

Social Media Campaign Project - Advanced



YETI

Part One: Promote A Small Business

YETI IS A PREMIUM OUTDOOR LIFESTYLE BRAND KNOWN FOR DURABLE COOLERS, DRINKABLE, AND TRAVEL GEAR. THE COMPANY SERVES OUTDOOR ENTHUSIASTS, CAMPERS, TRAVELERS, FITNESS LOVERS, AND EVERYDAY CONSUMERS AGES 20-50 WHO VALUE QUALITY. YETI HAS A STRONG BRAND PRESENCE ONLINE BUT CAN FURTHER GROW ENGAGEMENT THROUGH EDUCATIONAL AND LIFESTYLE VIDEO CONTENT.








YETI'S HEADQUARTER OFFICE IS LOCATED IN AUSTIN, TEXAS . THEIR TARGET AUDIENCE INCLUDES ADVENTURE SEEKERS, WORKING PROFESSIONALS, AND FAMILIES WHO ENJOY OUTDOOR ACTIVITIES AND PRACTICAL PREMIUM PRODUCTS. THEY ARE NOW ON THEIR 20 YEARS OF GIVING EXCELLENCE!.

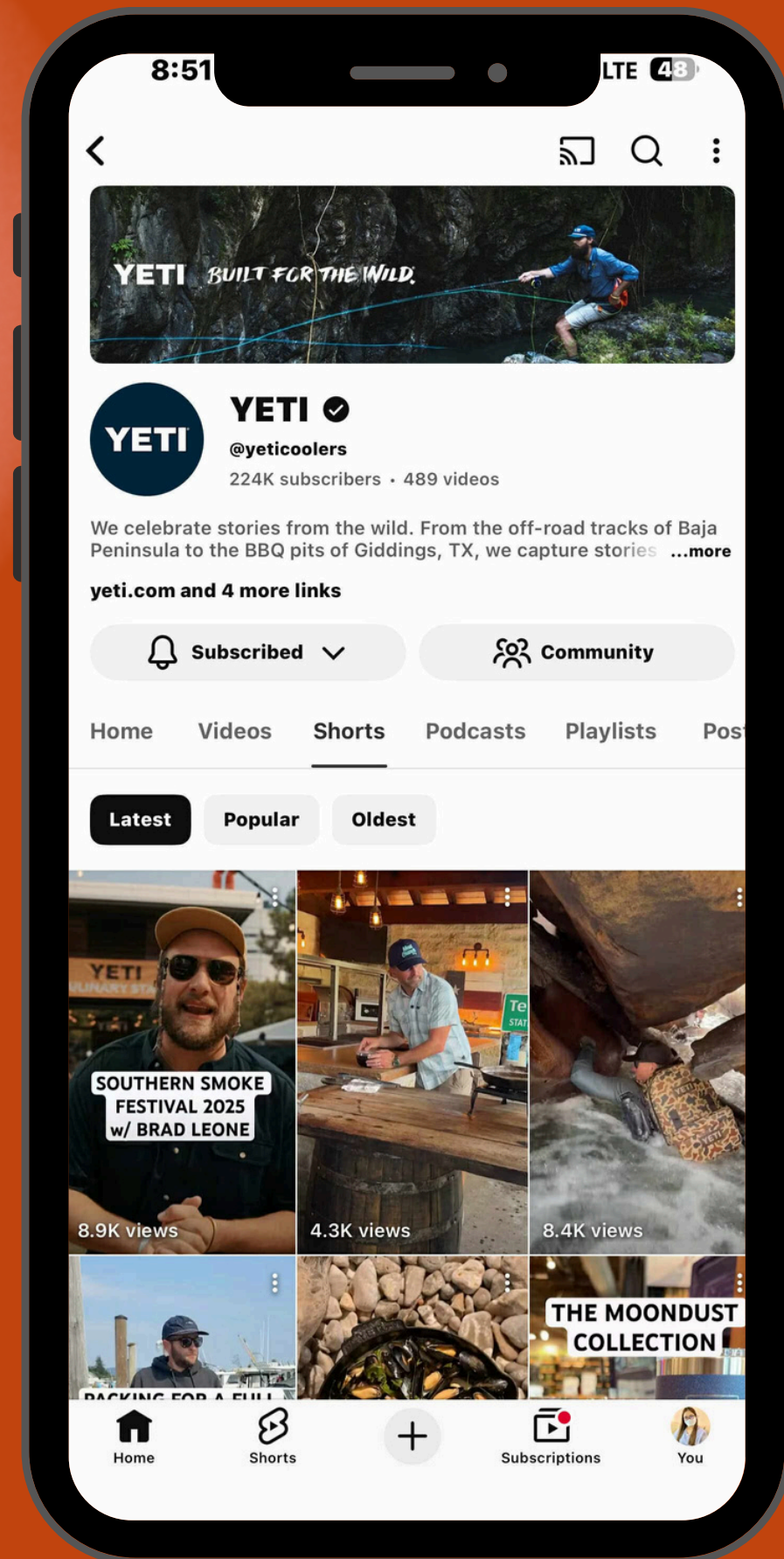


Part Two: Develop A Social Media Strategy

CURRENT SOCIAL CHANNELS AND LINKS

Links

-  **YETI.com**
yeti.com
-  **Facebook**
facebook.com/Yeti
-  **Instagram**
instagram.com/yeti
-  **TikTok**
tiktok.com/@yeti
-  **Spotify**
open.spotify.com/user/yeticoolers



CHOSEN PLATFORM TO IMPROVE IS YOUTUBE



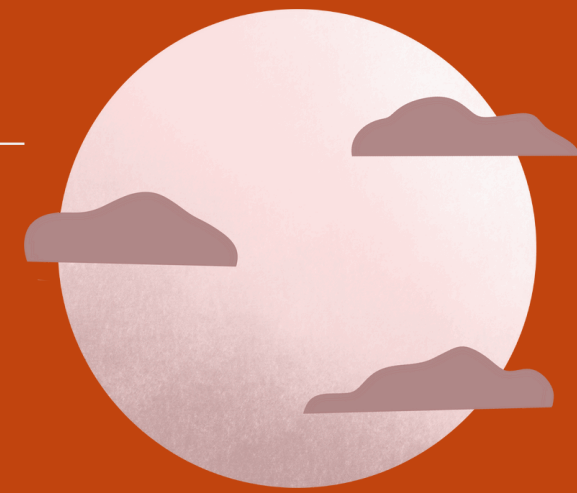
I choose YouTube because it's great for product demos and helps customers see products in real life situations.

TARGET AUDIENCE



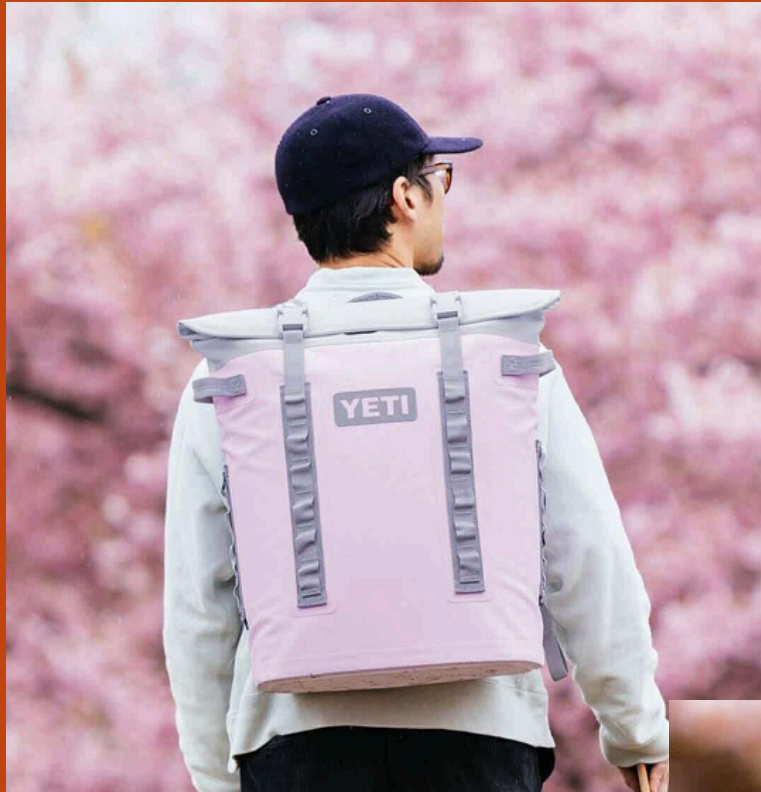
- Ages 20-50
- Outdoor lovers, travelers, gym users
- Mostly mobile viewers
- Interested in gear reviews and lifestyle content

Part Three: Develop A Social Media Strategy- Suggested Changes



CAMPAIGN NAME

“ Built for Real Life - YETI in Action”



MAIN OBJECTIVE

Increase product awareness and drive website traffic using YouTube videos.

TIMELINE

MONTH 1



Launch product demo + lifestyle videos



MONTH 2



Share customer stories + outdoor use cases



MONTH 3



Analyze performance + optimize content

SMART GOALS (3 MONTHS)

- + 20% YouTube subscribers
- 50,000 video reviews
- + 15% watch time and website clicks

Part Four: Develop A Social Media Strategy - Description & Reasoning Behind Campaign Choice

Cheers!



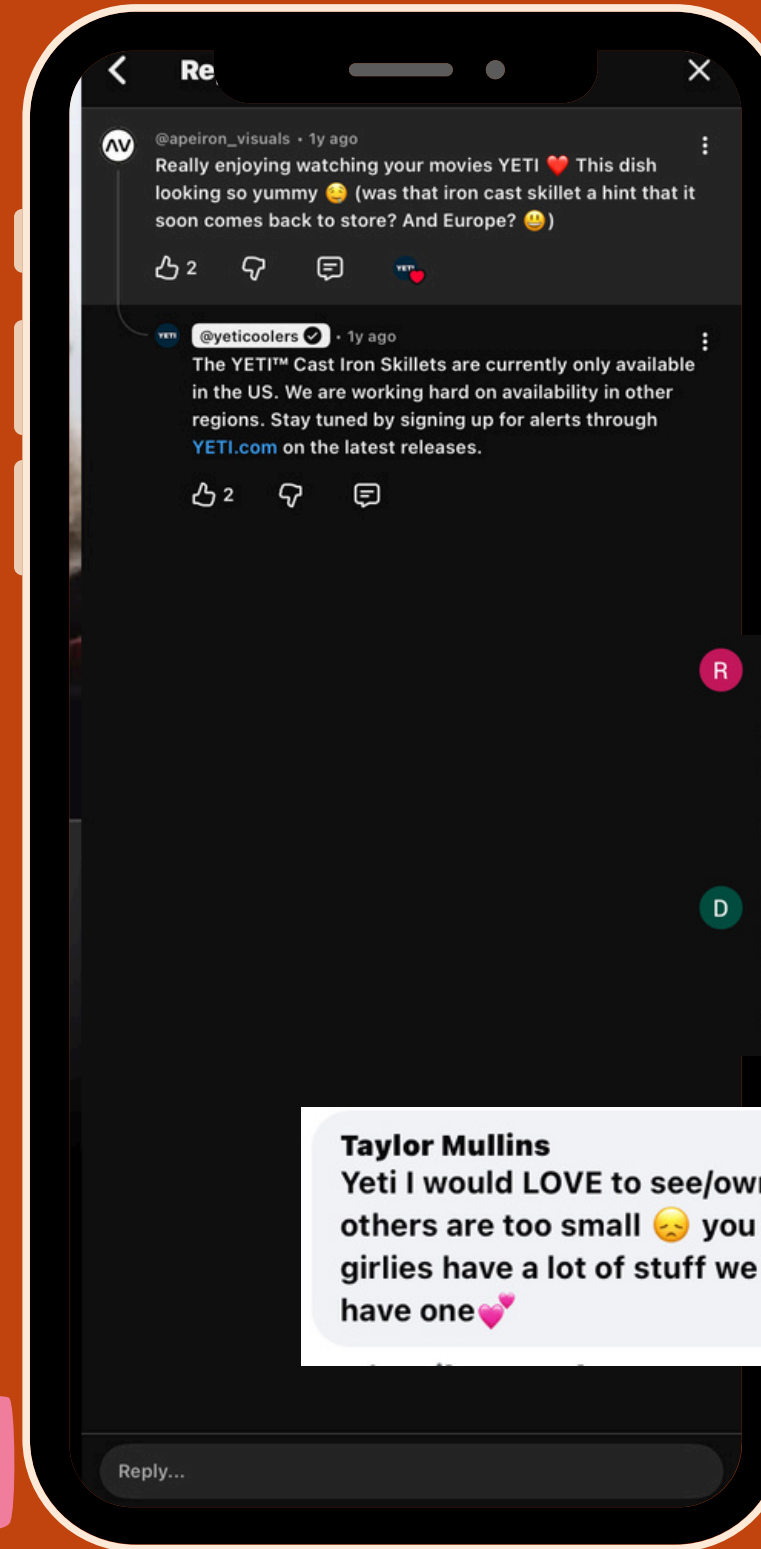
DURABLE

SUCCESS

OUTDOOR



YETI



I WILL BE USING ANALYTICS
BY TRACKING VIEWS,
WATCHING TIME, CLICKS,
AND SUBSCRIBER GROWTH.
AND IMPROVE BY POSTING
MORE HIGH PERFORMING
VIDEOS AND ADJUSTING
VIDEO LENGTHS.

Taylor Mullins
Yeti I would LOVE to see/own a power pink in the biggest cooler you make. The others are too small 😞 you are releasing more pink stuff which is great but the girlies have a lot of stuff we wanna put in those coolers. It would be a dream to have one 💕

“Built for Real Life - YETI in Action”



YETI



More info



www.youtube.com/@yeticoolers

*Thank
you*

DMC 300

Menchie Dela Cruz