



College Varsity



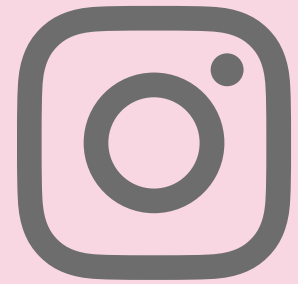
#CollegeVaultRoadTrip



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



COURTNEY STEEVES



NATALIE KENNEDY

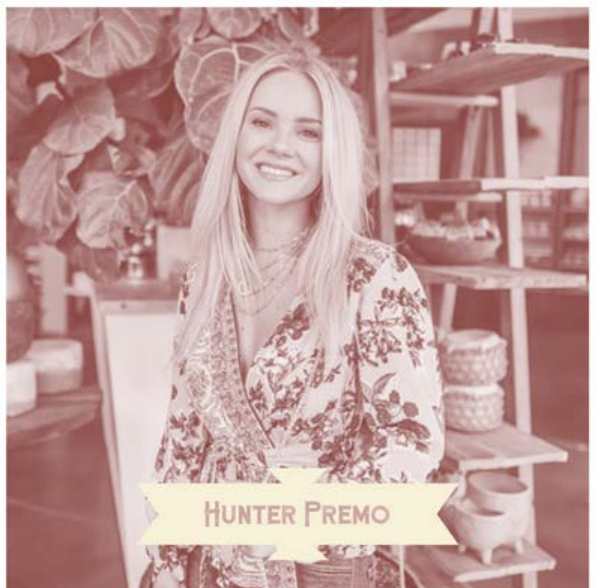
868k
followers



CHRISTINE PHAN



JASMINE BOSWELL



HUNTER PREMO



SHELBI ADAMS



JESSICA CRUM



CHELSEA OLIVIA



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

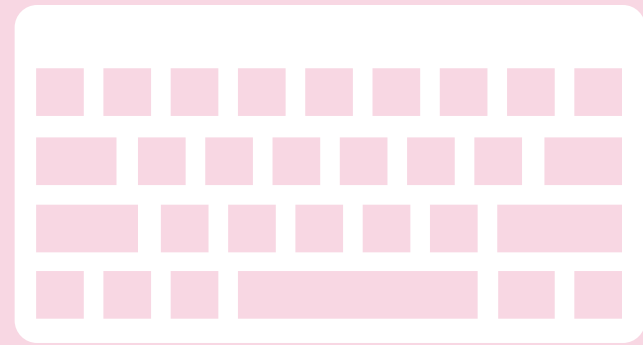




"We got eyeballs on the brand and great pictures in cool locations. Most importantly was that it was sustained content -- not just a one-time post. This gave customers an opportunity to really learn about the brand and not just quickly look at a post and think 'cute sweater'."

WOODY HINES, HILLFLINT

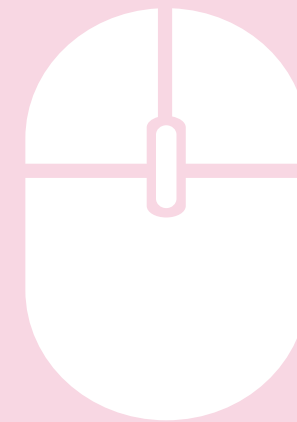
HILLFLINT



Offered 20% off
with a custom
affiliate code



Most requested
licensee throughout
content



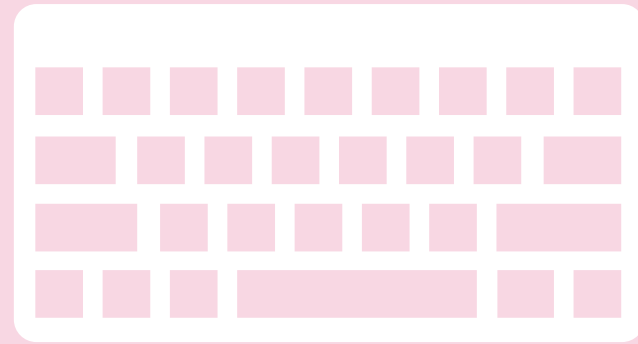
Road trip accounted
for at least 14% of all
site traffic



55 different
schools were
purchased
directly from
Hillflint.com

Numbers representative of 30 days from the start of the trip

TAILGATE

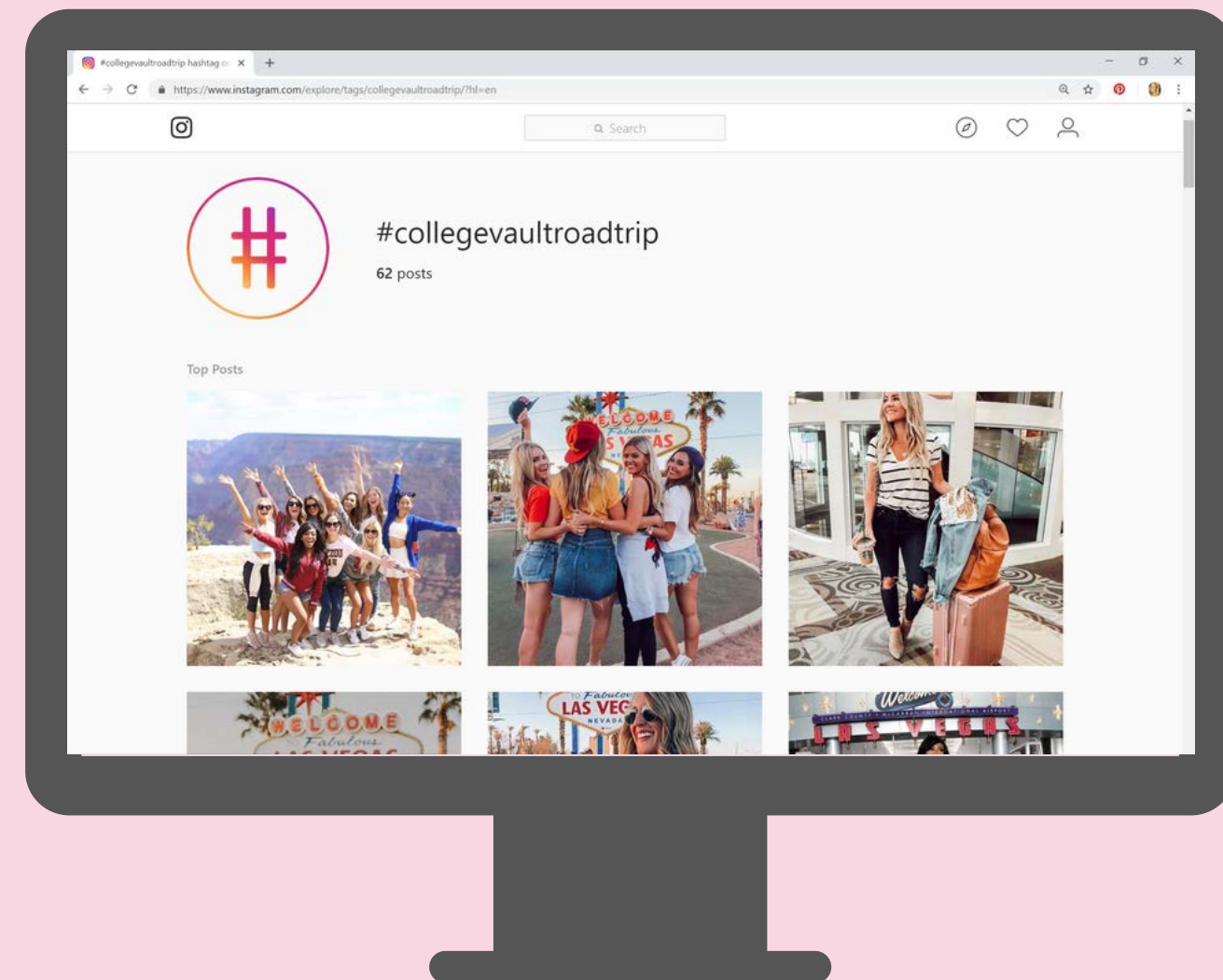
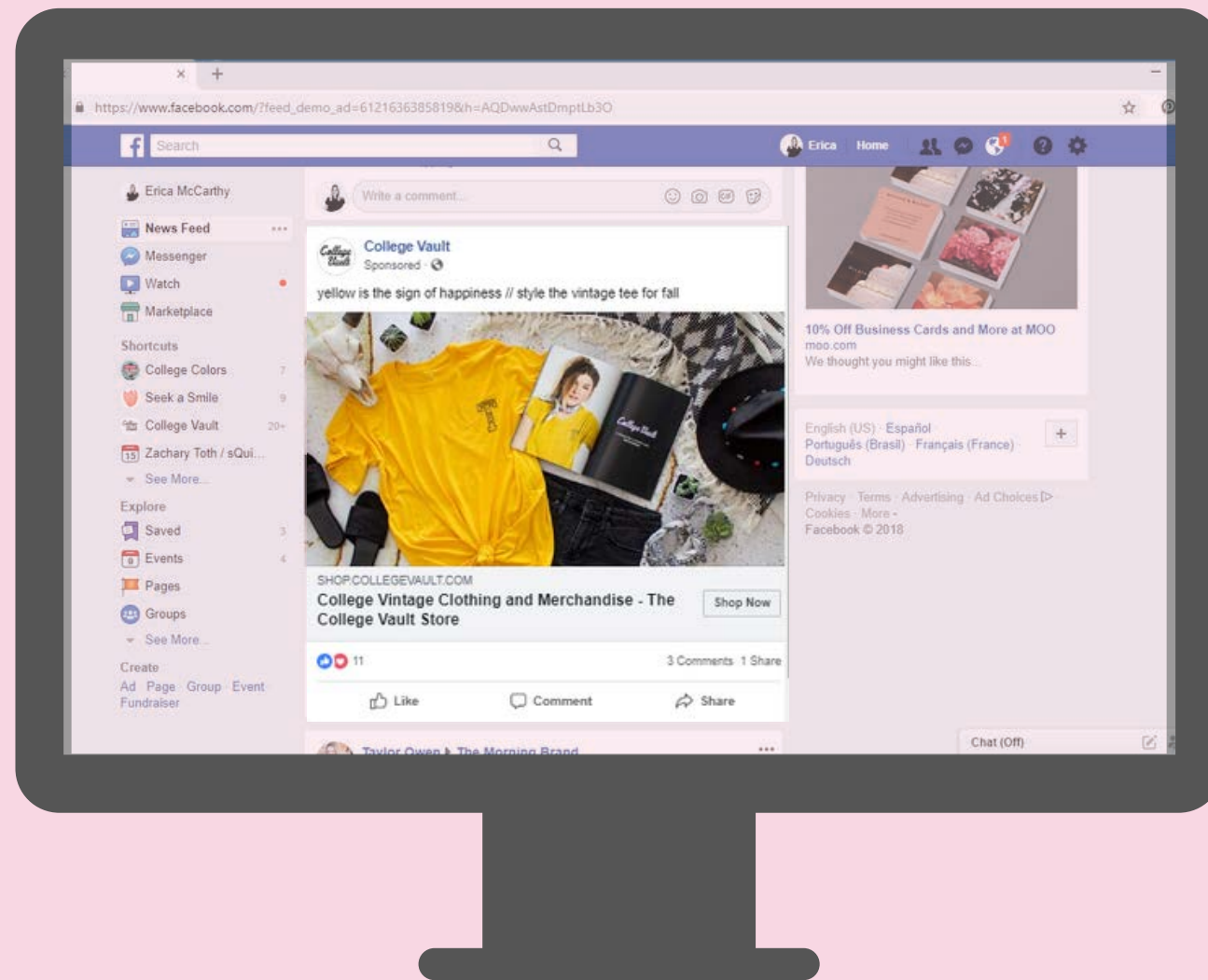


Offered 25% off
with a custom
affiliate code



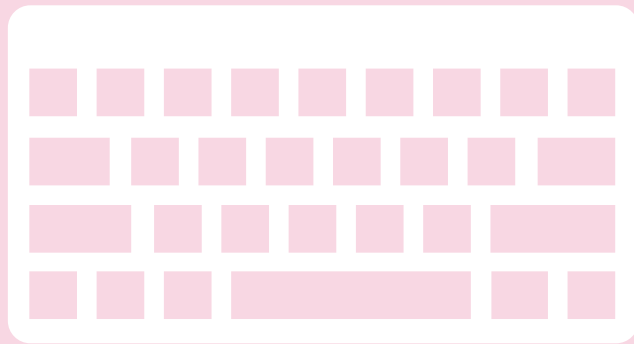
More than \$2,500 in
sales directly using
the affiliate code

SHOP.COLLEGEVAULT.COM

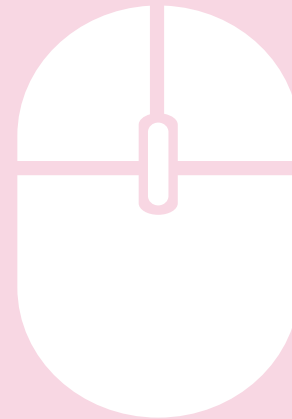


SHOP.COLLEGEVAULT.COM

#CollegeVaultRoadTrip



Offered 20% off
with custom
affiliate codes



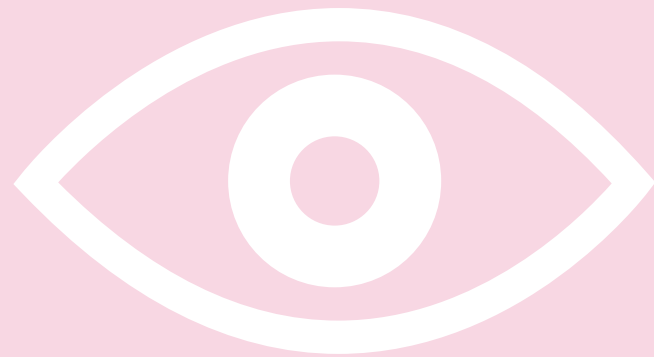
47% of all
September traffic



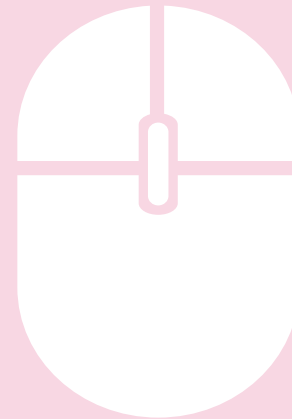
\$288 in sales
directly using the
affiliate code

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



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