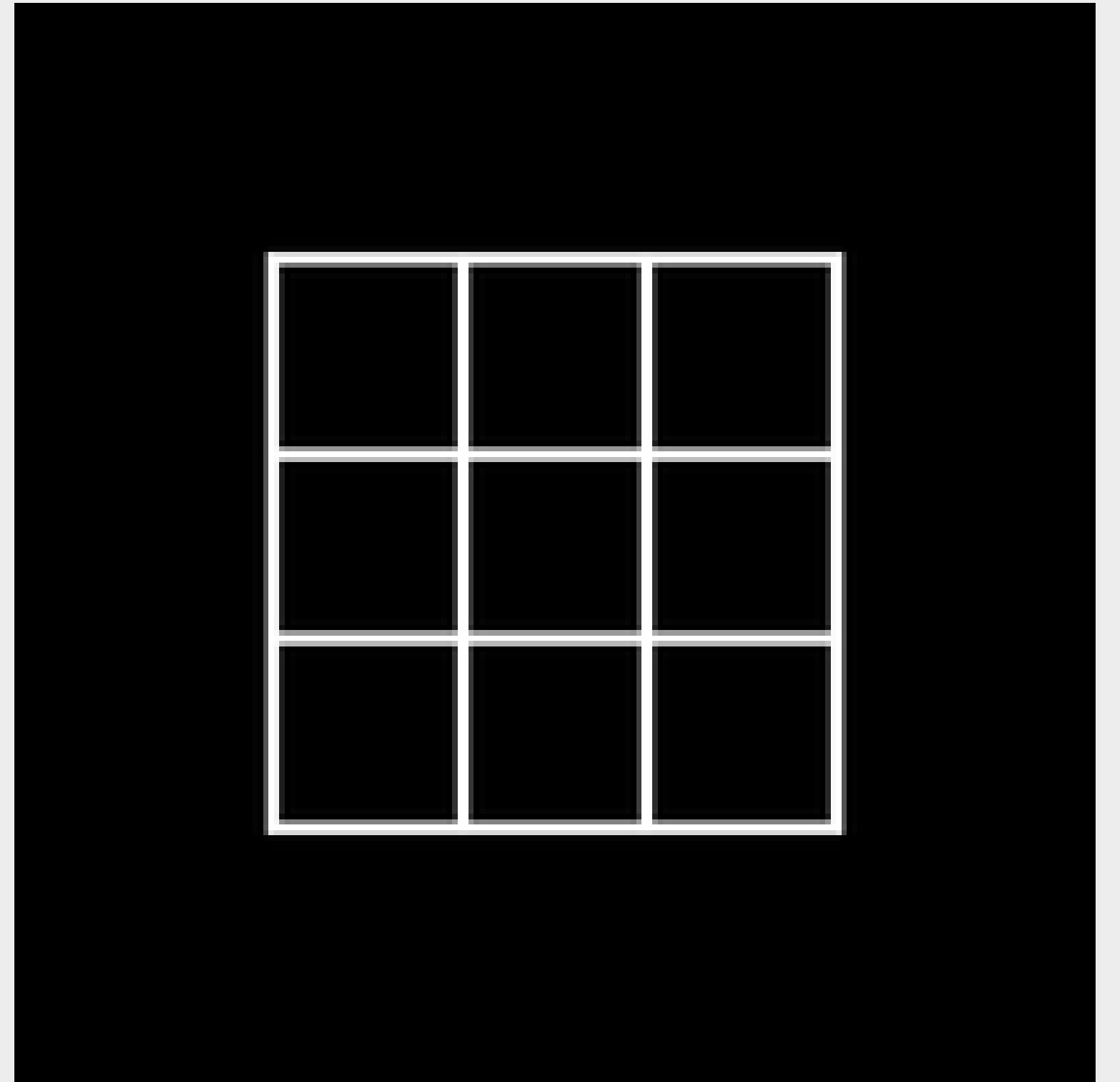


Soho House

Sessions with Soho House





Agenda

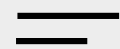
What We'll Be Covering

- 01. **Research & Audits**
- 02. **Opportunity & Idea**
- 03. **Goals & Objectives**
- 04. **Target Audience**
- 05. **Content & Channel Strategy**
- 06. **Influencer Recommendation**
- 07. **Evaluation**

Research & Audit

Major Findings

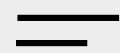
- Soho House is an exclusive membership club that caters to the creatively inclined elite in their many locations around the world.
- Uses social media to post house locations along with details of its clubs.
- Instagram is the most used platform by the organization.
- Overall, engagement on social media is low.



Research & Audit

Major Findings (Cont.)

- Most members are millennials.
- Millennials love TikTok and Soho House does not use this platform.
- Soho House's top competitors are NeueHouse and The Well.
- Both of these competitors have low social media engagement and also do not take advantage of the TikTok platform.



Opportunity & Idea

Increase the engagement of
its social media.

HOW ARE WE GOING TO DO THIS?



By increasing engagement for their Instagram account by sharing content at least 4 or 5 times per week.



Creating a TikTok account to share the content of Soho House all over the world.

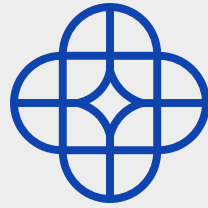


Using a TikTok pro account and Instagram analytics to measure social media's statistics and retrieve insights that help Soho House make better decisions when posting content.



Use DJs, models, artists, musicians and members of the film industry as influencers of Soho House and expand the business reputation through its social media profiles.

.



Goals & Objectives



GOAL:

To increase engagement on Soho House's social media platforms.



OBJECTIVE 1:

To increase likes and shares on Instagram by 60% in six months.



OBJECTIVE 2:

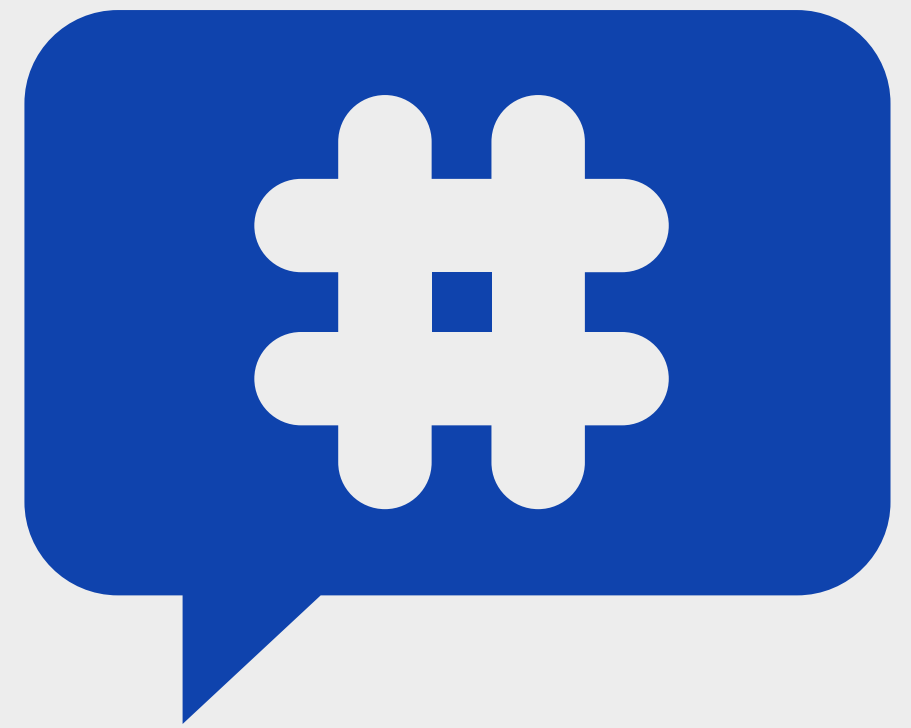
To increase mentions and comments on Instagram by 50% in six months.



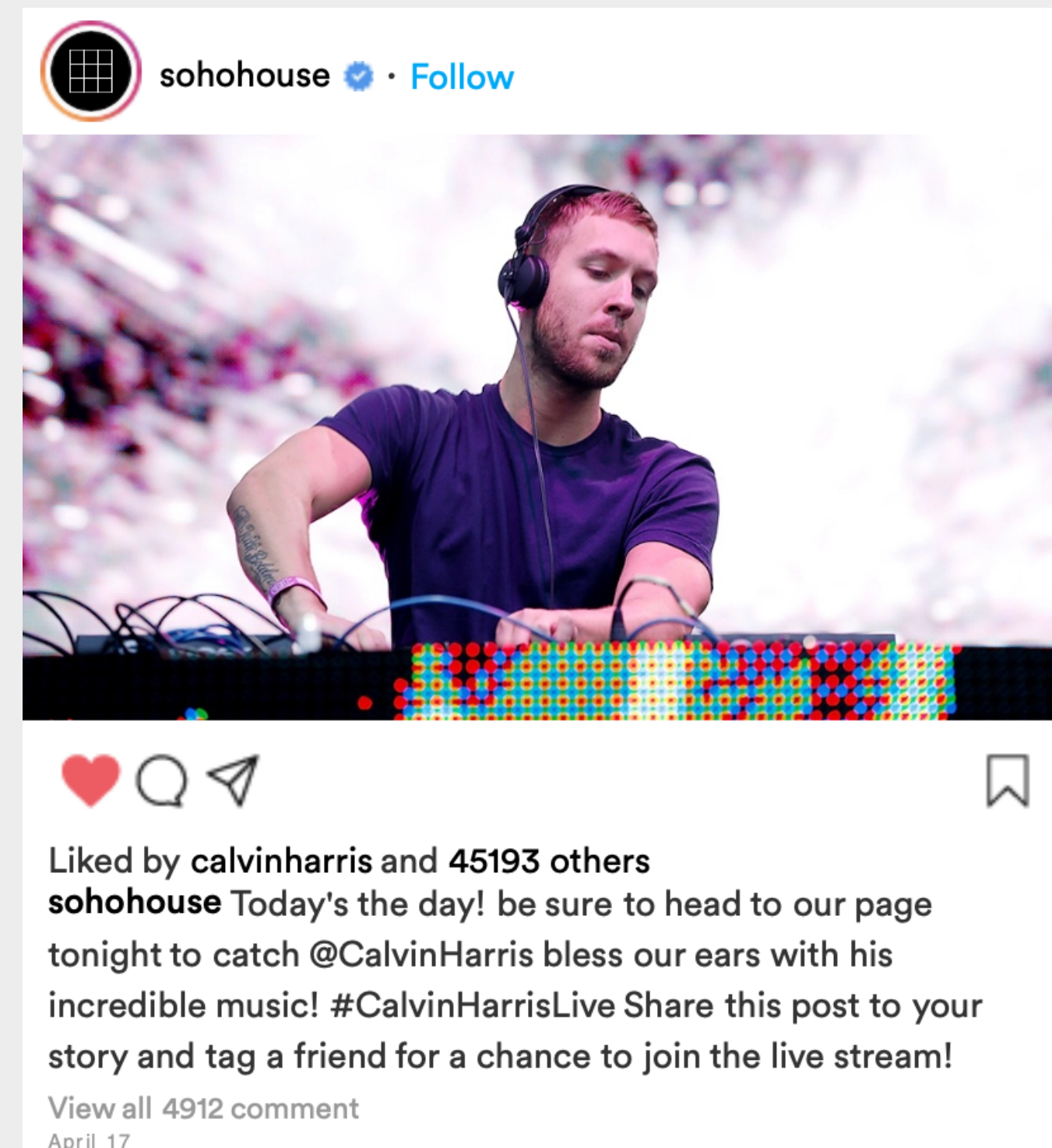
OBJECTIVE 3:

To reach 10k likes on every post made on TikTok in six months.

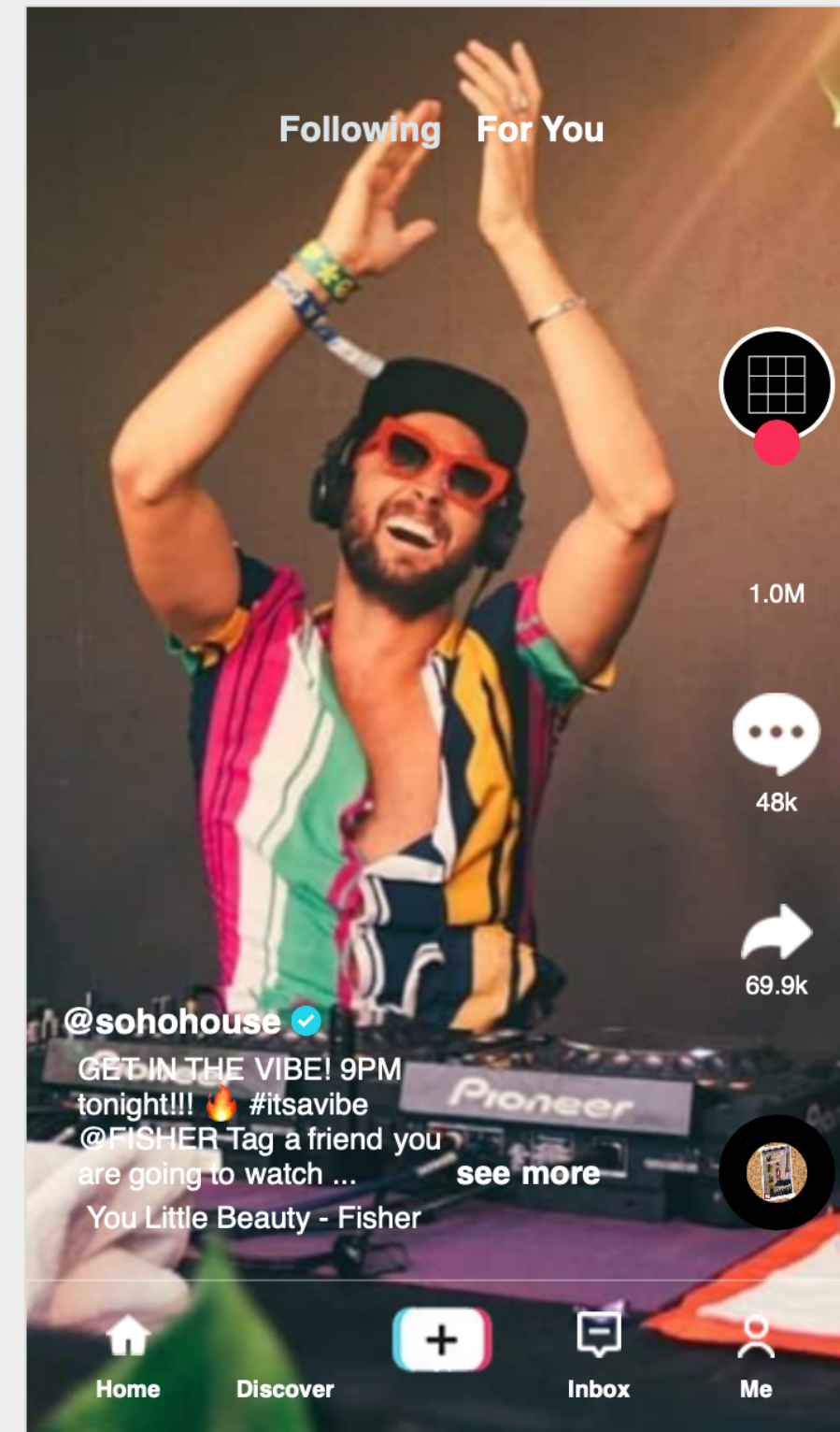
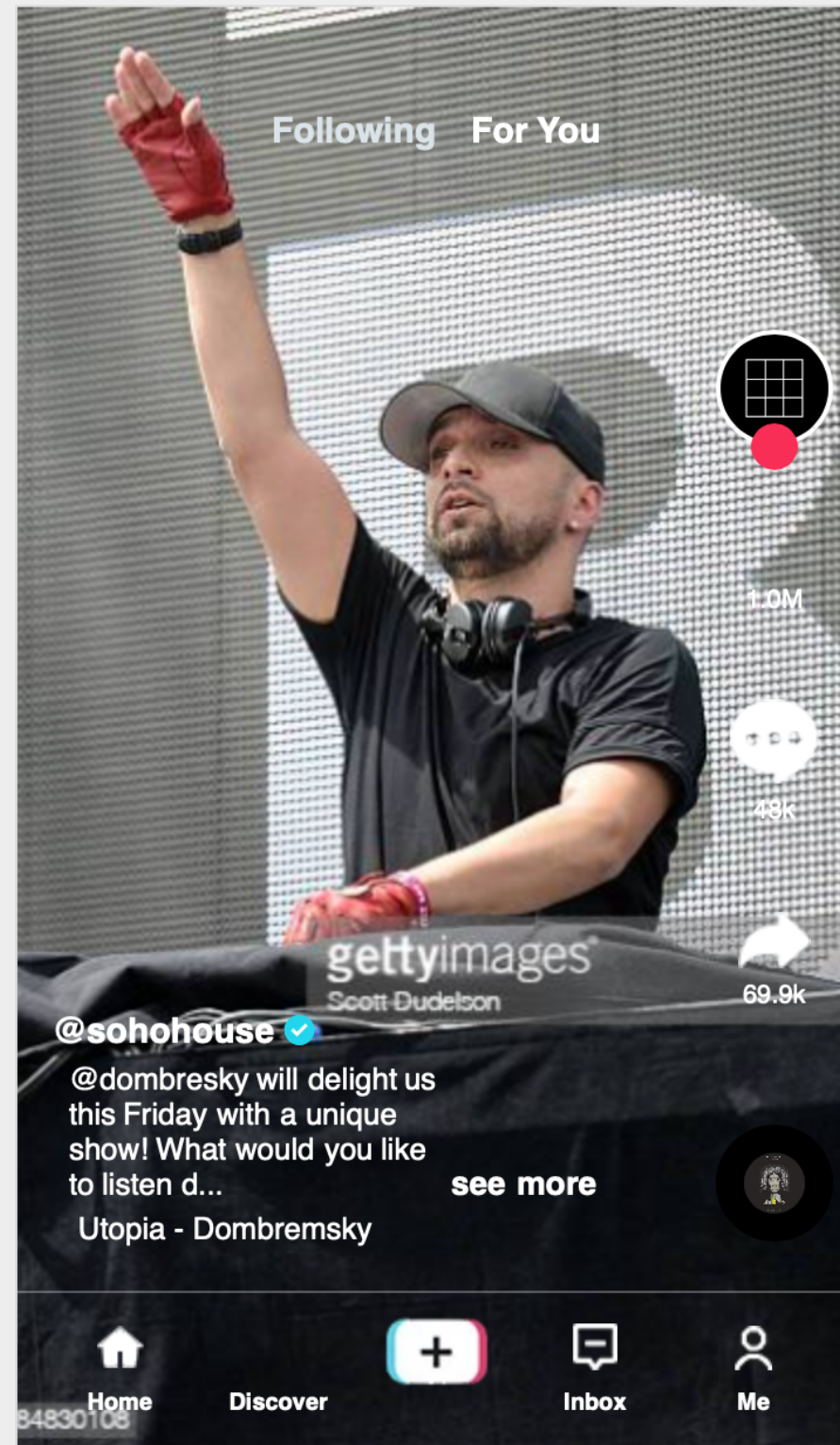
Content & Channel Strategy



Content & Channel Strategy



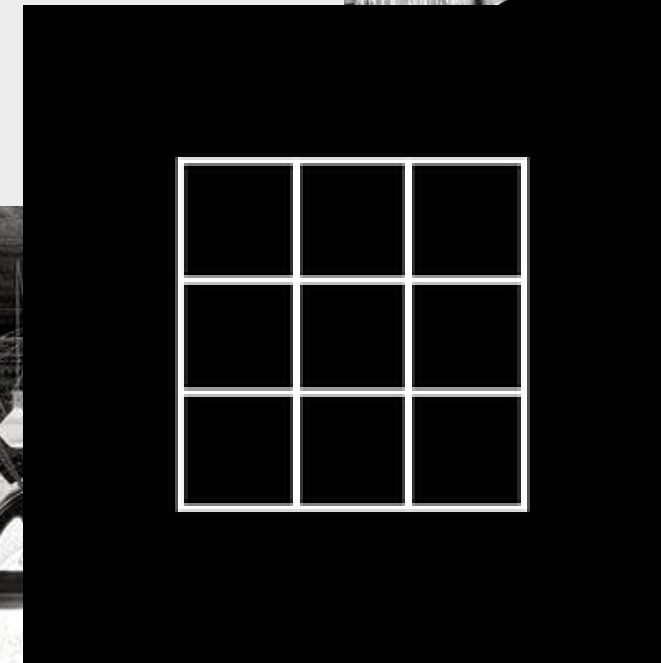
Content & Channel Strategy



Target Audience

Identifying Members

- Soho House caters to the creatively inclined elite in their many locations around the world.
- Members include prestigious models, artists, musicians, and members of the film industry.
- Millennial members of Soho House are between 25 and 36 years old.



Influencer Recommendations

- Influencers: very trendy EDM DJ's Fischer, Zedd, Calvin Harris, and Dombresky
- Each week, one of these DJ's will take over Soho House' Tik Tok to livestream a custom DJ set from a Soho House location
- On top of their performance, DJ's will be shown using Soho House amenities, interacting with Soho House members, and answering Q&A's



Evaluation

KPI's for each objective should be measured once a week, while paying notice to individual post KPI's as well

OBJECTIVE 1

Likes and Shares on Instagram can be monitored through Instagram's activity tab

OBJECTIVE 2

Comments and tagged posts will be monitored through Instagram's activity tab

OBJECTIVE 3

Tik Tok engagement will be accessed by upgrading to a Tik Tok Pro account, and then calculated using the formula:
$$(\text{Number of Likes} + \text{Number of Comments} + \text{Number of Shares}) / \text{Number of Followers} * 100$$
 (Sehl, 2020).



Evaluation

Continued

- For measuring the outcomes for objectives 1 and 2, benchmarks can be set to see Soho House's current levels of engagement. This includes looking at their current average number of likes, comments, and shares per post.
- A useful tool that Soho House may use to help manage their KPIs is the app called Social Fox.
- Soho House does not currently have a Tik Tok, so success will be derived from looking at industry benchmarks set by competitors



Works Cited

Burton, Monica. *Soho House, Explained*. 15 Aug. 2017, www.eater.com/2017/8/15/16136272/soho-house-nick-jones-expansion-history-membership-rules. Hutchinson, Andrew. "New Report Looks at Social

"Our Vision." *NeueHouse - Our Vision*, NeueHouse, 2020, www.neuehouse.com/our-vision

Platform Performance Benchmarks by Industry." *Social Media Today*, 22 Feb. 2019, www.socialmediatoday.com/news/new-report-looks-at-social-platform-performance-benchmarks-by-industry/548946/

Patel, Neil. "7 Instagram Analytics Tools to Grow Your Audience." Neil Patel, 12 Feb. 2021, <https://neilpatel.com/blog/top-instagram-analytics-tools/>

"Quantitative and Qualitative Measurement for Social Media." Hootsuite Academy, 2021, <https://education.hootsuite.com/pages/quantitative-qualitative-measurement-for-social-media#:~:text=Quantitative%20measurement%20focuses%20on%20numerical,reach%2C%20engagement%2C%20and%20conversion.&text=Lastl y%2C%20track%20the%20number%20of,case%2C%20the%20number%20of%20downloads>

Sehl, Katie. "The Complete Guide to TikTok Analytics: How to Measure Your Success." Social Media Marketing & Management Dashboard, Hootsuite, 17 Aug. 2020, <https://blog.hootsuite.com/tiktok-analytics/>

SohoHouse. "This is Soho House." YouTube, 15 December 2020, <https://www.youtube.com/watch?v=U48utmqCWgs>