

**@cherrylosangeles**

**By Robbie Andrews**

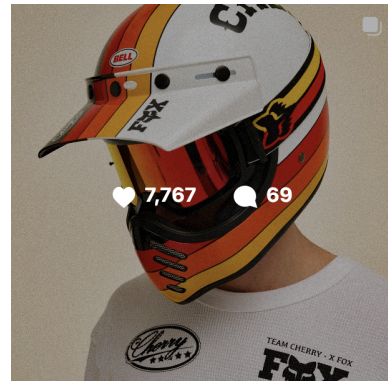
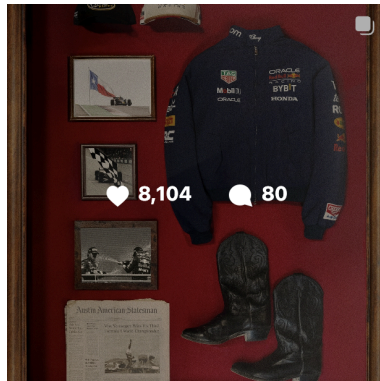
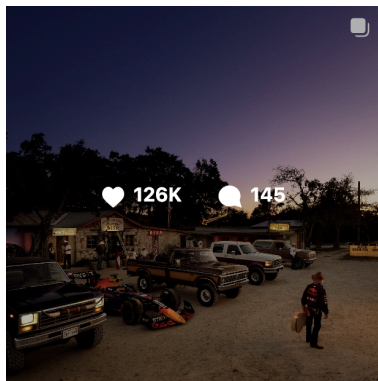
**Active Platforms:**

- **Instagram** - ( 191k followers )
- **Facebook** - ( 348 followers )
- **TikTok** - ( 847 followers )

**Current Platform Strategy:**

- The primary platform used is Instagram, but the brand occasionally posts on Facebook and TikTok.
  - Posts on Facebook and TikTok every few months.
- The brand does not have a consistent posting schedule and occasionally goes inactive for a few weeks.
- The brand does not have any community management.
  - People post complaints / requests and receive no known feedback or interaction from the brand.
- Primarily uses Editorial and Campaign Content... few Evergreen or Lo-Fi Content.

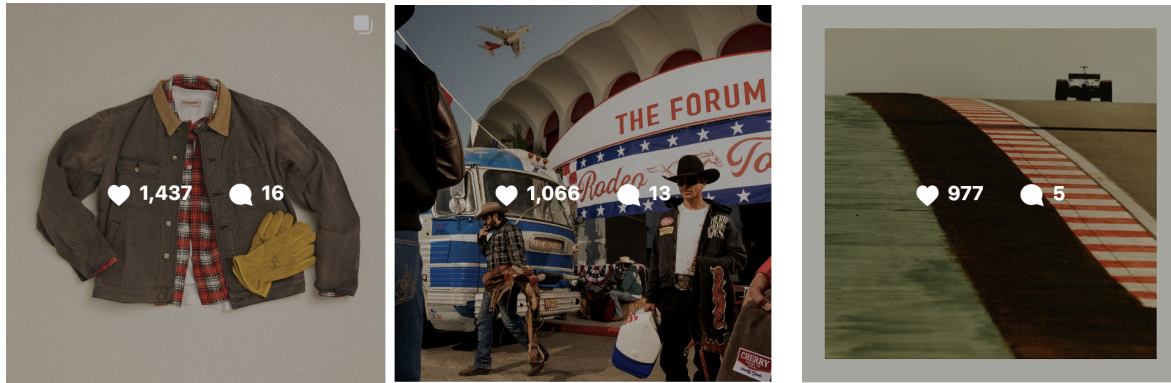
**Highest Performing Posts (previous 30-days or 20-posts):**



**Observations:**

- Select posts blow up, reaching hundreds of thousands of likes, while others barely reach a few thousand.
- Exclusive Content & Upcoming Releases perform the best.
- Posts showcasing content & candid pictures perform well.

### Lowest Performing Posts (previous 30-days or 20-posts):



### Observations:

- Lo-Fi Content tends to perform worse; change Lo-Fi content from a digital camera aesthetic to something new.
- The brand does not interact with its followers.... this could help improve insights on low posts.
- Staying on a posting routine will help improve insights.

### Areas of Success

- Campaigns produce a lot of high-quality content.
- Creative direction is very strong.
- The profile is very aesthetic and pleasing to the eyes.

### Areas of Opportunity

- Work alongside influencers / celebrities who fit their specific niche (F1 Racers, extreme athletes, rodeo).
  - Schedule posts to be more consistent... don't post 5 times in one week, then go inactive for 4 weeks.
  - Plan posts / feed ahead of time; don't post 3 "filler posts" in a row...
  - Direct users to different platforms to grow the brand name.
    - Improve TikTok content: post regularly, allow viewers / consumers to see a personal side of the brand, and keep up with trends in a way that fits the brand.
  - A lot of the same / similar content, switch up the campaigns to something new / fresh to get a new perspective on the brand without changing the image.
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## RESEARCH AND REFERENCES

- Positive word of mouth from consumers.
- Influencers post content of the brand on social media.
- Collaborations with brands such as Red Bull and Fox Racing.

## LINKS TO INTERVIEWS OR ARTICLES:

- [Shaboozey Channels Boho-Western Style at NFL Honors 2025 in Cherry LA Mechanic Shirt, Flared Jeans and Bolo Necklace](#)
- [The Hottest Under-the-Radar Menswear Brands to Know Now](#)
- [Cherry Los Angeles Saddles Up for Holiday 2024](#)
- [Cherry Los Angeles and Oracle Red Bull Racing Rev Up for the Austin Grand Prix with a New Capsule Collection](#)

## MARKET RESEARCH ACCOUNTS: *[SHARED AUDIENCE OR ASPIRATIONAL ACCOUNTS]*

- @madhappy
- @scuffers
- @nudeproject
- @coldculture
- @redbull
- @foxracing

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## KEY TAKEAWAYS AND OBSERVATIONS:

- The social media feed on Instagram is very aesthetic and showcases the product very well, but there needs to be a better posting schedule / routine.
  - Posting multiple times a week and then going inactive for a week should not be happening; even out the posting so there is no inactivity.
- Post on multiple platforms to gain followers, and work with influencers and celebrities to increase brand name.
- When celebrities wear the brand, post or acknowledge it (story).
- Campaigns produce a lot of high-quality content but lose traction due to inconsistent posting schedules.
  - Change the content to be more diverse / fresh material.
- The platform is an extension of the website, making it more interactive and fun.