

Cardinal Coupon Book Social Media Campaign



The campaign goal was to encourage students to pick up a Cardinal Coupon Book. The campaign needed to be fun and playful to appeal to college students. It also needed to show the variety of coupons available and remind students of the money saving opportunities the book provides. Each social media post needed to remind students to pick up a book and then use it. The campaign was done through Instagram as the majority of college students frequent that social media site the most. Posts were scheduled throughout the beginning of the semester when students are most likely to spend lots of money. A post was created once every two weeks to keep the coupon books top-of-mind for students. Results were measured in the total number of books picked up. This campaign was a success as 94% of all coupon books were distributed and picked up by the end of the semester.

Feb. 3



ballstatedaily

Don't miss out on sweet deals that can help you save money! Pick up the Cardinal Coupon Book today! Find them on campus or at various businesses like Greek's Pizzeria, Minnetrista, Greg Hubler Ford, Sunshine Café, The Spot Smoke Shop and Village Promenade.

16w

witchuwerehere Where can we find them on campus?

16w 1 like Reply

— Hide replies

[View insights](#)

Liked by **elilucas10** and 40 others

FEBRUARY 3

Add a comment... [Post](#)

Post insights

February 3 at 9:01 AM

41 Likes 2 Comments 10 Shares 2 Saves

Overview

Accounts reached	581
Accounts engaged	45
Profile activity	6

Reach

581 Accounts Reached

Post insights

Reach

581 Accounts Reached

552 Followers 29 Non-Followers

Impressions 628

From Home	587
From Other	27
From Profile	14

Engagement

45 Accounts engaged

Post insights

45 Accounts engaged

42 Followers 3 Non-followers

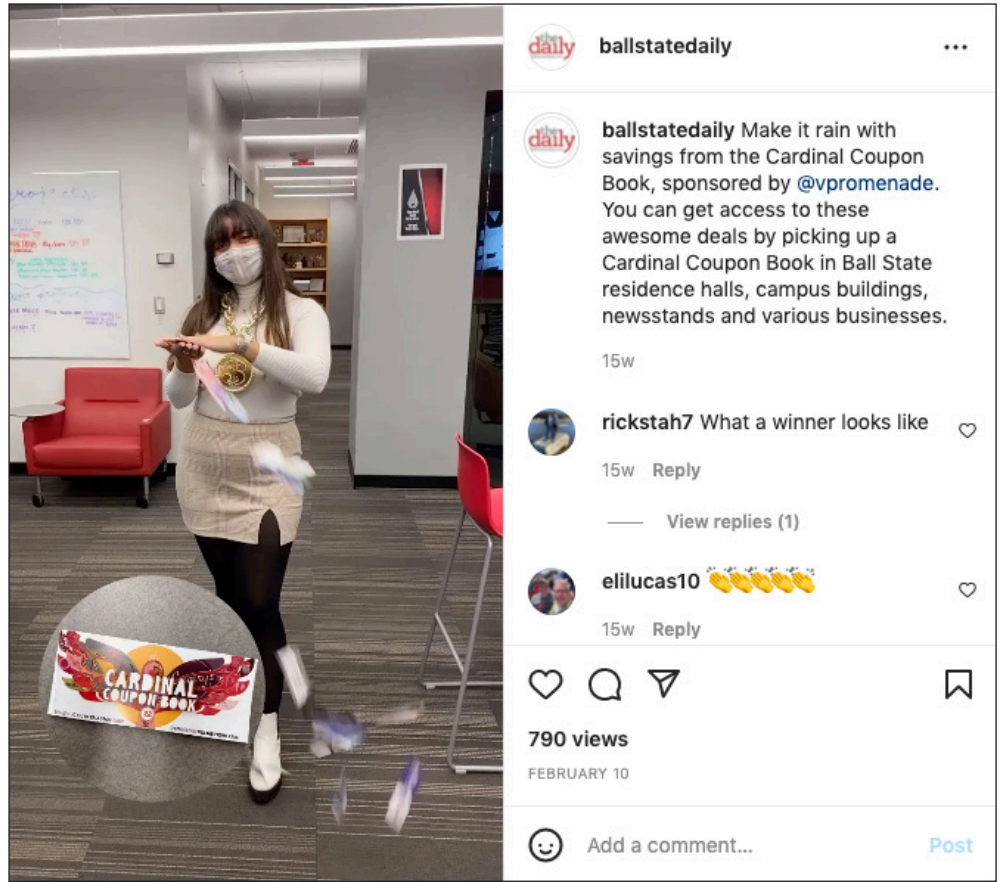
Post interactions 55

Likes	41
Shares	10
Comments	2
Saves	2

Profile activity 6

Profile Visits	6
Follows	0

Feb. 10



Link to view live post:
<https://www.instagram.com/tv/CZzY35iDuHc/>

Video insights

Untitled
February 10 · Duration 0:06

790 Views 101 Likes 7 Comments 15 Shares 2 Saves

Overview

Accounts Reached	1,483
Content Interactions	125
Profile activity	23

Reach

1,483

Video insights

1,483
Accounts Reached

1,013 Followers 470 Non-Followers

Views: 790

Audience Retention

Average Percentage Watched: 88%

Percent of plays active at a particular time.

Video insights

Impressions	1,656
From Home	1,153
From Other	413
From Explore	64
From Profile	26

Content Interactions 125

Likes	101
Shares	15
Comments	7
Saves	2

Profile activity 23

Profile Visits	23
Follows	0
Email Button Taps	0

Feb. 17



daily ballstatedaily ...

ballstatedaily PROMOTED: The Cardinal Coupon Book is your key to savings! Even better, these deals fit right in your pocket. Inside the book hosts a selection of discounts from the various businesses around Muncie. Don't miss out on these savings, pick up your copy today! Sponsored by @vpromenade .

Edited · 14w

[View insights](#)



Liked by elilucas10 and 20 others

FEBRUARY 17

Add a comment... [Post](#)

Post insights

February 17 at 9:01 AM

21 Likes, 0 Comments, 9 Shares, 0 Saves

Overview

Accounts reached	315
Accounts engaged	23
Profile activity	1

Reach

315 Accounts Reached

Post insights

Reach

315 Accounts Reached

305 Followers, 10 Non-Followers

Impressions 345

From Home	321
From Profile	18
From Other	6

Engagement

23 Accounts engaged

Post insights

23 Accounts engaged

23 Followers, 0 Non-followers

Post interactions 30

Likes	21
Shares	9
Comments	0
Saves	0

Profile activity 1

Profile Visits	1
Follows	0

Mar. 3



ballstatedaily

ballstatedaily PROMOTED: Hey Cardinals! Looking for ways to save money? Pick up the Cardinal Coupon Book, sponsored by Village Promenade. The Cardinal Coupon Book offers different kinds of coupons ranging from food and beverage, to recreational activities, and even housing! Get the coupon book in Ball State dorms, campus buildings, newsstands and various client businesses.

12w

View insights

Like Comment Share Bookmark

Liked by elilucas10 and 6 others

MARCH 3

Add a comment... Post

Post insights

March 3 at 2:00 PM

7 0 0 0

Overview ⓘ

Accounts reached	583
Accounts engaged	7
Profile activity	2

Reach ⓘ

583 Accounts Reached

Post insights

Reach ⓘ

583 Accounts Reached

280 Followers • 303 Non-Followers

Impressions 645

From Profile	443
From Home	202

Engagement ⓘ

7 Accounts engaged

Post insights

Engagement ⓘ

7 Accounts engaged

7 Followers • 0 Non-followers

Post interactions 7

Likes	7
Comments	0
Shares	0
Saves	0

Profile activity ⓘ

Profile Visits	2
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