

# Expose Design Instagram Marketing

**By Sarah Marden**



# Who is Expose Design?



- Screenprinting and Graphic Design company that specializes in creating apparel for local businesses in Portland, Maine
- Provide in-person deliveries, valuing client relationships and offering a rare personal touch to custom apparel ordering
- Value the Portland, Maine community and connecting with their customers/ customers lifestyle

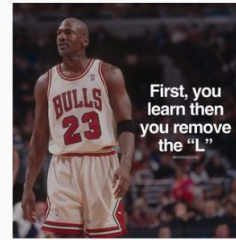
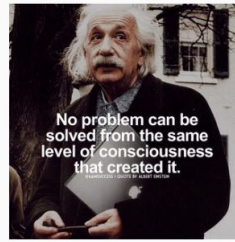
# Target Audience



- Hip local (Portland, ME) entrepreneurs - age 18-45
  - Breweries
  - Gyms / yoga studios
  - Local Maine apparel companies

# Instagram Audit

- Lack of emphasis on customer relationships
- Lack of highlighting personal aspect and lifestyle
- Random quotes found online
- Most product photos are just the apparel on a table – shows no connection to customer or Portland



# Secondary Research

- Collected surveys from Maine residents who were not familiar with the company, getting their take on Expose Design's current Instagram page

# Here's what they had to say..

Question: Based on the photos on this Instagram page, what type of business do you believe Expose Design is?

- “This looks like some type of motivational page that posts quotes and sayings.” (Maine resident, age 26)
- “I think the page is someone showing art they have made.” (Maine resident, age 24)
- “I can't really tell what type of page this is without looking at the bio. It looks like a lot of random things going in different directions.” (Maine business owner, age 37)
- “Is this an artist that makes photos and shirts for fun?” (Maine resident, age 29)

# Here's what they had to say..

Question: Who do you think Expose Design is targetting?

- “No one? Maybe someone who likes motivational posts.” (Maine resident, age 26)
- “Other people who design virtual art.” (Maine resident, age 24)
- “It doesn't look like they're targetitting anyone?”  
(Maine business owner, age 37)
- “People who enjoy art.” (Maine resident, age 29)

# Goals / Thesis

- In order to boost marketing for Expose Design, we want to focus on 3 key triggers that prompt action on Instagram:



- Desire to belong
  - Storytelling
  - Exclusivity
- 3 of the 12 triggers prominent in Instagram Marketing efforts\*



# Goals / Thesis



- Why these three?

- Desire to belong
- Storytelling
- Exclusivity

- As a local business, Expose Design is all about the personal aspect of the brand. They take pride in their in-person deliveries, creating connections with each customer and sharing a love for Portland, Maine.

# Goals / Thesis



- Why these three?

- Desire to belong
- Storytelling
- Exclusivity

- We want to tell their story, share their personal connections with customers and create a desire to belong to a community.
- Expose Design is a unique local business, and we want to communicate that through their Instagram posts.

# Research - Examples



foulmouthedbeer

Follow



1,795 posts

11.2K followers

1,461 following

Foulmouthed Brewing

OPEN: Su/M/Th: 12-8 Fri/Sa: 12-9.

CLOSED: T/W

First come first serve.

[linktr.ee/Foulmouthed](https://linktr.ee/Foulmouthed)

Followed by [exposedesign](#)



- Captures local areas of Portland, Maine
- Highlights lifestyle and real life photos
- Shows connection between the brand and the place
- Hip vibe

# Research - Examples



theportlandyogaproject

Follow



962 posts

3,204 followers

1,441 following

**The Portland Yoga Project**

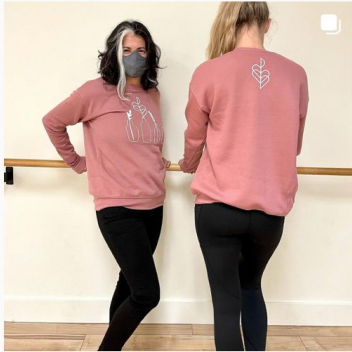
Yoga & Barre Studio ✨ Accessibility

PYP On-Line > @pyponline

theportlandyogaproject.com

[www.theportlandyogaproject.com/restorative-training](http://www.theportlandyogaproject.com/restorative-training)

Followed by alexmmccown, elizabengland, and exposedesign



- Captures local areas of Portland, Maine
- Highlights lifestyle and real life photos
- Shows connection between the brand and the place
- Hip vibe

# Execution



- Three posts a week on Instagram page\*
  - Focus on one customer type each week
  - Capture hip local entrepreneur vibe and highlight Portland, Maine

- 1 post highlighting real-life photos of apparel (storytelling of who the company is)
- 1 post highlighting customer relationships (exclusivity, desire to belong, love for Portland, Maine)
- 1 post highlighting lifestyle (storytelling, desire to belong)



# Week 1

PORTLAND  
YOGA PROJECT



Apparel



Customer relationships



Lifestyle

# Week 2

**FØULMØU+HED**  
BREWING



Apparel



Customer relationships



Lifestyle



# Week 3

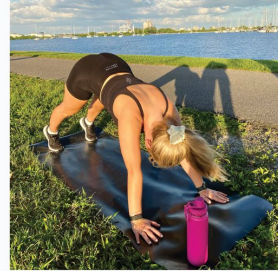
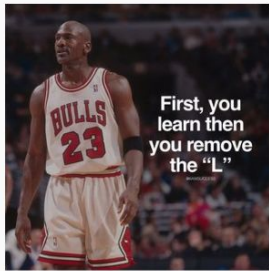
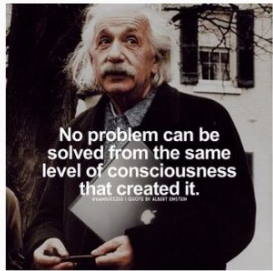


Apparel

Customer relationships

Lifestyle





# The after: here's what they had to say..

Question: Based on the photos on this page, what type of business do you believe Expose Design is?

- “It looks like they create apparel for Maine companies. I see brands I recognize and Maine places I recognize.” (Maine resident, age 26)
- “They love Maine as much as I do! It looks like they create shirts and other apparel in Portland.” (Maine resident, age 24)
- “This is definitely a clothing company. The partnering photos with other businesses logos tells me they make apparel for other local businesses.” (Maine business owner, age 37)
- “They make clothes for other companies in Maine.” (Maine resident, age 29)

# The after: here's what they had to say..

Question: Who do you think Expose Design is targetting?

- “People in Portland.” (Maine resident, age 26)
- “Businesses in the area.” (Maine resident, age 24)
- “Other local companies that live the Portland lifestyle.”(Maine business owner, age 37)
- “Young people in Maine who own businesses.” (Maine resident, age 29)

**Thank you!**



**Questions?**

# References



1. How often to post to social media in 2022. Social Media Marketing & Management Dashboard. (2022, July 27). Retrieved from <https://blog.hootsuite.com/how-often-to-post-on-social-media/>
2. Instagram. (n.d.). Retrieved from <https://www.instagram.com/>
3. Miles, J. 2014. Instagram Power. McGraw-Hill Education books. USA.