

Summit Sustainably Campaign

Organic Instagram Campaign Results
& Insights



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Summit Sustainably

Company

Summit Sustainably is a recreational equipment company, specializing in quality hiking & backpacking equipment at an affordable rate.

Context

We have been around for a few years, garnering success through paid social media campaigns & local news help.

- Recently, sales have been stagnating due to increased competition.

Strategy & Tactic

Increase growth rate by raising awareness through social media campaign.

- Instagram campaign 20% off promotion.

Persona

	Personality Traits	Demographics	Needs and Wants
#1	<ul style="list-style-type: none">● Outgoing and adventurous● Extroverted● Anxious about what life after graduation looks like	<ul style="list-style-type: none">● Single● Getting their undergraduate degree at a university● Working part-time to pay tuition● Rents an apartment with friends	<ul style="list-style-type: none">● Wants to explore and try new things● Wants cool and interesting things to post on social media● Needs cheap experiences because of tight student budget

Branding

Mission Statement	<i>To provide high quality and sustainable hiking equipment at a competitive price.</i>
Emotions (2-3)	<i>Empowerment, Inspiration, Determination</i>
Tone (2-3)	<i>Bold, Inspirational</i>
UVP	We offer high-quality and sustainable hiking equipment at an affordable price so that you can begin your hiking endeavors.

Campaign Goals

Primary Goal

Raise Awareness

Spread awareness about 20% off discount on Instagram in order to bring in more customers.

- This will be done through 3 Instagram posts.

Platform

Why Instagram?

Instagram is the best platform to connect with my target persona.

- Beautiful landscapes
- Pictures of people hiking/camping.

Duration

Increase conversion

6 months.

If campaign is successful, shift to campaign prioritizing sales while maintaining social media presence.

KPIs

KPI #1

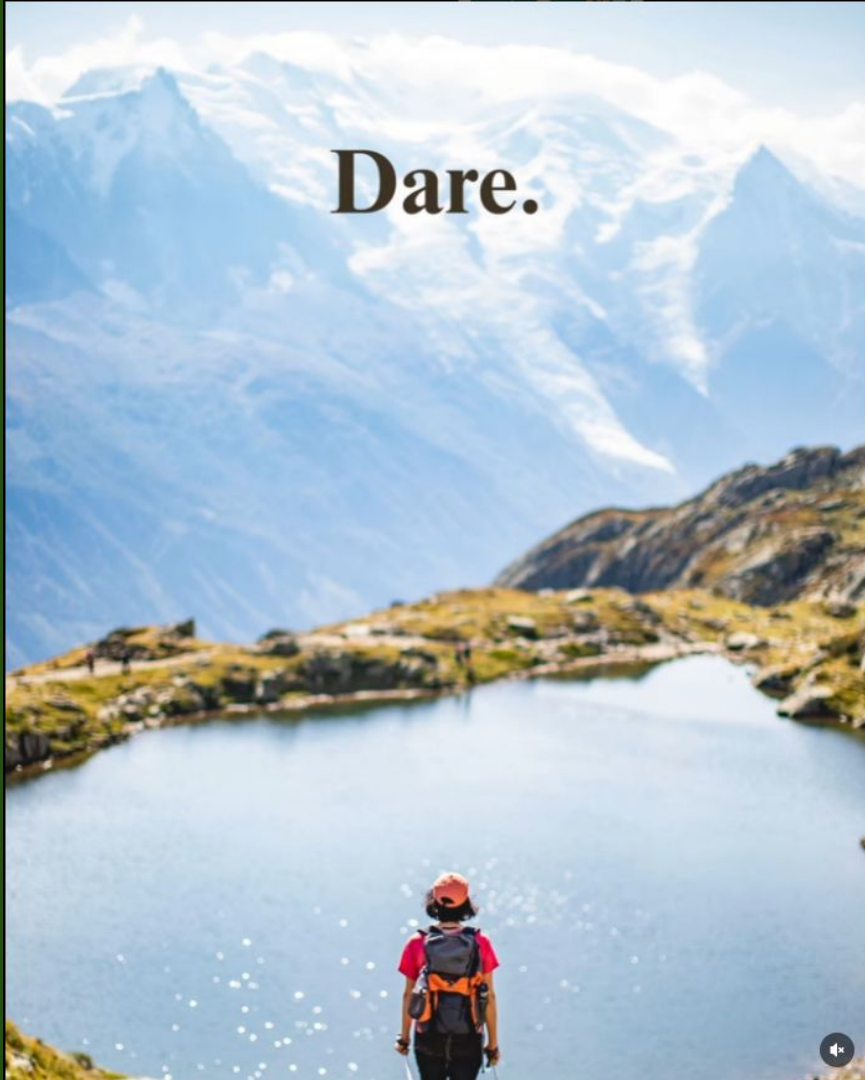
10 comments, shares, and likes on each of my Instagram posts.

KPI #2

Grow total number of Instagram followers to 50.

Reasoning

- All previously mentioned KPIs relate to or lead to consumer awareness
- The more comments, likes, shares, and followers, the more brand awareness



Dare.



summitsustainably



summitsustainably Dare to be.

When was the last time you stepped out of your comfort zone?

#dare #nature

Credit: Ben O Bro

1w



service.welt Its been years now, last time I stepped out of my comfort zone was when I did sea walk.



1w Reply



View hidden comments

These comments were hidden because they may be misleading, offensive or spam. People can still tap to view them.

View insights

Boost reel



2 likes

June 5



Add a comment...

Post

Your Journey Begins Here



summitsustainably



summitsustainably Begin your journey at Summit Sustainably.

Use code "SummitSustainably" for a 20% discount on your first order.

#hikingadventures #adventuretravel #nature

👤 Credit: Jashan Kaleka

1w

View insights

Boost reel



1 like

June 5



Add a comment...

Post



summitsustainably



summitsustainably You don't have to break the bank to afford quality hiking equipment.

Use code "SummitSustainably" for a 20% discount on your first order.

#hikingadventures #backpacking #hikingequipment

👤 Credit: Nicolas Mejia

1w



service.welt "SummitSustainably"



1w Reply



lakesidegirl130 "SummitSustainably"



1w Reply

View insights

Boost post



2 likes

June 5



Add a comment...

Post

Results

	Reach	Followers	Likes	Comment	Shares
Post #1	174	0	2	2	0
Post #2	8	0	1	0	0
Post #3	4	0	2	2	0
Average	62	0	1.67	1.33	0
	Reach	Followers	Likes/Rea	Comment	Shares/Re
Post #1	174	0	0.01	0.01	0
Post #2	8	0	0.13	0	0
Post #3	4	0	0.5	0.5	0

Insights and Recommendations

Main Insight

First post received 174 views.

Theories:

- Post carried by hashtag
- Powerful
- Least Generic
- Person in it

Recommendations

More posts of...

- People in nature actually doing something; surfing, fishing, walking.
- Need less generic pictures.

Thank you!