

WE INCREASED SOCIAL MEDIA FOLLOWERS FOR THE ROYAL MATRIMONY

This is a unique client that launched a “Wedding Announcement” campaign, titled The Royal Matrimony. This couple wanted to be the most popular wedding couple in St. Louis.

STRATEGY AND TACTICS

- **Objective:** The client wanted to increase their Instagram following (the_royal_matrimony). They additionally wanted to inform the St. Louis population of their wedding and where to watch their exciting wedding moments and highlights via Instagram.
- **Strategy:** Their strategy was to capture GM audiences in St. Louis, who are likely to be Instagram users by utilizing multiple bulletins and posters, 4 weeks prior to their wedding date. The OOH was strategically chosen based on its potential to yield to high impressions and capture social media followers.
- **Results:** The Royal Matrimony’s Instagram following grew from 3,108 followers to 11.5K+ followers over the course of their program. Their sOOH campaign went viral with hundreds of shares and thousands of comments. Fox 2 News picked up the story and featured “The Billboard Couple” on their show and online. Additionally, they made an appearance and were dubbed “The St. Louis Royal Couple” on the This Week with Tammie Holland podcast on Spotify.

RESULTS

73%

INCREASE IN SOCIAL MEDIA FOLLOWERS



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