



Digital Content Audit: Herschel Supply Co.

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Abstract: The Task Ahead

As a new start-up entering the already established field of fashionable backpacks and accessories, Buhi must make a name for itself among its target market population of Millennials (Age 18-34).

This task however is tricky, the primary obstacle of course being the barrier to entry put up by competitors like Herschel. What Herschel has done however, can also be to our benefit. With the advantage of retrospect on our side, we can see precisely what works and what does not when it comes to social media branding for our product with the proper analysis.

The purpose of this report is to inform Buhi content managers of the current social media landscape supporting our Canadian competitor Herschel Supply Co (Herschel). Herschel brands itself as the premier manufacturer of hipster retro backpacks, as well as other clothing and accessories. The brand is aimed towards millennial men and women who enjoy the vintage American style of their products. To date, Herschel's sales operate via their online site and 44 retail sites worldwide.

Facebook or Instagram?

I want to establish this fact first and foremost; Instagram is in leaps and bounds a more effective platform for our particular product. A superficial glance is all it takes to get the hint. From the numbers I gathered, Facebook, over the course of 30 days had an average of 665 “likes” per post containing an image with a promotional link to Herschel’s site.

Compare that to Instagram in any one of its categories, which all breached a 4,400+ average of “likes”, Facebook is pennies when it comes to total monthly interactions with followers. The implications of this are massive, instead of just blindly placing our ads on each and every platform possible for the sake of “going digital” or “using the Facebook”, we can now make a more concentrated and effective effort on the platform that will reap the most results for a start-up with limited resources such as Buhi.

Not All Media Content is Created Equal

It should also be noted to our Content Management team that not all social media posts are the same. Posts of pictures, videos, and text each garner varying amounts of follower interaction, with photos being the most popular on both Facebook and Instagram.

Interestingly, the findings show that on Instagram, images showing **no** product or promotion at all had the highest average of likes at 7,959, nearly 1,500 more than the runner-up category of “People outdoor with Product”.

These numbers should not be glanced over on the notion that those types of posts are irrelevant because of their lack of promotional material.

The images in that category may lack Herschel’s *products*, but they do have Herschel’s *brand*. These photos of the outdoors with captions encouraging travel convey precisely what Herschel’s brand is, a vintage American style for the fashionable and worldly millennial.

Facebook Avg. Likes

Post Average	AVG Likes
Image non promotional with link	0
Image promotional with link	665
Image non promotional no link	24
Blog post promotional	0
Blog post non promotional	16
Promotional video	57

Instagram Avg. Likes

Post Average	AVG Likes
People indoor with product	4,448
People outdoor with product	6,265
Just product indoor	5,513
Just product outdoor	-
Image no product	7,959
Promotional video	4,640



A Trend in Timing

Traditional marketing strategy still plays a key role in how we connect and position our brand with consumers in the digital environment. One way to properly connect with our followers is via a trend I found in regards to the times Herschel made their posts. Of the 13 Facebook posts in the past 30 days, 9 of them were made in the time block of 11 am – 4:00 pm. This slot of time is important when considering the millennial demographic, it contains the times of day they would look at their phones the most frequently, it contains both lunch breaks from work and multiple breaks between classes. A seemingly trivial thing to consider could mean hundreds or thousands of lost interactions, especially when Herschel's postings have already shown the evidence to us.

Some Modest Proposals

I'll get straight to the point here; my first proposal is that we **only** use Instagram in our first dive into social media marketing, and then expand to other platforms once we have grasped a solid and active following. That is not to say however that Facebook would be disregarded entirely. A key tool in Facebook's algorithm is its ability to let other users know how frequently and when to expect a response from the admin of a page your following; in other words, it would be a perfect and amenable base for customer support inquiries. A timely response must be the standard however; if we fail to do so, a mark of poor customer service will stain the Buhi brand as a whole.

Secondly, our content managers should immediately get in contact with established photographers and potential models. Herschel has set a barrier to entry when it comes to advertising our respective products, meaning we must invest in the photography and editing equipment to match their stellar standards. Not doing so would indicate to viewers that our product is "cheap" or a "knockoff" compared to Herschel's brand. Judgment is passed quickly to the unknown on Instagram, so the aesthetic we post must surpass the quality of a smartphone camera.

Lastly, I would like to suggest we time the publication of our posts to be in sync with our target market's viewing habits, primarily the 11am – 4pm time slot on the days Herschel chooses **not** to post (Tuesday/Thursday/Friday), preventing any direct competition with their already established popularity. With the Instagram algorithm, the most popular posts will appear first on a user's homepage; so to post simultaneously with Herschel would be at Buhi's expense since they already have an ardent followership.

In Conclusion

A brand that is meaningful to people on these platforms goes beyond the goal of making a simple transaction. A successful brand accomplishes the task of making its followers feel pleased to be part of something. Social media is not simply a platform for us to provide a link to make a sale; it is about connecting and communicating with our **followers**, not our **customers**.



12,093 likes

herschelsupply Day 2 of 365 — where are you hoping to explore more in 2018? Photo: [@lauraraephoto](#)graphy in