

# SOCIAL MEDIA AUDIT:

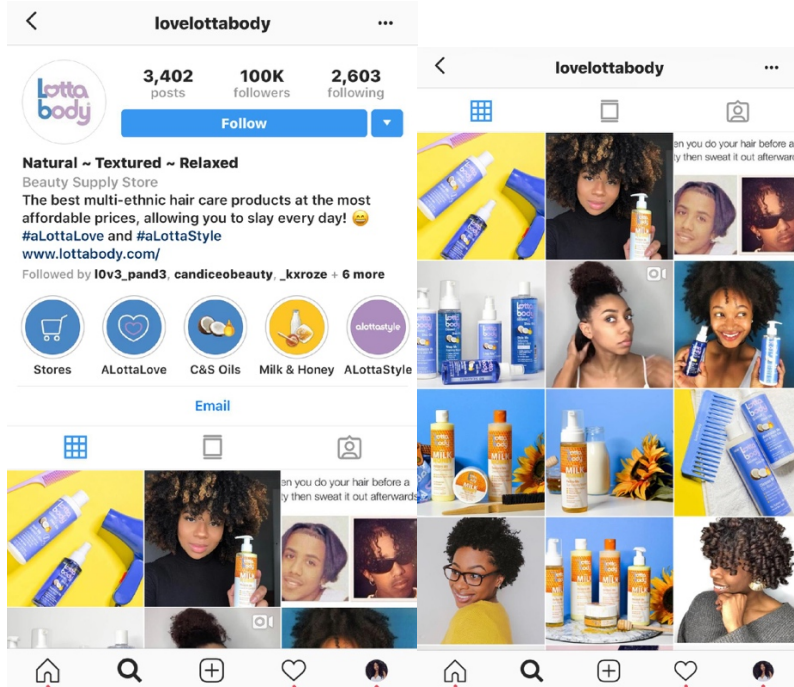


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*WDC Devolving Content for Social Media*

Lotta Body is a hair care brand that was launched in the early 70's and was most popular when relaxed hair was a trend. Lotta body is most known for its original setting lotion and wrapping mousse. Lotta Body's company goals are to provide hair care and styling product solutions at an affordable price for both its consumers and hair care professionals. A haircare favorite, and a brand that is known for its affordable prices, Lotta Body remains constant in achieving its goal. Recently, Lotta Body has taken new strides at its social media marketing and campaigns primarily through Instagram, Facebook, Twitter, and YouTube. Lotta Body's most popular campaign inspired by the viral #boyfriendchallenge is entitled #aLottaStyle a social video challenge that displays how women of color invest in styling their hair while highlighting the importance of hair health. Lotta Body chose to continue this campaign by creating a new hashtag series such as #aLottaLove, and #aLottaWoman where they incorporate videos to showcase the growth of the brand and the lives of women who invest in healthy hair products.

Social media is one of the most important marketing tools for brands and organizations. It not only provides consumers with the opportunity to connect with their favorite brands, but it also gives brands the opportunity to establish an overall social media presence and ensure their brand loyalty. Lotta Body uses Instagram to engage with its customers and authenticate a consistent brand identity. Lotta Body is known for its bright pastel colors and using women of color to convey the central goal of their brand which is to provide healthy hair care products to women of color. Lotta Body puts a-lot of time and effort into its Instagram posts and its evident. Lotta Body's Instagram feed incorporates photos of their packaging and women using their hair products.



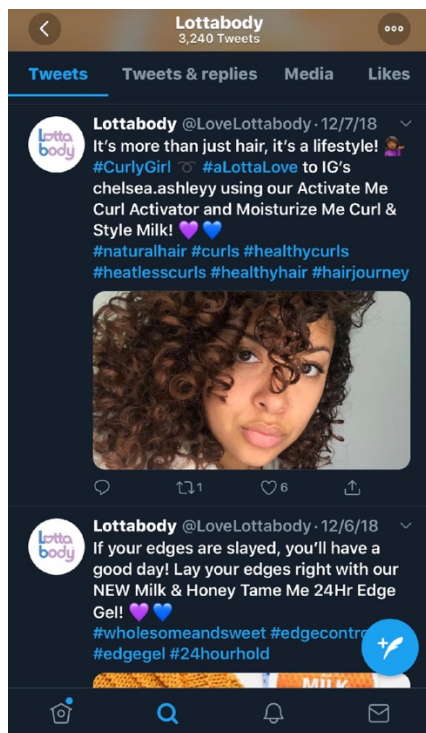
Their Instagram is filled with different color palettes and photos of different packaged products true to the central theme and making sure to adhere to the brand's overall business goals. Lotta Body's target audience promotes the voice of a healthy hair lifestyle and includes women with different hair textures and hair types whether natural, textured, or relaxed. Their posts average anywhere from two-hundred to five-hundred likes. They engage personally to their consumers through their Instagram stories. Each Story adhering to a different central theme. For instance, their story entitled #ALottaLove shows different women using their products and providing their personal testimonies of the products they have used and what the products have done for their hair. This provides their followers with authenticity of the products and the brand altogether. Lotta Body's videos average anywhere from two-thousand to sixteen-thousand views. They have over one hundred thousand followers via Instagram. Lotta body uses Instagram as their very own personal tool to engage their consumers.

Lotta Body has made a major effort of developing its Facebook presence by catering to its consumers through their Facebook timeline, showing how they have enhanced their brand, and most importantly displaying how its products have enhanced the lives of women who use their products. Through Facebook Lotta Body's feed not only shows real videos of women using their products but also how the brand has been featured in magazines and popular Youtubers videos. Lotta body populates its Facebook feed with images of its packaging and most trusted products.



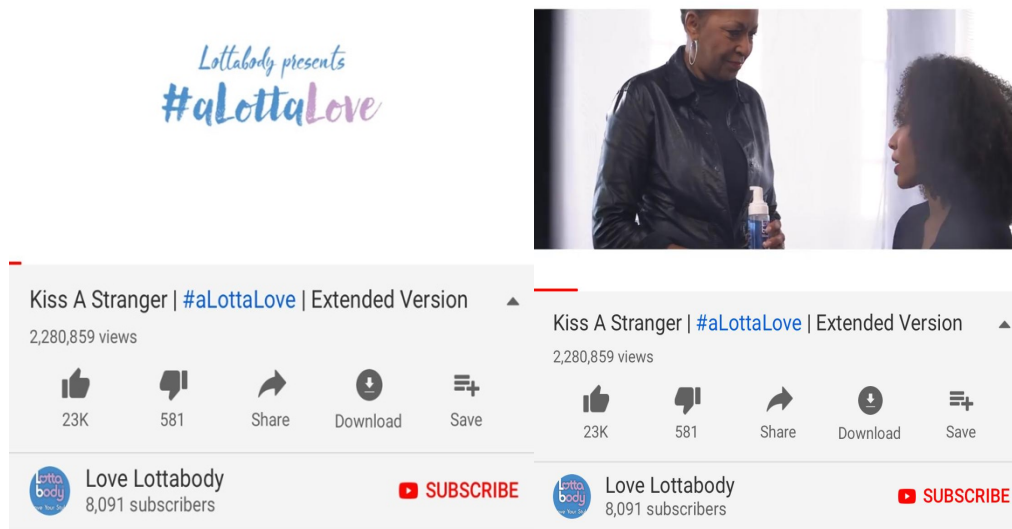
Lotta Body's Facebook engages with its viewers and establishes real time hair styling by utilizing their Facebook live. They directly respond to their followers in their comments making the brand seem more personal. A major source of Lotta Body's Facebook posts suggests their products and includes captions to promote a healthy hair lifestyle and encourage consumers to embrace their natural hair no matter the texture. Lotta Body averages about three posts per day of quality content. Whether videos or photo posts they average anywhere from two-hundred to three-thousand likes and views. They receive more views and interactions through their videos they post on Facebook rather than actual photos. Lotta Body's Facebook page has roughly thirty-thousand followers which is not bad for a company in the hair care field.

Twitter is the world's most popular conversation-based social media platform. Lotta Body mainly utilizes Twitter to post tweets from their followers of their testimonies in regard to using Lotta Body products. Lotta Body has approximately two-thousand followers on Twitter. They are constantly mentioned by their customers and even respond back through Twitter. Lotta Body does not have as many followers on Twitter as they do on their other social media mediums such as Instagram or Facebook, but they take an active approach on posting consistent content to Twitter in order to connect with their followers. Lotta Body also used Twitter to promote its other social media platforms. They post many of their giveaways on Twitter drawing traffic to their Twitter feed as well as their other social media accounts.



Lotta Body's Twitter goals are to provide an open space for consumers to directly connect with their brand and share their hair declarations.

YouTube is the current reigning video platform, archiving countless records of video content and providing users with the means to engage and view content created by top companies and organizations. Lotta Body has been extremely strategic on the videos they upload on YouTube. They take into consideration their target audience and what type of videos their consumers would be interested to watch. Their most popular YouTube video Kiss A Stranger #aLottaLove has 2.2 million views. Lotta Body asked complete strangers to share universal gestures of love more specifically a kiss. The purpose of the concept of the video was to highlight different women, their various hair textures, and how hair impacts first impressions. The video establishes an emotional connection for its viewers providing them with an experience rather than a simple testimony. Each of the women selected to kiss random strangers provide their voiceover of what they expect to happen while getting their hair done using Lotta Body hair products. The video provides a personal perspective into the lives of natural women and promotes Lotta Body's reoccurring theme of healthy hair lifestyle while introducing a new factor of dating with natural hair.



Lotta Body is a hair favorite especially for promotional reasons but not limited to natural hair.

Though its YouTube could be looked at as somewhat small compared to other companies in the same field, Lotta Body has done a wonderful job establishing its brand through the means of YouTube. Lotta Body's YouTube content is significant in highlighting its products, other YouTube consumers, and keeping an authentic brand identity.

Through Social media marketing and content creation, Lotta Body has achieved direct consumer engagement and has created good promotional content. Their social media marketing proves effective as their followers are frequently mentioning and reposting their content on all platforms. One way that they could improve their overall social media reach is by creating a Snapchat. Snapchat allows you to access real time quick videos. Snapchats ad stories have increased over the past two years solidifying the use of many big brand names. Many companies have Snapchat and upload quick promotional content. Lotta Body would benefit from this considering they already create videos of hairstylists using their products to style their clients

hair. The creation of a company Snapchat would only propel their social media reach forward.

Lotta Body's use of color and product placement has also proved effective. They have done a great job at making their posts both symmetrical and aesthetically pleasing. No posts seem out of place and this spreads across each one of their social media platforms.