

# LORVAE

## BRAND PROJECT

Jennifer Rice  
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COM 627



# LORVAE

## BRAND PROJECT FINAL PAPER

### Current Social Media Presence

Consumers are highly attracted today to brands who, through their social media presence, demonstrate dedication to pouring resources into prioritizing authentic content that shapes connections to their target audience. The following report comprehensively evaluates the dynamic sunglasses company LORVAE's social portfolio. More importantly, it will delve into the current company's social media strategy, highlighting its strengths, areas for improvement, and the engagement it garners from its audience.

Sensational YouTube influencer De'rra Taylor founded the company in April 2022. With varying degrees of success, LORVAE has made a digital impact on multiple platforms. TikTok and Instagram emerge as prized frontrunners as the highest-performing social platforms for the brand, boasting 59.1K and 279K followers. On the other hand, Twitter follows shortly behind with 18.1K followers, positioning itself as a mid-tier performer. Facebook holds 1.4K followers, occupying the lowest tier of performance. YouTube follows suit with 286 subscribers but has yet to have any content, which presents lots of untapped potential the brand could harness. In the competitive sunglass industry landscape, brands like Ray-Ban, APERCU, Gucci, DEZI, and Prada compete against LORVAE for social users' attention.

The brand founder, De'rra, occasionally appears in LORVAE's visual content rollout. Infusing her presence adds a personal touch that could resonate with LORVAE's target audience. Its social profiles also intently incorporate emojis and playful and sassy language to reinforce LORVAE's typical modern and youthful tone. The brand is also consistent across all platforms, with its brand voice encompassing a thoughtful blend of positivity, passion, creativity, quality, inclusivity, and empowerment.

The content variety includes photos, short-form videos showcasing new collection launches, and macro-influencer-invited exclusive events. Posting frequency varies on each platform. Material is posted to TikTok every three days, Facebook every 1-2 days, and Instagram posts daily. LORVAE's Twitter has the most aggressive posting strategy, averaging five daily posts. Posts featuring the brand's latest sunglasses selection include merchandise links that reroute to LORVAE's website.

Branded hashtags appear on all company socials, such as #LORVAE and #LORVAEBAE.

The brand's audience actively likes, comments, and shares content on Instagram, TikTok, and Twitter, but the company only responds to a fair amount of user comments. Their Facebook, which has a history of being less dynamic, still manages to maintain moderate engagement.

### Intended Audience

LORVAE is a trendsetting and inclusive company whose target audience is fashion-forward people looking for empowering and inclusive accessories that reflect their individuality and style. They are primarily female or members of the LGBTQIA+ community ranging from 21 to 35 years old and diverse and inclusive (with an appreciation for BIPOC - representation). In addition, they also typically identify as students, creative professionals, entrepreneurs, and urban dwellers who are socially active and fashion-conscious. They also seek accessories that demonstrate their unique style and align with their civic, social, political, economic, or environmental values.

### New Content Strategy & SMART Goal

Based on the social media audit I conducted, I have developed a revised content strategy for LORVAE. The company can drive growth, encourage engagement, and build brand loyalty across its media platforms by leveraging LORVAE's advantages and allocating team resources to strengthen its weaknesses. My SMART goal is to increase LORVAE's TikTok and YouTube engagement by 30% over the next six months.

By continuing to create a mix of content, including collection launches, influencer events, and user-generated content, while infusing new strategies such as actively responding to comments and engaging with followers' feedback, and initiating interactive challenges or trends related to sunglasses styling and personal experiences, LORVAE's can take full advantage of its TikTok's competitive edge, and continue to be one of its greatest strengths.

Addressing LORVAE's low platform engagement on YouTube is crucial to the sunglasses brand's success and longevity. My new content strategy implements tactics such as creating high-quality video content for YouTube, considering that this platform is where the founder initially received most of her influence and can help the brand attract and retain customers. The founder's close connection to the company presents a chance to make the brand more relatable. YouTube content themes focus on behind-the-scenes product showcases, tutorials, and styling tips, optimizing video titles, descriptions, and tags for searchability and discoverability.

# SWOT ANALYSIS

## STRENGTHS

- **Strong Social Media Presence:** LORVAE boasts a robust presence on platforms like TikTok and YouTube, providing a solid foundation for engagement enhancement.
- **Engaging Content:** The brand's existing content mix, including collection launches and influencer collaborations, resonates well with audiences, setting the stage for increased engagement.
- **Founder's Connection:** LORVAE's association with its founder adds a personal touch, contributing to authenticity and relatability.

## WEAKNESSES

- **Untapped Potential on YouTube:** Despite the founder's initial influence on YouTube, the channel's engagement remains low, indicating a need for improved strategies.
- **Limited Interaction on TikTok:** While the brand enjoys a strong TikTok presence, there's an opportunity to deepen audience engagement by fostering interactions and discussions.
- **Incomplete Content Strategy:** There's room for enhancement in the creation of strategic, platform-specific content to maximize engagement potential.

## OPPORTUNITIES

- **Interactive Challenges on TikTok:** Initiating interactive challenges related to sunglasses styling, personal experiences, or trends can fuel engagement and user-generated content.
- **Diverse Content on YouTube:** Sharing behind-the-scenes glimpses, detailed product showcases, and styling tutorials can engage YouTube viewers and attract subscribers.
- **Cross-Promotion:** Feature YouTube videos on TikTok and Instagram to leverage the brand's strong following and maximize video visibility.
- **Leveraging Founder's Influence:** Capitalize on the founder's connection with the brand to develop relatable content that resonates with the audience.
- **Enhanced Audience Interaction:** Responding to comments, initiating conversations, and sparking discussions on both platforms can foster a sense of community.

## THREATS

- **Competitive Landscape:** Rival brands with strong online presence, such as APERCU and DEZI, could divert audience attention, necessitating unique and engaging strategies.
- **Platform Algorithm Changes:** Unforeseen changes in algorithms on TikTok and YouTube could impact visibility and engagement metrics..

## Tactics

I created a two-week summer social content calendar to help LORVAE grow its engagement. The theme of the summer social campaign for the brand is empowering style and engaging community, which aligns with the brand's strengths and opportunities while addressing weaknesses and threats. Given the seasonal demand for sunglasses, launching the following social campaign for LORVAE during the summer positions the company to be able to capitalize on this typical seasonal demand, connect with a broader audience, explore current trends, and set the stage for return on investment and engagement success in the remaining business quarters.

I also kept in mind optimal platforms based on each platform. According to Hootsuite, the best times to post on TikTok vary by day and are as follows (Pacific et al.): Monday at 10 p.m., Tuesday at 9 a.m., Wednesday at 7 a.m., Thursday at 7 p.m., Friday at 3 p.m., Saturday at 11 a.m., and Sunday at 4 p.m. (Newberry, 2023). For TikTok, the Social Pilot recommends posting between 2 p.m. and 4 p.m. (Eastern et al.) (Singh, 2023). On average, short-form videos, carousels, or TikTok nows will be posted to the platform at least three times a day. Short-form videos like YouTube shorts are posted at least once a day, and long-form videos are posted thrice a week on LORVAE's main channel.

The overall objective is to increase LORVAE's TikTok and YouTube engagement, which, more importantly, can be achieved with a platform-specific approach to their content calendar.

Highlighting and focusing on content variety, interactive challenges, user-generated content showcases, educational involvement, and founder involvement summarize the engagement tactics for LORVAE's TikTok. The content calendar starts with a 'GRWM Style & Chat' video on Monday, where viewers are introduced to positivity, fashion, and ordinary day-in-the-life activities such as making coffee before taking on the day – all critical ingredients for a stylish start to the week. The 'Shade Thrown' and 'BTS' videos infuse humor and curiosity, inviting the brand's niche youthful, sassy, and confident target audience to join the brand's journey. Tuesdays often introduce a styling challenge, and the winners of the challenges can receive awards of monetary value, thus enhancing community involvement. Midweek involves wisdom-sharing and throwbacks, keeping audiences engaged.






Whereas for LORVAE's YouTube content, consistency, informative content, user engagement, cross-promotion, and the founders are the main focuses of engagement tactics for LORVAE's YouTube.

The company's YouTube platform does not have any content, so the assets I have selected for the content calendar complement TikToks, with videos shedding light on the brand's craftsmanship, iconic moments, and styling tips. However, the content for YouTube is still unique to its platform purposes and features and, more importantly, dives more into the details and a glimpse into the dedication poured into the brand's creative processes. Examples include 'Behind-The-Scenes' and 'Sunglasses Lookbook' long-form videos.

LORVAE's TikTok and YouTube would benefit from highlighting macro-influencers in new social series like 'LORVAE Bae's: Macro and Micro Influencer Spotlight,' which I propose. Collaborations between the brand and influencers would allow LORVAE to reach a more diverse but niche audience, enhancing content visibility and brand credibility. Due to her renowned dance and style expertise, viral potential, and authenticity, Uncle Waffles (a South African-based DJ and record producer internationally known for her viral dance creations) is an excellent example of a macro influencer who would be a great fit to partner with in a "LORVAE Bae's: Macro Influencer Spotlight - Weekend Style Inspo" short-form video for TikTok. Uncle Waffle's appearance is consistent with LORVAE's youthful and creative brand voice, and her public support would increase the video's reach and interaction and appeal to a broader international audience.

# CONTENT CALENDAR

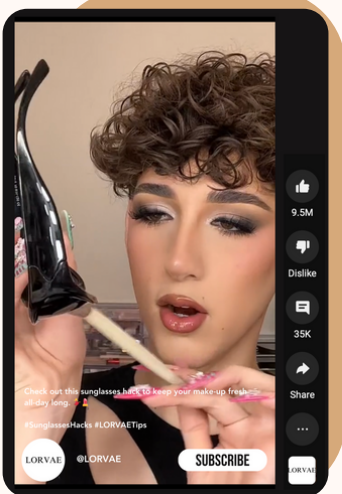
\*FEATURES ONLY ONE WEEK OUT OF THE TWO WEEK SOCIAL MEDIA CAMPAIGN\*

Monday 7/17/2023	Tuesday 7/18/2023	Wednesday 7/19/2023	Thursday 7/20/2023	Friday 7/21/2023
				
TIKTOK	TIKTOK	TIKTOK	TIKTOK	TIKTOK
<p>1:00 PM VIDEO   GRWM Style &amp; Chat: Morning Coffee and Picking Favorite Sunglasses For The Day</p> <p>Don't forget your two essentials this week...coffee and your hater blockers. ☕🔥</p> <p>#LORVAEStyle&amp;Chat #CoffeeAndChic</p> <p>3:00 PM VIDEO   Shade Thrown - Wrap-Up of Lighthearted Shady Moments in Pop-Culture from the past 2 weeks</p> <p>Spilling the Tea ☕🔥!</p> <p>#ShadeThrown #PopCultureVibes</p> <p>5:00 PM VIDEO   #BTS: Sunglasses Design Process</p> <p>Ever wondered how your favorite sunnies are brought to life? Join us behind the scenes as our designers and craftsmen work their magic, from sketch to final product.</p> <p>#LORVAEStylersChat</p>	<p>12:00 PM PROMOTIONAL VIDEO   Trends Tuesday: Sunglasses Styling Challenge</p> <p>This Trends Tuesday, we're bringing the heat with our ultimate sunglasses styling challenge. 🔥👓</p> <p>The selected winner will win a free pair of sunnies!</p> <p>#LORVAETrendTuesday #StyleEmpowerment</p> <p>5:00 PM VIDEO   LORVAE Bae's: User-Generated Content Showcase</p> <p>You can tell us our #LORVAEBaes did't eat these looks up! 🔥👓</p> <p>#LORVAECommunityLove #EmpowerAndInspire</p> <p>10:00 PM CAROUSEL   Tinted Truths: Quiz - Guess the LORVAE Collection Time to put your knowledge of our collections to the test! 🕒👓</p> <p>#LORVAEQuizTime #NameThatCollection</p>	<p>10:00 AM CAROUSEL   Shades Unveiled: Did You These Sunglasses Fun Facts?</p> <p>The sunglasses fun facts will add a touch of glam to your day. 🌟👓</p> <p>#LORVAEFunFacts #WakeUpGlowing</p> <p>4:00 PM VIDEO   GRWM Style &amp; Chat: Summer Sunglasses Trends</p> <p>From vibrant colors to chic shapes, our founder, @derra, is bringing you the ultimate style forecast for the sunny days ahead. 🌞👓</p> <p>#LORVAESummerStyle #SundaySunglassSession</p> <p>8:00 PM VIDEO   Slaying the Game: Meet Our Designers</p> <p>Meet the boss babes behind LORVAE's iconic sunglasses! 🔥👓</p> <p>#LORVAEBehindTheScenes #CreativeEmpowerment</p>	<p>2:00 PM VIDEO   Sunnies Hack: Pick Suiting Sunnies Based On Your Face Shape and Hairstyle</p> <p>Ready to master the art of choosing sunglasses that perfectly match your face shape, hairstyle, and even your mood? 🌟👓</p> <p>#LORVAEHacks #SunglassesEnchantment</p> <p>9:00 PM VIDEO   From Idea to Icon: LORVAE's Sunglasses Evolution</p> <p>We are diving into the story behind our iconic shades. Let the glow-up begin! 🌟👓</p> <p>#LORVAEGlowUp #JourneyToElegance</p> <p>10:00 PM VIDEO   Fan Favorite Sunglasses Review and Try-On</p> <p>Real talk - we're trying on fan favorites and giving you the inside scoop. 🗣️👓</p> <p>#LORVAEFaves #StyleConfidence</p>	<p>1:00 PM VIDEO   Lux Archives: Best LORVAE Brand Trip Moments</p> <p>Mentally we are here... take us back to the LORVAE brand trip. 🌟👓</p> <p>#LORVAENostalgia #EpicMoments</p> <p>5:00 PM VIDEO   #BTS: Exclusive Look at Upcoming Sunglasses Collection</p> <p>Somebody said sneak peek? 🗣️👓 Catch a glimpse of our next launch!</p> <p>#LORVAESneakPeek #NextLevelStyle</p> <p>7:00 PM CAROUSEL   Sunglasses Transformation: Before and After</p> <p>Yess hunty! Get into this transformations. 🗣️👓</p> <p>#LORVAETransformation #BeforeAndAfterMagic</p>
YOUTUBE	YOUTUBE	YOUTUBE	YOUTUBE	YOUTUBE
<p>2:00 PM SHORT   Shade Thrown - Wrap-Up of Lighthearted Shady Moments in Pop-Culture from the past 2 weeks</p> <p>Spilling the Tea ☕🔥!</p> <p>#ShadeThrown #PopCultureVibes</p>	<p>2:00 PM VIDEO   LORVAE Bae's: User-Generated Content Showcase</p> <p>You can tell us our #LORVAEBaes did't eat these looks up! 🔥👓</p> <p>#LORVAECommunityLove #EmpowerAndInspire</p> <p>4:00 PM VIDEO   Behind-The-Scenes: Sunglasses: Crafting Quality Frames</p> <p>Ever wondered how our top-quality frames come to life? Join us as we reveal the intricate process of crafting our signature sunglasses. 🔥👓</p>	<p>2:00 PM SHORT   GRWM Style &amp; Chat: Summer Sunglasses Trends</p> <p>From vibrant colors to chic shapes, our founder, @derra, is bringing you the ultimate style forecast for the sunny days ahead. 🌞👓</p> <p>#LORVAESummerStyle #SundaySunglassSession</p>	<p>2:00 PM SHORT   Sunnies Hack: Pick Suiting Sunnies Based On Your Face Shape and Hairstyle</p> <p>Ready to master the art of choosing sunglasses that perfectly match your face shape, hairstyle, and even your mood? 🌟👓</p> <p>#LORVAEHacks #SunglassesEnchantment</p>	<p>2:00 PM SHORT   Lux Archives: Best LORVAE Brand Trip Moments</p> <p>Mentally we are here... take us back to the LORVAE brand trip. 🌟👓</p> <p>#LORVAENostalgia #EpicMoments</p> <p>4:00 PM VIDEO   Fan Favorites: Try-On Haul of Best-Selling Sunglasses</p> <p>We've handpicked a collection of our most beloved and sought-after sunglasses, and we're bringing them straight to your screens! From sleek aviators to bold cat-eyes, these styles have captured hearts all around the world. Whether you're a trendsetter or a classic connoisseur, we've got shades that'll speak to your style soul.</p>
TIKTOK	TIKTOK	TIKTOK	TIKTOK	TIKTOK
<p>2:00 PM NOW   Vibe Check: Styling Sunglasses for Different Outfits</p> <p>It's the weekend, and you know what that means... different styles for different occasions!</p> <p>👉 #WeekendVibes #LORVAEStyleMagic</p> <p>5:00 PM VIDEO   LORVAE Bae's: User-Generated Content Showcase</p> <p>Brace yourselves - our LORVAE Bae's are setting trends on fire! 🔥👓</p> <p>#LORVAEStars #SassyStyleSquad</p> <p>11:00 PM VIDEO   Slaying the Game: Introducing LORVAE's It Girl Team - Sunset Selfies with LORVAE Shades</p> <p>Our team is welcoming the weekend in ultimate style! 🌟👓</p> <p>#GlamFriday #SelfieWithLORVAE</p>	<p>10:00 AM VIDEO   From Idea to Icon: How LORVAE All Began</p> <p>How it all started 🌟👓</p> <p>#LORVAEOrigins</p> <p>4:00 PM CAROUSEL   Rise and Shine with LORVAE: Sunglasses Inspiration</p> <p>Start your Sunday with some zen vibes!</p> <p>6:00 PM CAROUSEL   Shades Unveiled: Sunglasses Trivia</p> <p>Think you know LORVAE like the back of your shades? 🗣️👓</p> <p>#LORVAETrivia</p>	<p>2:00 PM SHORT   GRWM Style &amp; Chat: Summer Sunglasses Trends</p> <p>From vibrant colors to chic shapes, our founder, @derra, is bringing you the ultimate style forecast for the sunny days ahead. 🌞👓</p> <p>#LORVAESummerStyle #SundaySunglassSession</p>	<p>2:00 PM SHORT   Sunnies Hack: Pick Suiting Sunnies Based On Your Face Shape and Hairstyle</p> <p>Ready to master the art of choosing sunglasses that perfectly match your face shape, hairstyle, and even your mood? 🌟👓</p> <p>#LORVAEHacks #SunglassesEnchantment</p>	<p>2:00 PM SHORT   Lux Archives: Best LORVAE Brand Trip Moments</p> <p>Mentally we are here... take us back to the LORVAE brand trip. 🌟👓</p> <p>#LORVAENostalgia #EpicMoments</p> <p>4:00 PM VIDEO   Fan Favorites: Try-On Haul of Best-Selling Sunglasses</p> <p>We've handpicked a collection of our most beloved and sought-after sunglasses, and we're bringing them straight to your screens! From sleek aviators to bold cat-eyes, these styles have captured hearts all around the world. Whether you're a trendsetter or a classic connoisseur, we've got shades that'll speak to your style soul.</p>
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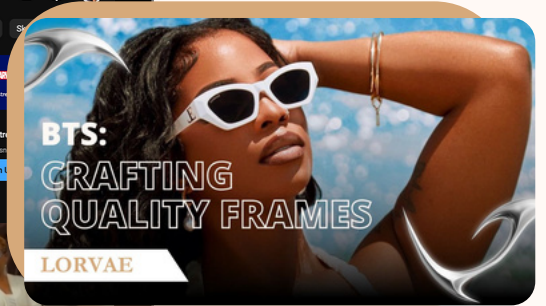
# YOUTUBE ORIGINAL SAMPLE POSTS

Sunnies Hack: How To Wear Sunglass Without Destroying Your Make-Up

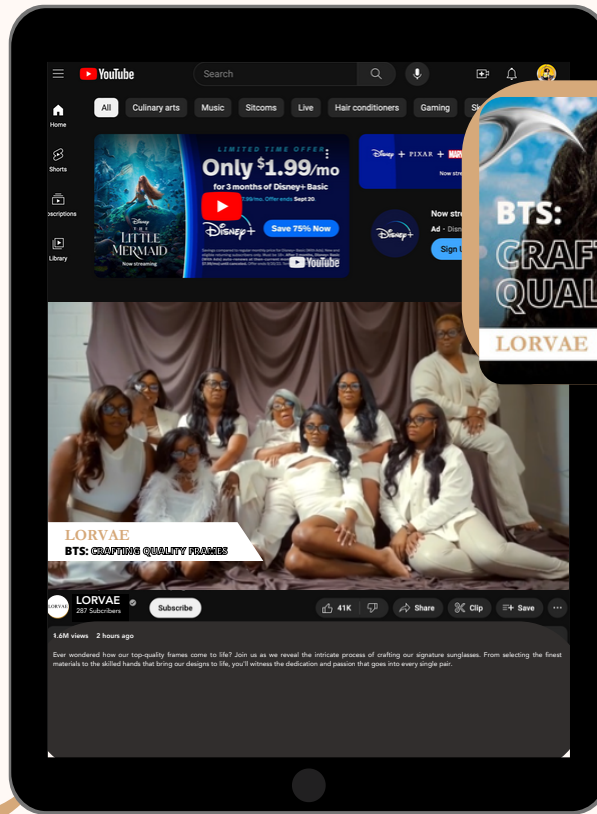


YouTube Short

Behind-The-Scenes: Sunglasses: Crafting Quality Frames



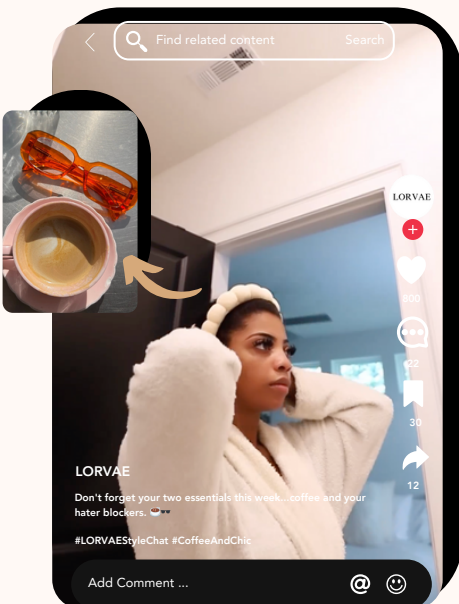
YouTube Thumbnail



YouTube Long-Form Video

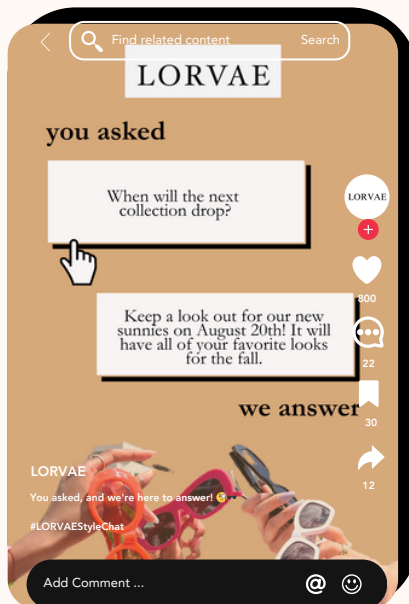
# TIKTOK ORIGINAL SAMPLE POSTS

GRWM Style & Chat: Morning Coffee and Picking Favorite Sunglasses For The Day



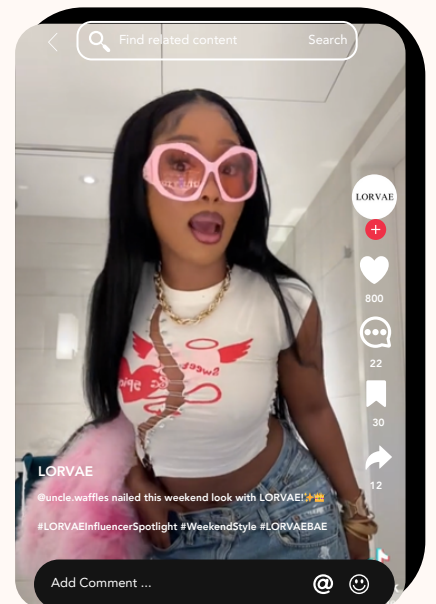
TikTok Short-Form Video

Tinted Truths: Answering Your Burning Questions



TikTok Picture Carousel

LORVAE Bac's: Macro Influencer Spotlight - Weekend Style Inspo



TikTok Short-Form Video





## Metrics

To monitor the performance of my new brand strategy and SMART goal (to increase interaction by 30% on TikTok and YouTube over the next six months), I have established and analyzed specific metrics targeted to each platform.

On TikTok, LORVAE's engagement rate (the total number of interactions your content receives divided by your total number of followers multiplied by 100) represents the degree to which the content authenticates with its target audience through shares, likes, and comments. An increasing growth rate in followers (Follower growth is the number of gained followers divided by the number of followers you started with, multiplied by 100) would indicate that LORVAE's audience is growing. As a result, the number of followers should be checked frequently. Video views are evaluated as the number of times users have seen a video (no equation; count the number of times a video has been viewed). High video views are crucial for LORVAE's brand exposure to consumers and signal that LORVAE's content is catching many people's attention. Furthermore, the click-through rate (CTR) (the number of clicks an ad receives divided by the number of times the ad is displayed) assesses the effectiveness of thumbnails and caption material in motivating social users to click. Increased click-through rate (CTR) indicates that LORVAE's content is relevant and appealing to its target audience.

The brand's YouTube success will be measured using metrics like engagement rate, follower growth, video views, and CTR. However, analyzing the retention rate (the average view duration divided by the length of a video multiplied by 100) would be added to the other metrics for YouTube to demonstrate how engaging the social material is over time. A high retention rate indicates that viewers are engaged and interested in the content over time, revealing the video's success in retaining the audience's attention.

My SMART goal is to increase LORVAE's TikTok and YouTube engagement by 30% over the next six months. Monitoring and comprehending these analytics aids and refines content strategies on LORVAE's TikTok and Instagram platforms, allowing LORVAE to better fit audience preferences and brand objectives and ultimately reach the SMART goal.

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Log into Facebook. Facebook. (n.d.). <https://www.facebook.com/lorvaeeyewear>

[Lorvae \(@lorvae\)](https://www.instagram.com/lorvae/) • instagram photos and videos. (n.d.-a). <https://www.instagram.com/lorvae/>

[Lorvae \(@lorvaeeyewear\)](https://www.tiktok.com/@lorvaeeyewear) | Tiktok. (n.d.-b). <https://www.tiktok.com/@lorvaeeyewear>

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