



Philadelphia Runner

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A low-angle, rear-view shot of a person's legs running on a paved road. The person is wearing black shorts, white socks, and running shoes. The road has a yellow dashed line down the center. The background shows a vast, flat landscape under a dramatic, cloudy sky at sunset or sunrise, with warm orange and red tones.

Agenda



01 Client Interview

02 Content Audit & Competitive Analysis

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05 Conclusion

06 Q&A



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](#) ?



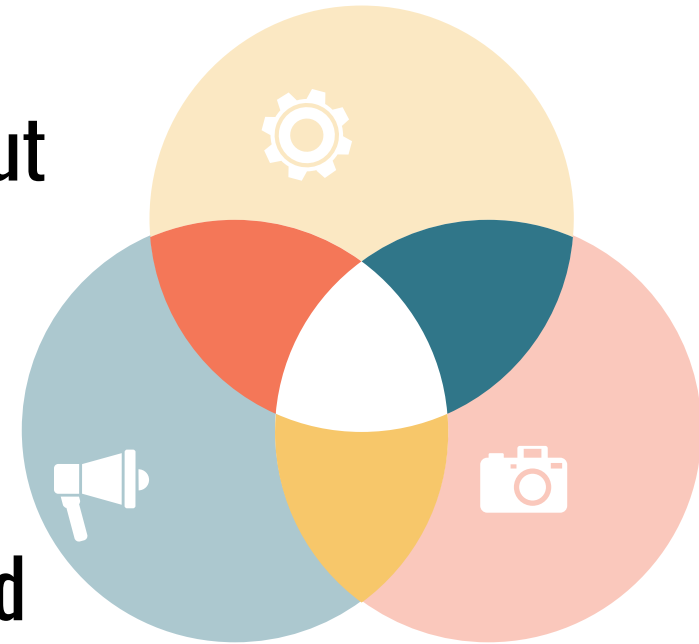


Recommendation

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

The image shows a screenshot of a Facebook post from the page 'PHILADELPHIA RUNNER'. The post is dated August 4, 2020. The text of the post reads: 'T-2 months until the Broad Street Run! Comment below on how you are training and preparing for the run!'. Below the text is a photograph of a large crowd of runners participating in the 'BLUE CROSS BROAD STREET RUN'. The runners are on a paved road, and there are blue banners with the race name overhead. The post has 7 likes and 1 comment. At the bottom, there are buttons for 'Like', 'Comment', and 'Share'. Below these buttons is a dropdown menu set to 'Most Relevant' and a comment input field with the placeholder text 'Write a comment...'. To the right of the input field are icons for emojis, photos, GIFs, and stickers.



Philadelphia Runner
PhillyRun



Since this year's Broad Street Run has been postponed until October 4th, we all have some time to reminisce... Philly Style 😎

Respond to this tweet with a photo of your favorite Broad Street Run moment from years past!

#runchat #BroadandEveryone



7:00 PM · March 25, 2020 via [Hootsuite Inc.](#)

32 Retweets 247 Likes



Twitter



Promotes Broad Street Run and #BroadandEveryone

Prompts user-generated content to feature on multiple platforms

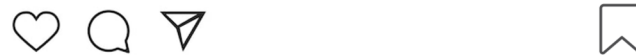
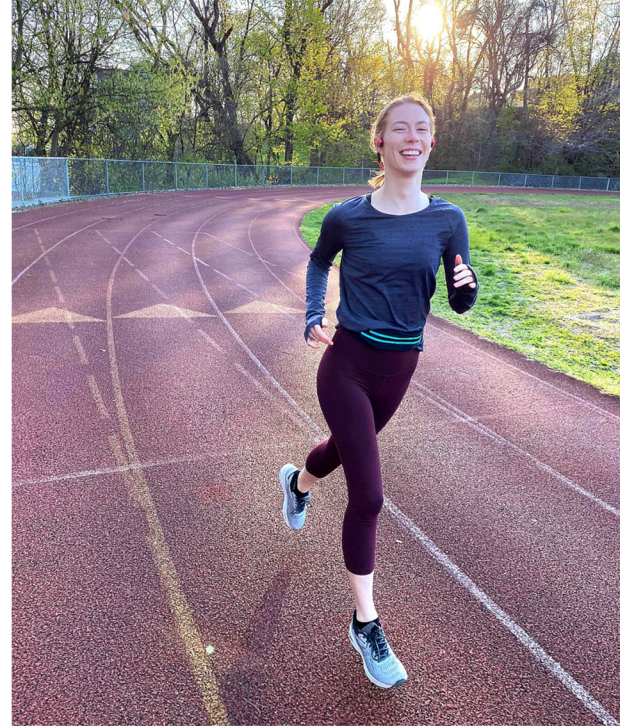
Appeals to larger region

Instagram

Promotes #BroadandEveryone during quarantine

Micro-influencer content

User-generated content




phillyrun Huge shoutout to [@alexschaf](#) for her amazing progress training for the [#BroadStreetRun](#). See you at the finish line in October!

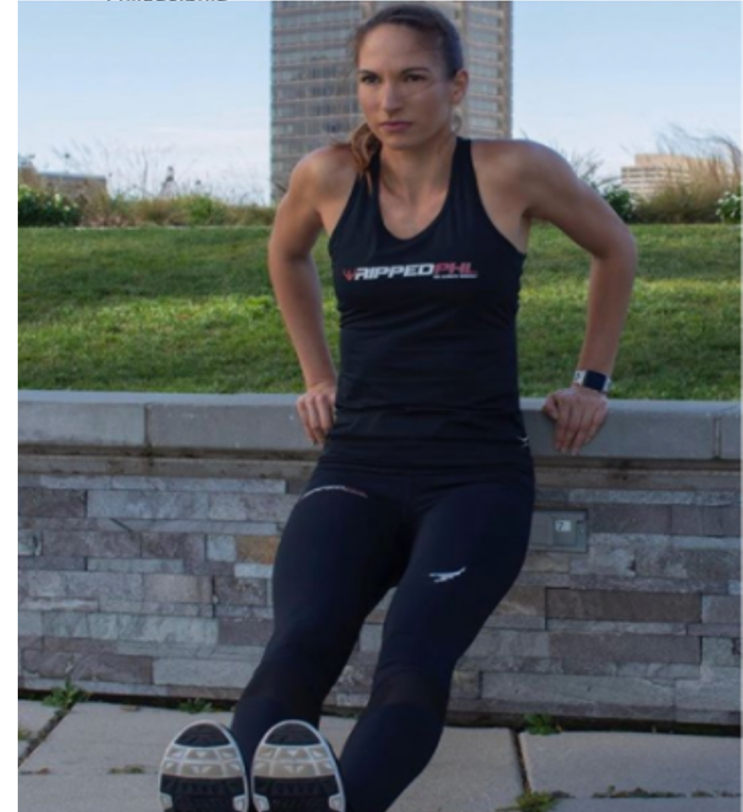
Share your training experience with [#BroadandEveryone](#)

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



TRAINING AT HOME



Some easy exercises. No equipment needed



HIGH KNEES

PLANKS



BURPEES



Instagram Stories



Promotes at-home workouts during quarantine

Can encourage user-generated content

Can work with micro-influencers for content

<https://imgur.com/a/ziA8rzw>

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?