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

View insights

41 2 10 2

Post insights

Post insights

Reach

581 Accounts Reached

552 Followers

29 Non-Followers

Overview

Accounts reached 581
Account engaged 45
Profile activity 6

Impressions 628
From Home 587
From Other 27
From Profile 14

Engagement

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
Followers 0
Feb. 10

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

Video insights

1,483
Accounts Reached

1,013
Followers

470
Non-Followers

790 views

Overview

Accounts Reached 1,483
Content Interactions 125
Profile activity 23

Reach 1,483

Audience Retention

Average Percentage Watched 88%

Content Interactions 125

Likes 101
Shares 15
Comments 7
Saves 2

Profile activity 23

Profile Visits 23
Follows 0
Email Button Taps 0
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