

TO: Dr. Brandi Watkins
FROM: Lillian Barnes, Julia Monahan, and Olivia Hudak
DATE: March 30, 2023

SUBJECT: Casper Content Strategy Analysis

Overview:

Casper Mattress has been extremely active on their various social media platforms in the six months between June and December of 2022. The company shares the most amount of content on their Instagram and TikTok accounts. Their posts consist of branded content, storytelling, relationship building, dialogue, influencers, and other content for the social good. Although the company includes multiple different content strategies, they focus on relationship building the most on their Instagram and TikTok profiles.

Instagram:

Between June and December of 2022, Casper posted on their Instagram account 239 times. Out of these 239 posts, 64.44% of them used the relationship building content strategy. As seen in Figure 2, these relationship building posts are focused on making the brand appeal relatable to consumers by utilizing elements of comedy and social media trends. 32.22% of their Instagram posts were branded content and storytelling during this six month period. This branded content ranges from product photos (Figure 1) to discounted sales to the company's partnership with Netflix's family movie — Slumberland. Casper this strategy on Instagram because it resonates with their audience.

Casper used the dialogue content strategy in 16.74% of their posts in the six months analyzed. Many times, this strategy was utilized by sharing tweets from the company's Twitter profile (Figure 3) or through questions to followers in the comment section of posts. The dialogue strategy is important because if Casper is successful in eliciting engagement from their followers, Instagram will boost their posts and increase their reach. Casper rarely uses influencers as a content strategy on Instagram as it is seen in only 2 of their 239 posts within this six month period (Figure 4). This strategy should be used more often because it would bring a new audience to Casper's profile and increase their following.

Out of the 239 Instagram posts from June to December of 2022, Casper only posted content benefiting the social good or DEI once. As shown in Figure 5, this strategy was utilized during Pride month to highlight the stories and accomplishments of LGBTQIA+ employees. Their target audience does care about issues; however, since Casper strives to be a friendly, positive, humorous brand, these kinds of posts do not fit their brand personality and voice.

TikTok:

Through market research and analysis, we discovered that Casper uses the relationship building content strategy for 73.65% of their posts on TikTok. These posts consisted of amusing or relatable content as seen in Figure 8. We also found that Casper posted no content benefiting the social good or related to DEI in the six months we analyzed. Due to the company's quirky and fun personality, we believe that they try to keep their posts as lighthearted and funny as they can. Although they should create more diverse content, they are posting what their audience seems to enjoy on this specific platform.

Casper has used branded content and storytelling for 22.35% of their content. Most of this branded content consists of sales promotions. For example, Casper posted upwards of ten TikTok videos highlighting their Black Friday Sale as seen in Figure 7. Casper would benefit from showing off their products and demonstrating use in their content. As seen in Figure 6, Casper does have a few posts featuring their products; however, we think they should be highlighting their company and specific products more often. This would increase awareness of their products among users and increase sales and conversions.

Casper also uses the dialogue strategy in only 3.06% of their TikTok posts, which is much lower than on Casper's Instagram. This type of content normally contains features to allow their audience to engage with the videos including liking, commenting, signing up and sharing. In Figure 9, Casper uses this strategy to elicit comments from their audience. We believe by adding more of this content, Casper would retain more followers and increase their social engagement overall. Engagement is an important factor on TikTok because the more likes and comments a post has, the more viral it will go. Subsequently, viral videos are how brands gain followers and increase awareness, which translates into conversions.






Lastly, Casper has only included influencers in their posts 0.94% in these six months. This could be fixed by reaching out to active members on TikTok, and well-known influencers to become ambassadors for the company in hopes of reaching a larger audience. On TikTok, influencer marketing is vital to grow a following on TikTok and increase conversion rates.

Conclusion:

While Casper's overall content strategy is relationship-building based, 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. Casper's overall posting strategy is consistent to its brand identity of being genuine, relatable, fun, and playful.

Attachments:

Instagram

<p>Branded Content/ Storytelling</p>  <p>casper</p> <p>25 likes casper Have your drink and wear it too with our Oatmilk Snoozewear Blanket Robe. View all 2 comments December 7, 2022</p> <p>Figure 1</p>	<p>Relationship Building</p>  <p>casper</p> <p>89 likes casper Looks like tomorrow's gonna be pretty packed too. #sorrynotsorry #cozytime View all 5 comments March 22</p> <p>Figure 2</p>	<p>Dialogue</p>  <p>casper</p> <p>73 likes casper Anyone else? View all 2 comments February 28</p> <p>Figure 3</p>
<p>Influencers</p>  <p>casper</p> <p>181 likes · 6 comments casper Mondays don't have to be a drag. July 11, 2022</p> <p>Figure 4</p>	<p>DEI/CSR/Social Good</p>  <p>casper</p> <p>Rza (he/him/his) Product Consultant Specialist</p> <p>1.2K views · 9 comments casper We want our LGBTQIA+ employees to feel seen, so we asked them to share their authentic selves. Let's just say we couldn't be prouder. Happy Pride!</p> <p>Figure 5</p>	

TikTok

Branded Content/ Storytelling



Figure 6

Relationship Building



Figure 8

Dialogue

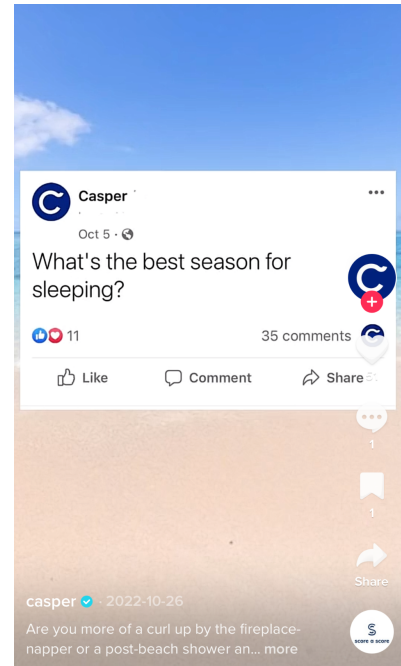


Figure 9

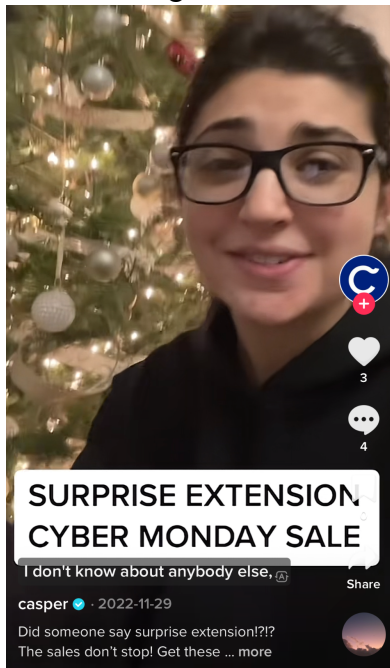


Figure 7