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Goal to develop lifestyle brand and content - building trust, increasing conversion, increasing representation for conscious shoppers - wants to be authentic and real and develop deeper connections with audience.

1. An opinion piece/analysis on Discovery+ pilot episode, "Homeboy" (or a blog series inspired by this way of living).
Description: Lifestyle content is meant to bring the buyer persona to life. Why not put a face (or faces) to a way of life that embraces cultures (past & present). A perfect example of a cultural enthusiast is Rajiv Surendra living in Brooklyn (Actor from mean girls, entrepreneur and hobbyist) His Handmade Home youtube episode exposed a greater fascination to his lifestyle of handmade fisherman sweaters, DIY home decor, his home interior painted entirely of chalkboard art and more! --see inspiration here: <https://www.youtube.com/watch?v=7Uo2nomf4l0>
2. Free "Masterclass" blog series (or written guide) on mixology from local bartenders - teach your audience how to make their favorites from local hot spots or create their own signature drink inspired by the city.
 - a. Increase conversions by offering this as an email opt in
 - b. Pick your own branded name for these lessons like "The Harlem Way" or "Nilu's guide" etc.
3. Ethical Beauty Skincare/self care routine for darker skin including gift guides
 - a. What is a nightly routine including products that cater to darker skin with safe products?
 - b. What is a makeup routine that caters to darker skin (not just including pops of color but what about nude colors for darker skin types that have typically only been made for people with lighter skin?)
 - c. What are some easily packable products for on the go and travel? What's a traveler's guide to moisturizing on the road?
 - d. Could also include a beard grooming tutorial/post and include featured products as a "gift guide" for the men in your life
 - e. What are some local barber shops/salons - do some even include a hair cutting subscription? What are the best local curly hair salons?
4. Space saving Harlem inspired interior design tips and illustrations featuring your products.

Description: People in the city (and travelers alike) often have smaller spaces to come home to after their adventures abroad. Why not speak to that with some unique approaches to home making and conscious living.

5. A “behind the scenes” making of some of your products and partnerships
 - a. Show a part of production for your products as if from a diy standpoint (candle making/soap making/Product testing or mixing/oil pressing (like with your bear oil)/book binding/local artists creating/Making a puzzle/interior styling) Sure, you can show your products being used, but you can also show a little part of how they are made
 - b. Show you meeting with local artists and entrepreneurs to develop those relationships. Ask them questions your audience would and even consider showing part of this “interview style” show you building that relationship by enjoying a meal together or walking around the city - or letting them share how they create and connecting on a deeper level about the craft itself.
6. Reviews of the books you feature on your website and possible links to good reads reviews or black booktubers’ opinions/discussion
 - a. Open a dialogue to get readers interested in the subject matter
 - b. What parts of the book hit home (without big spoilers of course)? What is the writing style like and what does it remind your audience of? Having these discussions can build trust when recommending things similar to what your audience is already interested in/reading.
7. Featured recipes from around the world and build content up so your audience can create a diy/host your own dinner party for friends. (For example, one post can be unique inspired recipes that use honey and include your natural honeycomb product)
8. No bullsh*t guide to traveling as a person of color (real talk for the cultural differences and staying safe and enjoying your trip)
9. Open up a “column” so to speak and allow submissions from your audience about their personal experiences. This could be a blog series regarding awkward interactions at social functions, etc. Take what your audience loves about insecure and open up a dialogue. I’m sure they can relate and are storytellers themselves!
10. Borrowed wisdom. Take figures your audience likes and share wisdom you connect with. Issa Rae’s guide to being single (or guide to entrepreneurship) or Elaine Welteroth’s guide to building confidence in fashion, etc. and discuss why their point of view is important because of what your brand is doing.