

October Very Own: SEO Project.

Instagram 1:

Purpose: Promoting the “Stardust” OVO hoodie as part of the Night Fall Collection.

Target: Drake fans, youths from teenagers to adults, and all genders.

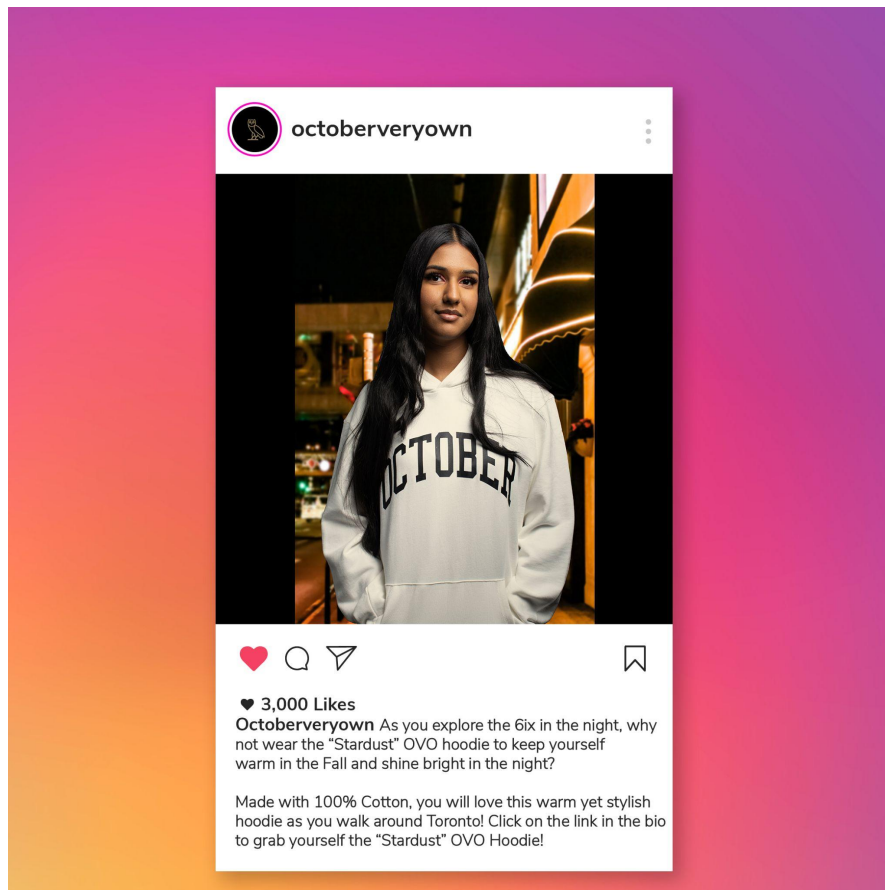
Voice: Casual, Fun, and sense of exploration.

Call-to-action: Click on the link in the bio to visit “Octoberveryown.ca” to purchase the hoodie.

Keywords: OVO, Hoodie, Fall, Warm, Stylish, and Night.

Post: As you explore the 6ix in the night, why not wear the “Stardust” OVO hoodie to keep yourself warm in the Fall and shine bright in the night?

Made with 100% Cotton, you will love this warm yet stylish hoodie as you walk around Toronto! Click on the link in the bio to grab yourself the “Stardust” OVO Hoodie!



Instagram 2:

Purpose: Promoting the limited-time OVO hoodie, "Red-Dye" as part of the Night Fall Collection.

Target: Drake Fans, youths from teenagers to adults, and all genders.

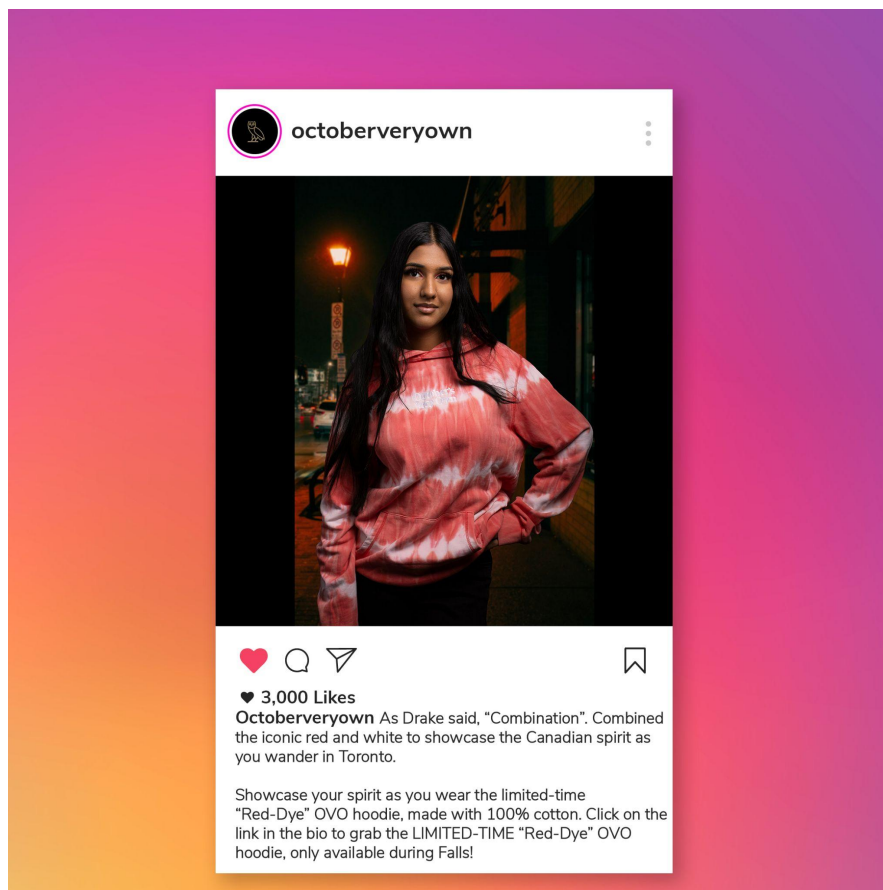
Voice: Casual, Fun, Sense of Exploration, and Urgency.

Call-to-action: visit the link in the bio to visit "Octobervveryown.ca" for a chance to buy the hoodie as it is limited time.

Keywords: OVO, Hoodie, Warm, Fall, Night, Limited-Time, Canadian, Spirit, and Toronto.

Post: As Drake said, "Combination". Combined the iconic red and white to showcase the Canadian spirit as you wander in Toronto.

Showcase your spirit as you wear the limited-time "Red-Dye" OVO hoodie, made with 100% cotton. Click on the link in the bio to grab the LIMITED-TIME "Red-Dye" OVO hoodie, only available during Falls!



Twitter 1:

Purpose: Showcasing how a simple T-shirt can bring out your outfit more.

Target: Drake Fans, youths from teenagers to young adults, anyone into fashion, and all genders.

Voice: Casual, Fun, Fashionable, and Exploration.

Call-to-action: Link to “Octoberveryown.ca” website.

Keywords: Simple, Stand out, Roam, OVO, T-shirt, Spirit, and Toronto.

Post: The “Wonderful OVO” T-shirt, a simple T-shirt to make your outfit stand out as you roam around Toronto with the OVO spirit!

Available in many colours, and you can grab yourself a pair of T-shirts by visiting “Octoberveryown.ca”!



Twitter 2:

Purpose: Showcasing the OVO x Timberlands boots. This might be the most worthy post on Twitter as they love shoes, especially the big brands such as Nike and Timberland.

Target: Casual, Shoe-heads, Drake fans, youths from teenagers to young adults, all genders, and anyone into fashions.

Voice: Casual, fun, fashionable, exploration, appealing to shoe-heads, and Urgency.

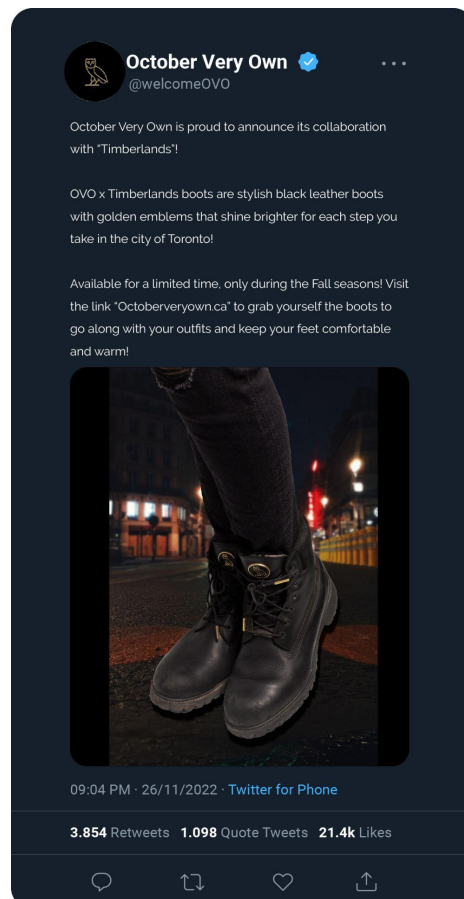
Call-to-action: Link to "Octoberveryown.ca" and mention how the boots are available limited time.

Keywords: OVO, Limited-Time, Collaboration, Stylish, Shines, Fall, Outfit, and Toronto.

Post: October Very Own is proud to announce its collaboration with "Timberlands"!

OVO x Timberlands boots are stylish black leather boots with golden emblems that shine brighter for each step you take in the city of Toronto!

Available for a limited time, only during the Fall seasons! Visit the link "Octoberveryown.ca" to grab yourself the boots to go along with your outfits and keep your feet comfortable and warm!



Facebook 1:

Purpose: Announcing the Fall collecting the OVO is presenting.

Target: Drake Fans, youths from teenagers to young adults, anyone into fashion, and all genders.

Voice: Casual, Fun, Fashionable, Surprising, and Exploration.

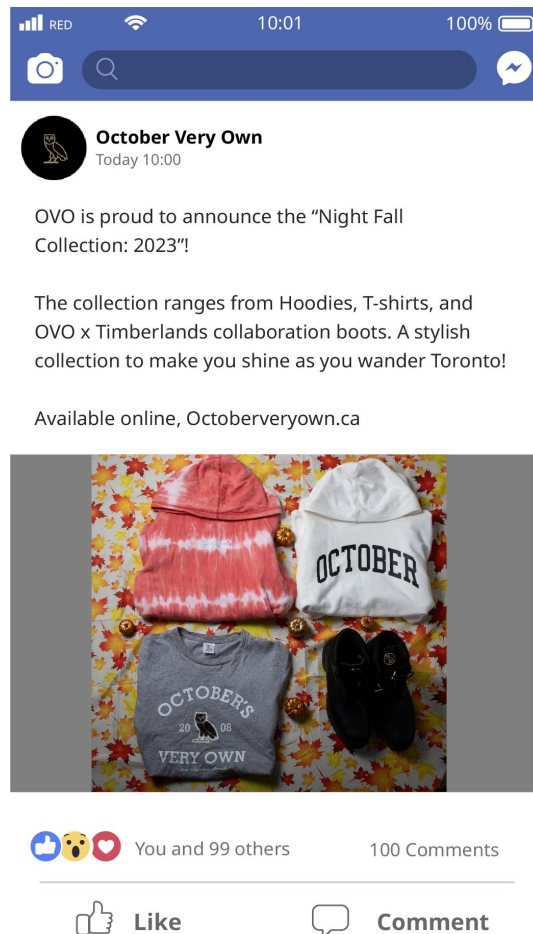
Call-to-action: Visit "Octoberveryown.ca" to check out the collection.

Keywords: Collection, Fall, OVO, Limited-Time, Stylish, Shines and Toronto.

Post: OVO is proud to announce the "Night Fall Collection: 2023"!

The collection ranges from Hoodies, T-shirts, and OVO x Timberlands collaboration boots. A stylish collection to make you shine as you wander Toronto!

Available online, Octoberveryown.ca



Facebook 2:

Purpose: Showcasing the Limited-Time OVO hoodie and OVO x Timberlands boots.

Target: Drake Fans, youths from teenagers to young adults, anyone into fashion, and all genders.

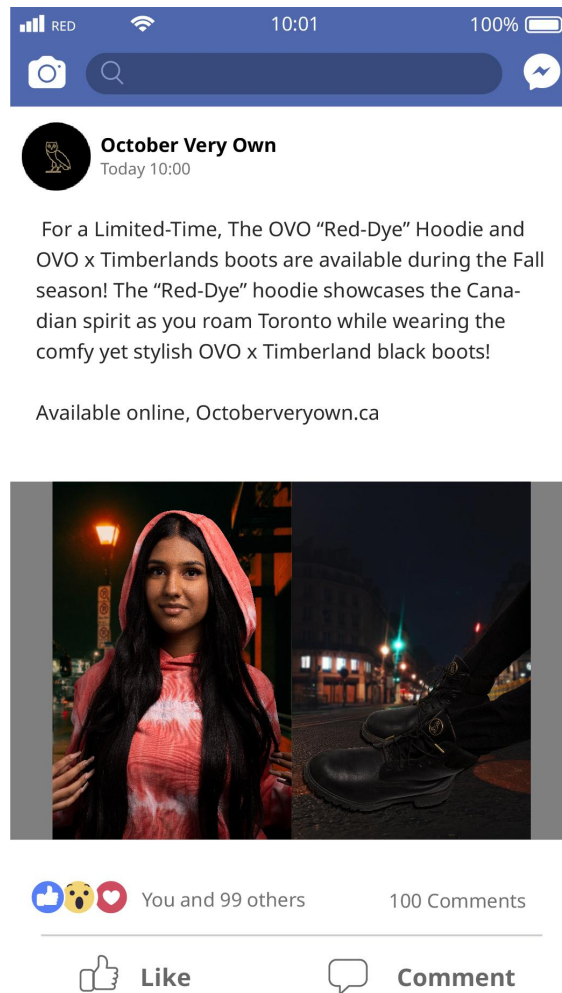
Voice: Casual, Fun, Fashionable, Urgency, and Exploration.

Call-to-action: Visit "Octoberveryown.ca" to check out the limited-time clothes.

Keywords: Collection, Fall, OVO, Limited-Time, Stylish, Toronto.

Post: For a Limited-Time, The OVO "Red-Dye" Hoodie and OVO x Timberlands boots are available during the Fall season! The "Red-Dye" hoodie showcases the Canadian spirit as you roam Toronto while wearing the comfy yet stylish OVO x Timberland black boots!

Available online, Octoberveryown.ca



Linkedin 1:

Purpose: A simple post announcing the Fall collecting the OVO is presenting.

Target: Drake Fans, youths from teenagers to young adults, anyone into fashion, and all genders.

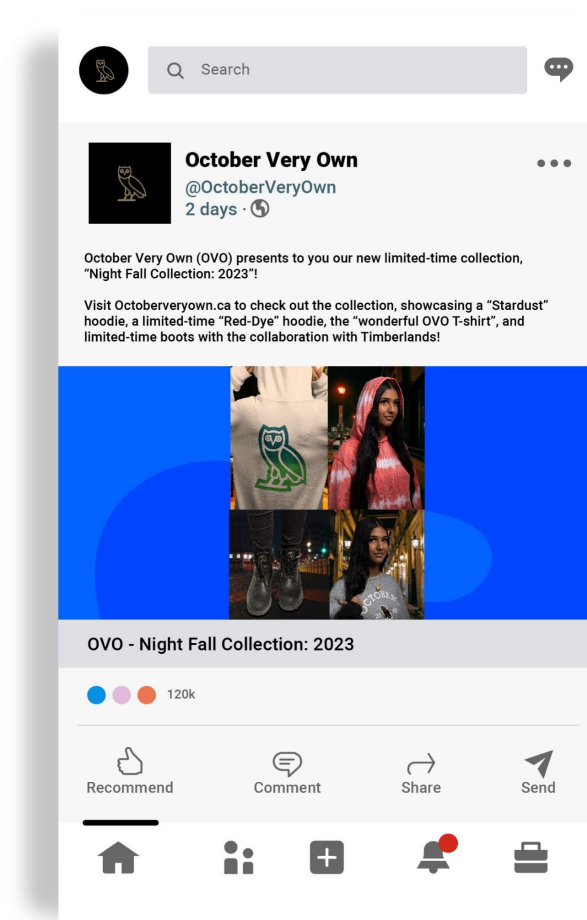
Voice: Casual, Fun, Fashionable, News, Urgency, and Exploration.

Call-to-action: Visit "Octoberveryown.ca" to check out the collection.

Keywords: Collection, Fall, OVO, Limited-Time, and collaboration.

Post: October Very Own (OVO) presents to you our new limited-time collection, "Night Fall Collection: 2023"!

Visit Octoberveryown.ca to check out the collection, showcasing a "Stardust" hoodie, a limited-time "Red-Dye" hoodie, the "wonderful OVO T-shirt", and limited-time boots with the collaboration with Timberlands!



Linkedin 2:

Purpose: Showcasing the “Wonderful OVO” T-shirt being used for an outfit.

Target: Drake Fans, youths from teenagers to young adults, anyone into fashion, and all genders.

Voice: Casual, Fun, Fashionable, and Exploration.

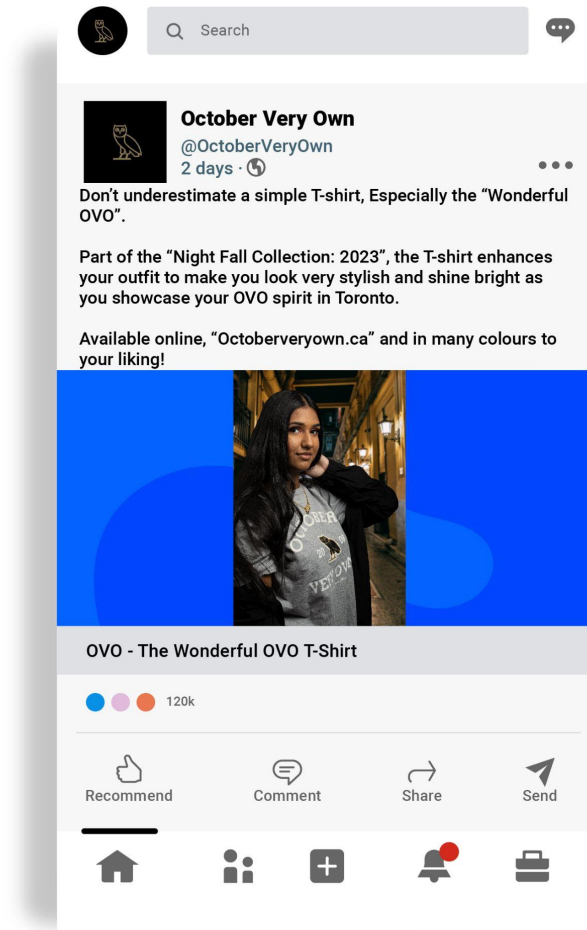
Call-to-action: Visit the website to obtain the T-shirt.

Keywords: T-shirt, Outfit, Night, OVO, Stylish, Shine, and Toronto.

Post: Don’t underestimate a simple T-shirt, Especially the “Wonderful OVO”.

Part of the “Night Fall Collection: 2023”, the T-shirt enhances your outfit to make you look very stylish and shine bright as you showcase your OVO spirit in Toronto.

Available online, “Octoberveryown.ca” and in many colours to your liking!



Source for the OVO logo:

<https://www.facebook.com/photo/?fbid=532871762337976&set=a.532871752337977>