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Professor Wilson

Social Media Strategies MKTG 4543

23 November 2019

### Social Media Campaign Paper

#### **Overview of Campaign**

- **Which specific items did we attempt?**

We completed all Level 1 items including: 2x posts a day on Instagram/Facebook/Twitter/ and 1 original pin on Pinterest each day.

- **What Level 2 items did we attempt and/or do?**

Level 2 challenges completed:

1. Film a “strategic interview” and distribute it across all social media.
2. Do a “live broadcast” series on any platform on a subject area related to your company. Must do at least 3 live broadcasts in series.
3. Create a “campaign theme” around which both weeks of your campaign will be centered. Posts and blogs should all correspond with theme.
4. Team up with another class team and strategically run a cross-promotion.

- **Did anything in particular of note happen during the campaign?**

The videos received the most engagement especially when compared to our more standard posts of tips and strategies with photos.

#### **Campaign Analytics**

- **Discuss KPIs such as reach and engagement during campaign. How did they compare with beginning and middle of the semester?**

During our campaign, the reach and engagement was slightly increased, but other than that, no change. The videos received more engagement than other posts. The post with the most engagement was the Nov. 11 Instagram video post.

### **Campaign Analysis**

- **Do you consider the campaign a success? Why or why not?**

While the numbers on all platforms were not significantly different from the following weeks and projects we do feel that the overall campaign went well. Specific platforms like Instagram and Facebook received the most engagement and reached the most people. The team feels as though the content we provided met our brand image and showed who we are to our followers and viewers.

- **What went well**

There were several things that went well during this campaign. One highlight was our collaboration with Team 16 - Healthier Lifestyle. We reached out to them via direct message and set up a cross promotional shoutout to feature each others accounts. In addition, almost every single one of our posts during our campaign matched our color scheme. This made our campaign appear professional, trustworthy, and reinforced our brand image. We did achieve our three goals of following this strict guideline:

To increase brand awareness, we will use ‘Film a “strategic interview” and distribute it across all social media’, ‘Team up with another class team and strategically run a cross-promotion’ and ‘Create a “campaign theme” around which both weeks of your campaign will be centered. Posts and blogs should all correspond with theme’.

We also featured the hashtag #BrandingBootcamp in the image/text of the post to keep the theme consistent and to give the account a sense of consistency and let the viewer know it is apart of a campaign.

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### **What didn't go well**

We didn't receive the attention and viewership that we wanted for our content. However, we are proud of the work we did, as we delivered an innovative and original campaign. We think to have been more successful, we could have promoted the posts. We didn't feel it necessary to spend actual dollars on our campaign, but it would have helped. One of the posts didn't match the color scheme, which threw off the page a little bit. If we could go back and change that one post, it would make our page appear more consistent.

- **What you would do differently**

While the specific challenges we chose went well, we believe they did not reach the amount of viewers and reached the engagement that we had originally hoped for. Choosing more specific hashtags and really provide a more niche and target demographic could have received more engagement.

We could do this by starting from the beginning and rethinking our buyer persona and target market

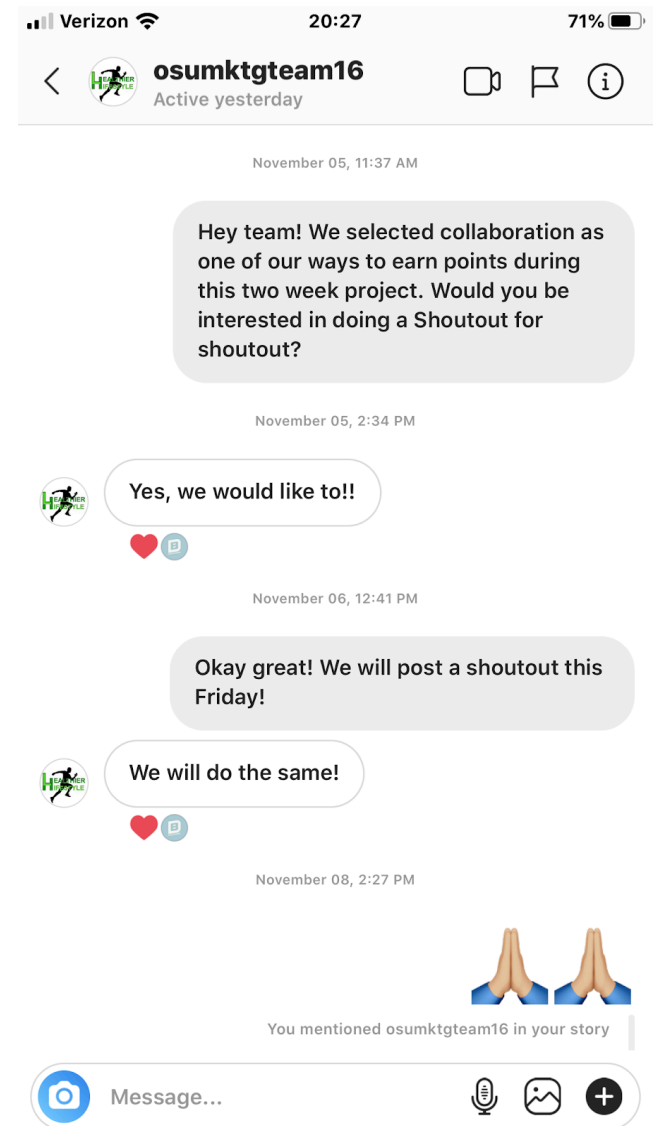
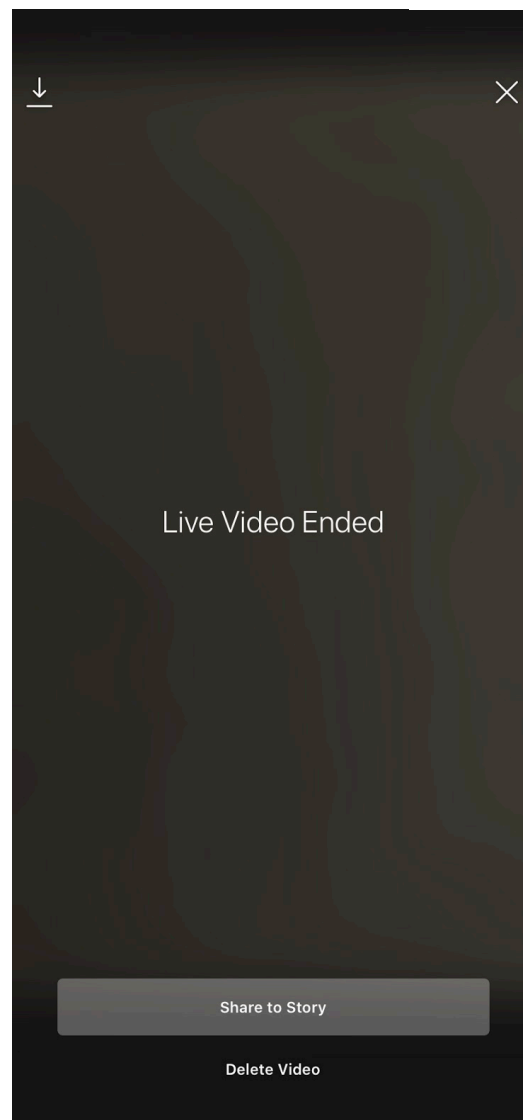
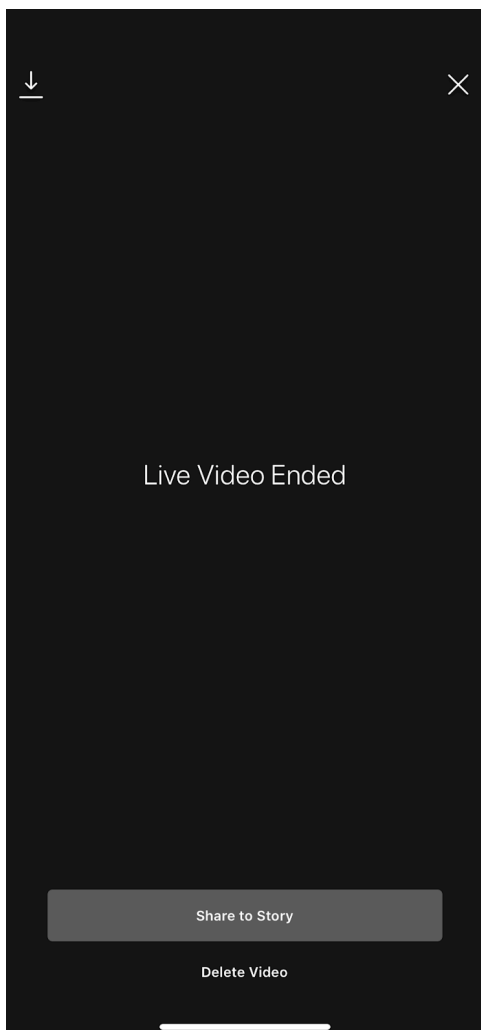
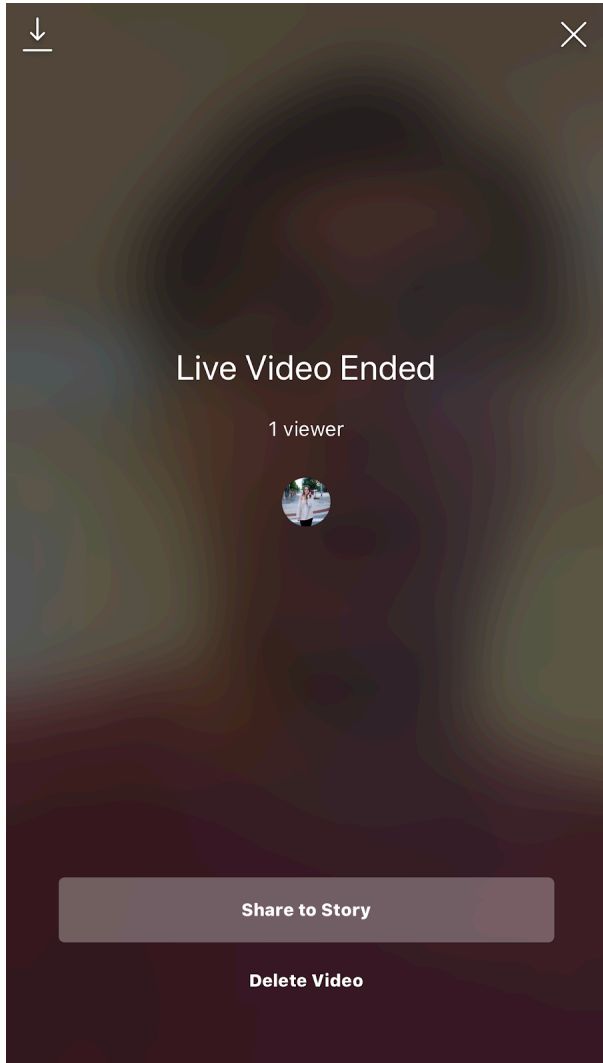
We would have liked to promote the posts more to get more eyes on the posts themselves and hope for more engagement.

Appendix

• Part A - Checklist:

Team Social Media Weeks 12 and 13 - Total Points Available: 40		
LEVEL 1 – (max 20 pts) – Only required during weekdays, not weekends		20pts
✓	Twitter: Tweet 2+ times per day	5
✓	Facebook 2+ posts per day	5
✓	Instagram 2+ posts per day	5
✓	Pinterest 1+ original pin per day (This means that you created a pin - not a re-pin of someone else. It CAN be a "pinnable image" with text that you created and placed in a blog and then pinned to Pinterest during this time. Can be cross-posted on Instagram)	5
LEVEL 2 - choose up to four (max 20 points)		20pts
✓	<input type="checkbox"/> Film a "strategic interview" and distribute it across all social media.	5
	<input type="checkbox"/> Hire one project from fiverr.com and use it on your campaign	5
	<input type="checkbox"/> Have one relevant influencer promote you on a chosen social media platform	5
✓	<input type="checkbox"/> Do a "live broadcast" series on any platform on a subject area related to your company. Must do at least 3 live broadcasts in series.	5
	<input type="checkbox"/> Run a social media or web contest/promotion	5
	<input type="checkbox"/> Mini-video campaign of 5 related Instagram videos	5
	<input type="checkbox"/> Create two animated shorts and distribute on social media	5
	<input type="checkbox"/> Get 300 pageviews on your Facebook page during your campaign	5
	<input type="checkbox"/> Get 300 pageviews on your website during your campaign	5
	<input type="checkbox"/> Team up with company for promotional event	5
	<input type="checkbox"/> 15 people in attendance/viewing on Facebook during your final presentation	5
	<input type="checkbox"/> MISC Innovative project - only with prior approval	5
	<input type="checkbox"/> Purchase \$20 of Twitter, Instagram, or Facebook ads for a 1 week or 2 week-long campaign. Write two paragraphs on effectiveness of campaign	5
	<input type="checkbox"/> Create two (5+ minute in length) videos related to your marketing subject area. Post on YouTube strategically and distribute through all social media	5
	<input type="checkbox"/> Live-stream an event related to your company. Announce it and interact with followers.	5
	<input type="checkbox"/> Have 300 new non-spam followers across all social media by end of campaign	5
	<input type="checkbox"/> Create a blog series of three or more related blogs. They must each include a Pinnable image with title and have fewer than three grammar mistakes each.	5
✓	<input type="checkbox"/> Create a "campaign theme" around which both weeks of your campaign will be centered. Posts and blogs should all correspond with theme.	5
	<input type="checkbox"/> Run a SECOND set of ads on Facebook that targets the subset of users that interacted with the first ad (see expert interview for details). Write one paragraph on results. (Must have completed first ad to be able to custom target that audience and complete this item.)	
✓	<input type="checkbox"/> Team up with another class team and strategically run a cross-promotion	5

• **Part B - Level 2 Items Proof:**





# Team 5 - De5ign & Branding 6

