College Vault

#CollegeVaultRoadTrip

GOALS

- Garner 1M impressions
- Increase traffic to shop.collegevault.com
- Create engagement around College Vault

Rationale

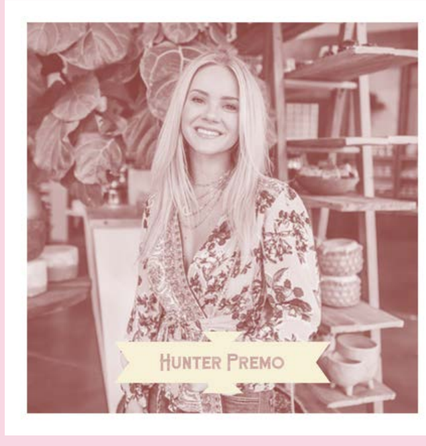
Posts with a tagged location get **79%** more engagement

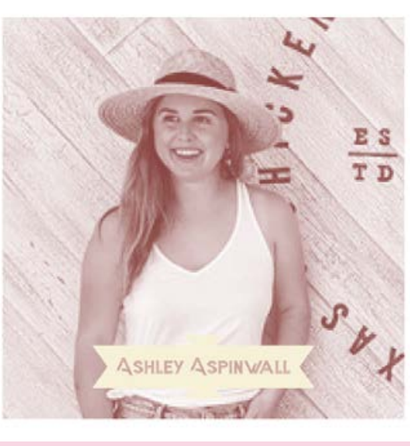
72% of users have purchased a product they saw on Instagram

Photos generate **36%** more engagement than videos

868k

followers





Las Vegas
Grand Canyon
Los Angeles
Joshua Tree
Palm Springs

Wish you were here.
FOLLOW ALONG
@sidesmilestyle
MISSOURI
College Vault
#CollegeVaultRoadtrip
Ashley Aspinwall

3.6M

TOTAL IMPRESSIONS

SUMMARY OF METRICS

62 Instagram posts

1.6M total post impressions

2M story views

139k total engagements

8.47% overall engagement rate

Industry average = 4%

1.5X higher

Content performed 1.5x higher than the industry average of influencer content

15.2%

Some posts earned as high as a 15.2% engagement rate, which is 3x higher than the industry average

CONTENT

TOP PERFORMING POSTS

@JASMINE.ELIAS

15.2% engagement rate

17.2k impressions

2.6k engagements

TOP PERFORMING POSTS

@COURTNEYSTEEVES

13.8% engagement rate

44.8k impressions

6.2k engagements

TOP PERFORMING POSTS

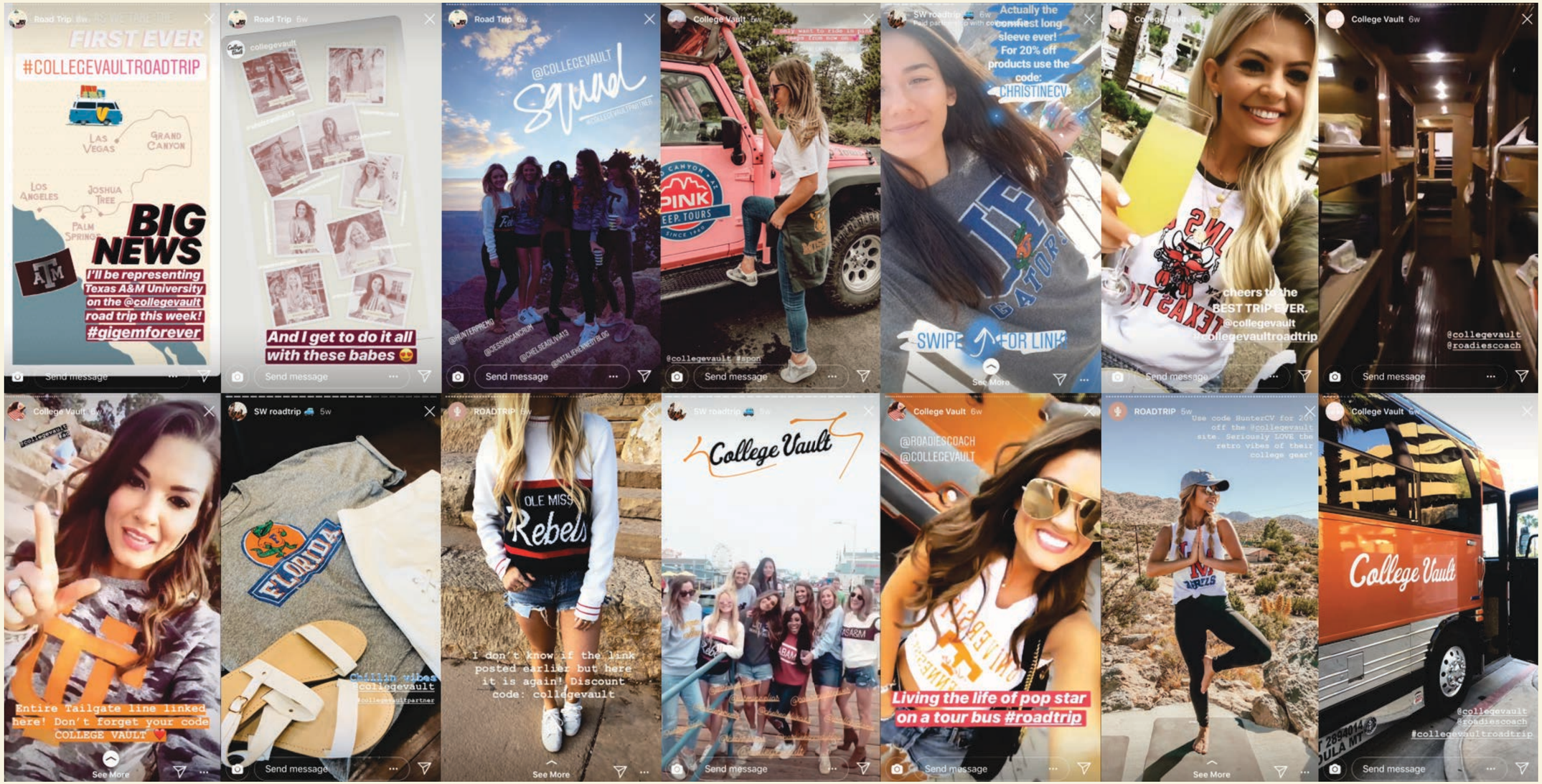
@CHELSEAOLIVIA

12.1% engagement rate

27.3k impressions

3.3k engagements

STORY SAMPLES



RETAIL RESULTS

"We got eyeballs on the brand and great pictures in cool locations. Most importantly was that it was sustained content -- not just a one-time post. This gave customers an opportunity to really learn about the brand and not just quickly look at a post and think 'cute sweater'."

WOODY HINES, HILLFLINT

HILLFLINT

Offered 20% off with a custom affiliate code

Most requested licensee throughout content

Road trip accounted for at least 14% of all site traffic

55 different schools were purchased directly from Hillflint.com

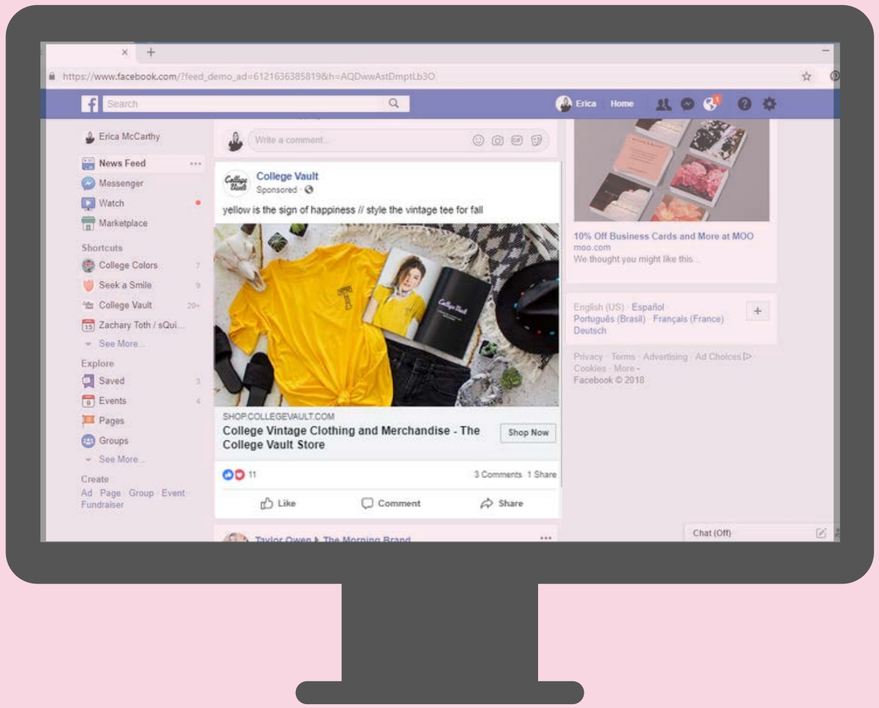
Numbers representative of 30 days from the start of the trip

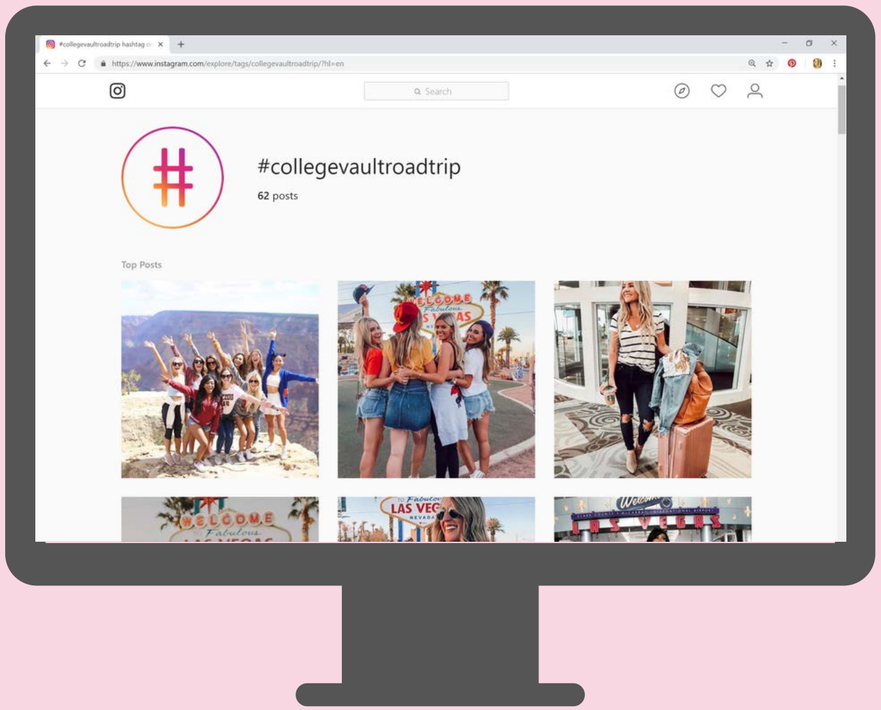
TAILGATE

Offered 25% off with a custom affiliate code

More than $2,500 in sales directly using the affiliate code

SHOP.COLLEGEVAULT.COM





SHOP.COLLEGEVAULT.COM

#CollegeVaultRoadTrip

Offered 20% off with custom affiliate codes

47% of all September traffic

$288 in sales directly using the affiliate code

SHOP.COLLEGEVAULT.COM

SOCIAL AD CAMPAIGN

1.1M Impressions

3% Click-through rate

INDUSTRY AVERAGE = 2%

64% of October orders

INFLUENCER GROWTH

+23%

+26%

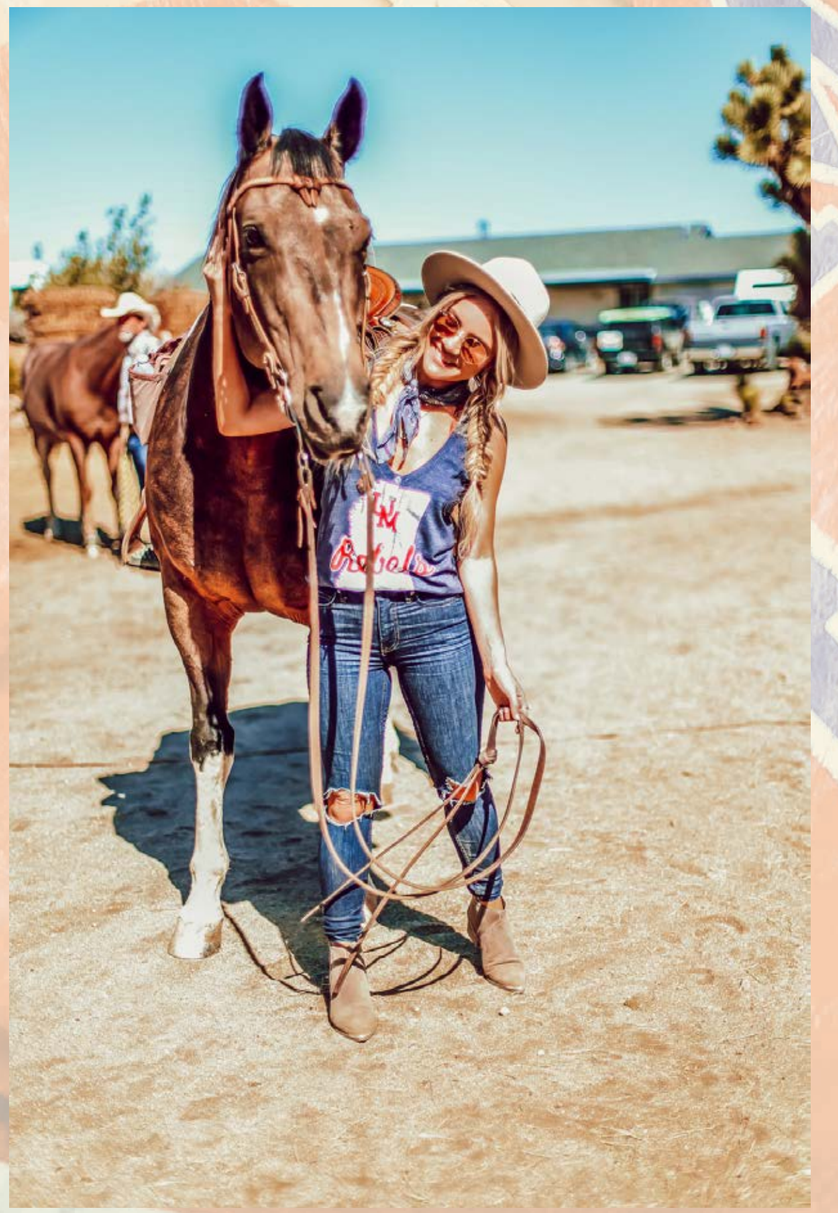
+33%

+70%

+81%

Impact on the Future

INFLUENCER RECRUITMENT



"It was truly one of the most incredible trips I've ever been on! I loved the concept of traveling at night so we could really experience the different cities each day. The group was awesome and I loved how kind and supportive everyone was. I loved learning more and becoming more personally invested in both the College Vault and Roadies brand."

-Hunter Premo

"College Vault made me feel even more proud of my college and made me want to represent them more! It was one of the best blogger trips I've ever been on!"

-Natalie Kennedy

champagneandchanel

Following

1,066 posts **581k** followers **1,240** following

Emily Herren

Chick-fil-A regular • Texas A&M alum • 💌:eherren@champagneandchanel.com • biz.emilyherren@gmail.com

📍Houston

Shop my looks 👇

champagneandchanel.com/shop

Followed by **anagleibs**, **mrscasual**, **haleighbroucher** + 97 more

champagneandchanel Following

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Emily Herre

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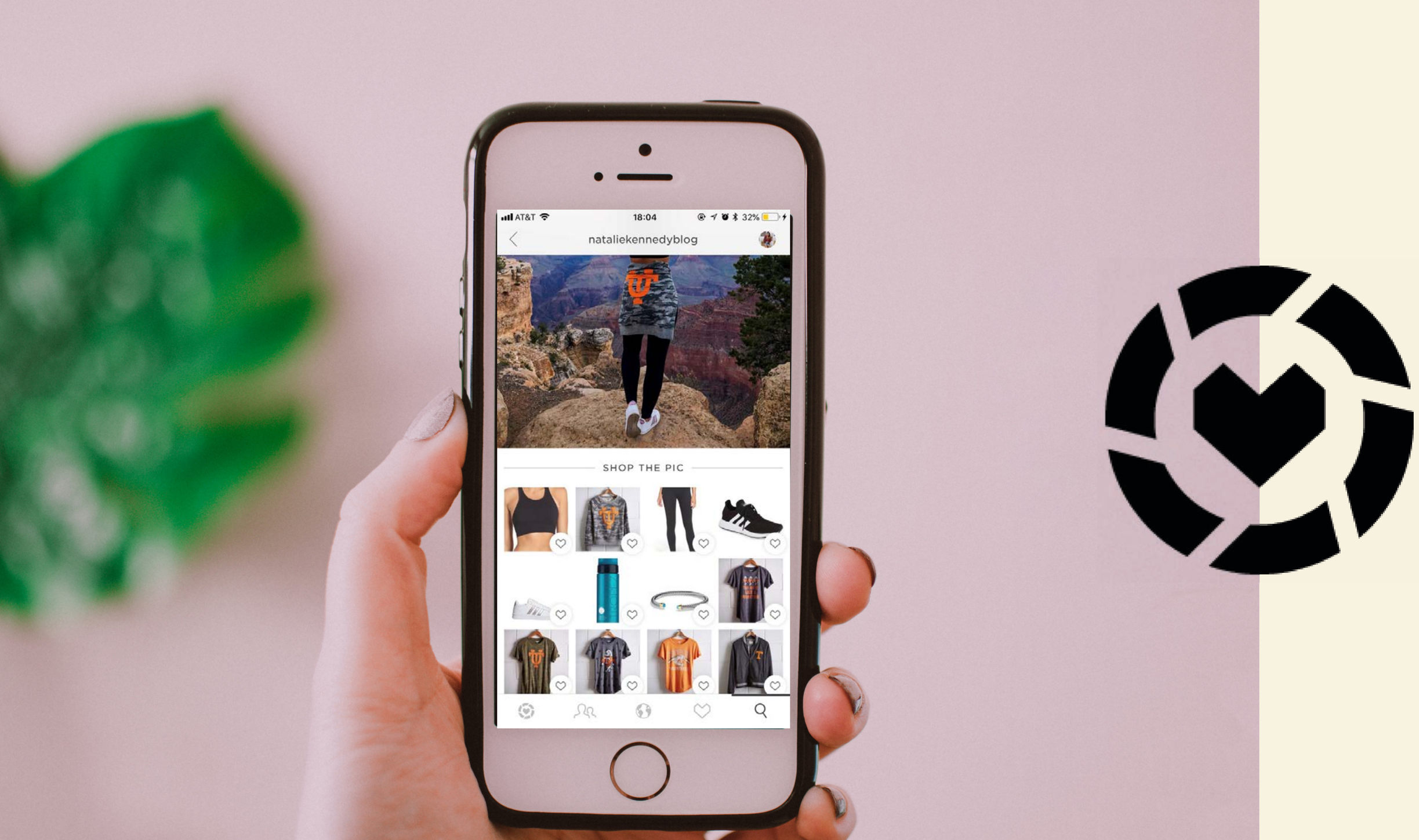
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nataliekennedyblog
SHOP THE PIC