



Appaloosa Orchards

Brand Strategy and Creative Brief

Company goals and priorities right now



1. Grow the website and brand following, help people find the site
2. Produce compelling and valuable content on both social media and blog

Challenges: how do people find our site? How do they know what we do or what we sell? How do we grow a community and an audience?

Strategy in brief:

1. Master the buyer persona based on target audience
2. Create content that caters to to the buyer persona
3. Promote the content
4. Change and adjust as necessary

Appaloosa Orchards Creative Brief



Brand statement: Appaloosa Orchards produces custom-designed vanities built from trees grown from our very own orchards. We want to help people bring the orchard home.

Project background: Appaloosa Orchards has the goal of creating authentic vanities that last a lifetime and add both class and style to interior design. The wood comes from reclaimed farm fence wood, as well as pine and oak trees and is felled, milled, and made into lumber.

Target audience: Males and females between 30-55 who live a comfortable, upper middle class lifestyle. They enjoy interior design and working with their hands, dislike how boring their house looks, and might work in fields like marketing, tech, medicine, law, and finance. They want more home projects and their daily pain points include feeling like their home is “theirs.” Their favorite products might include Crate & Barrel and Pottery Barn. They learn about these products through channels including Instagram, Facebook, and YouTube.

Appaloosa Orchards Creative Brief (cont.)



COMPETITION: Our three biggest competitors IKEA, Home Depot, and Wayfair. These competitors offer cheap prices, easily assembled furniture, and stylish designs. We are ahead of them in quality of wood and personalized design, but we are behind when it comes to product offerings like instant availability and established brand.

DISTRIBUTION: We will promote the company on platforms and channels that our demographic regularly engages with. These will include Facebook, Instagram, and Pinterest.

We will also release content including DIY interior design, recipes, and landscaping to gain attention from our audience and inform them of the project.

Buyer Persona: DIY Daisy, stay-at-home mom



Personal background: age 40, married with 2 kids, lives in the Midwest

Business background: college degree in English/Marketing, spouse has high-paying job in finance, law, medicine, or business.

Lifestyle: Loves watching HGTV and idolizes Joanna Gaines. Is always looking on Instagram and Pinterest for interior design ideas. With everyone at home during COVID-19, Daisy wants the house to be a more beautiful and comfortable place to live. She and her husband had to cancel trips and Daisy is feeling antsy.

Pain points/challenges: Daisy enjoyed assembling IKEA furniture in the past, but it decayed in quality very quickly. She's itching to get into interior design but doesn't quite know how. She loves getting compliments on how nice her house looks and on her food as well and has always enjoyed the more rustic kind of style.

Social media strategy



1. Go where your audience is. In this case, it's Facebook, Instagram, and Pinterest.
2. Learn how to do social listening on these platforms by monitoring other groups, hashtags, and news relevant to your brand. What is your audience talking about? What do they care about? What are they complaining about that your company can solve? What are they saying about your competitors? What are the hashtags (if any) they're using? What is your competitor doing, and how can you do it better?
3. Engage with other social media accounts. Comment, follow, and share their content. Try to find micro-influencers who you could eventually partner with and start to build a relationship. These partnerships can attract more followers of the right kind.
4. Use the 70-20-10 rule for promotion. 70% is sharing valuable, helpful content, 20% is sharing other people's content, and 10% is promotion of your company.
5. Make sure your Facebook group has a very clear purpose. Create conversations, post unique recipes, share videos related to what your company does, and try to create incentives that promote engagement.

Blog strategy



1. Come up with an idea, see how other people are doing it, see what different angles you can take with this idea, figure out how to make this idea more specific and niche (this is where the buyer persona comes in handy). It's tempting to start off with broad topics, but try to narrow them down!
2. Draft out all these ideas and categorize them: e.g. landscaping and gardening, interior design, recipes and cooking, etc. I looked at Better Homes and Gardens for category ideas
3. Create an editorial calendar for the blog - this can be for 3-6 months, or even just the next month. Make this a living document you can update and change according to current events and holidays
4. Create readable blog posts by using short paragraphs and sections and headers. For example, if you're doing a "how to" post, try to create quick and easily identifiable sections. I'll show an example on the next page
5. Include a "Call to Action," or a CTA. This can be many different things, whether it's "download our free guide to cutting down your own tree" or just a question to engage the reader.
6. Execute the plan and change as you see fit.

Blog post sample



This is an article I wrote for Thrive Global on how marathon training helped me adjust to my new job. You can read the article here, but I just wanted to highlight a few quick things:

1. I did small, quick headers to introduce my next topic
2. I wrote small paragraphs that highlighted simple steps I took
3. This wasn't me, but the site included a CTA at the end on how readers can follow them on social media or sign up for their newsletter

Transitioning into a new job always comes with growing pains. When I started at a new company, I struggled with connecting with my coworkers and establishing myself as a good employee. Having been laid off from my previous job, I was a little skittish and nervous. I wanted to show my boss that I was a worthy hire.

At the time I was hired, I was training for a marathon. I'd signed up a few months before and it was going to be my first ever marathon. Here are a few ways training for my marathon helped me transition into my new job and be a better employee at work.

It gave me focus

When you're feeling stressed out at your new job, it's easy to become overwhelmed by negative thoughts and get stuck in looped thinking. My marathon became a bit of an obsession for me, but it was a good distraction when I was feeling frustrated.

I sometimes trained at the gym at my job, which gave me a good chance to recharge. I was able to focus more on whatever tasks I had for the day. Plus, it gave me something to look forward to throughout the day.

I became a lot more organized

I'm a big fan of the recommended SMART goals system. I wrote down my goal of finishing the marathon. I didn't care about a particular time and I was largely unfamiliar with the term "PR" or "taper" or a lot of other running slang. I just wanted to finish the race.

How to generate ideas for endless content



Do these two exercises and try to come up with 12-15 ideas for each. After that, the next page will show how to categorize and figure out the purpose of your articles.

1. **What is something you know about more than your friends?**

What do people ask you about for advice and recommendations? Or what are things you've experienced and overcome?

E.g. how to make bomb family meals out of a slow cooker, what to know about purchasing a fixer-upper, how to plant a million apple trees, etc.

2. **What are some things you actively seek to learn more about?**

E.g. How to get rid of splinters in wood, how to make a deliciously healthy pie, how to get rid of mirror closet doors

The idea-intent matrix



After you've chosen the ideas that are most relevant to your brand, time to answer the next question: what do I want the reader to do after they've finished reading this? This idea-intent matrix can help you categorize your ideas as well, and not just in the specific "landscaping/cooking/decorating" categories. It'll also make your posts quicker to write.

This also can help you identify which ideas are more evergreen, which will help down the road in content marketing.

Elicit an emotion (hot take/rant) "IKEA sucks! This is why"	Teach (How to/learn) "How to cut down a tree without killing yourself"
Create awareness (expand worldview) "New breed of termite discovered to destroy your home"	Tell a story (investigate/report) "Why I decided to pivot from information systems to become a carpenter"

Website feedback

The screenshot shows the top navigation bar of the Appaloosa Orchards website. The logo is in the top left, and navigation links for Welcome, About, Custom Designs, Shop, Blog, and Contact are in the center. Log In and a shopping cart icon are on the right. The main content area features a large image of a blue barn with the Appaloosa Orchards logo overlaid. The logo is a white script font with green leaf accents, and the word 'ORCHARDS' is in a smaller, white, sans-serif font below it. Below the logo is the text 'BRING THE ORCHARD HOME' in a white, sans-serif font. At the bottom of the image is a pink banner with the text 'Farmhouse Inspired Wood Vanities'. Three yellow callout boxes with black arrows point to specific elements: the top left box points to the logo, the bottom left box points to a wooden door, and the right box points to the main text area. A vertical sidebar on the right contains social media icons for Facebook, Instagram, and Pinterest. At the bottom right, there is a small icon of a person and the text 'We'll reply as soon as we can'.

Appaloosa Orchards

Welcome About Custom Designs Shop Blog Contact Log In

Put this logo on the footer of the page and place in a plainer text "Appaloosa Orchards," since the beautiful script is hard to read

Since I know what your business is, it's not hard to guess what you mean by "bring the orchard home," but to the untrained eye it's a little bit more confusing. Assume people are VERY STUPID and maybe instead of just "farmhouse inspired wood vanities," put "custom-designed farmhouse wood vanities"

I'd change the color of the pink font and white background box here; maybe the blue color of the barn could go nicely over the pink

BRING THE ORCHARD HOME

Farmhouse Inspired Wood Vanities

f
@
p

We'll reply as soon as we can

Home page

WELCOME TO APPALOOSA ORCHARDS!

At Appaloosa Orchards, we appreciate that Mother Nature knows best! ~~We take inspiration from her natural talent to help apple trees grow and produce fruit, sweeten the berries on the bush, or add character and beauty to the growing oaks and pines around us.~~ We allow the natural character and charm of the wood to shine through, and our vanities reflect that. We think the various "flaws" in the boards we mill here on site actually add a subtle statement to each piece so the vanity blends with the rest of your design while remaining unique. We hope you'll find a bit of the orchard you can bring home!

WHAT'S IN SEASON?

No matter the weather or season of the year, there is always something beautiful and unique you can bring into your home from the orchard. Our all-wood vanities are built using oak and pine felled and milled here on the property. Our Woodland Weathered is reclaimed farm fence wood that Mother Nature has finished with a beautiful, rustic patina. It is an interesting design choice and certainly makes a statement! We've even used it in our own home!

Explore what's "in season" at the orchard right now:



I like where you're going with the idea of creating a very homey, natural environment (especially since going natural is VERY in vogue right now), but the first two sentences are still a little confusing about what you do as a business. I'd personally change it to something more like, "we appreciate that Mother Nature knows best when it comes to building custom-designed furniture," and then just say "we allow the natural character and charm of the wood to shine through"

This second section is a LOT more clear on what your business offers than the first section; you might just be able to cut that first section so people know what's happening