

DEPOP - Social Media Campaign
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Final Report

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Introduction

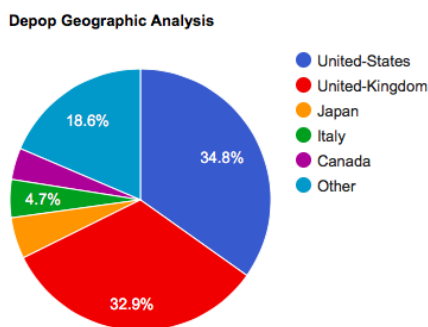
Depop is a U.K based buy-and-sell clothing marketplace that is available worldwide via app through iOS and Android devices. Their primary goal is to get others to be inspired by each other, and maintain a sustainable fashion-forward future. They connect a creative, diverse community of people who share a common interest in fashion, trends, and design. They also enable and encourage users to utilize their platform to “build an empire from [their] bedroom”.

Situational Analysis

We saw opportunity in Depop though their lacking of a notable presence on some social media accounts, and awareness about the company in general through markets outside of the U.K. We chose this company because we noticed that they have a lot of their recognition established mostly through word of mouth. Thus, if we were to help push them to get more recognition online rather than just through word of mouth, this would benefit them greatly, and more directly target their desired demographic.

Target Audience

Depop reaches the interests of those who fall under “gen z” and “millennial” demographic. Seventy-five percent of its user base is under the age of 24 (many of them teenagers) which is especially impressive because of the lack of marketing push that the company has had so far. The layout of the Depop app is similar to that of Instagram, this is seen though the apps feed and menu function. This combined with its encouragement of “selfie culture” only further enhances its appeal to “millennial” and “gen z” demographic.




Additional research showed that the majority of visitors to Depop’s website come from the United States (34.8%) and the U.K. (32.9%), followed by Japan (5.1%), Italy (4.7%) and Canada (3.9%).

User Personas

Based on the research provided, we have created four user personas to help represent the various demographics that are being targeted through our campaign. Although the majority of Depop's user base is female, we wanted to include a diverse range of individuals in our target market, including males.

We have a diverse range of people between the ages of 16- 30. While the majority of Depop's clientele is female, we noticed an opportunity to also reach out to males, as they have started to appreciate vintage clothing, but may not want to go to thrift stores in person. Using Depop is a convenient way for them to find a look that fits their style, without the hassle of going out to do so.

Yung Coco Wata



"My friends use it and I wanted to fit in"

Age: 16
Work: High School Student
Family: Its Complicated
Location: Vancouver, BC

Self Focused
Creative
Confident

Goals

- Make it one day
- Become a social media influencer
- Show their creativity through fashion
- Be more than just a Depop user

Frustrations

- Unrecognized on Depop
- Income is low

Bio

My name is Yung Coco Wata, but my friends call me Coco. I am currently living in Vancouver, BC. I spend most of my time at school, but would rather be spending time being creative and expressing myself. Depop is one of the ways I have found best to do so. This app allows me to show the world who I am and helps me to find new looks that contribute to my brand.

Motivation

- Self-Realization
- Money
- Growth
- Power
- Social Interaction

Brands & Influencers

- Lil Krayday
- D-Money

Preferred Channels

- Traditional Ads
- Online & Social Media
- Referral
- Guerrilla Efforts & PR

Personality

Introvert	Extrovert
<div style="width: 10%; background-color: #ff4500; height: 10px;"></div>	
Thinking	Feeling
	<div style="width: 10%; background-color: #ff4500; height: 10px;"></div>
Sensing	Intuition
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Judging	Perceiving
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Lil' Krayday

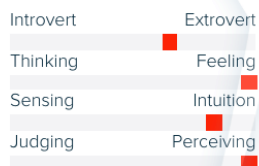
Xtensio



"A 6 goddess"

Age: 21
 Work: **Influencer** (Media)
 Family: Single
 Location: Toronto, ON

Personality



Driven Creative Imaginative Unique

Goals

- Inspire others through clothing
- Grow an online following
- Make a living

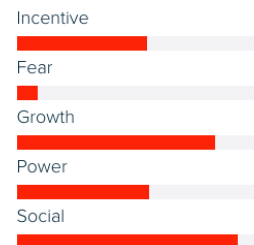
Frustrations

- There is a lack of opportunity for Canadian market
- Limitations on potential income
- Lack of community

Bio

My name is Lil' Krayday and you can consider me a creative or if you will a 'kray-ative'. I was born and raised in Toronto and as a kid I have always been interested in fashion and trends. Since, I've always had an interest in fashion, I dived straight into Depop when I first came across it and fell in love right away. What I do on Dépop is very essential to my income and lifestyle. That is why it's really important for me to have more 'kray-atives' in Toronto and in Canada because it would really create further opportunities for people like me to become successful on this app.

Motivation



Inspiration



NAYVA



PAQ



Markus Lovechild



"Using Depop allows me to share the clothing I love with others, while also making money the process."

Age: 23

Work: Depop Seller/ Barista at a Local Cafe

Family: Long-term boyfriend living in Quebec City

Location: Montreal, Quebec

Character: Calm, cool, and collected

Personality



Intuitive

Vegan

Animal-Lover

Goals

- Make Depop his primary job
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- Lack of advertisement of Depop in Canada, which doesn't allow him to use the app as a full-time job
- No in-person events to advertise his personal Depop shop

Bio

"I love being able to express myself through fashion. However, my style changes often. I love scoping out cool pieces in the thrift store, and being able to sell them to other fashion-loving individuals! I even met my boyfriend on Depop! I bought a vintage Versace belt from him! It's still one of my most worn pieces to date!

I hope that once Depop expands into Canada, I will be able to sell through the app as a full-time career, because I love bonding with people over our mutual love of fashion and environmental sustainability!"

Motivation



Brands & Influencers



Preferred Channels



Brand Voice

To summarize the attributes of Depop's brand voice, one could say that Depop is not only just an online store that one can purchase clothing items off of. Depop is a central hub for people who identify as being creatives, who are interested in fashion and trends, who are community driven and want to inspire others with their own Depop accounts and personalities. This can be further supported by their websites about page in which they state that "We're a company of photographers, DJs, illustrators, jewelry makers, painters, music producers, globetrotters, writers and activists, joined together by passion for our product and obsession with community" (Depop, 2019). Depop aims to embody individuality, while also raising awareness of sustainability in the fashion industry, and encourage people to become their own boss.

Campaign Objectives

As creators of this Depop campaign we wanted the objectives for this campaign to be achievable for the brand. We thought that an important objective would be to increase the brand awareness of Depop outside of the U.K., which is its primary country of origin and use. The main objective, as decided, is to bring Depop into the Canadian market. This would work especially well in certain Canadian cities such as Toronto, Vancouver, and, Montreal where there are major populations of people. Targeting these cities would be good for finding people who fit the most with Depop's branding and image. It is undeniable that Depop has already done an excellent job for itself in terms of establishing itself but we found that all Depop could use is an extra push. The focus of this campaign will primarily stem from Instagram (through feeds and stories), YouTube (through video advertisements only) and emailed newsletters

Campaign Strategies and Tactics

In terms of our campaign strategies, we aim to increase the brand awareness of Depop within large Canadian cities such as Toronto, Montreal, and Vancouver, and measure this through user email sign-ups on the Depop website. In order to get more users to sign up to Depop, we plan on using an incentive of 10% off a purchase to convince users to be shopping on the Depop app. Through a variety of sponsored that would appear via Instagram to those within our target demographic, and if interacted with, give them the immediate option to input their email to obtain the 10% off code valid on a first-time purchase, which will increase the purchases on the Depop app.

In doing this, we also aim to track the return on investment through these sign-ups, to make sure that the paid promotions are increasing users within the Depop app. This can also be measured through the increase of followers throughout Depop's social media, especially on the mediums where we are incorporating these paid promotions. Through their social media, our strategy to not only tracking followers, but tracking user interaction comes into play with our hashtag #MyDepop, where users are able to submit their Depop finds, stories, and items they are selling through the hashtag, which can be easily tracked and navigated through. Through this

hashtag, Depop is also able to access a variety of user-generated and earned content from creators and alike.

All in all, our main goal is to take the strong social media foundation that Depop has created for themselves, and expand more upon their advertising techniques, and different ways to get people to interact with their app, instead of solely following their highly-amusing content. Instead of focusing on posting memes and funny unrelated content, promoting content that is relevant to their app users, and can promote their actual company more will be incredibly beneficial to the future of Depop in Canada.

Deliverables

Below are samples of our deliverables (to be distributed throughout the course of the year). We have chosen to have our campaign centered around Instagram primarily, with email (for our exclusive newsletter) and YouTube (for advertisements only) as secondary channels for user outreach and communication. We have a variety of Earned, Owned, Paid, and Shared content included in this package. We have divided our deliverables based on three themed phases. Our themes for each phase are as follows:

Phase 1 : Reintroducing Depop to Canadians

Phase 2: Focus on Promotions & Partnerships

Phase 3 : Holiday Themed Promotions

Phase 1 Deliverables

Introductory Videos (Owned Content): We want to grab the attention of current and potential users right from the start of our campaign, and we felt that using short videos (for Instagram and YouTube cross-posting) would be a very effective way of achieving this. Videos will be created that appeal to the various kinds of people that use the Depop app.

We have chosen to include videos in our campaign that feature individuals/influencers that use the app in various capacities from the target cities (i.e. Toronto, Montreal, Vancouver) to ensure that we keep our content local to our target audience. The themes of the videos include: testimonials explaining how the app benefits Canadians, influencers in their creative element (to promote individuality and style potential), and “Seller’s Tips” themed videos (that help up and coming users looking to use Depop as a business).



Example 1: Video Showing Influencer (with #MyDepop promotion)



Example 2: Promotional Instagram Story (encouraging sign ups for the app)

Memes & Viral Content (Earned Content): Our target demographic (as well as Instagram as a platform) relies heavily on the creation and sharing/distribution of memes. We found an opportunity to create memes of our own, in an effort to create more traffic/engagement on Instagram. We hope that including this content will help Depop hit the target for increase in followers and user signups (this will be covered later in the report, under “**Key Performance Indicators & SMART Goals**”).



Blog Post (Earned Content)

In the blog post, we aim to have influencers write about their personal experiences on Depop, and tips and tricks for other new users to succeed within the app, and how to use Depop to be the most beneficial to them. In this post, the writer demonstrates how Depop can be used as a way to shop, but also remain sustainable in the process.



Erica Lowe · 1 min read · Characters: 1363

UNPUBLISHED CHANGES

Post Settings

It's Sustainable, Sis (and Bros)

A guide to navigating the awesome world of online thrift shopping through [Depop](#).



In a world where we are killing Mother Earth with carbon emissions, mass-consumption of non-renewable resources, and burning \$40 million in clothing for no reason (ahem BURBERRY), we need to become more conscious of our clothing, and how we use the resources the world has created for us.

“Hey y’all. Save the planet to save yourself, you selfish a**holes. By shopping on Depop, you aren’t contributing to carbon emissions that factories create when fabricating their products.”

By using [Depop](#), not only can you find cute, unique items at an affordable price, and supporting a small influencer, but you are helping our planet.

How To Navigate the Vast [Depop](#) Waters

Depop makes it super easy to filter your searches to find exactly which clothing items and accessories you want! You can even filter by location, so shipping won’t cost you a ridiculous amount, which, as a Canadian, is always a big fear of mine. By having an amazing messaging system too, you can talk to the seller and make sure the piece you are buying is exactly what you want it to be! On top of that, all purchases made through [Depop](#) are covered under a protected purchase policy, so you never get sister scammed.

Example: Blog Post (from Online Blogger, not paid for by Depop)

Email Newsletter (Owned Content)

When Depop users put their email into the app, they will have newsletters appear in their inbox each day that outline trends that can be found within the Depop app, and find highlighted shops that are catching people’s eyes at the moment! It is meant to be a fun, informative, and easy to digest way for users to feel more connected to Depop.

The Future is Fiercely Feline!



Seller of the Week: Allie XCX



**March 21
National French Bread Day**

daily depop

The RAD RADAR: DAD SHIRTS





Listen, we know just the word "dad shirt" or "patterns and prints" probably cause people some fashion anxiety, but we are here to inform you that printed shirts are here to stay, and they are rad as f*ck!

And no, before you ask, you don't have to be on a tropical vacation, or going to a 90's themed party to wear one of these vintage gems. Patterns are all the rage, and trust us, wearing one of these bad boys will put all eyes on you, in a good way!

By looking bright and eye-catching in one of these vacation-esque vetements, not only are you going to feel unique and amazing, but the nostalgia will keep flowing! Not to mention, they're super comfy and easy to wear.

The Purr-fect Pattern

Y'all, we have been neglecting the patterns of one of the most beautiful creatures on earth: the cheetah. Not only are these creatures fierce and independent, but their coat of fur is absolutely stunning. And no, we do not condone wearing fur but we always



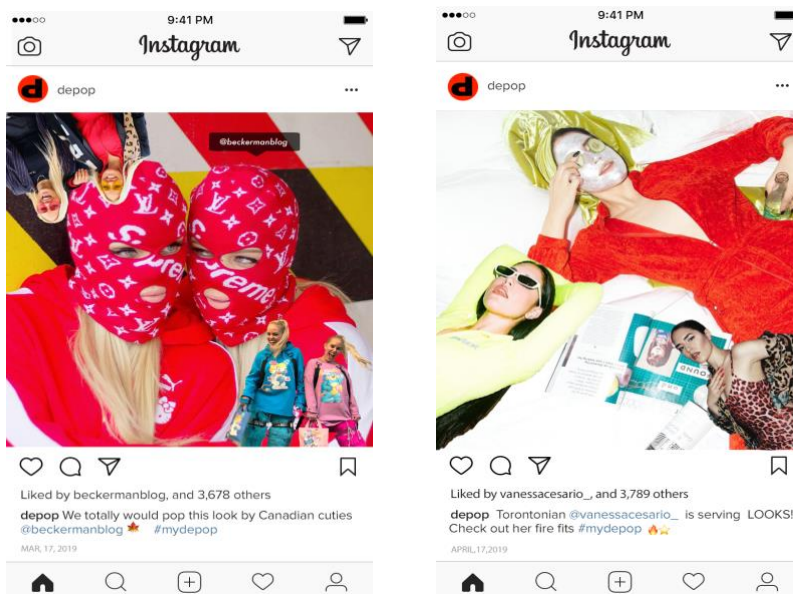
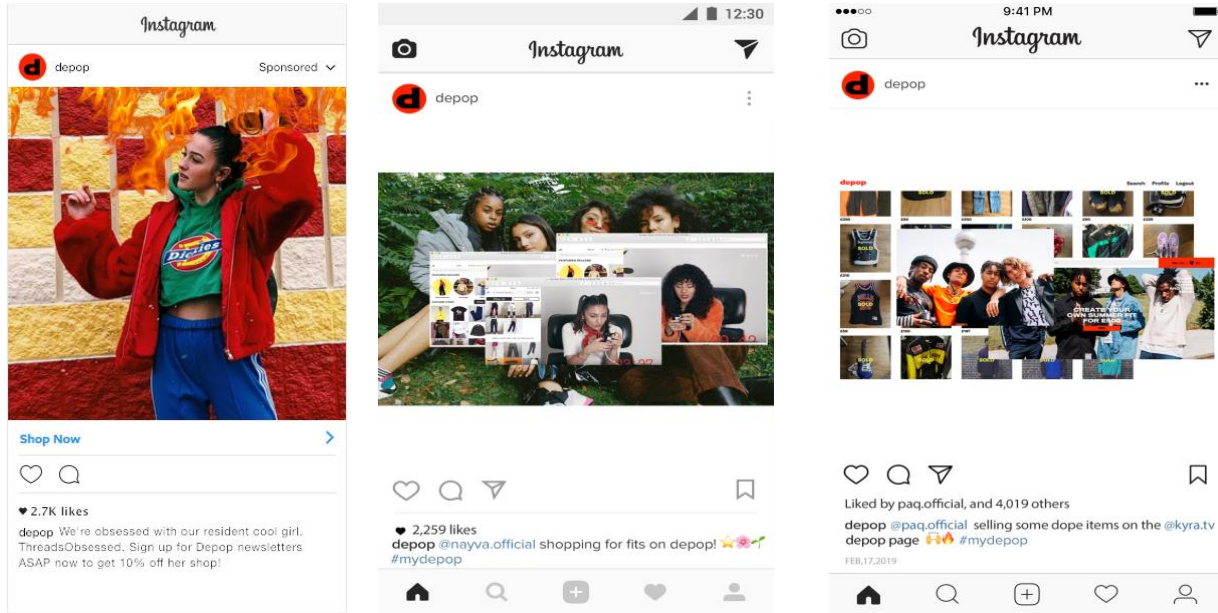
ALLIE XCX is Our Girl-Crush, Forever and Always

In a recent conversation with New York-based college student, and renowned Depop seller under the name 412.vintage, Allie revealed some of her recent trend obsessions. Allie, who's fire-engine red hair typically matches her outfit beautifully,

Example: March Newsletter

Phase 2 Deliverables

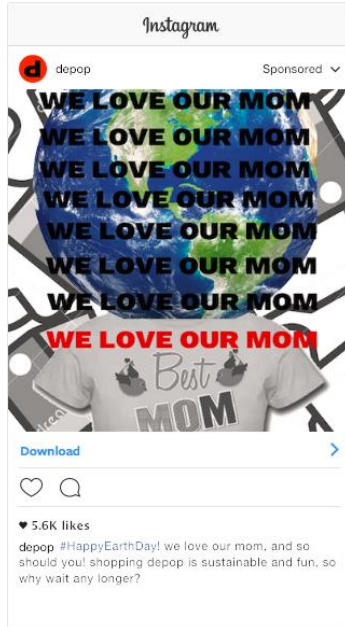
Promotional and Collaboration Posts (Shared Content): During Phase 2, Depop aims to build upon the foundation laid out in Phase 1, by promotion of the app and newsletter via Instagram feed and stories (through receiving a discount for signing up), as well as promoting the “community” component of the app through collaborative efforts between Depop and relevant influencers across multiple platform that are in line with Depop’s target audience.



Examples: Various Sponsored Posts- Feed (ranging from discounts to influencer collaborations)

Phase 3 Deliverables

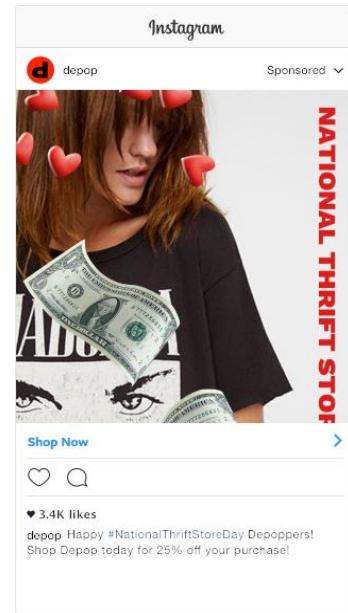
Holiday-Themed Posts (Owned): Depop has a great window of opportunity to really market itself over various holidays celebrated throughout the year. These posts provide a welcome change up from the usual content that will be posted throughout the year. We hope that through having this content, Depop is able to remain engaged, timely and relevant with its audience. Through holidays like Earth Day, Depop will also show its audience that it cares about the environment and is conscious about sustainability through reusing clothes. Additionally, promoting holidays like Canada Day keeps the content local to the target audience.



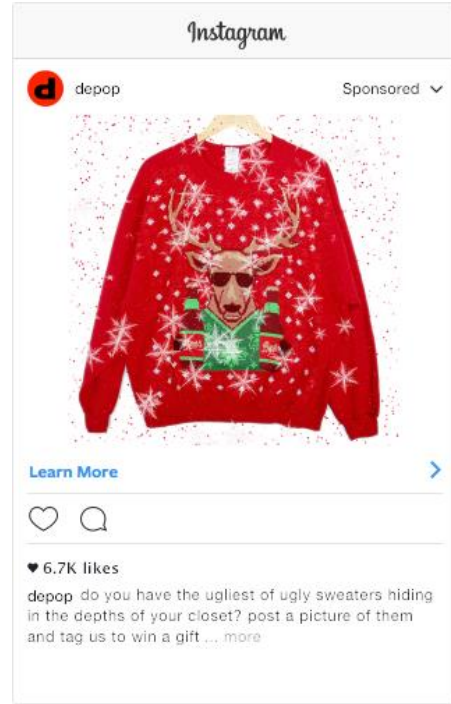
Earth Day Themed Post



Canada Day Themed Post



National Thrift Store Day



Back to School Posts

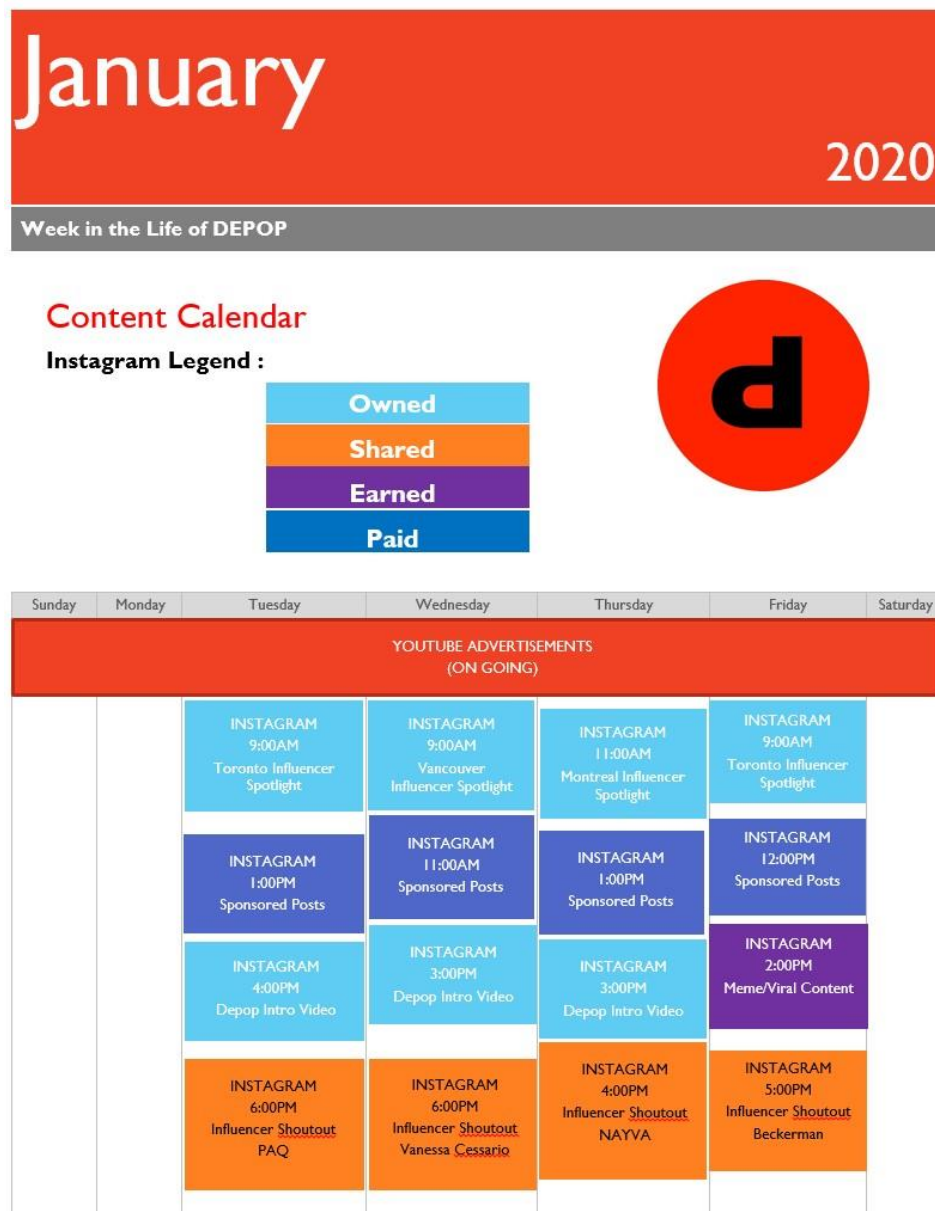
Holiday Themed Contest



Holiday Themed Instagram Story

Content Calendar

For the content calendar we wanted to outline a week from each of the three phases as a sample of what our campaign would look like from day to day. The example below is from phase 1 of our campaign, focus being on what depop is and a reintroduction for Canadian depopers. For more information and the full version of the calendar please refer to the document attached.



Phase 1 Sample

Key Performance Indicators (KPI's) & SMART Goals

Our Depop campaign has three Key Performance Indicators (KPI's) that we aim to achieve:

1. Increase brand awareness, site traffic, and user engagement of Depop outside of the U.K., primarily in the Canadian metropolitan areas (i.e. Toronto, Montreal, and Vancouver)
2. Increase interactivity with users
3. Increase influencer promotion through Depop (promoting from their own personal accounts, additional awareness outside of Depop's account, grab the attention of other influencers based on the content posted)

KPI Objective Metrics

- Increase user sign up and followers between 5-10% from the target regions
- Track # of sales and sign ups via affiliate codes to track impact of influencer promotion and outreach
- Track # of shares and comments for each post
- Track # of consumer issues resolved through social conversation

What does success mean for those objectives?

- An increased awareness for the brand in that target area (are people actually using the app, using the relevant hashtags, etc.)
- See an increased in engagement and sharing posts

How will we achieve it?

- Making a great post that is on brand (content that is creative, engaging, quirky, "conversation-starters")
- Engaging with users outside of the posts (comments, dms, timely responses)
- Posting accordingly to holidays, themes, trends, memes

SMART Goals (to help improve campaign KPIs)

- **Specific:** honing in more directly on target market as well as choosing specific canadian cities to advertise in
- **Measurable:** monitoring engagements frequently + follower/sign up increases
- **Achievable:** Since the current follower rate is only 3% we think an increase between 5-10% is fairly reasonable

- **Relevant:** Since Depop is focused on bringing together creatives, having this goal brought over into the Canadian market would increase the brands overall goal of doing this.
- **Time Bound:** Aiming to get an overall increase in one **fiscal** year (5-10%) with quarterly check ups.

We also have some analytics for Instagram posts and YouTube advertisements, those will be included in another attached document.

Bibliography

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