

A COMPARATIVE
SOCIAL MEDIA AUDIT
OF ILLUSTRATOR
DAISY DREW



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Winter 2018

SOCIAL MEDIA AUDIT OF ILLUSTRATOR DAISY DREW



OVERVIEW

- Website: daisy-drew.com
- Contact: 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 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 around 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 on

PART I: A COMPARISON TO ARTIST ALEX PARDEE

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 a 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 is 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 with her other media. Simon's website name and banner image also simply says 'Daisy Drew' as well. This is the same banner image she uses for her Twitter account, but the other media have either a generic photo of trees or her artwork.

PART I: A COMPARISON TO ARTIST ALEX PARDEE

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.

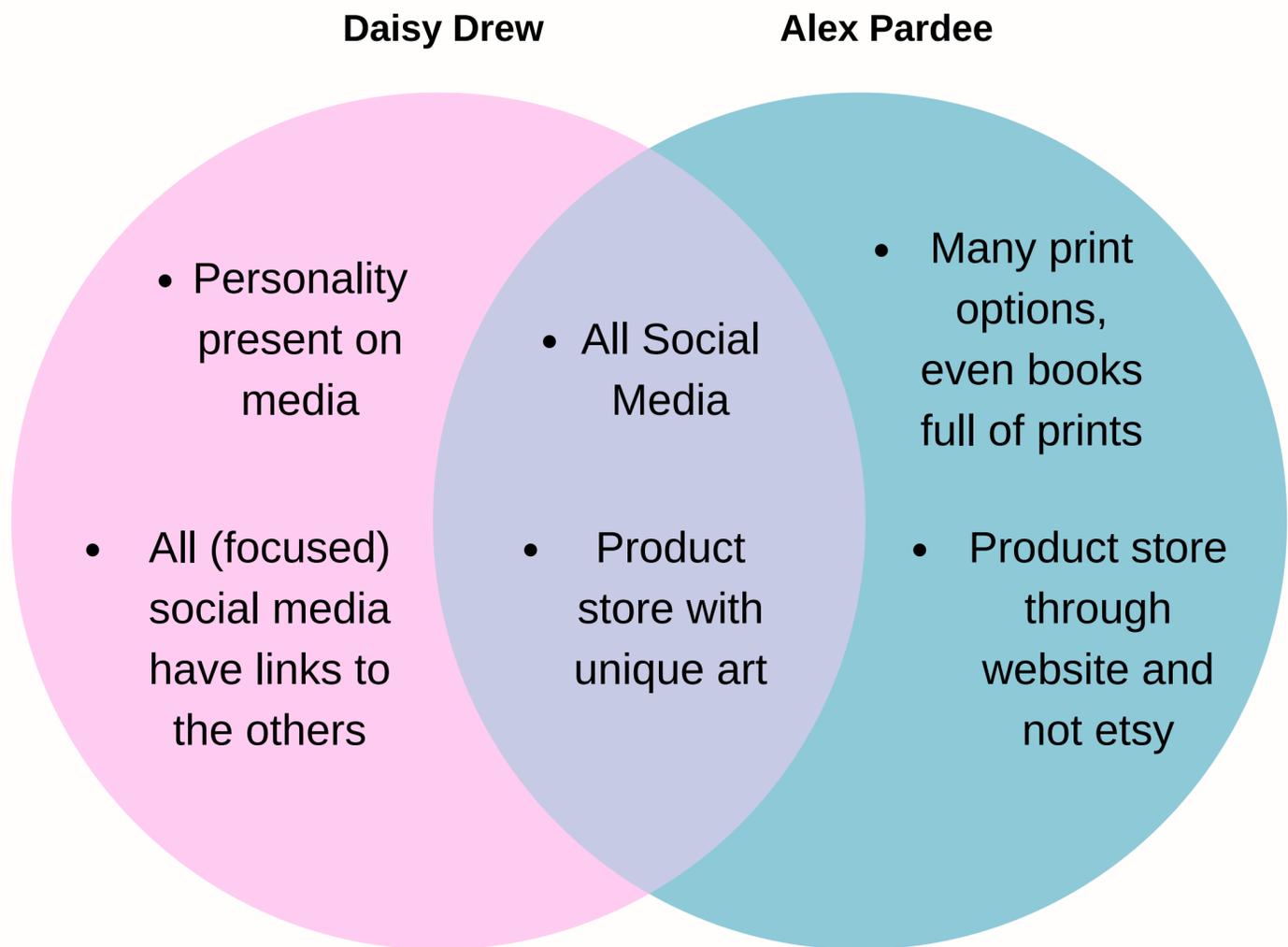
She uses Reddit to reach out to the “r/hungryartists” community, which has 23k subscribers according to its webpage. Simon utilizes Reddit as free publicity and personal advertising for commissions, whereas Alex Pardee uses Reddit to reach out to curious fans from time to time but has been inactive for 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, maybe more advantageous, where she could be the personable artist she wants to be while also not being vexed with finding work.

PART I: A COMPARISON TO ARTIST ALEX PARDEE

WHAT THEY ARE DOING

RIGHT



WHAT THEY ARE DOING

WRONG



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.

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					

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.

PART II: SOCIAL MEDIA PLAN & STRATEGY

EXAMPLE OF A SOCIAL MEDIA 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

Media type:

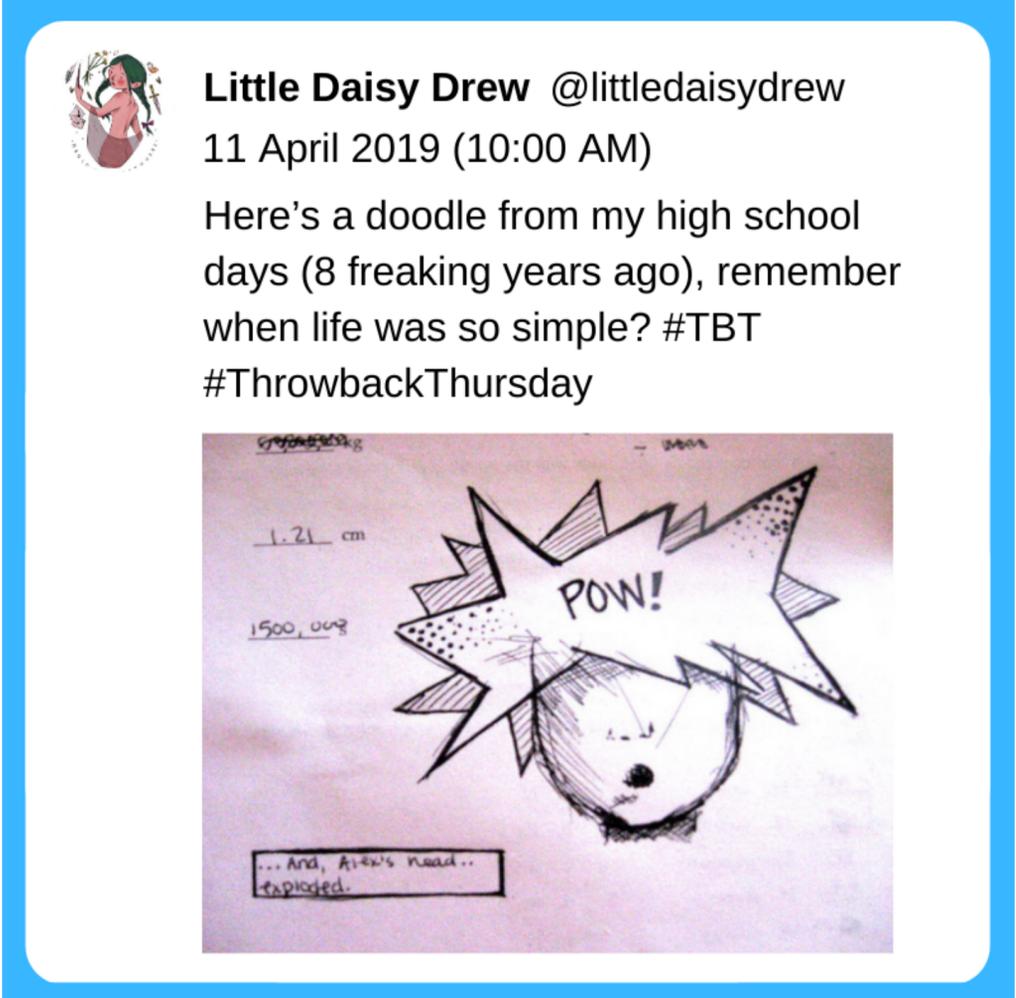
Posts for either Facebook or Twitter

Post types:

- #MotivationModay
- #TBT (Throw back thursday)



Little Daisy Drew @littledaisydrew
1 April 2019 (10:00 AM)
Getting back to that grind, guys!
Starting the day with my heated blanket
and a blank sheet of paper 📝
#MondayMotivation #Illustration #Artist



Little Daisy Drew @littledaisydrew
11 April 2019 (10:00 AM)
Here's a doodle from my high school
days (8 freaking years ago), remember
when life was so simple? #TBT
#ThrowbackThursday

PART III: MEDIA CONTENT EXAMPLES

EXAMPLES OF MEDIA: STORIES

Media type:

Stories for either Facebook or Instagram

Post types:

- Sketch Story {Multiple 'Story' posts for progress}
- Video Promotional Story



**DRAMA-BOMBA
DOODLE SERIES!**



SPRING INTO STYLE!

Just finished the final
sketch, time to pick colors!



**NEW START TO
FINISH VIDEO!**



Link is
in bio!

PART III: MEDIA CONTENT EXAMPLES

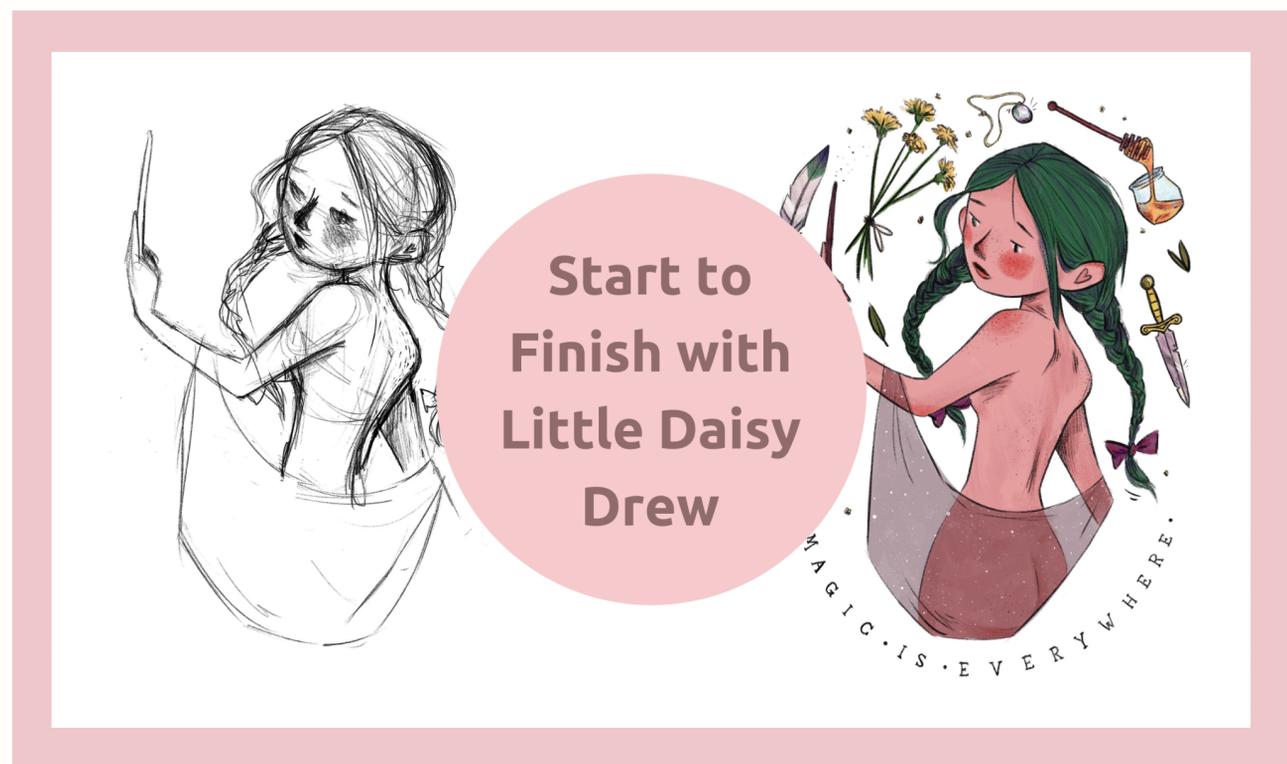
EXAMPLES OF MEDIA: VIDEO THUMBNAILS

Media type:

Video thumbnails for Youtube or other video platforms

Post types:

- Progression video thumbnail
- Livestream or community-building video thumbnail



PART III: MEDIA CONTENT EXAMPLES

EXAMPLES OF MEDIA: NEWSLETTER

Media type:

Newsletter to be sent via email with MailChimp, Wix, or others

Type:

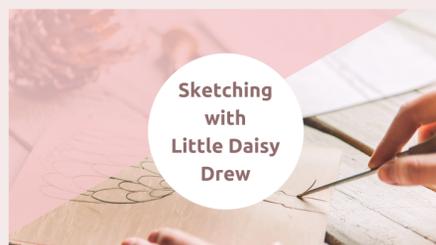
- Video promotion and community-building



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.



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



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