

Content Marketing Project: Puppy Love Auburn

By Sophiah Boardman



Introduction

During my digital marketing class senior year, my professor assigned a content marketing project. The project production was over multiple months; however, the video's performance was only measured for two weeks, from March 18 to April 1. This meant proper preparation and execution was everything.

Here's how it went.

Audience & Message

- **Target Audience:** Students who miss their pets at home or enjoy spending time with animals
- **Message:** How to get involved with local pups through CARE Humane Society

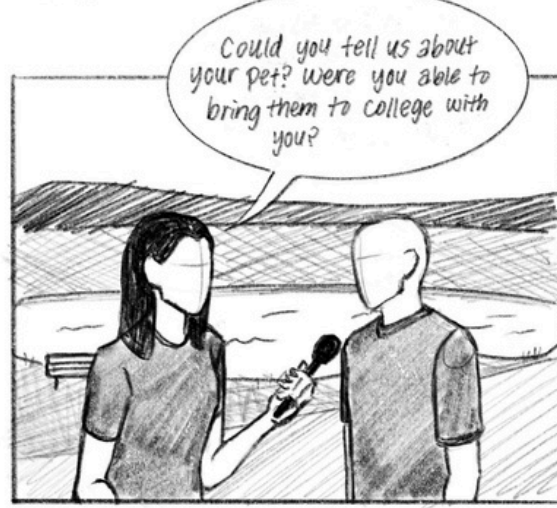
Initial Video Ideas

- Interview students about their pets
- Film footage at CARE Humane Society
- Interview worker from CARE to discuss involvement opportunities
- Film dog on campus while on doggy date

Watch the final video [here!](#)

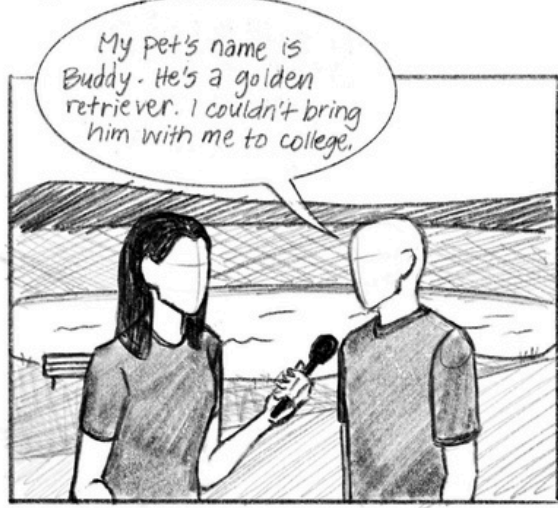
Storyboard

Scene: Interviewing Students & Interaction with Dog at Red Barn Location



Shot #1

- Ask interviewee if they have a pet, what's the pet like, and if they brought their pet to college
- One team member interviews and another films the interview



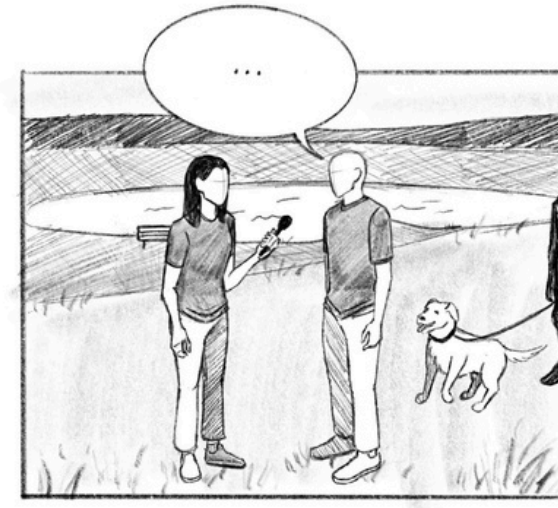
Shot #2

- Interviewee shares about their pet



Shot #4

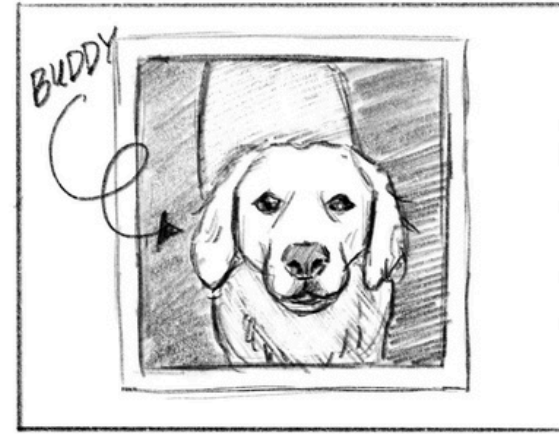
- Ask interviewee if they miss their pet and if seeing someone else's pet makes them feel better



Shot #5

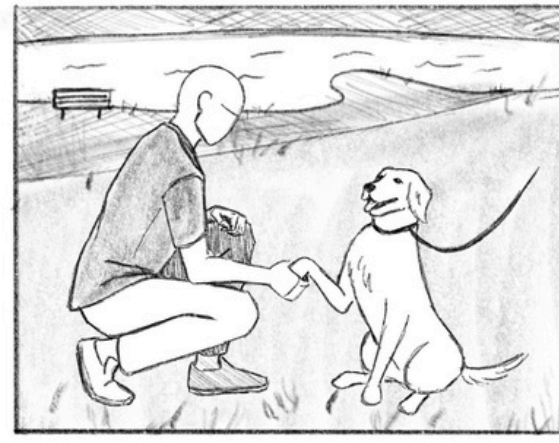
- Interviewee responds and if "yes" then someone from the team brings a dog over
- Team member stands off to the side with dog until it's the right time

Group 2's Storyboard



Shot #3

- While or after interviewee shares about their pet, insert photo/video of their pet (if shared) or B-Roll of pets
- Need to ask permission if they would be willing to share picture of pet for video



Shot #6

- Interviewee interacts w/ dog

Initial Marketing Strategy

- **Social media influencer outreach** for collaboration
 - **CARE Humane Society (@carehumanesociety)**
 - **Justification:** Featured in video and local Auburn animal shelter
 - **Barstool Auburn (@barstoolauburn)**
 - **Justification:** “Good Boy Friday” posts (sharing Auburn dogs) and shares Auburn-related content
- Share video in **Facebook group(s)** with similar target audience
 - **Group:** Twentysomethings in Auburn/Opelika
 - **Justification:** Similar age range and location to target audience
- Create social media accounts for additional promotion
- Boost video through **YouTube SEO**, using relevant keywords in file name, title, description, and tags

Changes in Marketing Strategy

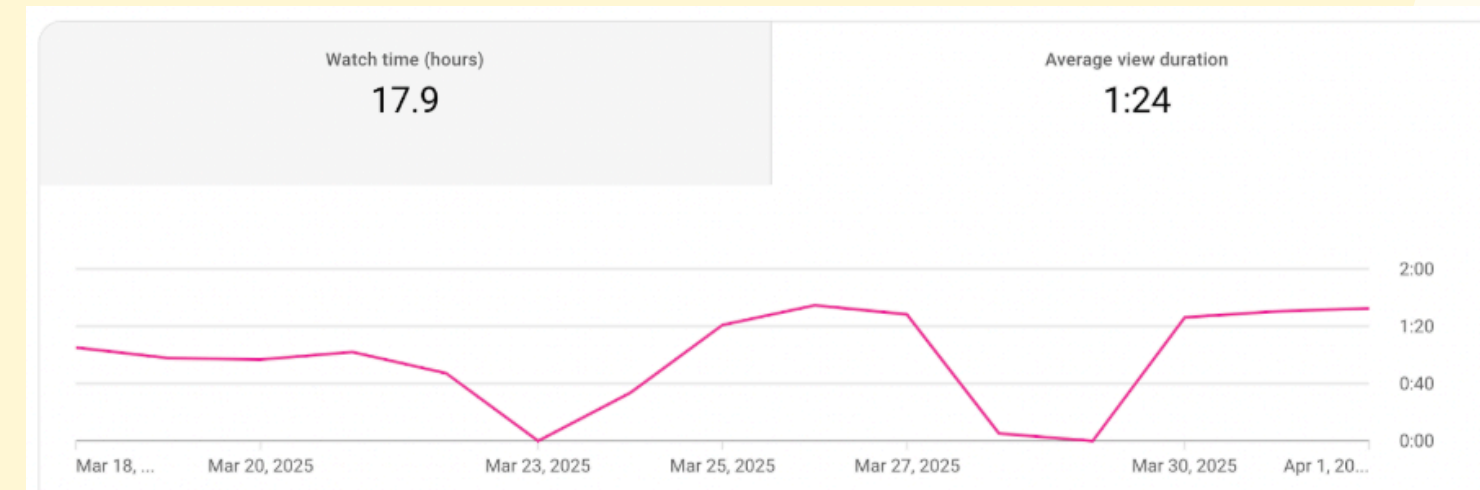
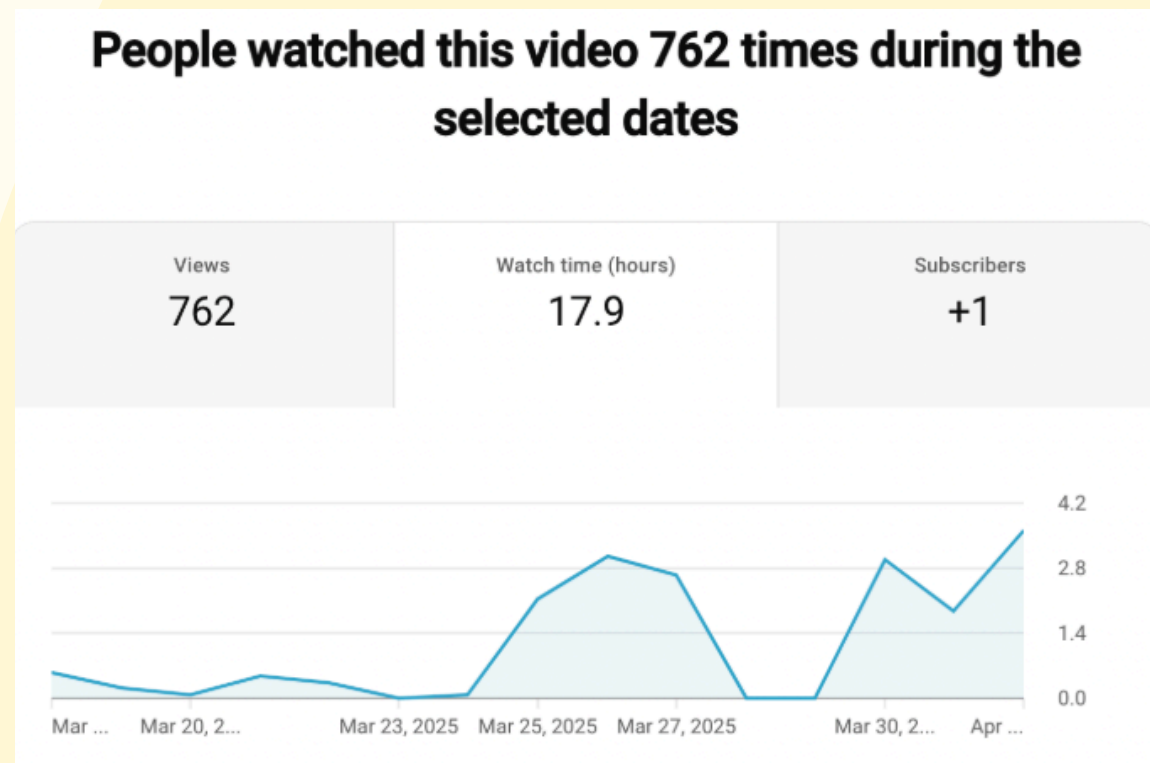
- CARE and Barstool Auburn agreed to a collaboration; however, the **collab with Barstool didn't go as planned**. Barstool withdrew collaboration on Insta reel after concerns about copyrighted music, then ceased communication after being told it was royalty free music.
 - Increased stream of views while collaboration was intact
- **Invested in YouTube Ads** after plateau in organic reach and loss of Barstool collaboration
 - **Amount:** \$20 over seven days (March 25 to April 1)
 - One week left to boost performance

Analytics: Views



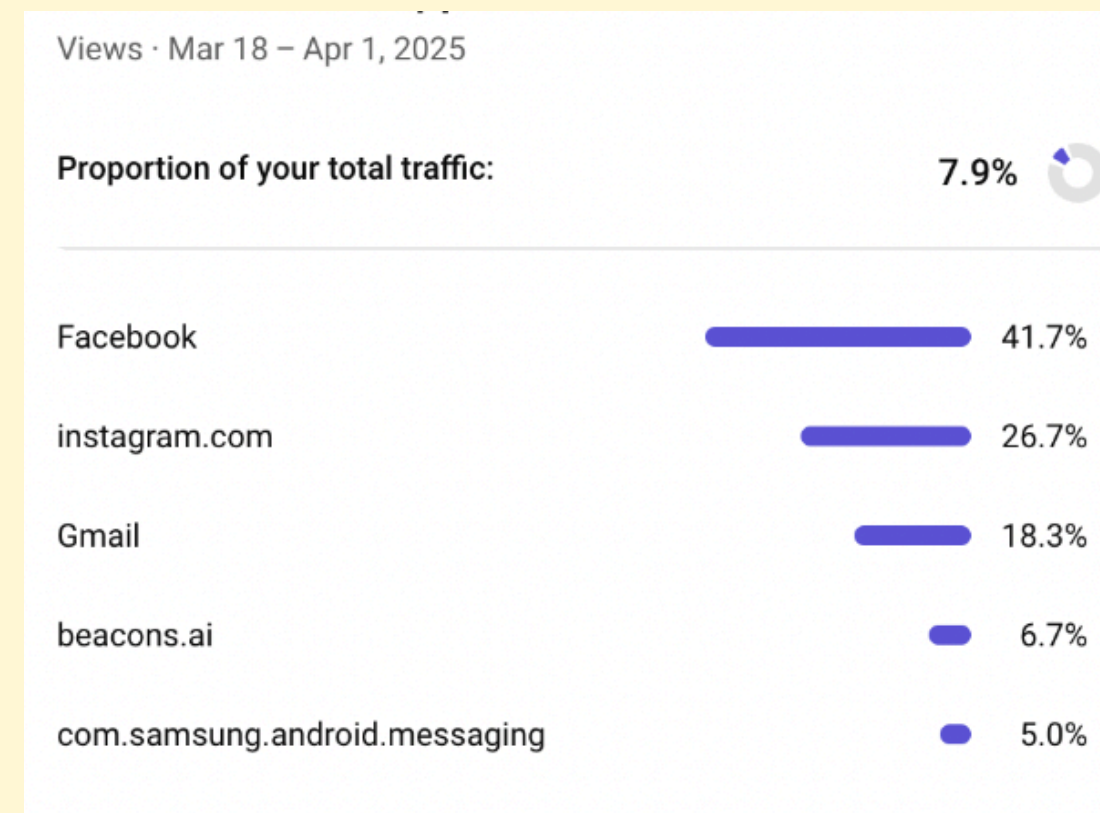
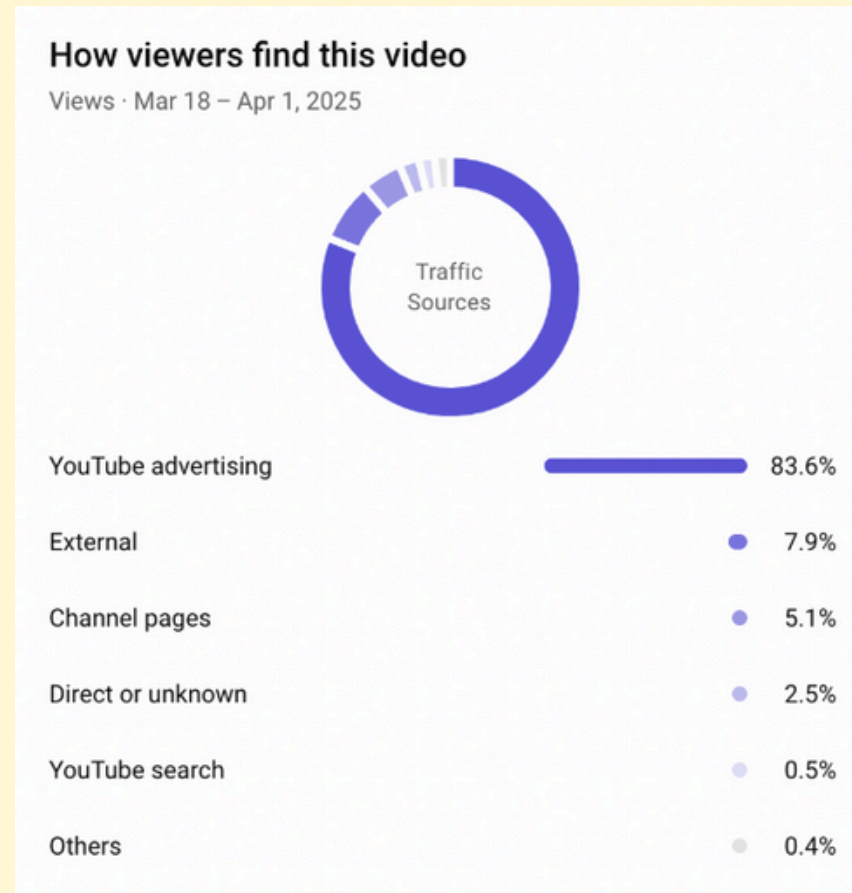
- Spike in views March 25 through April 1 because of ads
- The decrease in views around March 28 was due to YouTube pausing ads and requesting ID verification

Analytics: Watch Time & AVD



- **KPI: Average View Duration (AVD) = 1,074 minutes / 762 views = 1.4 minutes (1:24) → 1.4 / 2 = .7 or 70% view duration**
 - For short videos (under 5 minutes), 50-70% is the duration goal
 - 70% indicates the audience found the video **highly engaging and relevant**

Analytics: Traffic Sources



- The top source, YouTube ads, contributed over **10x the amount** of the second highest source, external sites/apps: 83.6% vs 7.9%
- **beacons.ai** is a link-in-bio tool

Key Takeaways

- YouTube Ads caused about **4x more views** than previous daily average
- Be prepared to pivot by **anticipating challenges and opportunities**
- Reach out to more collaborators and invest in YouTube ads sooner
- Set **clear expectations** for partnerships
 - Regardless, collaborations can be unpredictable
- **Diversify promotion channels**, not relying on one method

Overview of Results

The first part of our marketing plan was to reach out to potential collaboration accounts on social media. We successfully collaborated with 2 out of 3 accounts we contacted on Instagram, CARE Humane Society (@carehumanesociety) and Barstool Auburn (@barstoolauburn); however, we ran into communication and fulfillment issues with one collaborator, Barstool Auburn. We also shared the video on Facebook groups with a relevant audience. Through cross-platform promotion, we spread awareness and increased traffic to our video. The most contributing external app was Facebook, with 41.7% of traffic from external apps, followed by Instagram with 26.7%.

Promoting on social media helped gain about a hundred views, but we wanted to increase traffic by implementing a new tactic. Our second approach to marketing was YouTube ads. This decision was game-changing. YouTube advertising was the marketing tactic that worked best in generating traffic, with 83.6% of total traffic coming from ads, over 10x the amount of the second highest source (external sites or apps at 7.9%). The last marketing strategy was word-of-mouth with family and friends, but this was less effective and more so added a supportive boost in the early phase.

Overall, we learned that collaborations can be unpredictable. To ensure smooth collaboration, both parties should establish goals, encourage feedback and open communication, and define boundaries; however, things still can go wrong. Despite frustrations, having multiple marketing strategies is what helped us succeed in reaching over 750 views.



Thank You!

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