



# 3C CONSULTING

Digital Management and Marketing



# 3c Client Projects



Reverse engineered campaigns that deliver specific results based on client needs



Intimately managed influencer communities to build lasting(and rewarding) relationships in the community



Adaptability and creativity. We see the community in "real" time and can adjust campaigns based on trending information

Managing Influencer campaigns since January 2015

Worked with over 1400 influencers in support of 19 unique brands

Have managed 62 unique campaigns for these brands over 4 years.



Campaign Dates: November-  
December 2017

# Bulletproof 360

- Campaign objectives: To promote Bulletproof's Collagen Protein Powder, 7 influencers produced blogs and social posts to support the blogs.
- Results: Overall, the campaign accrued 8.4k engagements and 5.4k clicks.
- Engagement: Overall the campaign garnered 8.4k engagements with the largest spikes in content interactions in December and February.
- Secondary goal: To create lasting SEO content to outpace negative brand mentions. After 6 months 4 of the 7 bloggers were ranked page 1 google

# GIANT TIGER



Campaign Dates: February 2018

## Giant Tiger Carisma Launch

- Overview: The campaign goals were to promote Giant Tiger's new Carisma line, a contest and Facebook live through video content from key influencers. 4 influencers were hired to create 2 custom videos for the brand. The measurable KPI was "video views"
- Results: Overall, the campaign accrued 1.3k engagements and 1.9k clicks and over 500K in views
- Additionally we captured key conversion moments for our client.
- Our secondary goal was to support a contest hosted on the GT facebook page, driving fans to enter to win. Influencer 1 created a video that was shared ten times, viewed over 1.1k times and had 165 comments and 78 reactions. Influencer 2's video had four shares, 17 comments and 52 reactions and viewers had questions about how they could win.





Campaign Dates: March 2018

# FreeYumm

- **Goal:** To create digital assets (images and storytelling) via a group of 5 micro influencers in Canada that brings *product and brand awareness* to potential clients across Canada. To amplify this content via a community of 10 social only influencers.

To drive visitors to the FREEYUMM website (clicks), to capture moments of engagement to share with brand.

- **Results:** Overall the campaign had 731 engagements, 11k views, 93.1k reach and 540 clicks. There was a lot of good engagement from allergy parents and people were genuinely excited about the product and the difference it could make in their lives.
- The brand created 25 pieces of unique USER GENERATED content to use across their social channels and in online marketing



Campaign Dates: January 2019

# FreeYumm

- **Goal:** Activate 1 key influencer in the PNW to support the launch of product in Whole Foods market.

To drive visitors to a) brand website and b) amazon purchase website url.

Create user generated content (blogs and images) for use on the brand's social channels

- **Results:** Overall the campaign delivered 581 unique clicks to the target URLs
- The brand created 45 unique high resolution images from the influencer to use across their social channels.



Campaign Dates: q3 2018

# Bulletproof 360

- **Goal:** Activate 1 Macro key influencer for a long term agreement with brand, including multiple key online activations.

Objective- Full community saturation, drive traffic and purchases of product.

- **Results:** Overall the campaign delivered 6.8k clicks to the target URL, achieved 1.9M views on the video content, and 44K clear engagements with the branded content. Additionally we achieved 195K clicks on the "read more posts", or videos directly on FB.
- The influencers coupon code was consistently tracked for purchases, but no clear data was provided by brand for reporting.
- Influencers contract was valid with brand for just under 2 years, with 3 renewal periods.



National Branded Twitter Parties  
Canada/Usa

# Bulletproof 360

- **Goal:** Create Unique Twitter events to drive forward Bulletproof360 messaging, product info and links, and start creating our USA /Canada based twitter community.

Goal is to trend Nationally for events.

- **Results USA-** We captured a national USA trend at 5:10 (10 minutes of the event.)

At 5:08pm (8 minutes into event) we captured the #1 trend in Canada, and maintained that trend for 90 minutes. (screen shot at 5:09pm pst)

Event delivered a total of 234,871,848 [impressions on twitter.](#)

- **Results Canada-** We captured a Canadian trend within the first 5 minutes of the event. Additionally we held a trending spot in Canada until after 930pm PST (3.5hours after the event ended) At 6:24 we were still holding #2 trend in Canada-

Event delivered a total of 76,409,037. [impressions on twitter.](#)

Not only did we hold that trend, but we beat out #KinderMorgan and #Nutella as competing trends that night, as well as political trends, and throughout the party we also overtook a major National Show #CBCDragonsDen and Sports game #JETS



THANK YOU

Julie@julienowell.com