



AFRODITE

Social Media Management

The Brand

Afrodite is a South African beauty start-up, specializing in organic, all-natural beauty products made from African black soap. Their market includes tourism as well as locals invested in raw African beauty products that are suited to all skin types.

Objective with social media campaign

- Making potential retailers aware of the brand
- Raising awareness of brand in Cape Town and South Africa
- Educating followers about the benefits of the products

Social Media Goals/Expectations:

- Facebook & Instagram
- Post 1x/week: valuable, engaging content
- Create visual brand continuity
- Educate readers about benefits of African ingredients for African skin
- Promote blog to bring traffic to site
- Promote direct sales
- Suggest ad campaigns to gain local and international clients




“Made the way Africans have
been making soap for centuries“
Videos – lists of ingredients
“Our Mission”
Are You Struggling with...
Your Daily Indulgence
Testimonial Quote
How does it work?
Science-based evidence


Blog title
Meet the Makers
Quotes about natural beauty
Myths & Fakes
Beautiful Photos of Africa / African Women
“Choose Africa”
Share post from others in network
Looking for vendors...




Post Categories + Talking Points


Date	Graphic	Text
Jan 12	 <p>THE AFRICAN BLACK SOAP COLLECTION AFRODITE</p> <p>See the full collection at:</p>	<p>Did you know? Your skin is the largest organ in your body, so why would you lather up with chemicals and additives that could damage your cells or affect your body un-naturally long-term? The Afrodite African Black Soap collection contains NO PARABENS, NO CHEMICALS, and NO ADDED FRAGRANCE. [website]</p>

Jan 19	 <p>Explore the Collection: RAW SOAP CONCENTRATE</p> <p>Now available online & in select locations in Cape Town.</p>	<p>Join us as we take a closer look at each of the products within the Afrodite African Black Soap collection! Watch this space for more ideas for natural body care with African Black Soap! We source our black soap in Benin, one of the least industrialised countries in Africa, where Afrodite African black soap is still made in the traditional way. This soap contains no chemicals, preservatives or fragrances. [website]</p>
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Jan 23	 <p>"I researched natural products and came across African Black Soap. I've been using it for two weeks and have seen a difference.</p> <p>The acne spots and scarring have faded."</p> <p>SUPERMODEL JOURDAN DUNN, INSTYLE MAGAZINE</p>	<p>Supermodel Jourdan Dunn shares her beauty secret in InStyle Magazine: enriched African Black Soap! Here's why: shea butter is non comedogenic – it will not clog pores, making it a great moisturizer for acne-prone skin. The Vitamin A stimulates production of new skin cells, leaving fresh, healthy skin. It also protects skin from the daily damage of pollution and UV light, due to the Vitamins A & E antioxidants found in shea butter. This means fewer signs of damaged skin, such as dark spots, wrinkles and fine lines! Follow us for updates on where you can purchase our Enriched Afrodite African Black Soap near you! Retailers coming soon!</p>
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Date	Graphic	Text
Feb 5	 <p>AFRODITE AFRICAN BLACK SOAP COLLECTION</p> <p>For all skin types!</p> <p>NO PARABENS, CHEMICALS, OR ADDED FRAGRANCE</p>	<p>MYTH BUSTED!!! African Black Soap isn't just for African or dark skin - it's multitude of benefits have been shown across the melanin spectrum! So, if you're looking to protect, moisturize, and rejuvenate your complexion, keep an eye here for where to purchase the Afrodite African Black Soap collection.</p>

Feb 10	 <p>AFRICAN BLACK SOAP</p> <p>African Black Soap is made from African plant ingredients like shea butter, plantain, cocoa nut, palm oil, and coconut oil by village women in West Africa.</p> <p>ANTHELMINTIC ANTIBACTERIAL ANTIFUNGAL ANTIPARASITIC ANTIPYRETIC ANTISPASMODIC ANTITUMOR</p> <p>NO PARABENS, CHEMICALS OR ADDED FRAGRANCE</p> <p>CHOOSE Africa NATURAL INGREDIENTS</p> <p>WWW.AFRODITEAFRICA.CO.ZA</p>	<p>African Black Soap is made from African plant ingredients like shea butter, plantain, cocoa nut, palm oil, and coconut oil by village women in West Africa. The benefits of these ingredients have been supported in a variety of research settings: effective UV protection and deep moisturization to prevent wrinkles, soothing acne and eczema inflammation, and even brightening your complexion for an overall more youthful skin tone!</p>
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Feb 16	 <p>AFRICAN BLACK SOAP COLLECTION</p> <p>Now Available Online & in Select Cape Town Locations</p> <p>NO PARABENS, CHEMICALS, OR ADDED FRAGRANCE</p>	<p>We are so excited to announce that the Afrodite African Black Soap collection is available at the Hout Bay Harbour Market and Reflections Health & Wellness Centre in Gardens, Cape Town! That is, of course, after shops re-open! In the meantime, you can order product through our website and pay & collect in-person. [website]</p>
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“I love what you sent me! I’m relieved to have found you and can’t wait to start working together.”

Angelique, owner *Afrodite*



Afrodite Africa

@afroditeZA

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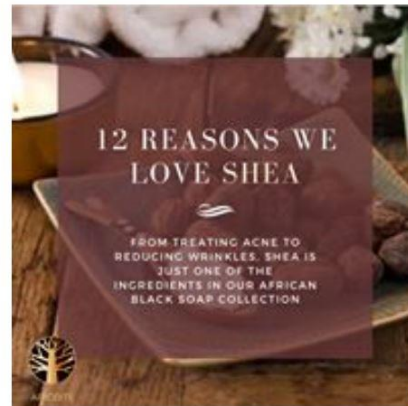
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**“I love what you’ve done!
You’re so professional and
competent.”**

Angelique, owner *Afrodite*