Philadelphia Runner

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Agenda

Client Interview

The Interview

- ❖ Social Media Platform: Instagram, Facebook, Twitter
- ❖ Highest engagement on Instagram
  - ➢ Content of staff running or acting silly
  - ➢ Content related to big Philadelphia races (e.g. Broad Street Run, Philly Run)
- ❖ Goal: to reach more people and to engage them on social media to connect them to the store
- ❖ Adding e-commerce services soon
- ❖ Concern: how to integrate e-commerce with their brand and social media presence

Content Audit & Competitive Analysis

Competitive Analysis

- ❖ Competitors
  - ➢ Other local running shops
    - ■ Run Shoe Store, Valley Forge Running Co., and Road Runner Sports' King of Prussia
  - ➢ Large Name Brands
    - ■ Nike, Asics, Adidas, Brooks
    - ■ Brands sold by PR

Content Audit/Competitive Analysis

- ❖ Advantages
  - ➢ Google reviews
    - ■ Effective responses
    - ■ High ratings
      - ● Philadelphia Runner: 4.7-4.9
      - ● Competitors: 4.3-4.9
  - ➢ Number of followers
    - ■ Philadelphia Runner: 16,000 (Instagram)
    - ■ Competitors: 81-191 (Instagram)
- ❖ Areas for growth
  - ➢ Engagement
    - ■ Philadelphia Runner: .89%
    - ■ Competitors: ~4%

Philadelphia Runner

Website   Directions   Save

4.7 ★★★★☆ 41 Google reviews

Running store in Philadelphia, Pennsylvania

Address: 4358 Main St, Philadelphia, PA 19127

Phone: (267) 336-7409

Suggest an edit · Manage this listing

More photos

Recommendation

Creative Brief

- ❖ Revive the #BroadandEveryone campaign & incorporate e-commerce
- ❖ Post more user-generated content from runners throughout the region
    - ➢ Individual run/at-home workout posts
- ❖ Partner with micro-influencer
    - ➢ Promote the campaign and Philadelphia Runner's brand
- ❖ Posts from previous Broad Street Runs
- ❖ Create interactive content on Facebook/Instagram stories on merchandise
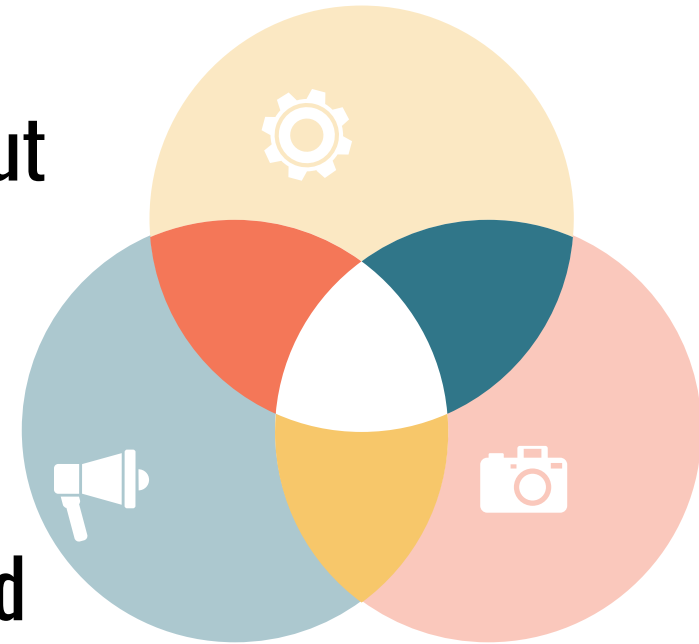
Sample Posts

Facebook

Boosts Facebook engagement by encouraging comments

Promotes Broad Street Run and #BroadandEveryone

Twitter

Promotes Broad Street Run and #BroadandEveryone

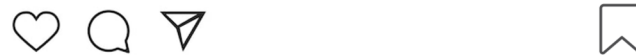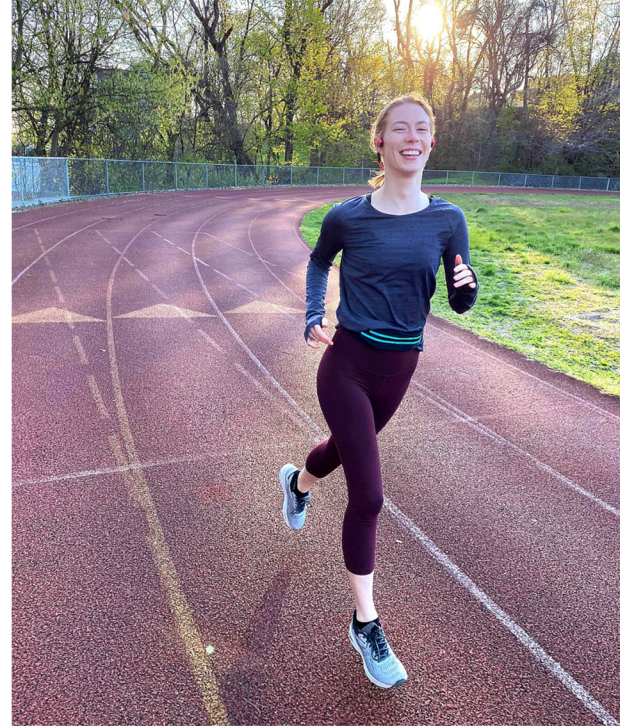Prompts user-generated content to feature on multiple platforms

Appeals to larger region

Instagram

Promotes #BroadandEveryone during quarantine

Micro-influencer content

User-generated content

phillyrun Huge shoutout to **@alexxschaf** for her amazing progress training for the **#BroadStreetRun**. See you at the finish line in October!
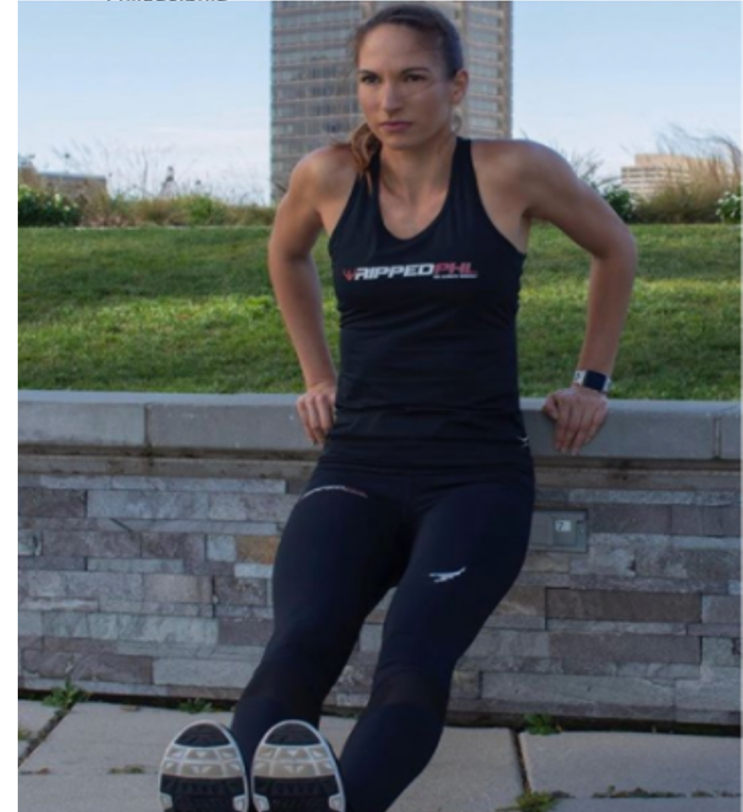
Share your training experience with **#BroadandEveryone**

Liked by **runitkris10** and **others**

APRIL 3

phillyrun · Follow
Philadelphia

Liked by **runnerlover** and **120 others**
phillyrun
Teamed up with personal trainer @marathons.and.matcha for some good at home workouts during quarantine! Click on link below to try out these exercises and still train for the #BroadStreetRun #BroadandEveryone Comment below some quarantine workouts you have been doing!
www.marathonsandmatchaworkouts.com

View all 16 comments

Add a comment...
15 April

Instagram Stories

Promotes at-home workouts during quarantine

Can encourage user-generated content

Can work with micro-influencers for content

Instagram Stories

Promotes e-commerce platform

Can add link to virtual services

Informs users on new products available

https://imgur.com/a/ziA8rzw

Conclusion

- Use a variety of posts on different platforms to build support for the #BroadandEveryone campaign

- Integrate e-commerce with social media

- Build social media community by prompting user-generated content

THANK YOU!
Any Questions?