

# COCO AMO

## Social Media Marketing Strategy



# GOALS

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- Increase brand awareness
- Increase product recognition
- Build a following
- Establish relationships with key social media influencers
- Drive followers to Amazon and Coco Amo website to make a purchase
- Capitalize on Events

# SAMPLE CONTENT CALENDAR

Cross promote across all social mediums

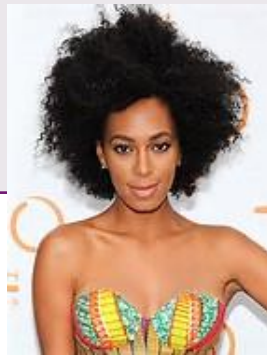
SUNDAY

**Sweet Deal Sunday**  
Promote Combo  
Purchases

\$25.<sup>00</sup> + **PURE  
LOVE**

MONDAY

**Motivation Monday**  
Whose hair inspires  
you?



TUESDAY

**Three For Three  
Tuesday**



WEDNESDAY



**Wash Day Wednesday**  
Tell us your wash day  
routine.



# SAMPLE CONTENT CALENDAR

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Cross promote across all social mediums

THURSDAY	FRIDAY	SATURDAY
<p><b>Thirsty Thursday</b></p> 	<p><b>Frizz Free Friday</b> Show pictures of outcomes from using HYDRATE</p> <p>or</p> <p><b>Favorite Style Fridays</b> Tweet us a picture of your favorite style</p>	<p><b>What are your favorite protective styles?</b></p> 

# CONTENT

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## Text for Posts

- Items to keep on your shelf – LOVE LEAVE-IN CONDITIONER!
- GIFT A FRIEND TODAY with the 2 for 20 special!
- Show a friend some LOVE today!
- Stock up now!

# CONTENT

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## Text for Posts

- #ThirstyThursday
- Hair gets Thirsty too! Quench that thirst with hydrate.
- Nothing like natural hair with visible moisture. Get your moisture back with Hydrate.
- Add moisture to your hair routine with HYDRATE!

# CONTENT

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**Nutrients your hair needs in products you'll LOVE!**

- ✔ Coconut Oil
- ✔ Shea Butter
- ✔ Vitamin B3
- ✔ Hydrolyzed Wheat Protein

**GET yours @amazon**



# CONTENT

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You get a bottle, You get a bottle, You get a bottle, **EVERYONE** gets a bottle!

Just go to [coco-amo.com](http://coco-amo.com)


# HASHTAGS

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- Love
- Natural
- Natural hair
- Naturalista
- Hairstyle
- Natural hair movement
- Hydrate
- Wash n Go
- Natural hair sistas
- Natural girl problems
- Pure
- Team Natural
- Natural hair journey
- In love with the CoCo

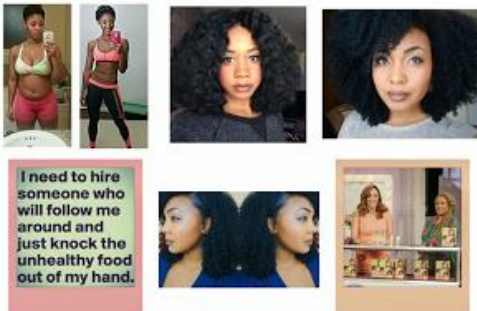
# NATURAL HAIR INFLUENCERS

← MYNATURALSISTAS

 1138 posts 147k followers 698 following

✓ FOLLOWING

**My Natural Sistas**  
Business Inquiries:  
[info@mynaturalsistas.com](mailto:info@mynaturalsistas.com)  
[youtube.com/mynaturalsistas](https://youtube.com/mynaturalsistas)



I need to hire someone who will follow me around and just knock the unhealthy food out of my hand.

Home Search Post Activity Profile




**Naptural85** ✓  
Public Figure

Like Following Share

Timeline About Photos Likes Videos

← MAHOGANYCURLS

 1069 posts 178k followers 798 following

✓ FOLLOWING

**MahoganyCurls®**  
Youtuber: MahoganyCurls  
\*Delta ❤️👑❤️  
Business: [jennifer@melroseandpark.com](mailto:jennifer@melroseandpark.com)  
[mcstyleofficial.spreadshirt.com](https://mcstyleofficial.spreadshirt.com)



Home Search Post Activity Profile

# CROSS PROMOTING

A grid of eight images: a woman with long dark hair, a woman with curly hair, a woman with a pearl necklace, a group of people, a woman with curly hair, a woman with curly hair, and three children.

**cocoamohaircare**  
Coco Amo is committed to creating innovative, high quality, natural hair care and styling products...To be featured, tag your photo #CocoAmoHairCare  
<http://www.coco-amo.com/>

450 posts   3,974 followers   729 following

Follow

A Facebook profile card for "Coco Amo Health/Beauty" with a tropical background. It includes a profile picture, a cover photo, and navigation buttons for "Shop Now" and "Like".

Coco Amo  
Health/Beauty

Shop Now Like

Timeline About Shop Photos More



Coco Amo TV

Home Videos Playlists Channels

# ONLINE MAGAZINES

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NATURA MAGAZINE  
"Making natural beautiful one curl at a time"



[IT'S MY HAIR!](#) / [MAGAZINE](#) / [STYLE GALLERY](#) / [PRODUCT JUNKIE](#) / [BLOG](#) / [CONTACT](#)



The Bloggers' Edition

Hair Styles

Product Junkie Box

SUBSCRIBE NOW!



# EVENT MARKETING

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## Social Media Blitz for Events

### National Events

- Essence Festival
- 2<sup>nd</sup> Annual Black Hair Expo Trade Show
- Steve Harvey Hoodie Awards
- New Orleans Natural Hair Expo
- CIAAS

### Local Events

- Liganore Wine & Reggae Festival
- Hair Shows
- Fashion Shows
- Music Festivals
- HBCU Homecoming Games