



Public Relations Proposal

Prepared by: Nick Leavitt

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About Ariel Crochets

Ariel Crochets is a small crochet business owned and operated by Ariel Sorensen. She started the business back in 2018, and it has grown ever since. She specializes in Social Media content creation and the writing and selling of crochet patterns.



Why Ariel Crochets and what I hope to accomplish

I decided to work with Ariel Crochets because they already have a great hold on their social media. They currently have just over 3,000 followers on Instagram. I hope to create a website and grow their following on social media by 10% before the showcase.

Situation Analysis

Strengths

They already have a great following on social media. They have sold various patterns already. There are great already existing relationships between Ariel Crochets and their customers.

Weaknesses

The small business lacks a website with a store to sell products on. They primarily sell through Etsy Shops, but the fees are increasing.

Opportunities

Including a blog to the website will boost SEO once it is finished. There aren't too many current crochet websites that sell products on it. There is a chance to disrupt the market.

Threats

They have competitors that continue to outperform them on social media. There is a need to increase performance to compete .

Objectives

- Post 3 blog posts on completed website to boost SEO
- Create online shop on website by June 22, 2022

Goals

- Increase Company Versatility

Target Audience

The target audience is people who crochet between the ages of 15–25. They will preferably be experienced in all things crochet.

What will I do?

- Social Media posts
- Blog Post Writing with proper SEO principles
- Create website with eShop as well

Budget

There is a budget of \$200 to pay for the website domain, hosting, and ads that we will run to launch the online store.

Strategies and Tactics

Strategies

- Increase traffic to company new website
- Drive sales from website more than from outside sources

Tactics

- Create website with eShop
- Create social ads and posts to promote site
- Write 3 blog posts to boost SEO



Calendar

JUNE 2022

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2 Finish Website Home page	3
4	5	6	7 Finish blog post #1	8	9	10 Social Media Audit
11	12	13	14 Finish blog post #2	15	16	17 Social Media Audit
18	19	20 Finish online shop	21 Finish blog post #3	22	23	24 Social Media Audit
25	26	27	28	29	30	

JULY 2022

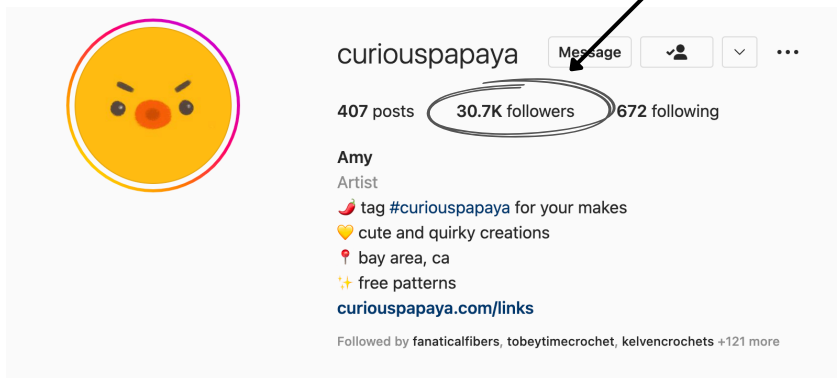
MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5 Final Social Media Audit	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Completed Work — Packet —



Social Media Analysis

I completed a social media analysis for Ariel Crochets. This analysis included checking the follower count on their page in comparison to their competitors. I also did analysis on the types of posts that perform the best.

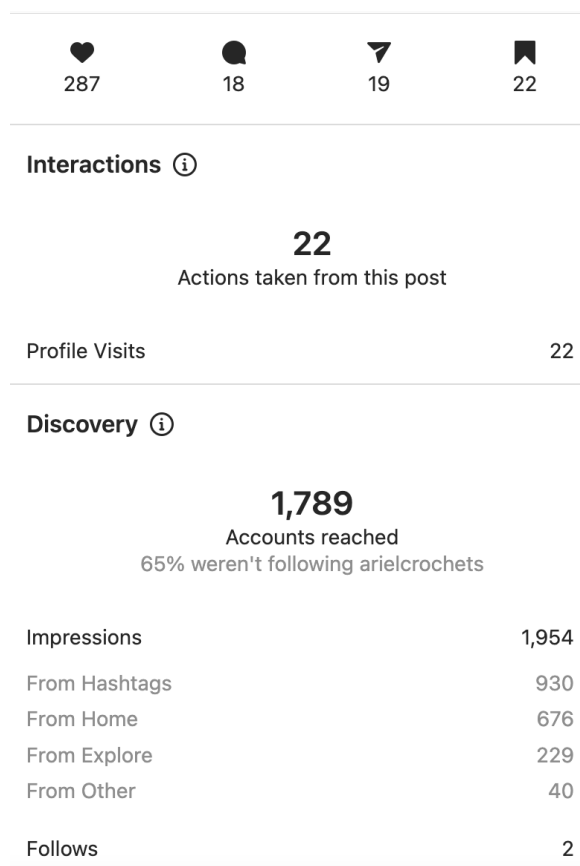


Follower Count Analysis

The total followers on Ariel Crochets is 3,545. This is significantly less than the competition. The top competitor has 30,700 followers on their page. A possible contributor to this is that the competition has created and posted 407 posts and videos. Ariel Crochets has only posted 110 posts and videos. To better compete with the competition, Ariel Crochets needs to post more content to their page.

What Performs Best?

After checking a few of the posts, I found that there are a few posts that perform better than the rest. These posts are typically images of the projects with a simple white background. They will have at least three photos per post and 15 hashtags. The best time to post is typically at 7:00 a.m. or 8:00 p.m. The best chance to improve performance on all posts would be to follow this pattern.



Two of the higher performing posts →



Website URL:
www.arielcrochets.com

Blog Posts

Three Crochet Project Ideas to Try Tonight

The hardest part of crochet is finding a new project to start. There are only so many hats, sweaters, and scarfs you can do before you are longing for something new. Don't worry, we have all been there. This is a part of the creative process.

Listed below are a couple crochet projects that could possibly get you excited again. Hopefully you are able to try out a couple of these!

Bags-

Something that can get you excited about crocheting again are bags. We suggest taking a look at some fun shoulder bags. These bags come together really quick. You can explore types of shoulder straps to sew into the back as well. For other examples on bags, check out this page.

Amigurumi-

If you haven't seen any amigurumi projects, you have to check out these cute patterns! Get creative with your amigurumi projects. You'll find that as you bring your personality into the project, it'll become a part of you.

Granny Squares-

A fun trend right now are the granny square projects. These granny squares are being used on anything from sweaters to bags. You can even make beautiful throws for your couch at home. Get creative and see what you can design with a few granny squares!

Let Us Know How It Goes!

As you get your new projects started, let us know how things go! We are always interested in our crochet friends' projects. Take pictures and send them to us so we can keep in touch. Follow us on our social media and tag us in your completed projects.

Can't wait to see how you do!

The Ultimate Guide to Yarn

There are so many different types of yarn that you can use. There are acrylic yarns, wool yarns, blanket yarns, etc. It is super easy to get lost in which yarn you should use for various projects. You may find yourself scratching your head at what you should buy the next time you are at Joann's.

Here are three yarns we suggest you use for certain projects you might be working on:

Acrylic-

Aww yes, the controversial acrylic yarn. This is a plastic yarn that many look down on because it isn't biodegradable. If this is important to you, you might not want to buy this type of material. However, it is very affordable and has vibrant colors. This yarn is easy to work with, and it is great for beginners.

Wool-

If you have a larger budget, you might look into purchasing some wool yarn. Wool is very nice for making sweaters or scarfs. It can come out much scratchier than other types of yarn. The colors come out really nice and it is much warmer than other yarn.

Blanket Yarn-

Super soft and squishy yarn. This is the best way to remember what blanket yarn is. It is much thicker and larger in diameter in comparison to other yarns. This is best used for (you guessed it) making blankets. It tends to be much more expensive, so plan on coming with a larger budget.

Trial and Error

Sometimes the best thing to do with yarn is use trial and error. You'll never know which yarn is your favorite without trying them out. We suggest doing a few trial runs to understand what works best for you.

Be sure to follow us on our social media!

How to Help Your Hurting Crochet Wrist

You've been crocheting for hours. A sharp pain keeps throbbing in your wrist. You've tried icing it, wrapping it, and even putting creams on it. Nothing seems to be helping. The more you crochet, the more it hurts. How can you make it feel better?

Don't worry! This kind of pain is normal across the crochet world. The fine motions you have to do over and over again through your crochet stitches take a toll on your wrists. There are many opinions out there on what you should do, but we feel like there is really only one real solution. After consulting with a personal trainer, we have come up with a few stretches that are sure to help improve your aching wrists.

One of the first things you can try out is simply pulling your hand backwards toward your arm. This will stretch out your wrist pretty good. Hold it there for increments of 30 seconds. After a few increments, give yourself a rest.

The next stretch you should try is to interlock your fingers and push both hands away from your chest with the palms facing outward. Hold this stretch for another 30 second increment. After 30 seconds, raise your hands up over your head and stretch there.

These three stretch variations are sure to help improve the overall health of your wrists. It isn't a quick fix, but over time you will see a major difference. Like how all professional athletes need to take care of their bodies through stretching, you need to do the same with your arms and wrists. Take care of yourself!

Get stretching today!

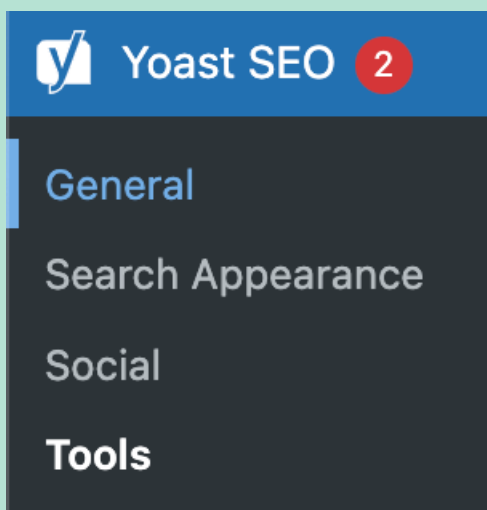
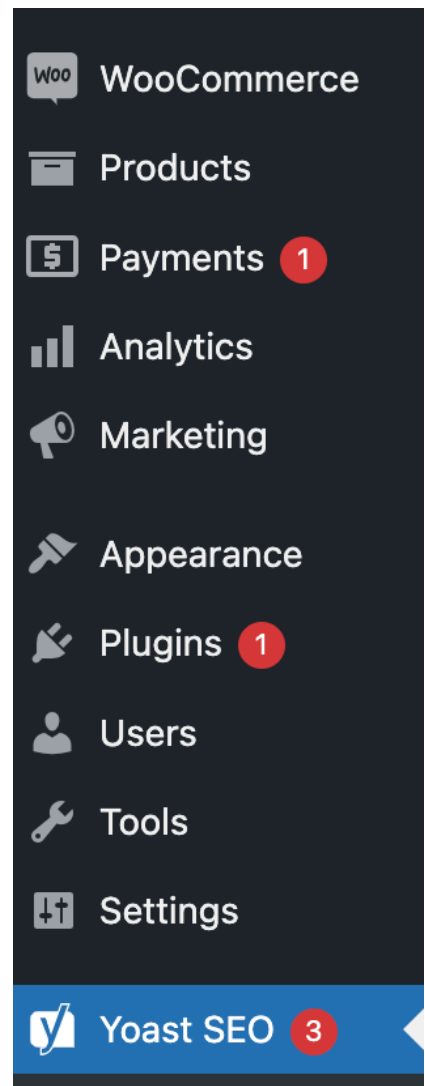
Ariel Crochets Blog Tips and Tricks

New websites struggle with their SEO. Search engine optimization, or SEO, is simply how well a website performs in comparison to other websites on the search engine results. A website that performs best is typically the first result that pops up on the page. How is this decided?

Companies that perform better than other ones tend to have a well thought out blog with specific keywords that will be tracked well by search engines. Actively posting blogs every week will help improve the company's SEO over time.

Ariel Crochets is struggling to compete with other small crochet companies. Their website is not performing well on Google. In order to have a better performing website, they will need to continue the blog posting plans and post weekly.

Installed to the website back end is the Yoast SEO which helps map out goals and tracking for the company's SEO performance.



Yoast SEO will help track the SEO performance. As seen on the left, the back end of the website allows the user to filter through the search appearances, social, and other tools.

Evaluation

The full impact of my work can only be evaluated with time. The website is now up and running with the online store. Tools have been created and put in place on the website to evaluate its performance. These tools include WooCommerce and Yoast SEO. These are set up and running on the back end of the website for Ariel Crochets to access.

Here are the items to track in these first few months of running the website and online store:

- Search engine rankings
- Social rankings
- Total items placed in the shopping cart
- Total purchases
- Total emails collected for newsletter

Using the tools listed above will help Ariel Crochets understand how well their marketing funnel is working. If there are discrepancies in the data, it is important to go back and make changes.

This data will become more accurate and available within the next 6 months (depending on how many people come and access the data).



