

HAND
MADE IN NC, USA

CLIENT PROJECT

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TABLE OF CONTENTS



- 01 **PROJECT OVERVIEW**
- 02 **DELIVERABLES**
- 03 **VIDEOGRAPH INSIGHT**
- 04 **COMPETITOR ANALYSIS**
- 05 **SEO STRATEGY FOR IG**
- 06 **FINAL SUMMARY & METRICS**

PROJECT OVERVIEW

COMPANY OVERVIEW

- Created in 2012
- Makes handmade ceramics in Burlington, NC
- Known for high-quality porcelain tableware designed for both home and hospitality settings



MARKET & TARGET AUDIENCE

Retail (B2C)

- Everyday consumers shopping for home tableware
- Targeted through Organic Traffic, Google, Email, & Meta

Hospitality (B2B)

- Restaurants, Hotels, Chefs, Culinary Directors
- Targeting areas are an area of opportunity



DELIVERABLES

— DELIVERABLE OVERVIEW



Videograph Template



Develop SEO Strategy
for Hospitality

VIDEOGRAPH INSIGHT

WHY HAAND NEEDS A BRAND VIDEO

Purpose of the Video

- Highlight the full craftsmanship process behind HAAND's porcelain
- Show chefs the authenticity, care, and precision behind each piece
- Strengthen HAAND's identity as a chef-focused, handmade brand

Why It Matters

- Founder-led storytelling (Chris VO) builds trust and connection
- Helps HAAND stand out in a competitive market where visual quality matters

Overall Goal:

Position HAAND as the go-to handcrafted porcelain brand for chefs and restaurants.



Supports Hospitality & B2B Marketing

- Attracts chefs, culinary directors, and restaurant owners
- Provides high-quality video content for outreach, ads, and trade communications
- Shows product performance in professional kitchens

Boosts Digital Presence & SEO

- Creates a storytelling asset that can be reused for the future
- Creates video content for Reels, META ads, YouTube, and the website
- Increases time spent on HAAND's website (positive SEO signal)



INSTAGRAM INSIGHT

Importance of Video Testimonials

- Increased Trust & Credibility
- Stronger Emotional Connection
- More Engaging, Memorable Storytelling
- Higher Conversion Rates Compared to Static Posts

Some Background Information on Video Testimonials

- <https://shapo.io/blog/why-video-testimonials-matter/>



INSTAGRAM OVERVIEW

Recent posts deviate from luxury brand appeal that has previously been featured on HAANDMADE accounts, which can change brand image.

Primary focuses for future content:

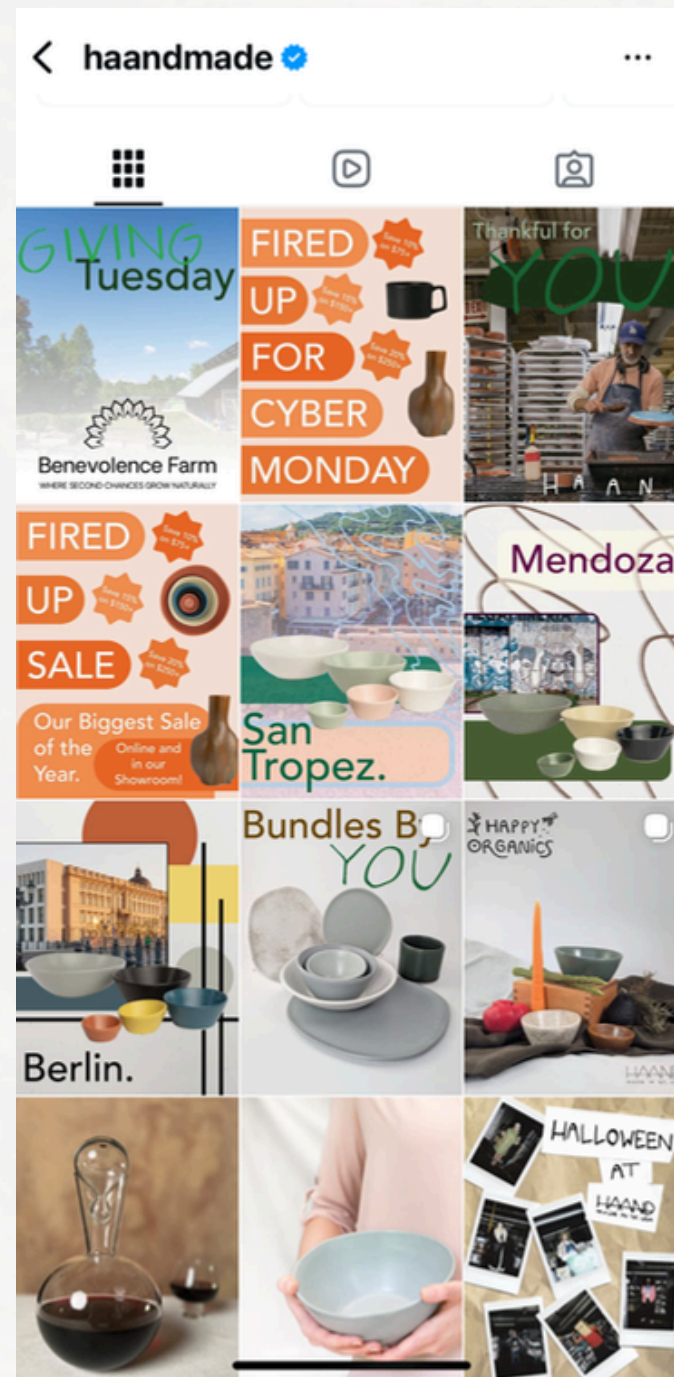
- High-Quality photography
- More posts highlighting the products usage
- Stronger visual consistency across the grid
- Refined aesthetic

Overall goal: elevate Instagram to reflect HAAND as a premium, handcrafted brand.



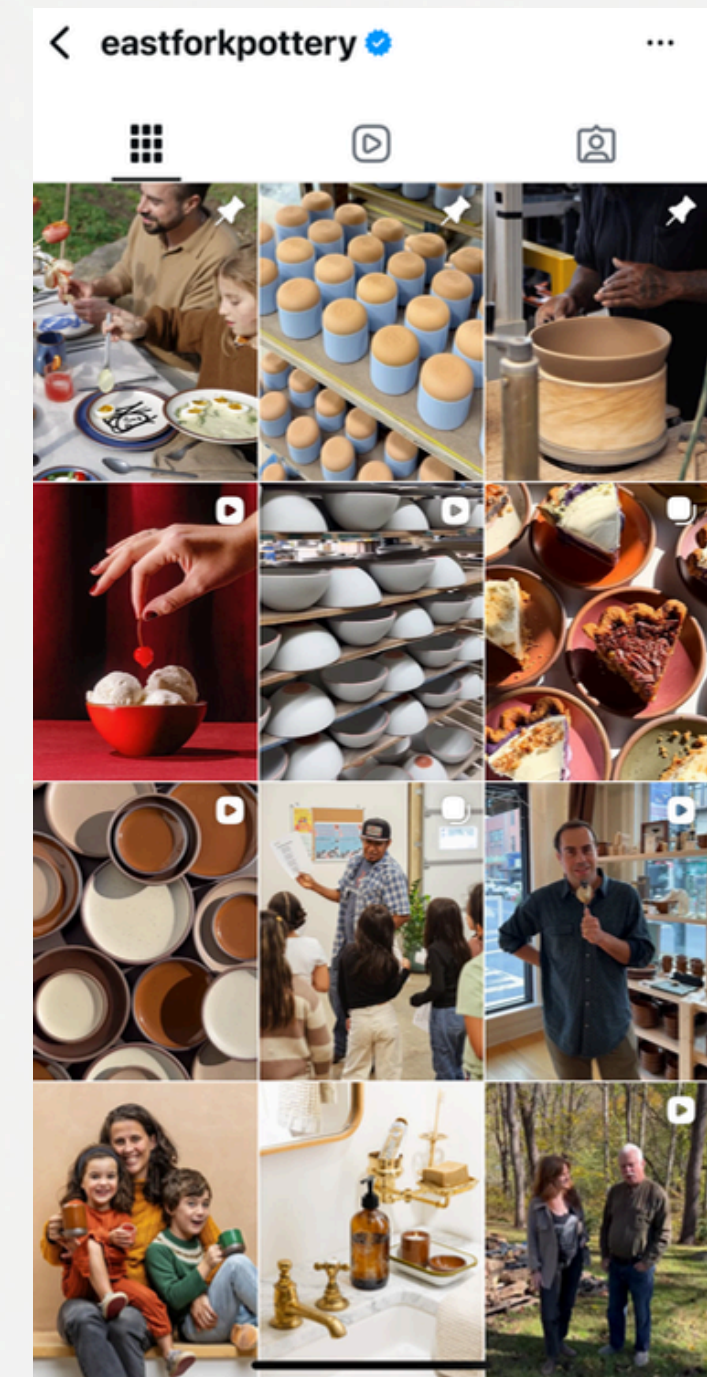
COMPETITOR ANALYSIS

INSTAGRAM COMPETITOR ANALYSIS



Key Differences:

- Pinned posts on East Fork's page each of which tell the brand's story
 - the first pinned post is their CEO explaining the brand and its goals
- Graphics posted on Haandmade versus photographs and videos on East Fork
 - East Fork Includes photos of people using the products rather than the products themselves
- Text on Haandmade covers versus East Fork puts any information in the caption

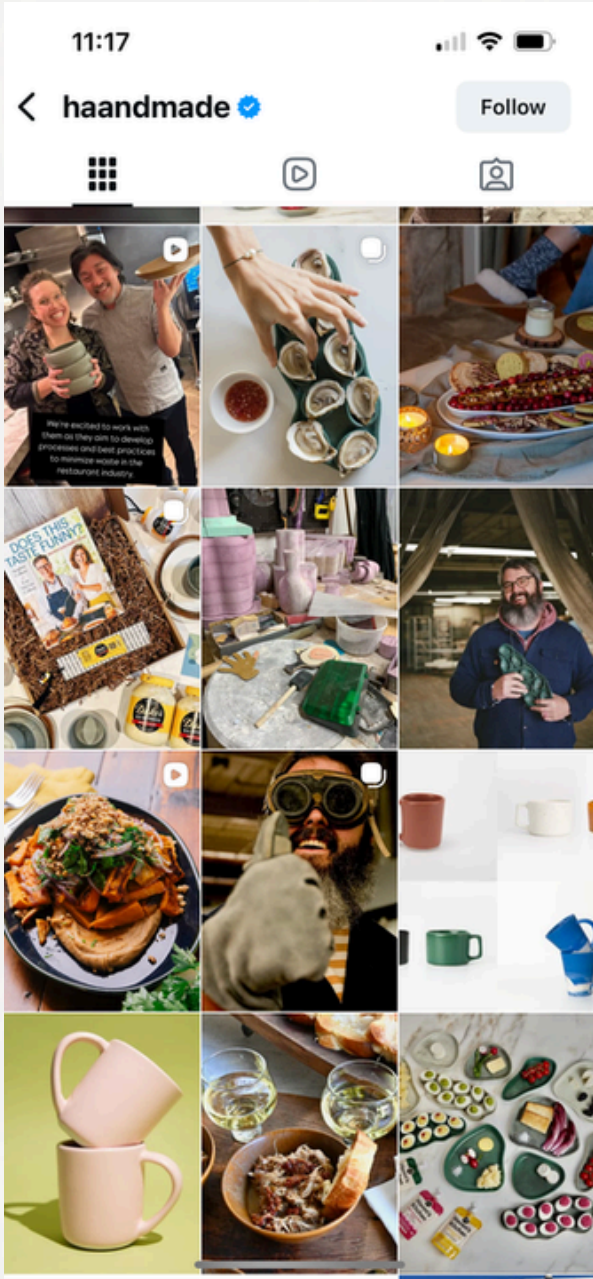


INSTAGRAM COMPETITOR ANALYSIS

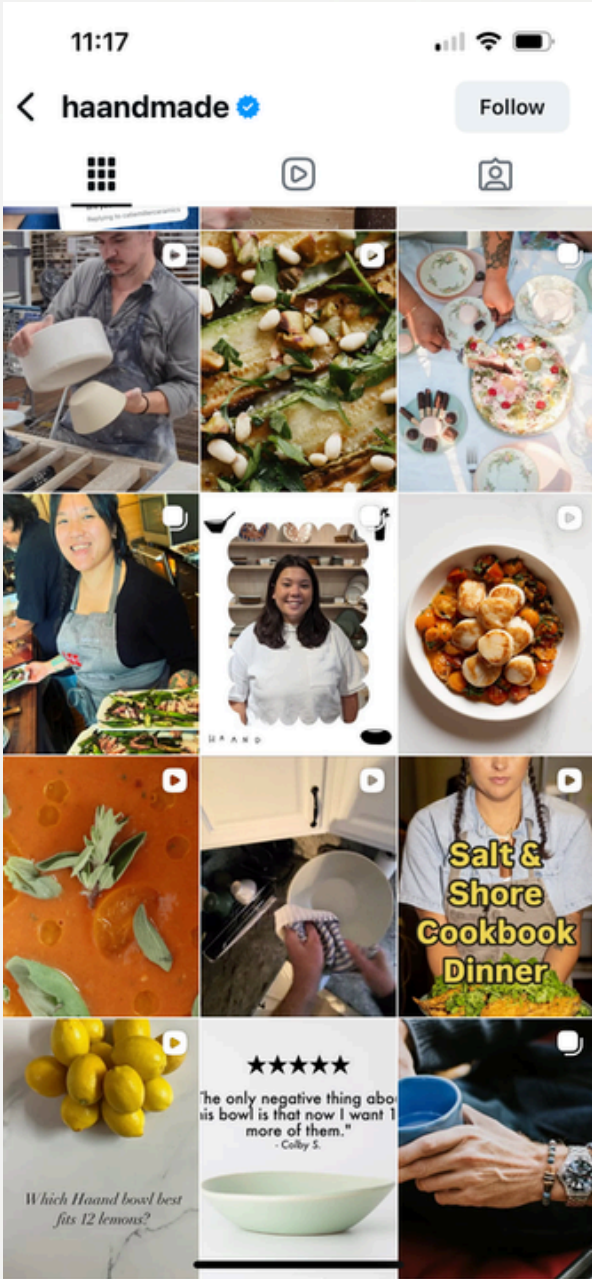
HAAND Currently



HAAND Early 2025



HAAND Summer 2024



HAAND Spring 2024



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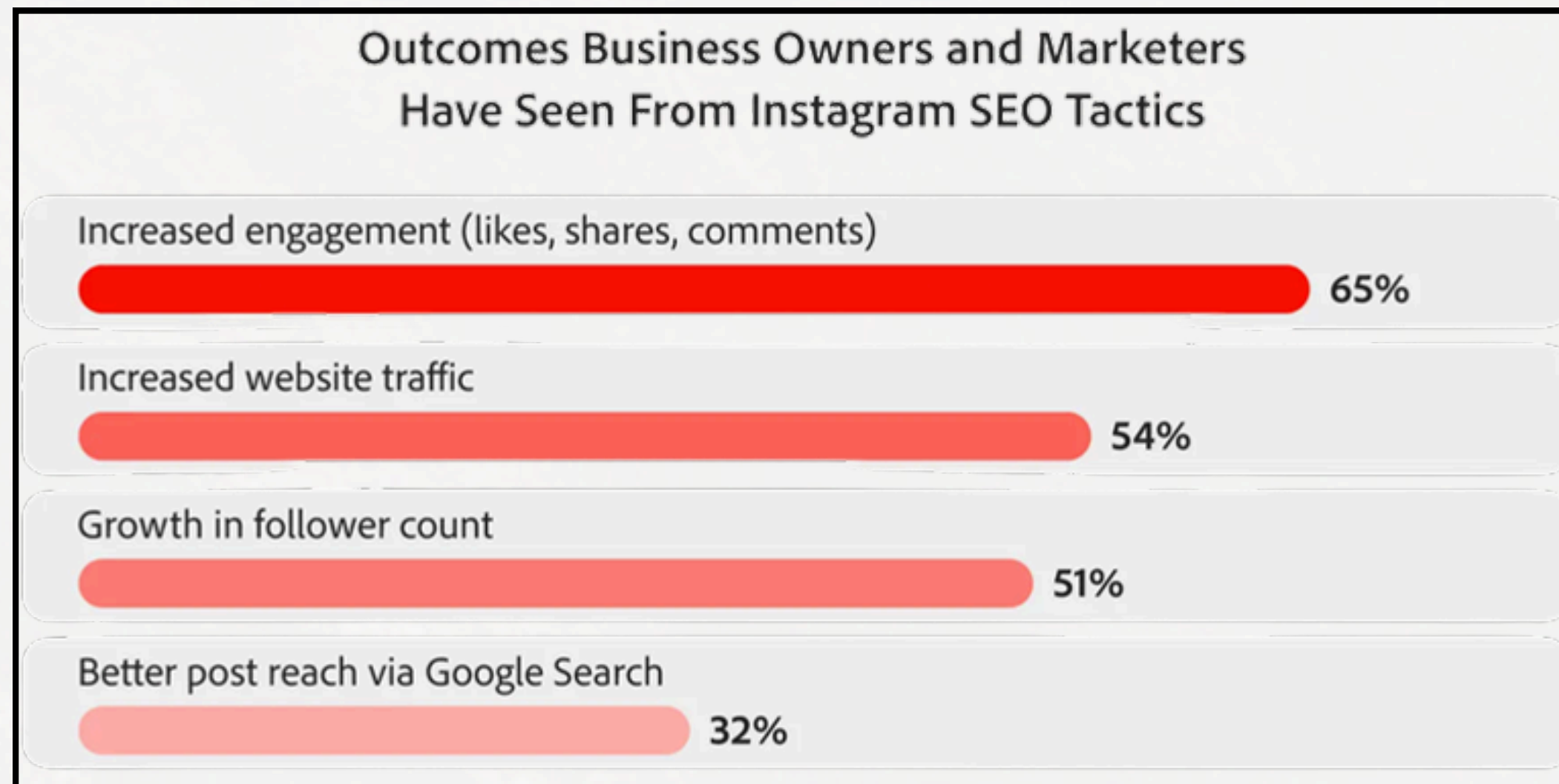
Main Suggestions:

1. Use video suggested as pinned content
2. Adjust color schemes based on seasons and colorways featured
3. Primarily use photographs rather than graphics or text for post covers
4. Collaborate with other users



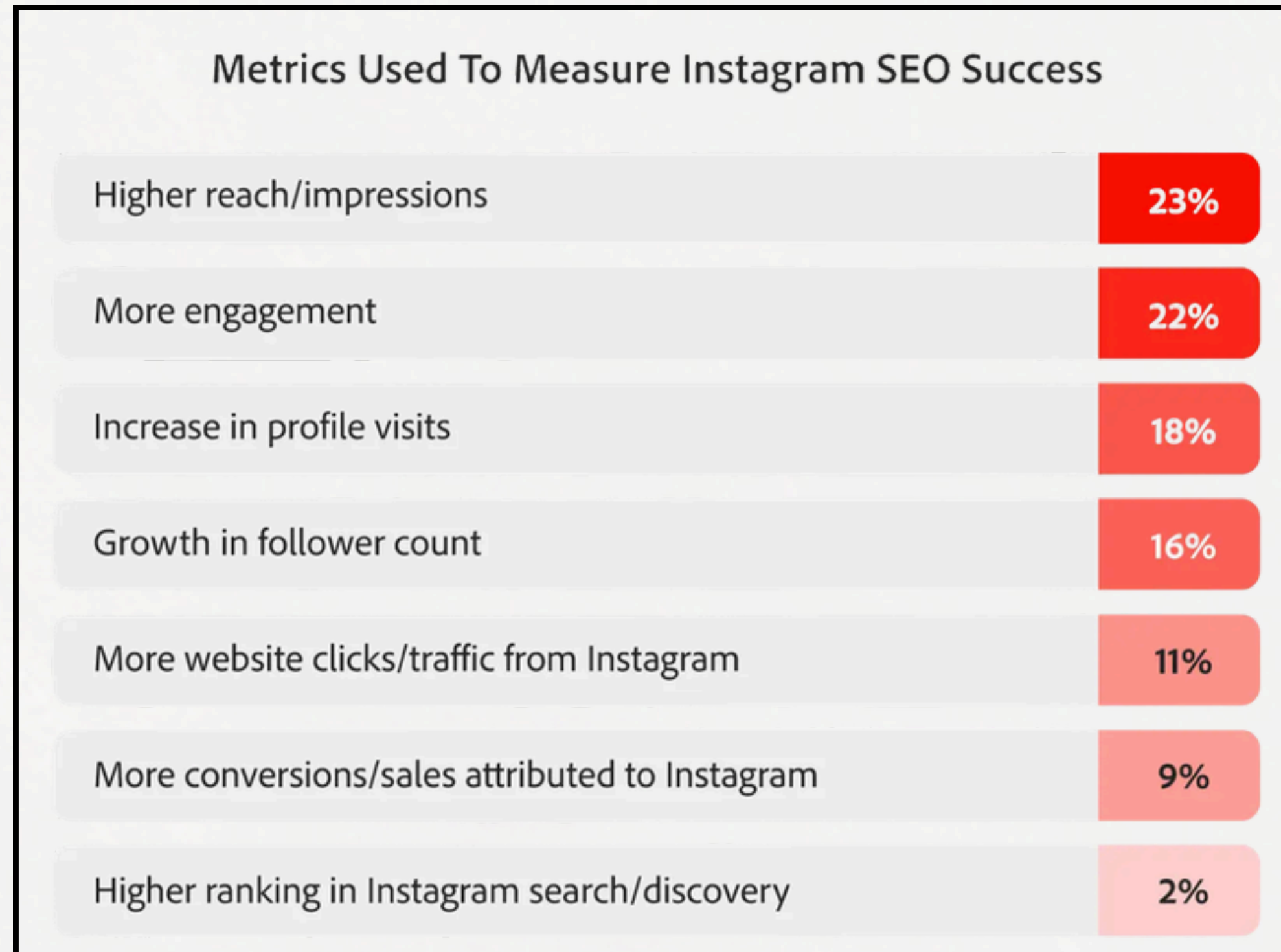
SEO STRATEGY FOR INSTAGRAM

SEARCH ENGINE OPTIMIZATION

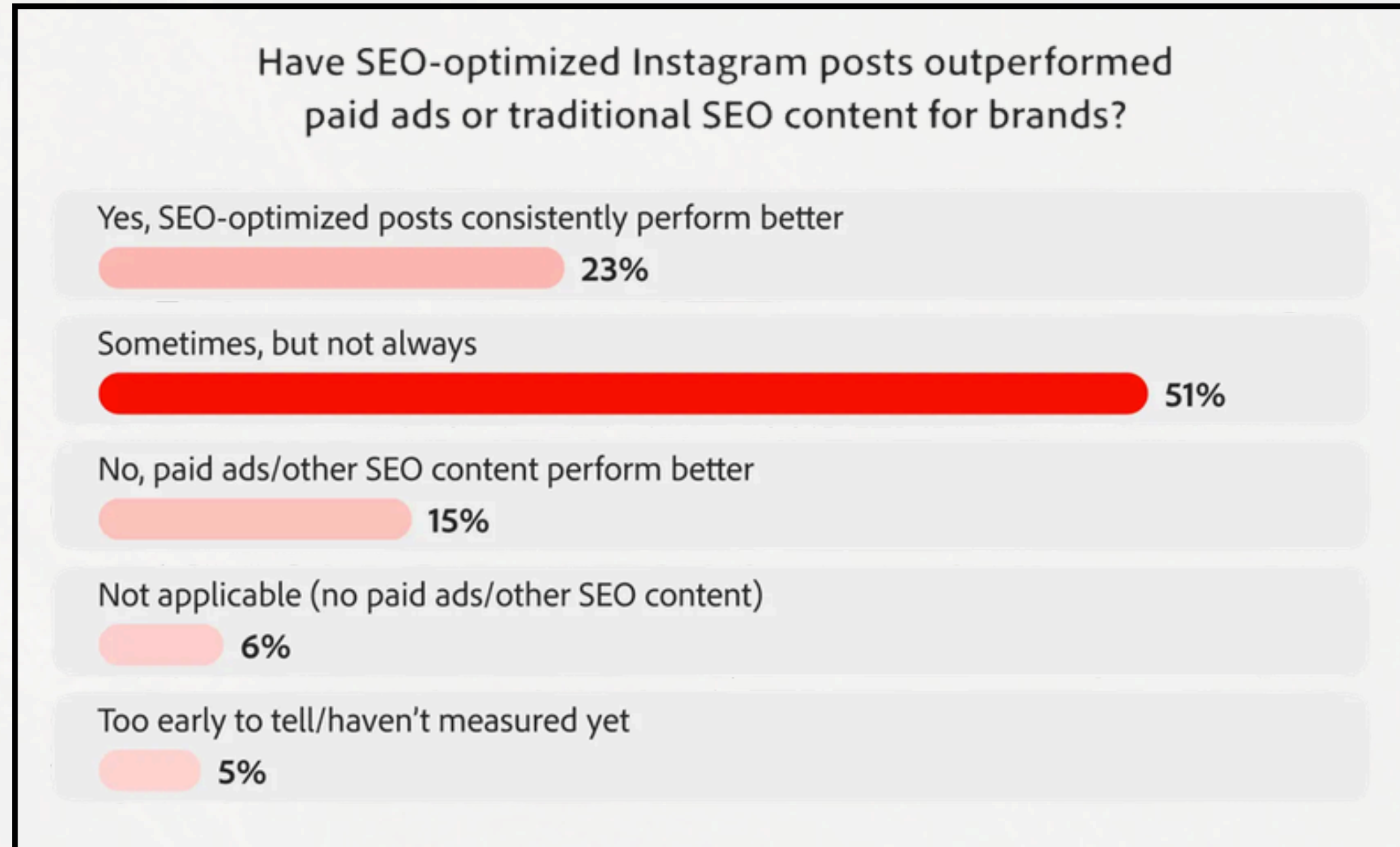


- Boosts visibility to chefs
- Drives more website traffic which helps both retail + hospitality
- Increases engagement through searchable, keyword content
- Grows high intent follower base
- Helps new customers discover HAAND organically

SEARCH ENGINE OPTIMIZATION



SEARCH ENGINE OPTIMIZATION



SEO STRATEGY FOR INSTAGRAM

- 1 Bio Recommendations
- 2 Caption Recommendations

BIO RECOMMENDATIONS

Bio Alteration Options

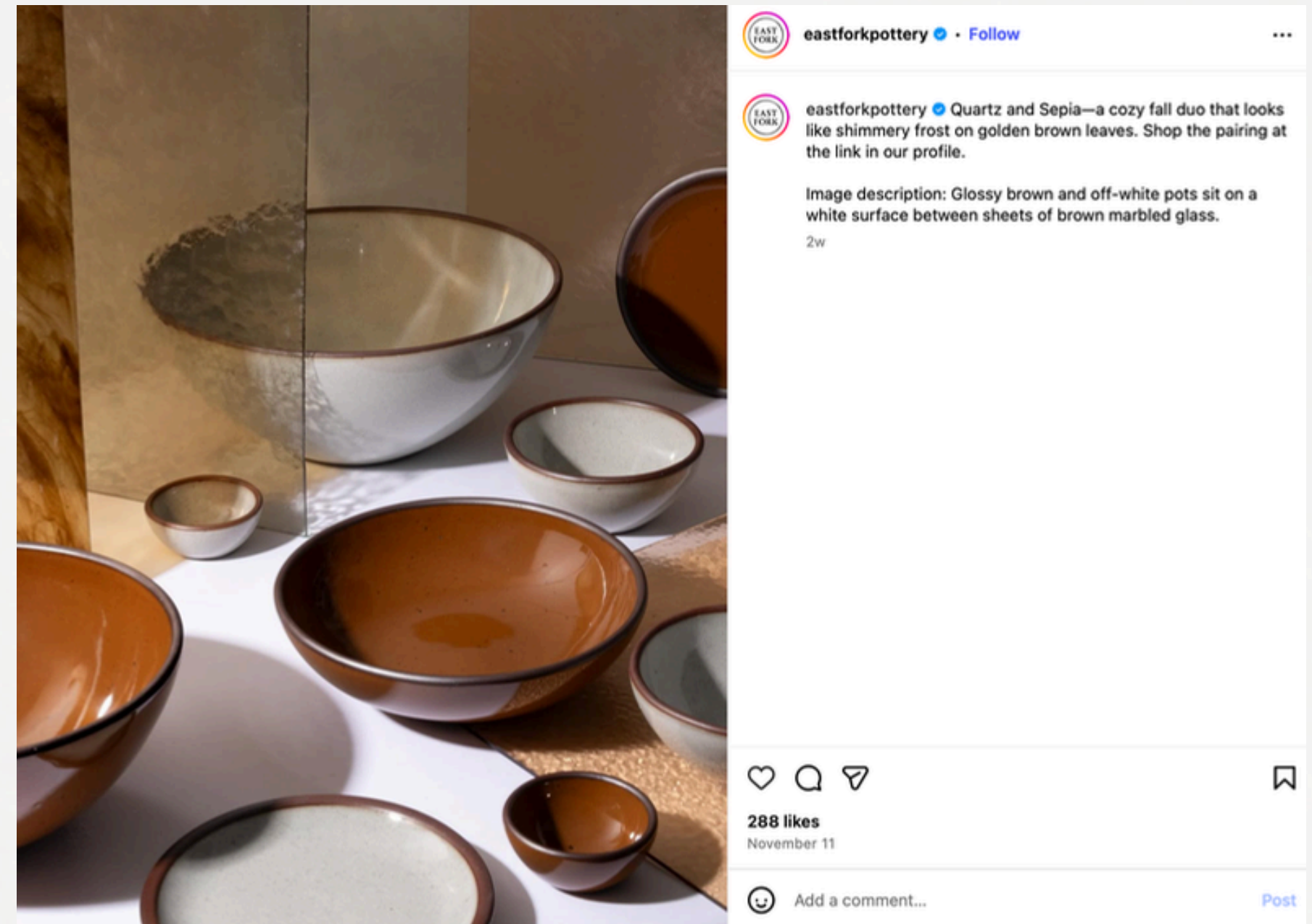
- Crafted by hand. Designed for gathering. Built to last a lifetime.
- Porcelain tableware and home decor, handmade in Burlington, North Carolina.
- From our hands to your home — modern porcelain rooted in craftsmanship and care.
- Modern ceramics for chefs and home kitchens
- Handmade in the USA

Add business description



CAPTION RECOMMENDATIONS

- Create Keyword Rich Captions
- Include Image Descriptions in Caption (ALT Text)
- Include Reel Descriptions in Caption (ALT Text)
- Write Alt Text option - descriptions for images



RECOMMENDATIONS

RECOMMENDATIONS

- Reuse Higher Standard of Photographs for Social Media
- Schedule Posts & Stories in Advance - Social Media Plan
- Create Keyword Rich Captions



HAAND



06

THANK YOU

QUESTIONS?