# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Me</td>
<td>3</td>
</tr>
<tr>
<td>Abstract</td>
<td>4</td>
</tr>
<tr>
<td>Project Statement</td>
<td>5</td>
</tr>
<tr>
<td>Project Objective</td>
<td>6</td>
</tr>
<tr>
<td>Work Breakdown</td>
<td>7</td>
</tr>
<tr>
<td>Gantt Chart</td>
<td>8</td>
</tr>
<tr>
<td>Background Research</td>
<td>9</td>
</tr>
<tr>
<td>Instagram Audit</td>
<td>11</td>
</tr>
<tr>
<td>Process</td>
<td>17</td>
</tr>
<tr>
<td>Deliverable #1</td>
<td>18</td>
</tr>
<tr>
<td>Deliverable #2</td>
<td>20</td>
</tr>
<tr>
<td>Deliverable #3</td>
<td>27</td>
</tr>
</tbody>
</table>
ABOUT ME

Brenica Sipin is a Fourth Year Graphic Communication Student with a BS in Graphic Communication, concentrating in Design Reproduction Technology and a minor in Entrepreneurship. She enjoys spending time outdoors, exploring the city of SLO, fashion, and spending time with friends and family!
ABSTRACT

I currently work for a sustainable fashion rental company based in Santa Monica as their marketing and brand reachout lead. The company has a presence on TikTok and Instagram, but there is a lack of cohesion and consistency across all platforms and the overall brand. Throughout my classes in GrC, I wanted to incorporate the knowledge I gained about design and social media marketing into creating an Instagram rebrand and marketing strategy for OpenClosit. Throughout this project, I created three deliverables that will help drive the OpenClosit team to a more cohesive and branded marketing strategy.
PROJECT STATEMENT

Create a new social media plan for OpenClosit Inc.
OpenClosit is a fashion rental company based in Los Angeles. While OpenClosit has a presence on TikTok and Instagram, there is a lack of cohesion and consistency between the two in terms of posting schedule and tracking the metrics. Because of this, there is a large gap of opportunity for OpenClosit to grow organically on social media by implementing a schedule and a structured guideline so it is more consistent throughout the channels. I will focus on implementing a new social media strategy, with an emphasis on Instagram. This new social media plan will be beneficial for OpenClosit because it will help them post more frequently and provide them with guidelines that ensure consistency with their branding from their physical goods to their online presence.
PROJECT OBJECTIVE

Objectives for this project include...

Understanding and practicing project management
• Understanding how to successfully manage multiple projects. I will set timelines, milestones, and specifications prior to starting the chunk of my project.
• I will be responsible for scheduling meetings with Johanna Moonan, founder of OpenClosit.

Creating branding guidelines for a real-world business
• I will implement my knowledge from GrC to make a branding guideline for OpenClosit.
• Use of Adobe Cloud applications such as Indesign, Photoshop, Illustrator.

Learn more about social media strategy
• This includes research that will be conducted prior to starting my project (see background research for more).
• Practice social media strategies by doing them in real time, use planning applications such as Planoly and an Excel sheet as reference for post scheduling.
WORK BREAKDOWN

Work Breakdown Structure: OpenClosit Instagram Redesign

Marketing Campaign
- New Instagram Templates
- Design elements: updated type, brand consistency, new photos
- Strategy set up will focus on a new editorial / campaign
- Timeline: Post 2x a week
- Will include refined designs that are consistent by end of quarter

Branding Guideline
- Overview: Instagram templates, posting styles, branding of OpenClosit
- InDesign Document that compiles all research and designs throughout quarter
- Timeline of project
- Explanation of redesign and the new Instagram strategy
- Design elements: typography, color palettes, Instagram templates, etc.

Instagram Planning Template
- Excel sheet
- Similar to the GRC 220 Posting layout; drafts due by certain date, caption, approval by boss
- Will be used as a reference for Johanna and I so we know when to post and what to post.
# Gantt Chart

**Project Title:**
OpenCloth Instagram Strategy Creation
Project Lead: Brenica Sipin
Project Start: 04/17/2023
Display Week: 1

<table>
<thead>
<tr>
<th>TASK</th>
<th>ASSIGNED TO</th>
<th>PROGRESS</th>
<th>START</th>
<th>END</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Campaign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram templates</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify design elements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strategy Set up / Background</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram Planning Template</td>
<td></td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creation of Excel sheet</td>
<td></td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use as reference</td>
<td></td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branding Guideline</td>
<td></td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Timeline of project</td>
<td></td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>InDesign Document</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Elements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Presentation</td>
<td></td>
<td>0</td>
<td>24-May</td>
<td>2-Ju</td>
</tr>
<tr>
<td>Contingency Time for clean up, adjust and modify</td>
<td>0</td>
<td>12-Jun</td>
<td>16-Ju</td>
<td></td>
</tr>
<tr>
<td>Process Book</td>
<td>0</td>
<td>1-May</td>
<td>12-Ma</td>
<td></td>
</tr>
<tr>
<td>Proposal Presentation 20X20</td>
<td>0</td>
<td>5-Jun</td>
<td>9-Ju</td>
<td></td>
</tr>
</tbody>
</table>

**Gantt Chart Diagram**

The Gantt chart diagram shows the planned activities and their timelines over a series of weeks, with specific dates for the start and end of each task. The chart illustrates the project's progress and timelines, providing a visual representation of the project's schedule.
Resource #1: Community-Based Marketing: The Future of Business Podcast

Strength: One strength that I recognized in this podcast is the obvious talk of how community based marketing is extremely beneficial for marketing strategies. One statistic that Schaefer gave was that 80% of start-up businesses use community as an approach to marketing campaigns, which was a large strength given the environment of OpenClosit and my intended project. I will use the OpenClosit community as a strength when rebranding Instagram as a base of loyal and satisfied customers. One way that I can receive feedback from the community is to send out a survey that asks what they think of OpenClosit, the mission, and our current brand strategy. By creating a larger community, especially on Instagram, this encourages natural conversation and buzz around OpenClosit, which will hopefully lead to increased engagement and sales.

Weakness: A weakness that I identified while listening to this podcast is truly focusing on the aspect of community without putting sales and engagement first. Personally, I think of myself as very analytical and that numbers speak. One limitation that I may have while executing this project is focusing too much on a quick increase in analytics and becoming obsessed with that, rather than improving the mission statement and watching steady growth throughout the implementation of the new marketing strategy. I want to make sure that I have milestone goals that I will hit, but not take too much of my energy and not focus on creating a larger community at a steadier rate.
BACKGROUND RESEARCH

Resource #2: 5 Influencer Marketing Case Studies

Strength: There were many strengths that I could identify with in this article. One of the major takeaways I had from reading these case studies were the steps that each company outlined in order to get to their goals. After reading each case study, I want to implement an ‘approach’ and ‘goals’ section when I begin formulating my strategy. For example, Olay had a very successful influencer marketing campaign and one of their goals was ‘connect to a diverse audience to generate relatability through female icons’. I thought this goal was very relatable because one hope I have for the Instagram rebrand is to make OpenClosit’s Instagram more inclusive and welcoming of all people. It was interesting to read about how Olay succeeded by choosing a core group of influencers.

Weakness: One major weakness that I found through reading this case study, amongst others, was the concentration of influencer power. I realized quickly that the Instagram rebrand strategy will definitely incorporate partnerships with micro-influencers and overall boost engagement, but I do not want influencers to be the only content on Instagram. This weakness made me realize that I want to incorporate product features, graphics, lifestyle content, etc. into our Instagram.
Define Your Instagram Goals/KPIs

KPI #1: Followers Growth
Your business Instagram content plays a big role in how many followers your page has. Aside from content, here are other ways to grow your page followers:
1. Optimize your Instagram profile
2. Post Instagram reels regularly
3. Work with influencers
4. Post consistently
5. Collaborate with other brands
6. Run Instagram ads
7. Explore Instagram stories

KPI #2: Reel Engagement
To track the engagement rates in your reels, the following metrics need to be monitored:
1. Comments
2. Likes
3. Reach
4. Views

Goal #1: Post at least twice a week and one reel per week.
Goal #2: Increase overall reach by 15% in 30 days after Instagram strategy is implemented.
Check Your Branding, Voice, and Aesthetic

Branding: OpenClosit is a sustainable fashion rental company based in Los Angeles. Because OpenClosit focuses on slow fashion and does not emphasize the concept of seasonality, there is a timeless feel that is associated with the brand. This can be seen through their curation of vintage pieces offered for rental, the storefront containing antiques and curated items from different time eras, and also the content on their TikTok and Instagram (music, timeless posts, the content is trendy but also will withstand the test of time).

Voice: The mission of OpenClosit is clear: Protect our Earth by participating in the slow fashion movement and renting sustainable clothing. OpenClosit – the very first destination to rent and list designer fashion in Los Angeles, exists to extend the lifespan of designer dresses and accessories by keeping these items in circulation and available to rent when they would otherwise be sitting unworn in the backs of closets. Main focuses: sustainability, slow fashion, emphasis on luxury fashion, dressing up, having fun (sustainably!)

Aesthetic: Because of OpenClosit’s mission to make sustainable fashion exciting and fun, their aesthetic focuses on bright and bold colors. Those who are customers of OpenClosit typically are looking for one-time rentals that they do not have in their closets. From analyzing their target audience, OpenClosit realized that their high-performing rentals are typically $300+, bright colors, and statement pieces. OpenClosit is based in Los Angeles and they want their aesthetic to be very niche, California based. Typical Los Angeles activities such as going to the beach, going out to dinners with friends, driving your car top down, getting smoothies and a healthy lunch, but make it a little more chic and really emphasize sustainability and our environment.
Review the Content You Share

From Stories and Reels to feed posts and Instagram Lives, your content should include a well-rounded mix to engage (and retain) your audience. And if you’re specifically focused on growth, prioritizing Reels and carousel posts can be a huge advantage for reaching new eyes on the platform.

Reels: find a consistent posting strategy/template that you can post at least once a week
- Be intentional with on-brand backgrounds, fonts, and editing styles — and don’t forget to be consistent. This should be one of the first parts of project, after identifying brand, audience, and finishing audit.

Goal: Spend 15 minutes/day interacting with similar accounts and possible brand partnerships.

Accounts Reached: OpenClosit wants to see at least a 20% increase in accounts reached from the base accounts reached of 2,000 from the time frame of May 1 - June 1. By the week of June 1, their average accounts reached should be at least 2,400 accounts reached per week.

Accounts Engaged: OpenClosit wants to have an average of 150 accounts engaged per week, starting May 1 and ending the week of June 1.

Total Followers: By June 2, OpenClosit wants to have 11.5k followers. As of April 6, OpenClosit has 10,990 followers. OpenClosit’s follower count will increase by .05%.
Evaluate Your Hashtag and Keyword Strategy

Instead of using the most popular Instagram hashtags and keywords, use smaller ones that have an engaged audience relevant to your niche.

How to Optimize Instagram SEO:
• Use keywords in your name, handle, and bio, and include a location if relevant.
• keywords: sustainable, designer, fashion, slow, chic, los angeles, fashion, style, luxury, colorful, dress, environment, rental, party, sunshine, dressy, formal
• location: Santa Monica, Los Angeles, California, Malibu
• Add alt-text. The main purpose of alt-text is to make visual content more accessible.
• Use subtitles. Instagram has auto-generated captions, which is great for accessibility, but using subtitles also means your target keyword will appear on screen.

Goal: Elevate OpenClosit’s Instagram Bio and reformat so it has both components above.
**Review Your Marketing Tools**

- Schedule Instagram single-image posts, videos, carousels, Reels, and Stories
- Preview your Instagram feed in advance with the Visual Instagram Planner
- Collect user-generated content by mentions, tags, hashtags or profile search
- Write captions (with spaces!) in bulk
- Monitor in-depth analytics in an easy-to-use dashboard
- Marketing Tools used will include Planoly and Excel planning sheet.
- Level-up Your Analytics Reporting
- By reviewing your Instagram Insights on a weekly basis, you’ll see how your content is resonating and whether you’re tracking towards your goals.

**Goal:** Analyze OpenClosit’s Instagram analytics at the start of every week and track engagement. Follow the engagement goals detailed above and analyze what is working well and what needs improvement.
GOALS:

1. Be intentional with on-brand backgrounds, fonts, and editing styles — and don’t forget to be consistent. This should be one of first parts of project, after identifying brand, audience, and finishing audit.
2. Analyze OpenClosit’s Instagram analytics at the start of every week and track engagement.
3. Elevate OpenClosit’s Instagram Bio and reformat so it has both components above.

ENGAGEMENT GOAL:

- Accounts Reached: OpenClosit wants to see at least a 20% increase in accounts reached from the base accounts reached of 2,000 from the time frame of may 1 - june 1. By the week of June 1, their average accounts reached should be at least 2,400 accounts reached per week.
- Accounts Engaged: OpenClosit wants to have an average of 150 accounts engaged per week, starting may 1 and ending the week of june 1.
- Total Followers: By June 2, OpenClosit wants to have 11.5k followers. As of April 6, OpenClosit has 10,990 followers. OpenClosit’s follower count will increase by .05%.
- Spend 15 minutes/day interacting with similar accounts and possible brand partnerships
PROCESS

After creating a project timeline of each deliverable that I set for this project, I decided that creating an Instagram Audit of OpenClosit would be the first step that will help me with each task. This outlined the strengths, weaknesses, and background information of our Instagram.

Next, I created the excel planning sheet that would be used for project management and organization. This allowed the team to collaborate and use this as a space to plan all of our content.

I also created multiple campaigns that included Instagram stories, reels, static posts, and email campaigns. This process included creative direction, content creation, and weekly meetings with the founder of OpenClosit, Johanna, to come up with ideas and plan when to post each draft.

My last deliverable was to create a branding guideline for OpenClosit, which would entail templates, branding, color palettes, and posting styles. I will implement existing branding into a new reimagined Instagram strategy. I will also create new Instagram templates that can be repurposed for Stories and Reels. Additionally, I will make sure to collaborate with Johanna Moonan weekly to ensure the branding of OpenClosit is up to her standards. After reviewing this deliverable, we decided that the workload for creating a branding guideline would not be realistic. We are in the works with a creative agency to rework the overall branding and website design. The next slides are examples of the branding I did on their socials.
DELIVERABLE #1

Online scheduling for when to post on Instagram in the form of an Excel Sheet. This Excel sheet will provide structure of what to post and when. It will also be used as a reference for drafts, captions, and due dates of Instagram posts. Johanna Moonan and I, along other members of OpenClosit, will use this as a reference for our Instagram scheduled posts.
<table>
<thead>
<tr>
<th>Post Description</th>
<th>Task/Instagram?</th>
<th>Caption</th>
<th>Date Due</th>
<th>Rough Draft</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>IG Reel of all film photos from Earth Day event</td>
<td>Instagram</td>
<td>All of the sustainable ideas from our Earth Day Event</td>
<td>4.21</td>
<td></td>
<td>4.21</td>
</tr>
<tr>
<td>Story Repeat of Wyvern’s bridal event</td>
<td>Instagram</td>
<td>Our OpenCrowd dream girls had the best time ring in</td>
<td>5.03</td>
<td>Instagram story</td>
<td>5.03</td>
</tr>
<tr>
<td>Interview of Chef Normal</td>
<td>Instagram</td>
<td>Our interview with Chef Normal from OpenCrowd</td>
<td>5.09</td>
<td>Found on Canvas</td>
<td>5.09</td>
</tr>
<tr>
<td>Instagram Reel of Meagan Too</td>
<td>Instagram</td>
<td>She’s a true rebel! Lovely Meagan Too wears our ____</td>
<td>5.09</td>
<td>Found on Canvas</td>
<td>5.09</td>
</tr>
<tr>
<td>Instagram Reel of Sarah Malone; video of her in the ch</td>
<td>Instagram</td>
<td>This dress isn’t the only thing that’s sparkling this week</td>
<td>5.15</td>
<td>Found on Canvas</td>
<td>5.15</td>
</tr>
<tr>
<td>Story slide of May Bloodwood</td>
<td>Instagram</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bridal Edit</td>
<td>Instagram</td>
<td>Instagram stories’ captions in photos</td>
<td>5.15</td>
<td></td>
<td>5.15</td>
</tr>
<tr>
<td>Cull Guide Dress Reels</td>
<td>Instagram</td>
<td>Instagram Reels</td>
<td>5.18</td>
<td>5.17</td>
<td></td>
</tr>
<tr>
<td>ALC Dress Reels</td>
<td>Instagram</td>
<td>Instagram Reels</td>
<td>5.19</td>
<td>5.17</td>
<td></td>
</tr>
<tr>
<td>Open Call Poll</td>
<td>Instagram</td>
<td>Instagram Stories</td>
<td>5.17</td>
<td>5.17</td>
<td></td>
</tr>
</tbody>
</table>
DELIVERABLE #2

A social media marketing campaign that will set as an example of the content that will be produced. Campaign will include new content, strategies for Instagram, and refined designs by the end of the quarter. Content that is collected will be creatively reimagined by me. Strategies for Instagram will include different posting styles (post, story, reel, etc.), captions, and using Instagram analytics to track success. Refined designs will include InDesign Templates, picture collages, and other creative ventures.
OPENCLOSET
Wedding Edition

It's Wedding SZN! So, take a look at OpenCloset's Wedding + Bridal Edit, all available to rent in store and online. Every wedding guest should look and feel like a VIP, and OpenCloset's sustainable collections go the extra mile to make sure you do the look!

Best Dressed = Best Guest.

Just because you won't be the bride, doesn't mean you can't have your own moment to sparkle. Our versatile, one-of-a-kind wedding guest dresses are the perfect fit for your upcoming wedding season. Don't miss out if it's love at first sight!

Oh So Bridal Chic!

Calling all Brides! Are you looking for the perfect engagement party ensemble? Peep our highly curated bridal edit that features luxury designers like Vera Wang, Marchesa Notte, Reformation, and more!

Purse Perfection!

Accessories, accessories, accessories! Our selection of designer bags can help make your outfit go from zero to one hundred. Shop our curated selection from brands like Prada, Gucci, and more!
IT'S ALL IN THE DETAILS, BABY.

SUSTAINABLE LOOKS GOOD ON YOU.

WEDDING SEASON IS HERE

UP CLOSE AND PERSONAL WITH JARAH.
Dream girl Jaran Warda shares in her Pattara lookbook. jaranwarda.com
WE WANT YOUR FEEDBACK AND IDEAS, ANYTHING YOU WANT TO SEE FROM US!

YOU ASKED, WE LISTENED.

OPENCLOSET WILL BE SELLING A SELECTION OF OUR RENTALS AT MONTANA AVENUE’S SIDEWALK SALE TOMORROW, SATURDAY MAY 23.

FEATURED BRANDS INCLUDE ROBERTO CAVALLI, ALICE MCCALL, FOR LOVE AND LEMONS, AND OTHER CULT FAVORITES FOR A FRACTION OF THE PRICE.

WE CAN’T WAIT TO SEE YOU THERE!

BLACK TIE OR COLORFUL, ECCENTRIC DRESSES?
CELEBRATING WOMEN’S HISTORY MONTH
FIerce. female. fashion.

WOMEN SUPPORTING WOMEN

WHO RUN THE WORLD?
SHOP ALL NEW WOMAN DESIGNED RENTALS, RIGHT AT YOUR FINGERTIPS.

PATBO
Hibiscus Flutter Sleeve Maxi Dress
Size 0 | Rent $250 | RRP $1,000

ROCCO SAND
Brown Zebra Print Maxi Dress
Size XS | Rent $150 | RRP $500
FEELIN' FEMALE.

SPOTLIGHT: REZEK STUDIO

Los Angeles based brand Rezek Studio captures everyone’s attention through their unique colorful and 70’s inspired designs. Founded and designed by boss woman and creative genius Ariel Rezek, our OpenCloset community simply can’t get enough of Rezek Studio’s fierce looks. Wear this super set out, and leave feelin’ like a million bucks 🌸

WILL YOU BE MY VALENTINE?

PIECES SO GOOD THEY’LL MAKE YOU SWOON

Whether you snagged a last minute Valentine’s day date or are looking for something to impress your Galentines, OpenCloset has the perfect pieces. Don’t be surprised if they fall head over heels over you after you step out in this.

OSCAR DE LA RENTA
Silk Taffeta Dress

RETROFETE
Pia Sequin Bra & Pant Set
WE'RE NOT-SO-SECRETLY ADMIRING THESE...

DRESSES THAT MAKE DATING FUN

FEELIN' FANCI?
FANCI CLUB WHITE APPLE COCKTAIL DRESS

As seen on Hailey Bieber, Elsa Hosk, and other "iconic" it-girls, our Fanci Club dress rental will be sure to turn heads. Pair with a strappy heel and your favorite mini shoulder bag, and you’ve got yourself the perfect Valentine’s fit. Trust us, this dress will be love at first sight! ❤️
DELIVERABLE #3

Social media branding guideline including templates, branding, color palettes, and posting styles. I will implement existing branding into a new reimagined Instagram strategy. I will also create new Instagram templates that can be repurposed for Stories and Reels. Additionally, I will make sure to collaborate with Johanna Moonan weekly to ensure the branding of OpenClosit is up to her standards.

Update: After reviewing this deliverable, we decided that the work-load for creating a branding guideline would not be realistic. We are in the works with a creative agency to rework the overall branding and website design. The next slides are examples of the branding I did on their socials.
Optima

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !

Futura

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !
open closit
Original audio

open closit
Something borrowed and something blue

One of our most booked back-to-back rentals is now available in WHITE — The Cult Gala Shannon Dress in Off-White is paired here with our Prada Cleo Bag

3w

las_ninas_textiles
Those Shoes!!!!

3w
1 like
Reply

View replies (1)

sophiethreadstv
Brides lining up!!!!

3w
1 like
Reply

View replies (1)

__stachel__

3w
1 like
Reply

hummingbirdhomeandco

MAY 18

Liked by ilianamartinez and 111 others

Post

open closit

Maa • Feel so Good

open closit

What the Opencloset Girls wore to our Earth Day gathering

6w

isabeldurant

6w
Reply

svetiana_shaym

6w
Reply

itswymi

6w
Reply

amelia.edmondson

Everything about this

6w
Reply

lura.normand

Adoreee

6w
Reply

See translation

nataliemoonan

FIRE!!!!

APRIL 26

Liked by johannamoonan and 44 others

Post