



BuyBlvd Social Media Content Strategy

Maximizing Visibility, Community, and Conversions

Summary

BuyBlvd's social media strategy strengthens the bridge between online discovery and in-store experiences. Through native content on Instagram and TikTok, user-generated posts, and strategic affiliate promotion, we aim to empower boutiques, engage creators, and connect with modern shoppers. This guide outlines how social channels support visibility, foot traffic, and sales while enhancing the brand's digital presence.

Instagram & TikTok Campaigns

Objective: Showcase Influencer Partnerships and Real-Time Shopping

Social media is central to BuyBlvd's marketing efforts. We create content that highlights real-time product availability and in-store experiences.

Key Campaign Types:

- **Influencer Drop-Ins:** Creators visit boutiques and document styling sessions.
- **Style Challenges:** Themed shopping and styling content using in-stock pieces.
- **Trending Audio Integrations:** Boosting engagement with timely, relevant content.
- **"Found It on BuyBlvd" Series:** Real-time discovery and in-store conversions.

Retailer Action: Coordinate drop-ins with local creators or opt into platform-wide campaigns. Content support and trend briefs are available upon request.

User-Generated Content (UGC)

Objective: Strengthen Community Through Shopper Engagement

We amplify shopper voices to boost authenticity and local relevance. UGC expands reach and drives organic interest.

UGC Examples:

- In-store try-on videos
- Unboxings and styling sessions
- Mirror selfies and OOTD posts

Activation Tactics:

- Display in-store signage: "Tag @BuyBlvd for a chance to be featured!"
 - Offer small incentives for tagging
 - Share top UGC on your store's social channels
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Affiliate Spotlights

Objective: Celebrate and Learn From Top Performers

Highlighting affiliates builds community, provides peer learning opportunities, and promotes your store via their content.

Spotlight Content Includes:

- Creator Q&As and “Day in the Life” features
- Campaign breakdowns with actionable insights
- Top weekly affiliate stories

Retailer Benefit: Increased visibility and credibility through successful campaigns.

Educational Content

Objective: Demystify the BuyBlvd Ecosystem

We support onboarding and ongoing engagement with educational materials that explain how BuyBlvd benefits retailers and affiliates.

Content Types:

- Reels: “How affiliates earn” or “Tagging 101”
- Infographics: Commission structures, install guides
- Visual FAQs: Understanding tracking, attribution, and content best practices

Distribution Channels: Instagram, TikTok, onboarding emails, and internal dashboards.

Content Calendar & Themes

Objective: Maintain Momentum and Predictability

Sample Weekly Schedule:

Day	Theme
Monday	Product Features & "In My Bag" Spotlights
Tuesday	Affiliate Strategy & Tips
Wednesday	Trending Items via Carousel
Thursday	UGC Sharing Day
Friday	Creator & Boutique Spotlights
Weekend	Store Visits & Campaign Challenges

Retailer Tip: Submit promotions in advance to be featured in weekly content.

Retailer Engagement Guidelines

To fully benefit from BuyBlvd's social strategy, we recommend:

- **Tagging Protocol:** Always tag @BuyBlvd and relevant creators
- **Consistent Posting:** Share your inventory, events, and affiliate content regularly
- **Story Highlights:** Create a dedicated BuyBlvd highlight to showcase affiliate posts
- **Brand Kit:** Use BuyBlvd's templates and guidelines for visual consistency

Need help or ready to collaborate? Contact us at support@buyblvd.com.

Final Notes

BuyBlvd is more than a platform—it's a movement to empower boutiques through digital innovation. Our social media strategy is a key driver of visibility and connection in this vision. Together, we'll make local shopping dynamic, discoverable, and unforgettable.

Let's build something big.

BuyBlvd Marketing Team

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