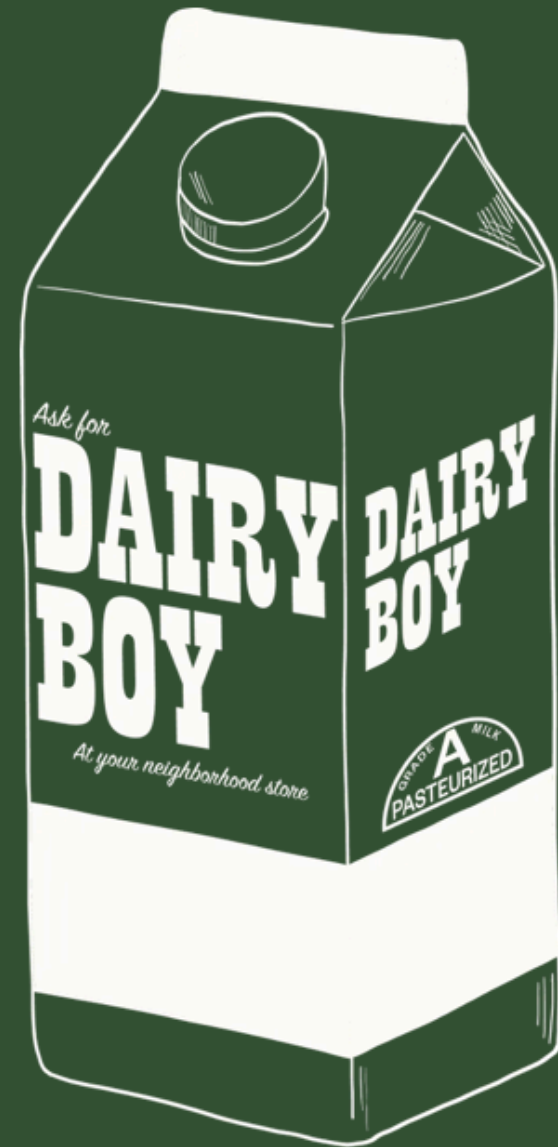


**DAIRY
BOY**



Presentation Overview

Company Overview
Analysis of Social Media Marketing
Campaign Ideas 1-4
What We Learned
Future Directions

Company Overview

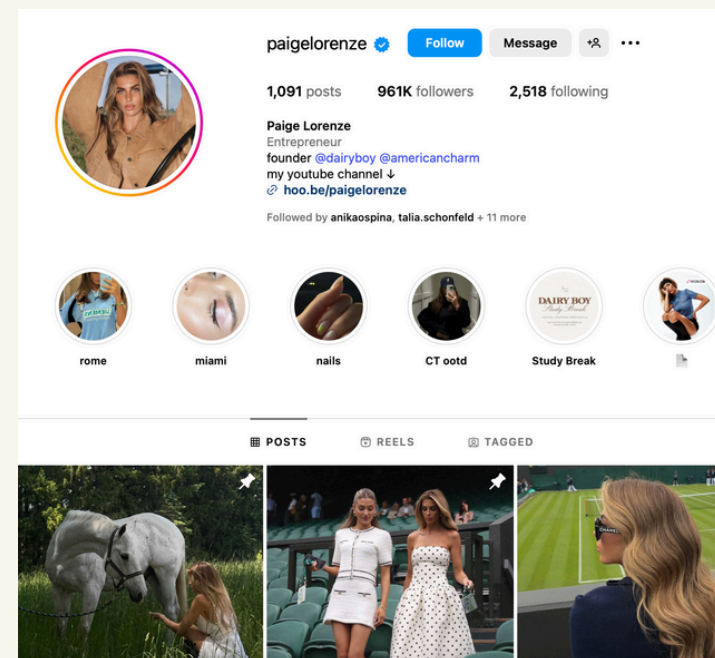
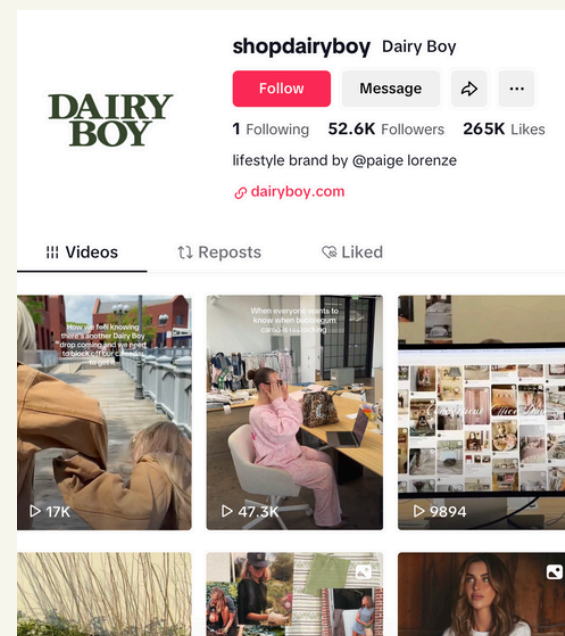
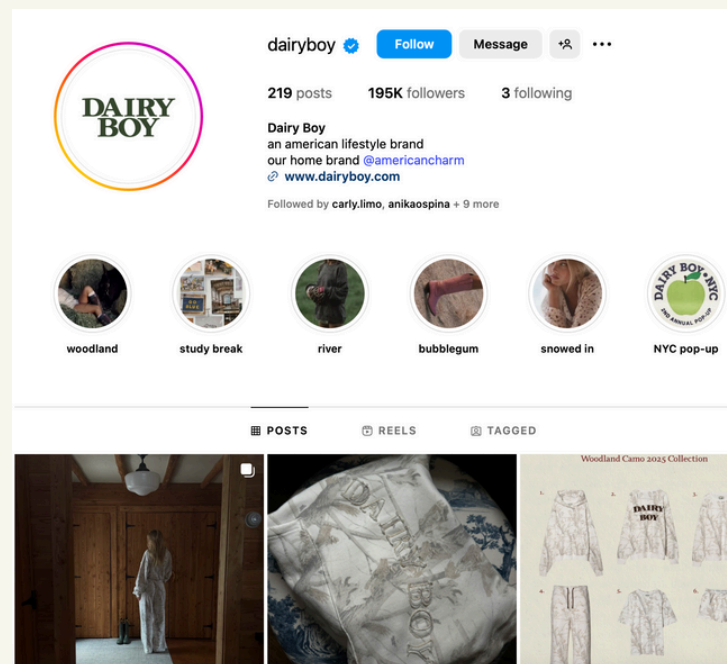
Dairy Boy was founded in 2021 by influencer Paige Lorenze. It is a lifestyle brand, known for its denim, clothing, and home goods, that is inspired by Lorenze's New England upbringing. They've built a unique, trendy image through a mix of social media channels, including TikTok, Instagram, and Paige Lorenze's personal YouTube. Despite their potential, Dairy Boy underutilizes social media tools like hashtags and posts infrequently, limiting its reach and engagement. Our group selected Dairy Boy because they can improve visibility, boost sales, and expand their customer base with a few strategic tweaks to their social media strategy.

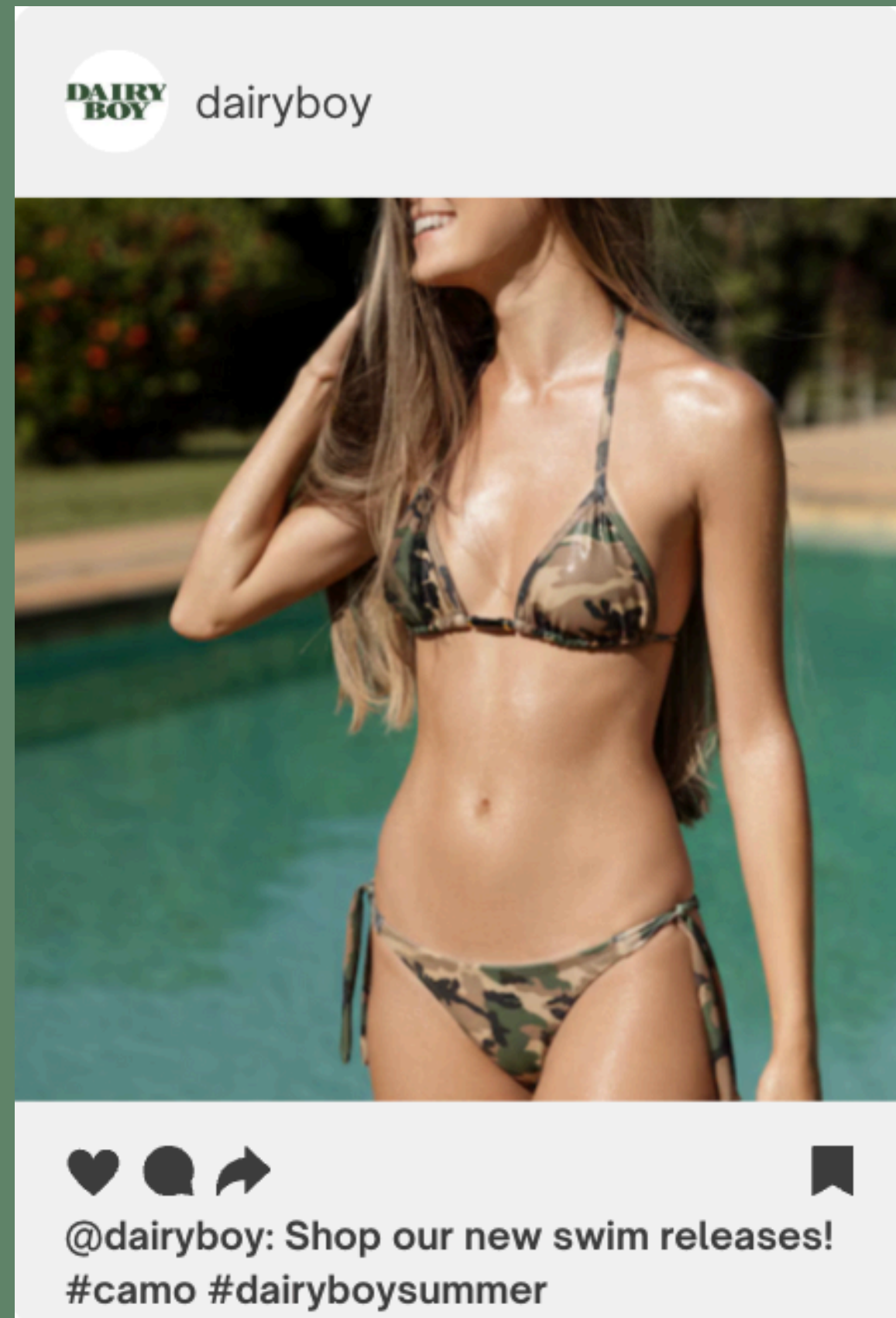


Analysis

OF CURRENT SOCIAL MEDIA MARKETING

- **Limited Frequency:** Dairy Boy doesn't post frequently, which leads to lower audience engagement and brand awareness.
- **Platform Focus:** They mainly use TikTok, Instagram, and YouTube, but they don't leverage each platform's full potential.
- **Missed Engagement Opportunities:** The lack of hashtags and regular posts means they miss out on wider visibility, especially with new and existing audiences.
- **Influencer-Driven Content:** Dairy Boy uses Paige Lorenze's personal brand to drive traffic and sales, but there's room to scale this by collaborating with other influencers or user-generated content.





Campaign 1

LAKEPROOF COLLECTION:
"DIVE INTO DAIRY BOY"

- **Goal:** Launch Dairy Boy's limited-edition summer swimwear collection to drive seasonal sales and attract new customers by embracing the outdoorsy lake/boat day lifestyle.
- **Hashtags:** #DiveIntoDairyBoy
#DairyBoySwim #CamoOnTheWater
#LakeProofCollection

“LakeProof Collection” dives into Dairy Boy’s outdoorsy roots with a limited-edition swimwear line for men and women. Featuring signature prints and built for lake days and boat trips, this drop blends style and summer adventure.

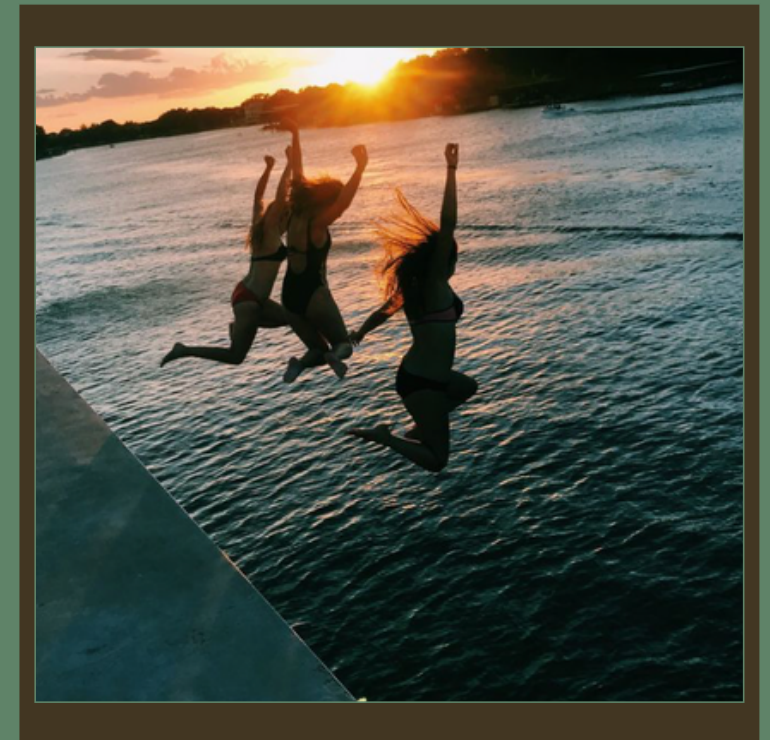
Platforms & Platform-Specific Features:

Instagram:

- Reels: “Lake Day Fits” outfit transitions, dock jumps, boat launches in slo-mo
- Carousels: Styled product shots, “Pick your print” comparisons, group photos
- Stories: Swim drop countdowns, this-or-that polls (prints/colors), reshared UGC

TikTok:

- POVs: “Pack for a lake day with Dairy Boy Swim” or “A day on the water”
- Challenges: #DiveIntoDairyBoy dock jump challenge
- Mini-Vlogs: Travel to the lake, swimsuit try-ons, behind the scenes design looks



07 *Campaign 2*

FESTIVAL SETS LAUNCH:
“WHERE THE WILD SETS ARE”

- **Goal:** Attract Stagecoach and other festival-goers to DairyBoy by launching a limited-edition festival line, featuring denim and camo matching sets
- **Hashtags:** #DairyBoySummer, #WhereTheWildSetsAre, #FestivalWithDairyBoy



“Where The Wild Sets Are” explores Western fashion and festival style, while staying true to Dairy Boy’s outdoorsy roots. The collection features monochromatic denim and camo matching sets, along with exclusive Stagecoach Dairy Boy hats—blending rugged charm with a bold, trailblazing spirit.

Platforms and Platform-Specific Features:

Instagram:

- Reels: Videos at the festivals with friends on carousel or different stages or food/drink trucks
- Carousels: Showcasing all of the clothing options available for launch
- Stories: Having fun with friends at festival in outfits, showcasing popular artists as well

TikTok:

- POVs: “My favorite festival outfit this year” video of influencer unboxing and excited to wear it
- Challenges: reposting anyone who tags or uses hashtags in theme of Dairy Boy Festival
- Mini-Vlogs: Vlog showcasing the outfit being worn all day at the fesitval to show durability and style.



Campaign 3

AMERICAN FLAG SWEATERS/HATS:
“RED, WHITE, & DAIRY BOY”

- **Goal:** To boost Dairy Boy's visibility and summer sales by launching a limited-edition patriotic collection—centered around the American Flag sweater—leveraging nostalgia, user-generated content, and influencer marketing to drive 500+ new customers and create a viral brand moment leading up to the Fourth of July, while also promoting their existing trucker hats.
- **Hashtags:** #RedWhiteAndDairyBoy, #WearYourStripes, #FourthofJuly



Platforms & Platform-Specific Features:

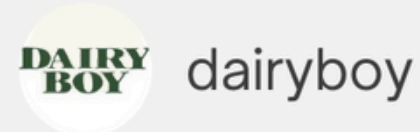
Instagram:

- Reels: Nostalgic summer settings like barbecues, bonfires, fireworks, beach days, etc
- Carousels: Showcasing different color and clothing options with the flag
- Stories: Sweater drop countdowns, Fourth of July activities, behind the scenes

TikTok:

- POVs: “Get dressed with me for the Fourth of July” videos showcasing sweater/hat
- Challenges “Wear Your Stripes” challenge where customers post in their American flag sweaters/hats and tag
- Mini-Vlogs: “Day in the life” and posting fun fourth of july activities with friends





@dairyboy: Shop our cookware before your Thanksgiving feast! #applepie #dairyboy

Campaign 4

"FALLING FOR DAIRY BOY"

- **Goal:** Promote Dairy Boy's fall-themed home goods (candles & kitchenware) and build brand connection through cozy, seasonal content centered on Thanksgiving, baking, and entertaining guests.
- **Hashtags:** #DairyBoyFall, #BakeWithDairyBoy, #FallingForDairyBoy

“Falling for Dairy Boy” creates a warm, autumn-inspired world filled with fall-scented candles, rustic kitchen setups, and heartfelt moments around baking and hosting.

Platforms & Platform-Specific Features:

- **Instagram:**

- Reels: Cozy fall baking, influencer-hosted gatherings
- Carousels: Product photography, before/after kitchen setups
- Reels: UGC shares & quick fall recipes

- **TikTok:**

- Short-form recipes: Pumpkin bread, stuffing, spiced cider
- Lifestyle POVs: “A cozy fall day with Dairy Boy”



What We Learned

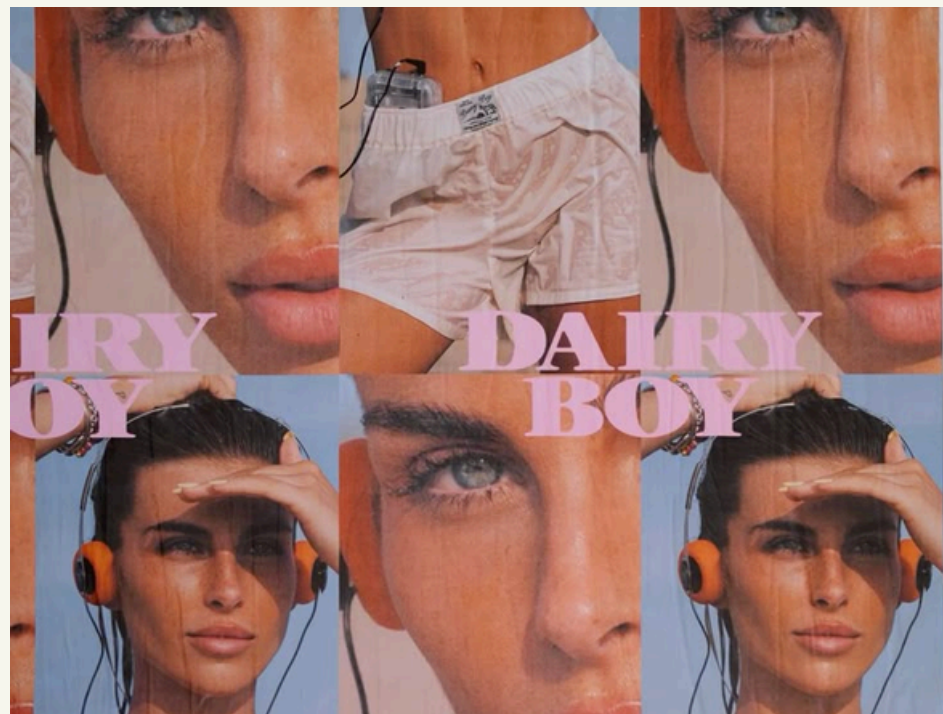


- Launching with Paige Lorenze gave Dairy Boy strong initial impressions due to her large following.
- There's untapped potential in expanding beyond her platform with additional influencers and UGC.
- Seasonal drops (e.g. 4th of July, festivals) can boost year-round sales.
- Incorporating hashtags can increase discoverability and audience reach.
- While the brand is trendy and visually appealing, strategic marketing is needed for long-term growth.

Future Directions

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- **Expand Influencer Partnerships:** Collaborate with a wider range of micro and macro influencers to reach new demographics and diversify brand visibility.
- **Boost Posting Frequency:** Establish a consistent content calendar across Instagram, TikTok, and YouTube to keep audiences engaged and maintain brand relevance.
- **Use Hashtags Strategically:** Implement branded and trending hashtags to increase discoverability and join relevant conversations within the lifestyle and food communities.
- **Develop Seasonal Campaigns:** Launch limited-edition products and themed content around key events like summer festivals, holidays, and back-to-school season to drive sales throughout the year.
- **Encourage UGC:** Create interactive campaigns and incentives (e.g., reposts, giveaways) to motivate followers to share their own content, building brand loyalty and authenticity.



Thanks!