



truverra

GROWING SOCIAL FOLLOWING THROUGH COMPETITION STRATEGY

TRUVERRA UK – “ULTIMATE STAY AT HOME KIT COMPETITION”

- Over 850 new UK-based followers in one week
- Over 3,100 organic engagements in one week
- Across Facebook, Twitter and Instagram

As part of our social media strategy with CBD brand, Truerra, we were tasked with growing their brand awareness in the UK in particular. The brand originally comes from Canada, and had just started selling a variety of products to the UK market.

Along with the creation of bespoke weekly social plan, the creation of assets (such as images, videos, GIFs), content marketing campaigns and engagement with various queries and testimonials, we launched a timely competition to grow the followerbase specifically in the UK.

The competition was launched during the COVID-19 pandemic, where many people were in lockdown, staying at home and potentially feeling anxious or worried about their health. With the CBD industry (and Truerra's products) being linked to helping this, we thought it would be a good time to give products away as a prize, grouping the products into an "ultimate stay at home CBD kit".

The initial success of the competition came from how timely it was, and how relatable the prize was to many people, but there were various strategies undergone by Click to enhance the reach of the competition and gain more entries.

The competition was launched across Facebook, Twitter and Instagram for one week, gaining the client over 850 new, UK based followers, and 3,169 organic engagements.

It was important to be proactive through the course of the competition, rather than just letting it run and hoping for the best. Therefore, throughout the week, on behalf of the client, we targeted a variety of UK competition and wellness groups on Facebook to promote the competition to the desired target audience. This was staggered to ensure the promotions did not look spammy or repetitive, researching the tone of voice of conversations in each group to feel part of it and to be trustworthy. On Twitter, we utilised various hashtags that are popular for competitions, such as #FreebieFriday and #WinItWednesday, researching the best times to post these hashtags to help ensure more entries. On Instagram we continued to promote the competition on Instagram Stories, by creating bespoke imagery keeping it fresh, alongside utilising hashtags.

