CHALK STUDIO

SOCIAL MEDIA STRATEGY

SWOT ANALYSIS

Strengths

- Signature combo of comfort + style in heels
- 24-hour delivery in Delhi/NCR
- Emotional founder story (relatable + real)
- Loyal wedding audience + handcrafted legacy

Weaknesses

- Low presence outside Delhi market
- Brand messaging is still very product-first, not story-first
- Pinterest & YouTube Shorts channels underused
- Lack of awareness around men’s footwear offerings

Opportunities

- Bridal content on Pinterest & YouTube Shorts
- Founder storytelling on LinkedIn + IG Reels
- Style-based content + UGC remixing
- WhatsApp as loyalty & drop channel

Threats

- Market clutter & influencer fatigue
- Fast fashion lookalikes
- Too much dependency on Instagram

TOP 5 COMPETITORS IN INDIA

Brand	Reason
Fizzy Goblet	Ethnic-luxe overlap + wedding crossover
Needledust	Bridal juttis + celeb connection
The Cai Store	Trend-heavy, influencer-focused
The Label Life	Fashion edits + celeb-backed appeal
Paio Shoes	Sustainable + comfy designs with wide reach

SOCIAL MEDIA TRENDS TO LEVERAGE

Trend	Chalk Studio Angle
Pinterest Visual SEO	Bridal boards, outfit pairings, weekly style edits
YouTube Shorts	Try-ons, bridal unboxings, street-style shots
Founder Storytelling	LinkedIn post/ instagram storytelling series + BTS moments
WhatsApp/ Insta Broadcast Lists	VIP drops, bridal edits, feedback loops
POV Reels / Skits	"5 hours into my wedding. No shoe bites. No regrets."
Seasonal Capsule Launch	Amaryllis campaign across YouTube, Pinterest, WhatsApp

POST / REEL REFERENCES

Pinterest: Zara-style boards - bridal styling meets footwear layouts

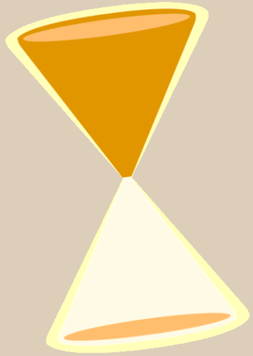
YouTube Shorts: Unboxings, try-ons with vlog-style editing

LinkedIn: Emotional founder story posts (similar to therebelkid's story telling content or benne's IG reels)

Reels:

- Komal Pandey GRWM
- Sakshi Shivdasani POV skits
- "Real Footwear Confessions": Micro-stories like "Used to carry flats in my bag. Don't need to anymore."
- "Walk & Talk" Interviews: Real women wearing Chalks share stories while walking — from college girls to brides

FIXING ENGAGEMENT DROP



- Less product, more personality (BTS, real people, UGC)
- "Style Me In Chalk" challenge with user-submitted outfits
- Use storytelling carousels
- Revive highlights into themes: Brides of Chalk, Walk Tests, Real Reviews
- Build cross-platform spillover with YouTube + Pinterest Amaryllis teasers

SOCIAL MEDIA CRISIS PLAN

Scenario: Delayed orders, bad product feedback, or service complaints

Step-by-step:



ACKNOWLEDGE PUBLICLY WITH WARMTH

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SHIFT CONVERSATION TO DM / WHATSAPP FOR RESOLUTION

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OFFER PRACTICAL FIX: REPLACEMENT, RETURN, OR VOUCHER

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WEEKLY IG STORY PIN: CUSTOMER WINS + REVIEWS

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FOLLOW-UP POST: "WE HEARD YOU. WE FIXED IT." (SHOW TRANSPARENCY)

Optional addition: "Customer Stories" section on website with raw, unfiltered reviews (positive + negative).

INFLUENCER COLLAB STRATEGY

Influencer	Why Her	Content Format
Komal Pandey	Luxe edits, strong bridal style	Bridal styling reel + transitions in 3 outfits
Sakshi Shivdasani	Funny, real talk, Gen Z vibe	Skit + POV "heel pain is cancelled" unboxing
Naina Ruhail	Glam bride appeal	Wedding vlog "Why I chose these for my pheras"
Sejal Kumar	Authentic, relatable styling	3-day challenge in Chalks across city events
Aishwarya Sharma	Pinterest queen + Shorts friendly	Outfit x Chalk board collab + styling Shorts

INFLUENCER COLLAB STRATEGY

Influencer	Why Him	Content Format
Ankush Bahuguna	Beauty + fashion authority, loved by Gen Z women	“POV: My Wedding Day in Chalks” — Groom styling & rituals
Imanuj Duttaa	Edgy, aesthetic-forward, shoots with real people	*“Custom groom Chalks – Fit & Feel Test”* editorial
Mohit Hiranandani	Actor + creative, reaches Tier 1/2 cities	*“From Baraat to After Party”* — 2-looks groom transition
Sandeep Rai	Raw, emotional content + rustic aesthetic	*“Walk with Me”* – Baraat walk in traditional Chalks
Sanket Mehta	Trend-heavy, young audience magnet	*“Dancing Groom”* – Chalks footwork test on sangeet day

APPROACH:

- DM with handwritten card concept + Chalk pair
- Story pitch: "Built by two 23-year-olds for real women like you"
- Collab Deal: 1 Reel + 1 YouTube Short + 1 Pinterest pin + 2 Stories
- Measure: Saves, shares, and story replies > likes

HERO CAMPAIGN STRATEGY

STARRING: KOMAL PANDEY & SIDDHARTH BATRA

CONCEPT: "IF FASHION HAD A PHERAS PLAYLIST."

NARRATIVE:

- A HYPER-STYLIZED, EMOTIONALLY RAW CAMPAIGN WHERE KOMAL AND SIDDHARTH CURATE THEIR WEDDING FITS — FEET FIRST. WE GIVE THEM CREATIVE CONTROL. THEY STYLE CHALK STUDIO PAIRS LIKE NO ONE ELSE COULD.
- VIDEO STRUCTURE:
- HTTPS://WWW.INSTAGRAM.COM/REEL/C_XC1JVVJY5/?IGSH=MX15B3J6N2ZZD2X3OA==
- SIMILAR TO THIS REEL THEY CAN CREATE 6-10 OUTFITS WITH DIFFERENT PAIRS FOR EACH EVENT
- TRY-ON & STYLE STORY: THEY PICK THEIR PAIR, BUILD AN OUTFIT AROUND IT
- FIRST LOOK REVEAL: KOMAL WALKS IN CHALKS; SIDDHARTH IN COORDINATING PAIR.
- CAPTION: "LOVE SHOULDN'T HURT — NOT EVEN YOUR HEELS."

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PLATFORM ROLLOUT:

- YOUTUBE SHORTS & REELS: FULL MINI-CAMPAIGN
- PINTEREST: WEDDING LOOK BOARDS, KOMAL’S STYLING
- LINKEDIN: “WHY WE CHOSE CREATORS WHO KNOW FASHION IS EMOTIONAL”
- WEBSITE: DEDICATED “STYLED BY KOMAL & SIDDHARTH” CAPSULE LANDING PAGE

EXPECTED OUTCOME:

BUZZ. BRIDAL BRAND AUTHORITY. GEN Z VIRAL MOMENT. FOOTWEAR MEETS FASHION FANTASY.

Thank You