



Organic Growth Campaign

Background

Plants vs Acne is an eco-friendly skin care brand. They would like to grow their following and community engagement organically through **TikTok** and **Instagram**

S.M.A.R.T Goal

Increase engagement rate by 30% and follower count by 25% in 3 months by executing a new content plan. This target is achievable since Plants vs Acne has been performing decent without a proper campaign or any form of content planning, which is relevant to growing a community.

KPIs

- Engagement rate
- Reach / impressions
 - Likes
 - Comments
 - Saves
 - Shares
- Follower growth rate
- UGC Participation Rate

Pre: Content Plan

Currently, Plants vs Acne posts inconsistently at bad times for their core audience. They go overboard on their hashtags per post, are inconsistent in which specific hashtags they use, and their page looks messy due to the lack of having a set content style, brand font, colors, and overall aesthetic.

Content Plan

Our plan is to post one short form video every Tuesday, Thursday, and Saturday around 1pm PST. Data shows our audience is most active around this time. We will repost UGCs through our story when possible and incentivize people to tag us in theirs to be featured. For hashtags, we will lower the amount we use to 3-5 and use our main 3 on every post, and use the remaining 2 as contextual hashtags tailored to the more niche side of the post so the algorithm learns our content better and shows our content to the right people. In our created content we will find two aesthetically pleasing fonts to present our brand, one for the heading and one for the body of text in our videos and graphics. We will also use our brand color as highlights in graphics. Our brand voice will be fun, and our videos will give off this vibe. All these changes combined will form a brand people will recognize and will aid in growing our community

Draft Post



Hashtags: #skincare #beauty #selfcare

#naturalbeauty #organicskincare

Caption: No chemicals, no worries, all shine



= main hashtags for every post



= niche hashtags based off video context

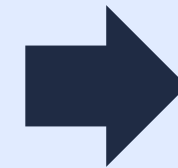


**3 MONTHS
LATER**

<i>Metric</i>	<i>Campaign Results (3 months)</i>	<i>3 Months BEFORE Campaign</i>
Posts	36	15
Impressions	1,400,322	96627
Likes	157,000	5,502
Comments	6,504	190
Saves	62,245	1,100
Shares	39,042	1,431
Follows	13,606	472
UGC Reposts	17	0

Conclusion

This campaign was a huge success. Our metrics improved in all areas and we exceeded our campaign goal.



Next Steps

Continue our current formula, it is working so there is no need for change or testing **currently**



END