	Track volume of UGC generated by audience across social media platforms.
Share of Voice	TikTok Twitter Instagram Facebook	Measures proportion of online conversations and mentions related to the brand compared to competitors.	Monitor share of voice trends to gauge brand visibility and competitiveness. Adjust content strategy and messaging to maintain or increase share of voice relative to	Utilize social listening tools to track mentions and conversations. Calculate share of voice as percentage of brand mentions within total conversation

			competitors.	volume.
Impression	All Platforms	Measures the total number of times LoveSac's content is displayed on users' screens.	Optimize content distribution strategies to increase reach and brand visibility. Analyze factors influencing changes in impression numbers.	Count the number of times LoveSac's content is displayed to users.
Audience Growth	All Platforms	Tracks the increase in LoveSac's social media followers over time.	Implement strategies to attract new followers, such as targeted advertising campaigns or collaborations with influencers. Analyze audience demographics to ensure alignment with target audience.	Measure the net change in LoveSac's social media follower count.

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