

**Casper Mattress  
Social Media Campaign**

Prepared by: Lillian Barnes, Olivia Hudak, and Julia Monahan

## Social Media Campaign

### Goals and Objectives

#### Goal

The goal of this campaign is to manage Casper's brand reputation with a summer-themed campaign highlighting the [Cooling Collection](#).

#### SMART Objectives

- Instagram: To post 2-3 engaging stories and 1 feed post per week from May 29 to September 1, highlighting the Cooling Collection to increase engagement such as likes, comments, and website clicks.
- TikTok: To post 2-3 engaging TikTok videos per week highlighting the Cooling Collection from May 29 to September 1 to increase engagement, views, and website clicks.

### Content Strategy Mix

#### 80/20 Mix

Casper's summer campaign to promote their Cooling Collection will use an 80/20 mix. 80% of the content will consist of relationship building, influencer, and CSR/DEI/Social Good strategies and 20% will use branded content and brand storytelling strategies. The SMART objectives for this campaign include 2-3 posts a week on both Instagram and TikTok. Out of 12 posts a month, 9-10 will use relationship building, influencer, and CSR/DEI/Social Good strategies in order to entertain, inform, and educate their audience. Of these 12 posts per month, 2-3 will use branded content and brand storytelling strategies to directly promote the brand and their products to their audience.

#### Content Strategies

Each post during this campaign will use search engine optimization (SEO) tactics and hashtags in the captions to increase engagement. These hashtags will include #coolingcollection, #casper, #summer, #sleep, and any other relevant hashtags to the specific post. This will ensure that the posts are seen by the right people who would be interested in this specific content.

Casper's current content on Instagram and TikTok uses mostly relationship building strategies. The relationship building strategy will be used for the majority of this campaign as seen in skits or trending social media content. Casper's TikTok and Instagram accounts feature many videos about sleep facts and other skits related to sleeping. For this campaign, Casper will share content geared towards providing tips and facts on sleeping better in the summer, as well as skits about the frustration of keeping

cool while sleeping in the warmer months. Casper will also continue utilizing trending concepts and TikTok audios throughout this campaign.

Casper currently posts minimal branded content featuring their products and highlighting their promotions. For this campaign, Casper will use this strategy by informing its followers about deals and promotions, as well as demonstrating and promoting its Cooling Collection. This will be seen in content on Casper's Instagram and TikTok accounts.

Influencers can be seen in very few of Casper's past content; however, for this campaign, they will be using influencers slightly more often. Every Wednesday for 5 weeks starting in June, Casper will post influencer content featuring influencers using products from the Cooling Collection while they are sleeping to their Instagram. This strategy will build upon Casper's brand that their products are for everyone.

Casper has used CSR/DEI/Social Good strategies on Instagram in the past. These posts have generated the most engagement out of any other posts on their feed. For this campaign, Casper will be posting one piece of content utilizing the CSR/DEI/Social Good strategy per month on Instagram. This content will educate the consumers on the brand's sustainability practices, especially highlighting how the Cooling Collection is sustainable because it saves electricity by decreasing the necessity for air conditioning and fans in the summer. For instance, to celebrate World Environment Day on July 5, Casper will highlight its sustainability methods as well as provide tips on being a more conscientious consumer.

## **Metrics**

Casper will be calculating the metrics for their summer campaign through posting, timing, engagement, and audience. All of these different metrics put together will help indicate if the campaign objectives are being met.

The company will post 2 to 3 stories and 1 feed post per week on Instagram, as well as 2 to 3 videos on TikTok per week. These will be separated throughout the weekdays using different content strategies to keep the brand's followers entertained and informed.

## **Timing Metrics**

Casper will post to Instagram on Monday, Wednesday and Friday and then they will post to TikTok on Tuesday, Thursday and Saturday. We are utilizing this timing strategy to engage the audience on different social media platforms, while not overloading content to one platform multiple days in a row. Our research found that TikTok earns the most engagement on Tuesdays and Thursdays, which aligned perfectly with our Content

Calendar. Additionally, we identified the best times to post on Instagram and TikTok based on engagement throughout the day. Research showed that followers were most engaged on social media between 9 am and 11 am throughout the week (Singh, 2023).

### **Engagement Metrics**

We will measure engagement through the number of likes, shares, and comments the company is receiving, as well as website clicks earned through social media links. We will compare the data before and after the summer campaign to see if any of these engagement factors have increased or decreased. In addition to the content engagement, we will measure the number of direct messages, followers, and deviation from normal predicted sales of Casper's Cooling Collection.

### **Audience Metrics**

Regarding the audience, we will measure the percentage of male vs. female followers and the primary age groups of those engaging with Casper's content at the end of the campaign. We will also be collecting demographic, behavioral, and psychographic information on engaged users. This information will help tailor future marketing and social media endeavors by indicating what forms of content these groups interact with the most to generate content based on their preferences.

### **Content Calendar**

The calendars below have been created utilizing timing and content strategy analysis to generate a timeline that optimizes follower engagement. Each calendar's setup is unique to its platform in order to produce the best results possible for the social media campaign.

# INSTAGRAM: JUNE 2023

SUN	MON	TUE	WED	THU	FRI	SAT
	29 11am feed post • relationship building	30	31 11am story post • branded content	1	2 2pm story post • relationship building	3
4	5 11am feed post • CSR post (World Environment Day)	6	7 11am feed post • influencer series post 1	8	9 11am story post • relationship building	10
11	12 11am feed post • relationship building	13	14 11am feed post • influencer series post 2	15	16 2pm story post • brand storytelling	17
18	19 10am story post • relationship building	20	21 11am feed post • influencer series post 3	22	23 11am feed post • relationship building	24
25	26 11am feed post • brand storytelling	27	28 11am feed post • influencer series post 4	29	30 11am story post relationship building	

# TIKTOK: JUNE 2023

SUN	MON	TUE	WED	THU	FRI	SAT
	29	30 10am video • relationship building	31	1 10am video • branded content	2	3 11am video • relationship building
4	5	6 9am video • relationship building	7	8 10am video • relationship building	9	10 11am video • relationship building
11	12	13 10am video • relationship building	14	15 9am video • branded content	16	17 11am video • relationship building
18	19	20 9 am video • branded content	21	22 10am video • relationship building	23	24 11am video • relationship building
25	26	27 9 am video • relationship building	28	29 10am video • relationship building	30	

# INSTAGRAM: JULY 2023

SUN	MON	TUE	WED	THU	FRI	SAT
30	31					1
2	3 2pm story post • brand storytelling	4	5 11am feed post • influencer series post 5	6	7 11am story post • relationship building	8
9	10 11am feed post • branded content	11	12 2pm story post • relationship building	13	14 11am feed post • relationship building	15
16	17 10am story post • relationship building	18	19 11am feed post • CSR/DEI/Social Good	20	21 11am feed post • relationship building	22
23	24 11am story post • brand storytelling	25	26 11am story post relationship building	27	28 11am story post relationship building	29

# TIKTOK: JULY 2023

SUN	MON	TUE	WED	THU	FRI	SAT
30	31					1 11am video • relationship building
2	3	4 9am video • relationship building	5	6 10am video • branded content	7	8 11am video • relationship building
9	10	11 10am video • branded storytelling	12	13 10am video • relationship building	14	15 11am video • relationship building
16	17	18 10am video • relationship building	19	20 9am video • branded storytelling	21	22 11am video • relationship building
23	24	25 10am video • branded content	26	27 10am video • branded content	28	29 11am video • relationship building

# INSTAGRAM: AUGUST 2023

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7 11am story post • relationship building	8	9 2pm story post • brand storytelling	10	11 10am story post • relationship building	12
13	14 10am feed post • relationship building	15	16 1pm story post • relationship building	17	18 11am feed post • relationship building	19
20	21 10am story post • branded content	22	23 11am feed post • relationship building	24	25 10am feed post • CSR/DEI/Social Good	26
27	28 10am story post relationship building	29	30 2pm story post • brand storytelling	31	1 11am story post relationship building	

# TIKTOK: AUGUST 2023

SUN	MON	TUE	WED	THU	FRI	SAT
		1 9am video • relationship building	2	3 10am video • branded storytelling	4	5 1pm video • relationship building
6	7	8 10am video • relationship building	9	10 10am video • relationship building	11	12 11am video • relationship building
13	14	15 10am video • relationship building	16	17 10am video • relationship building	18	19 1pm video • relationship building
20	21	22 10am video • branded content	23	24 10am video • relationship building	25	26 11am video • relationship building
27	28	29 9am video • relationship building	30	31 9am video • branded content	1	

## **Justification**

Casper's overall content strategy is relationship-building based, which is the focus of our summer campaign to provide continuity to the social media feeds. Our assessment of the company's social media content strategy showed that this tactic was utilized 64.44% of the time on Instagram, and 73.65% on TikTok. Additionally, the company has been known to incorporate elements of dialogue and branded content throughout their social media feeds. Although they don't receive significant engagement through social media, they make up for it with the amount of content they share throughout the day. Our goal through this campaign is to increase engagement and website traffic through the multiple stories and influencer-related posts that have proven to earn the most engagement on their Instagram.

Casper's overall posting strategy is consistent with its brand identity of being genuine, relatable, fun, and playful. They engage their audience with the fun, quirky, and relatable nature of their posts, specifically with the relationship building strategy, and they will continue this in their summer campaign. Casper's Twitter account is extremely active as well; however, the nature of this campaign is best suited for Instagram and TikTok. This campaign will be consistent with Casper's previous social media strategy with a few additions to increase engagement and conversions.



## References

Singh, C. (2023, March 20). *What is the best time to post on TikTok in 2023?* SocialPilot. Retrieved April 7, 2023, from <https://www.socialpilot.co/blog/best-time-to-post-on-tiktok>