

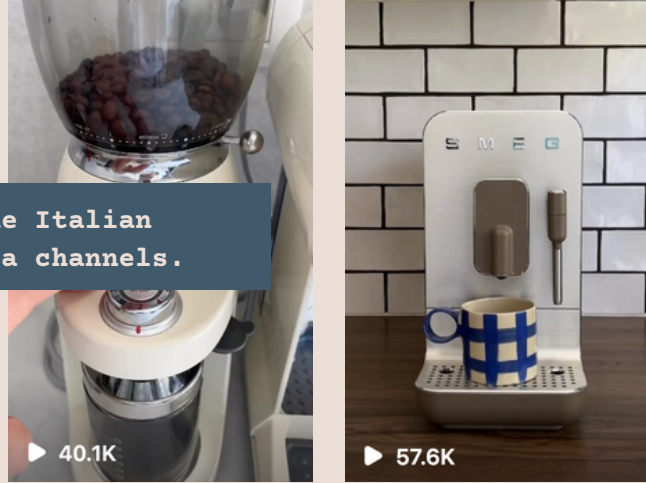
SMEG

Drafting hardworking monthly content for the Italian appliance brand's three primary social media channels.

MISSION

To work collaboratively and flexibly with the client to create three unique social media content plans, adapted to fit the audience of each platform perfectly.

After Smeg conducted an Experian report on its customer base, the brand found that its extensive product range fits into the consumer's timeline at very different stages of life. When presented with this research, armed with a broad knowledge of each social media channel's audience, LRR crafted bespoke strategies that would tap into key consumers across both its small and major domestic appliance range, tailoring this for each different social media platform's audience on Facebook, Instagram, and Pinterest. Utilising a team of ex-editors' copywriting skills and a healthy helping of social media knowledge, Little Red Rooster was tasked with crafting captivating content that would work hard for the brand online.



METHOD

Having been Smeg's choice of social media agency for over three years, the monthly process is well oiled. This begins with a collaborative brainstorm with the client to nail the brand's preferred product focuses i.e., what's in stock, any promotions on the horizon, any product launches, seasonal focuses and events and any new internal objectives. Once these initial ideas are pre-agreed, LRR goes away to create a visual grid of imagery based on the initial discussion, ensuring each base is well covered.

There are multiple verticals to take into consideration when representing such an illustrious and historic brand on social media. Before constructing a post, we ask ourselves several key questions:

Have we been true to the company's Italian roots and heritage? Have we been playful, inspirational and have we imparted knowledge? Have we used the correct language and tone to suit the social channel and its demographic? If discussing Smeg products, have we expressed why it is a true balance between technology and style? Have we left followers with a call to action and ensured the post has met its aim? Only then is something ready to be presented to the client.

Additionally, through constant monitoring of the social media landscape, LRR can consistently stay on top of new trends, updates and algorithm changes that may influence the client's content. This thorough process is why LRR continues to see excellent growth and engagement across every channel for their social media clients. Job done!

