Promo Idea July

Problem

In the past couple months, SMC saw an increase in messages regarding problems with either the stations or the bikes. This isn't something new, but with negative comments we aren't going to get new members. See example below, this is one of the messages that CB received on Instagram

One of the other problems is that the ROI at the past activations wasn't high, in other words, CB didn't get any new members from those activations. One of the problems with a couple of these activations was the fact that there wasn't a clear CTA, this is a problem we also have on Instagram.

Solution

SMC came up with a solution that will tackle both of the problems at the same time. The idea is to bring back the promo/discount promotion, but different from the previous edition.

In the past a coupon/discount promo didn't work, due to the following reasons:
- website, app, social integration still very lacking.
- offerings weren't desirable
- promo graphics weren't that enticing, see examples below

In order to prepare for the upcoming app, it's good to launch a pilot on a smaller scale.With the features now available, mainly on Instagram, we now have better tools to make the whole experience more fluent, measuring better and tweak in real time.

For this campaign we will use:
- Instagram Stories
- Instagram Highlights
- Instagram Link in Bio

Goal

Main goal:

Get 50 new members during the run of the campaign (TBD)

By collaborating with businesses we can reach a new target audience, if we choose these vendors carefully we can convert those viewers to possible customers. The focus for this campaign doesn't need to be on the promo, members or the engagement on the visual or the discount, but rather on the CTA with the post and the best way to engage with new possible customers in a new network. While choosing the right vendors to work with we need to consult the demographic charts of all social networks CB has, the goal is to find a vendor who has a similar distribution of gender and age, as CB.

What do we need?

DecoBike LLC:
- Numbers or reports that show the current amount of members
- During and after the run of the campaign Decobike must provide insight into the progress of the membership development, to SMC

Supermarket Creative:
- Search for good fitting vendors, arrange all aspects; this will include possible contracts and/or waivers
- Set up of a communication/social media report
- Providing the visuals, this will included possible shoots from out SMC.

Vendors
- Legal work
- Provide design collateral
- Promoting the promo
- If promoting we will need their analytics of the posts

KPI

1. CTA	2. Reach	3. Conversion
Get an 40% increase in CTA's on CB Instagram account during the campaign	*Get a reach of minimum 2100 and at least 5 shares on all social platforms per post, during the first half of the campaign*	*Get a click ratio of at least 75.0 and at least 150 page clicks per promo*
The zero mark will be the amount of CTA, CB has at the moment of launch.	The zero mark is 0 for each post	Click ratio and the views of the Link in Bio page will be measured through Later.
2 times a week measuring	Reach is count overall social platforms of CB, reach numbers of vendors will not be included in this KPI	With Google analytics we can determine the amount of clicks per promo page
CTA will include every action taken on the CB social platforms; click on website link, calling, sending an email or sending a message.	Reach of each post is measured every day during the campaign, posts will be subjected to edits.	The click ratio will be measured every 2 days and combined with the reach can lead to edits in the visual or caption of the post
By comparing this number with the increase in CB members, the conversion will be visible	If the amounts get to 2100 before the end of the first half of the runtime, the amount will double and the new goal lays on 4200 till the end of the runtime	This information will be combined with the number of code usage from the vendors and will give the conversion of the promocodes

New Members   Success of the promo

Possible stores/shops

- Wynwood Yards
- SweatRecords
- Panther Coffee
- All Day Miami
- Ella pop Miami
- Gramps
- Broken Shaker
- Salty Donut
- Happy Place Donuts
- 4D ice cream
- La sandwicherie
- Lulu's ice cream
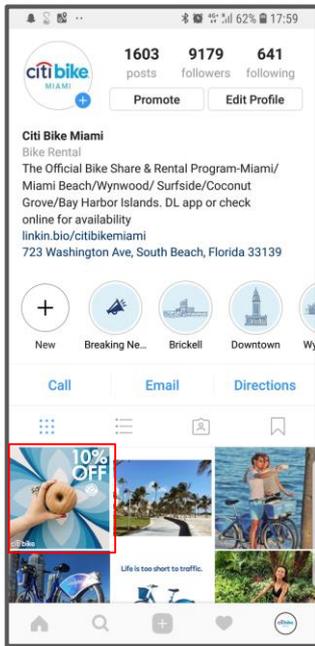- Division
- The Taco Stand
- Clove Mediterranean Kitchen
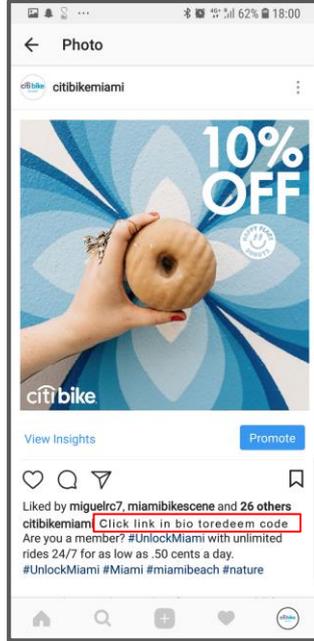
Mockup Instagram Posts
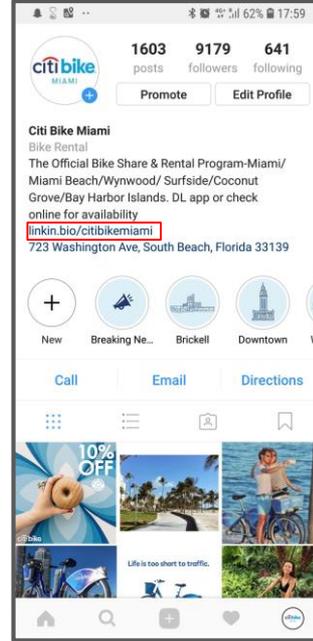
How it will look

Step 1
People will see the post in our feed

Step 2
People will click on the post to see it, and see the CTA: Click link in bio

Step 3
People return to our feed and click the link in bio

Step 1
Our custom link in bio page pops up, all the promotion are collected here

Step 1
The person clicks on the image in the previous screen and gets redirected to the QR code