

Social Media Audit of  
Illustrator Little Daisy Drew  
Alexandra Simon  
Grand Valley State University

# SOCIAL MEDIA AUDIT OF LITTLE DAISY DREW

## ILLUSTRATOR

- Website: [daisy-drew.com](http://daisy-drew.com)
- Contact: [daisy@daisy-drew.com](mailto:daisy@daisy-drew.com)
- Art Media: Digital Illustration, gouache, watercolor, embroidery
- Social Media: Facebook, Instagram, Reddit, Etsy, YouTube, Twitter, Tumblr



## SUGGESTIONS

- Add social media banner links, banner image, message/bio and featured video to youtube page (also pick one of the two to focus on)
- A sketching 'story' board to Instagram
- Website with gallery homepage and small bio on home
- More discernable tab icon for website and tumblr (also the same one)
- Add a bio, email, links to Etsy and YouTube to FaceBook page and profile
- Twitter page does not have the same icon as the other socials
- Change name of Etsy shop, something on-brand.
- Advertise through Facebook via art groups, posting on Page, and Facebook Ads
- Add banner image to Reddit profile
- Overall, more of the same image and name – profile images/icons, biographies, Daisy Drew VS. Little Daisy Drew, and banner images to create the *brand*.

## Part I: A Comparison to Artist Alex Pardee

*Little Daisy Drew* is the name that the illustrator Samantha Simon uses as the title of her entrepreneurial business. *Little Daisy Drew* is one of many content creators freelancing online and is in need of improving their online following to further convert creating into capital. This social media audit will assess *Little Daisy Drew*'s presence online, content strategy, as well as a comparison to *Alex Pardee*, who is a much more of a corporate illustrator.

*Little Daisy Drew* provides content on her social media and sells products such as prints of her art, originals, embroidered journals, and a few other items revolving art. The content posted includes photos of her work, herself here and there, progress shots, and other artist's work as inspiration for herself and her following. Simon hopes to build up a larger following in order to both make a living as well as expand her product line, with pins, stickers, or print books.

The artist, *Little Daisy Drew*, can be found on all of the popularly used social media platforms, such as Instagram, YouTube, Twitter, Tumblr, Reddit, and Facebook with a fan page and profile. She also hosts her own website and page on the e-commerce website Etsy. Nearly all of these are linked to each other but they do need to be double checked, for instance, the YouTube account does not have any links. Additionally, *Alex Pardee* can be found on all of these social media platforms. He also owns a website with a store as well as a blog where he advertises his own products and writes about the steps to his progress with photos, which is very similar to *Little Daisy Drew*'s FaceBook page.

The area where *Little Daisy Drew*'s social media presence is most effective (outwardly) is through her Instagram (@littledaisydrew), where Simon has 552 followers. Whereas her Facebook page only has 52 likes/followers and her shop on Etsy has a mere 28 admirers

[Facebook: (Daisy Drew Illustration), Etsy: (ShopAstralCo)]. Considering *Alex Pardee*'s popularity, I will be recommending the strategies apparent on his social media pages; *Pardee*'s Facebook page has 223k likes/followers, his Instagram has 212k followers, and his shop is through his website and not Etsy but does have several 'sold out' items [Facebook: (Alex Pardee Art), Instagram: (@alexpardee), Website: (www.alexpardee.com)].

The website for *Little Daisy Drew* (www.daisy-drew.com) is slightly outdated version of the rest of her social media. A few obvious issues are: there are no prices for commissions, the email/contact widget is under the 'About Me' page, all of the photos are too large to see on a laptop (mobile is fine), including the homepage image, which is the only item on the homepage. *Pardee*'s 'About' biography in a long poetic diary entry and is signed at the bottom with his name, his email, and his other website (www.zerofriends.com). Although the Zero Friends website appears to have been bought by a cash-for-college-essays company.

The target audience for these artists are similar but different – firstly, they have an audience who purchases art, and secondly, *Little Daisy Drew* illustrates portraits and still-lives that seem to be inspired by children's books' artwork, with pastel secondary and tertiary colors. Whilst *Alex Pardee* paints monsters popular culture with a macabre and gruesome spin with very bold primary colors. These are styles are near night and day to one another but their outreach, marketing, and audience type are one and the same: to find those who purchase art and to have those purchase art from them.

Based on a branding strategy analysis, it appears *Little Daisy Drew* has a few off-brand items, such as (but not limited to): the name of the business, the icon/thumbnailed image, and the banner/header image. Concurrently, *Alex Pardee*'s Facebook page has the word 'Art' added to

the end, just as *Little Daisy Drew* has the word ‘Illustrator,’ but she did drop off the word ‘Little,’ making it inconsistent to her other media. Simon’s website name and banner image also simply says ‘Daisy Drew’ as well. This is the same banner image her uses for her Twitter account, but the other media have either a generic photo of trees or her artwork.

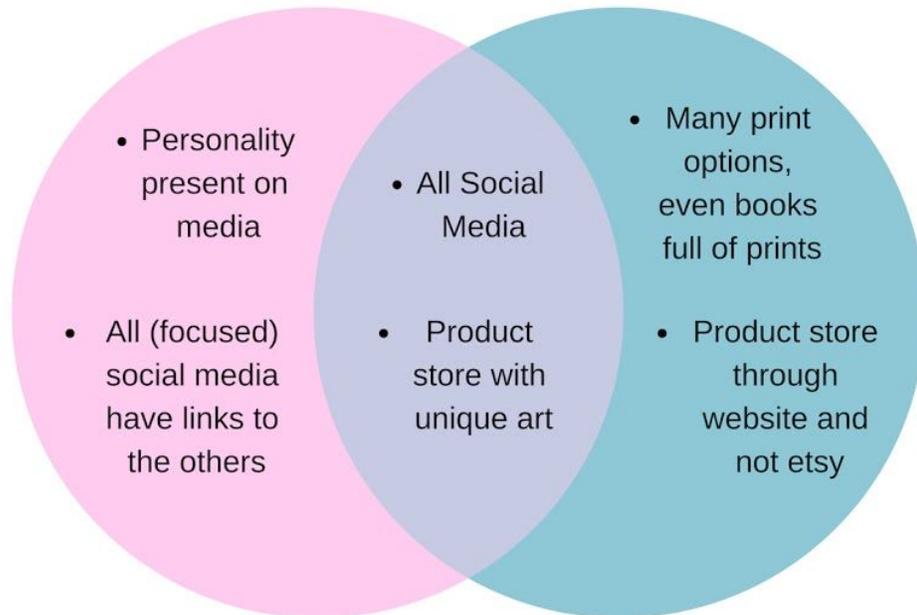
The icons used for all of her media are smaller versions of her artwork, which is difficult to see or discern. The same image is used for the Facebook page, Youtube page, and Etsy shop – the piece is a line sketch of herself on a white background, this is very difficult to recognize the image when seeing it as a thumbnail. The Etsy store has this image for the shop, the profile image used is a side view of Samantha Simon smelling a flower. This is the same photo that Simon uses on her *Little Daisy Drew* Reddit profile.

She uses Reddit to reach out to the “r/hireanartist” community, which has 2.9k subscribers according to its webpage. Simon utilizes Reddit as free publicity and personal advertising for commissions, whereas *Alex Pardee* uses Reddit to reach out to curious fans from time to time but has been inactive for about a year now. Seemingly, *Little Daisy Drew* is more personal and pervasive on social media but *Pardee*’s pages likely still have a larger following due to his frightful caricatures of popular characters from the TV and film industry.

Overall, the most noteworthy obstacle for *Little Daisy Drew*’s social media is having is a scarce following and an insufficient branding focal point. In hopes to fix this, *Little Daisy Drew* can formulate a method and schedule for her social media pages and posts that are more focused on her objective of gaining commissions. Otherwise, to move to an objective of ad-time revenue, with a larger presence and following on Youtube, may be more advantageous, where she could be the personable artist she wants to be while also not being vexed with finding work.

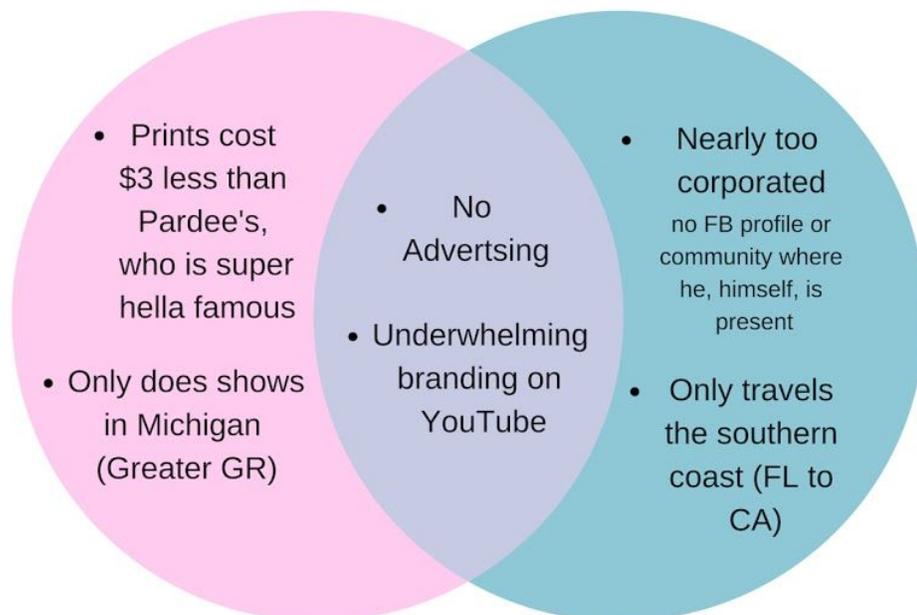
## WHAT THEY ARE DOING

# RIGHT



## WHAT THEY ARE DOING

# WRONG



Little Daisy Drew

Alex Pardee

## Social Media Links for Little Daisy Drew & Alex Pardee

The following links are not in order of popularity but are listed from active to inactive.

*Alex Pardee's* webpage links are on the sidebar, *Little Daisy Drew's* are on the header.

*Pardee's* social media links are under his sidebar links, which include email, Twitter, Tumblr Instagram, and Facebook. *Drew's* are at the very bottom of her website, listing email, Instagram, Youtube, Facebook.

### Little Daisy Drew (Samantha Simon)

#### [Website](#)

Home

Sketchbook

Character Design

Full-Color Illustration

Spot Illustrations

#### [Facebook profile](#)

#### [Facebook page](#)

#### [Instagram](#)

Daisy Days

#### [Etsy](#)

#### [Reddit](#)

#### [Twitter](#) (Inactive)

[Daisy Drew Youtube page](#) (Inactive, 2 videos)

[Daisy Drew Youtube page](#) (Inactive, 0 videos)

#### [Tumblr](#) (Inactive)

### Comparative Artist: Alex Pardee

#### [Website](#)

Brightmares (Home)

Dead/Lines

Sketches

Shop

About

Blog

Contact

#### [Facebook page](#)

#### [Twitter](#)

#### [Instagram](#)

Lost Vegas 2019

TAKING TIME

DCON 2018

Mural Progress

Q & A's

[Brightmares Youtube page](#) (Inactive)

[Zerofriends Youtube page](#) (Inactive)

[Tumblr](#) (Inactive)

[Reddit](#) (Inactive)

## Visual Media and Product Comparison

	Little Daisy Drew	Alex Pardee	
<b>Website</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Galley Homepage	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Sketches	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
About	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Selfie	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Newsletter	<input type="checkbox"/>	<input type="checkbox"/>	
Shop	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Facebook Page</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Twitter</b>	<input checked="" type="checkbox"/> Inactive	<input checked="" type="checkbox"/>	
<b>Youtube</b>	<input checked="" type="checkbox"/> Inactive	<input checked="" type="checkbox"/> Inactive	
<b>Instagram</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Tumblr</b>	<input checked="" type="checkbox"/> Inactive	<input checked="" type="checkbox"/> Inactive	
<b>Etsy</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Blog</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Reddit</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Inactive	
<b>Products</b>			
Prints	<input checked="" type="checkbox"/> 11x14 for \$22, 8x10 for \$17	<input checked="" type="checkbox"/> 16x20 for \$45, 8x10 for \$20	
Originals	<input checked="" type="checkbox"/> \$40-60	<input type="checkbox"/>	
Print Books	<input type="checkbox"/>	<input checked="" type="checkbox"/> \$10-15	
Notebooks	<input checked="" type="checkbox"/> Embroidered for \$50	<input type="checkbox"/>	
T-shirts	<input type="checkbox"/>	<input checked="" type="checkbox"/> \$28-45	
Sweaters	<input type="checkbox"/>	<input checked="" type="checkbox"/> (1) \$45	
Pins	<input type="checkbox"/>	<input checked="" type="checkbox"/> \$10-15	4 Sold Out
Hats	<input type="checkbox"/>	<input checked="" type="checkbox"/> (2) \$25	1 Sold Out
Phonecases	<input type="checkbox"/>	<input checked="" type="checkbox"/> \$20-29	
'Silly Phone Thing'	<input type="checkbox"/>	<input checked="" type="checkbox"/> (1) \$10	Sold Out
Patches	<input type="checkbox"/>	<input checked="" type="checkbox"/> (2) \$10	1 Sold Out
Plush	<input type="checkbox"/>	<input checked="" type="checkbox"/> (1) \$20	
Resin Figure	<input type="checkbox"/>	<input checked="" type="checkbox"/> (1) \$75	
Jewelry box	<input checked="" type="checkbox"/> (1) \$40	<input type="checkbox"/>	

## Part II: Social Media Plan & Strategy

### Example of a Social Media Plan

This example plan is for the month of April, from the 1st to the 30th.

The plan has a scheduled a once a week “#MondayMotivation” tweet, a twice a week “Sketch Story” for both Instagram and Facebook, and then a biweekly “#TBT” tweet, “Progress Video” for Youtube, a newsletter via MailChimp or Wix promoting the video, and stories for both Instagram and Facebook promoting the video as well.

### APRIL SOCIAL MEDIA PLAN

MON	TUES	WED	THURS	FRI	SAT	SUN
1 10:00 AM #Monday Motivation 	2	3 10:00 AM Sketch Story 	4	5 10:00 AM Sketch Story 	6 10:00 AM Progress video 	7
8 10:00 AM #Monday Motivation 	9	10 10:00 AM Sketch Story 	11 10:00 AM #TBT 	12 10:00 AM Sketch Story 	13	14 10:00 AM Newsletter/Story promo. video 
15 10:00 AM #Monday Motivation 	16	17 10:00 AM Sketch Story 	18	19 10:00 AM Sketch Story 	20 10:00 AM Progress video 	21
22 10:00 AM #Monday Motivation 	23	24 10:00 AM Sketch Story 	25 10:00 AM #TBT 	26	27	28 10:00 AM Newsletter/Story promo. video 
29 10:00 AM #Monday Motivation 	30					

**Social Media Audit:**  
Little Daisy Drew



**TIME:** Posting between breakfast and lunch time helps posts reach people who are active online. It is important to note the timezone of the target audience.

**NOTES:** 'Stories' last 24 hours if they are not 'highlighted', so posting early allows them to be seen all day.

### Example of a Social Media Strategy

# strategy

## VIDEOS

**MEDIUM** Youtube has very few activity and followers. Could potentially bring more people to Etsy and other pages.

### GOALS

- Share handle to Facebook and Instagram with hopes that at least 40 of the ~600 followers the two pages have follow the Youtube page.
- Have at least 1 video biweekly to share and market (more content needed).

### NOTES

- Share these twice weekly with posts or stories for the month of April in hopes to gain 40+ subscribers.
- Actively ask followers to "like, comment, and share" and do the same for other small pages for mutual benefit.

## NEWSLETTER

**MEDIUM** Creating a **MailChimp** account (or via **Wix**) for a newsletter with links to socials will notify active followers more quickly and personally.

### GOALS

- Create a mailing list of at least 60 followers with a free gift giveaway.
- Lead more people to Youtube and Etsy page with the newsletter, (30 subscribers on Youtube and 20 admirers on Etsy)..

### NOTES

- Marketing of the giveaway: Starting on the 1st of April, expressing that the randomly chosen gift winner will be announced on the 30th of April at end of day.

## STORE

**MEDIUM** The **Etsy** page has very few followers, while this is common for the website, the page will have more potential if it has a larger following than "28 admirers."

### GOALS

- Connect following from Facebook and Instagram to Etsy page with a discount code/ coupon to make ~30 admirers.
- Become a member of Etsy Facebook groups to push people to page, hopefully at least 10 admirers.

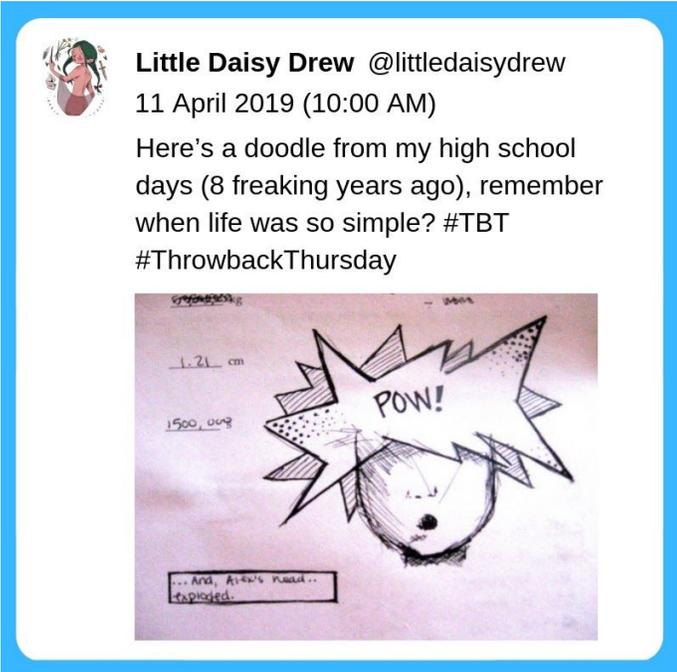
### NOTES

- Giving a "Month of April" discount code will incentivize current followers to connect to the Etsy page. Maybe even have a coupon on each newsletter sent out.
- Facebook groups offer a great reach and 10 admirers should be easy in 30 days.

### Part III: Media Content Examples

#### Examples of Media Posts, Stories, Newsletters, and Videos

Media Type	Post Type	Example
<p>Twitter, Facebook</p>	<p>#Monday Motivation</p>	
<p>Instagram, Facebook</p>	<p>Sketch Story [Multiple 'Story' posts for progress]</p>	

<p>Youtube</p>	<p>Progress Video</p>	 <p>Whimsical music OR Script</p> <ul style="list-style-type: none"><li>- 15 to 25 minutes of sketching whilst talking about her day or life</li></ul>
<p>Twitter</p>	<p>#TBT (Throwback Thur.)</p>	

Mailchimp/Wix

Newsletter

# Daisy Drew

Good Morning To All My Little Flowers!

I hope all of you had a wonderful week. With Spring starting, my creativity is just blossoming and I can feel the human inside waking up from its Winter hibernation.

The video I worked on this week was a [real time/ time lapse] recording of my newest piece: Spring Shower Inspired Amy Winehouse

-The video explains the name but moral of the story, I found some beautiful inspiration while staring at the hair on the wall of my shower. It was magnificent.

-[the video embedded with a link to Youtube video]



What has been drawing your inspiration lately?

Answer on Twitter with #littledaisydrew or @littledaisydrew so I can see what all the interesting things you guys stare at in your free time!

Until the next time, have a lovely time with your days and your art. But most importantly, be chill, man.

-Little Daisy Drew

[photo embedded with a link to Etsy shop]



<p>Instagram, Facebook</p>	<p>Promo 'Story'</p>	<p>Facebook is working on having links in 'Stories'</p>  <p>MAGIC IS EVERYWHERE</p> <p>NEW START TO FINISH VIDEO!</p> <p> Link is in bio!</p>
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