

# 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

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

# Branding

<b>Mission Statement</b>	<i>To provide high quality and sustainable hiking equipment at a competitive price.</i>
<b>Emotions (2-3)</b>	<i>Empowerment, Inspiration, Determination</i>
<b>Tone (2-3)</b>	<i>Bold, Inspirational</i>
<b>UVP</b>	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

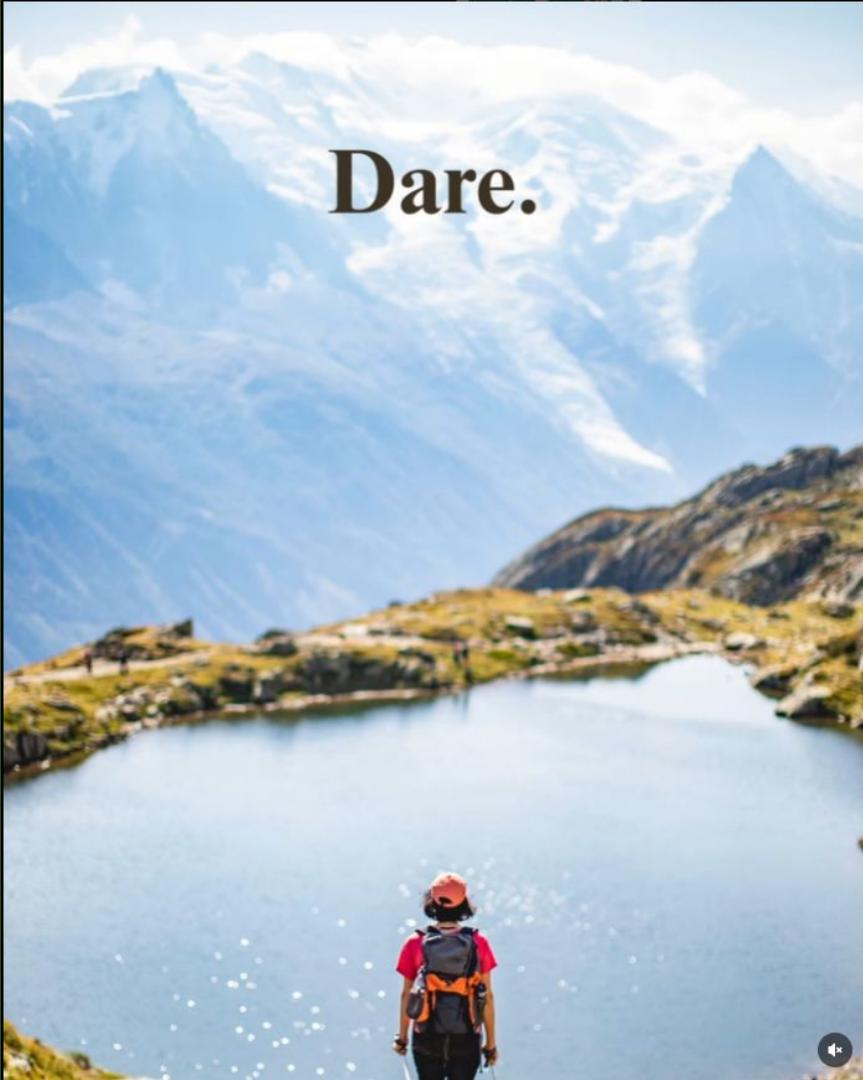
10 comments, shares, and likes on each of my Instagram posts.

## 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

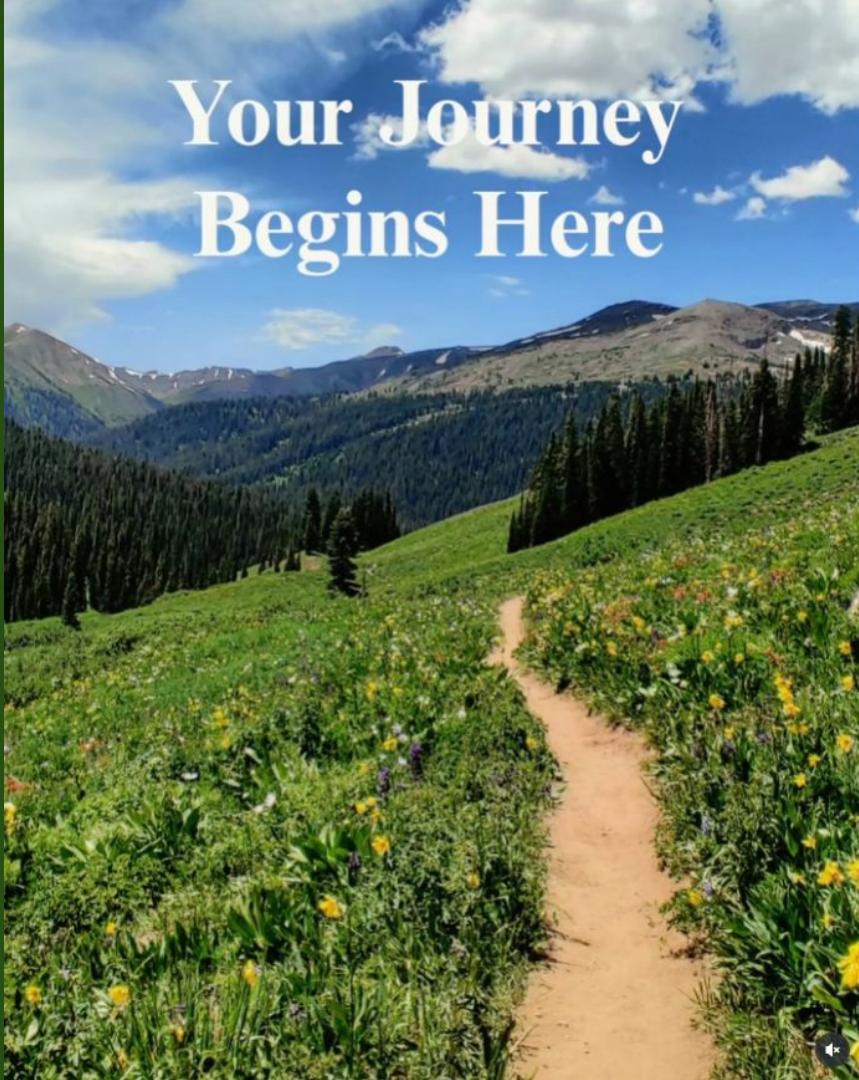


2 likes

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



lakesidegirl30 "SummitSustainably"

♡

1w Reply

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2 likes

June 5

Add a comment...

Post

# Results

	Reach	Followers	Likes	Comments	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/Reach	Comments/Reach	Shares/Reach
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!