

Her Campus VCU

presents

#petsofVCU



#PETSOFVCU CAMPAIGN

Her Campus at VCU

OBJECTIVE

- Her Campus VCU is a branch of Her Campus Media LLC, a marketing agency that connects consumer brands, like Vera Bradley, Chipotle, TreSemme etc., with a pivotal target audience – college women.
- To publicize the clients, we first had to increase our social media following – which we achieved through our #PetsofVCU campaign. A social media campaign during the end of finals week which featured the pets of VCU students on Facebook, Twitter and Instagram.



CAMPAIGN DETAILS

- The campaign took place from May 1-5.
- The campaign included a giveaway component – which gave away samples of the client’s products in a gift basket. To win the gift basket, we had VCU students post a picture of their pet with the hashtag #PetsofVCU and tag @HerCampusVCU in the picture to be entered in our raffle.



Saionia and 3 others liked



bratatouille @fuzdgy · May 4

#PetsOfVCU is an excuse to show off my best bobcat friend in the whole world 🐾



britt_con

Follow

55 likes

43w

britt_con Stop growing #throwback #pitbull #PetsOfVCU

liztyson 😊😊😊

britt_con #pittiesofinsta

Log in to like or comment.

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hercampusatvcu Virginia Commonwe...

Follow

43 likes

8w

hercampusatvcu Congrats to our future baby Ram, Caitlin, and her puppy, Brady, for winning our #PetsOfVCU giveaway! Thanks to everyone that entered, we loved seeing all the adorable pets VCU has to offer! 🐾🐾 caitlinweaverr 🌸🌸🌸🌸

Log in to like or comment.

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salinna and 3 others Retweeted



sim @loveesimm · May 3

Love my precious baby boy. Happy finals y'all! I hope his cute wittle self relieves some stress #PetsOfVCU #bags 🐾



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15



PARTICIPATION

- #PetsofVCU garnished a total of 106 posts and shares
- 41 posts on Instagram
- 49 posts on Twitter
- 16 posts on Facebook

- Total interactions with the hashtag (including clicks and expansions) : 4,588 – Google analytics
- Total of social media follows during campaign: 110
- Facebook- 29 “likes”
- Twitter - 36 “follows”
- Instagram- 45 “follows”



OUTCOME

Increase in social media following for Her Campus VCU led to a higher number of average views on sponsored articles, and a higher number of views on client's websites.

