

SOCIAL MEDIA CASE STUDY

1 March 2015 – 28 February 2017

Our journey with eta College

We started our marketing journey with eta College in 2012 and quickly established an open relationship with them. Over the next six years we worked closely with their marketing department to conceptualise and implement a holistic marketing strategy, with a strong focus on social media.



What were eta College's OBJECTIVES?

- Be the number one sports and fitness college in South Africa
- Establish a kick-ass brand style
- Increase brand awareness
- Increase student applications

Who is eta College?

eta College is a private sports college specialising in qualifications that lead to employment in the sport and fitness industries. It's a fun, edgy and engaging brand that strives to help students reach their full potential in their careers.



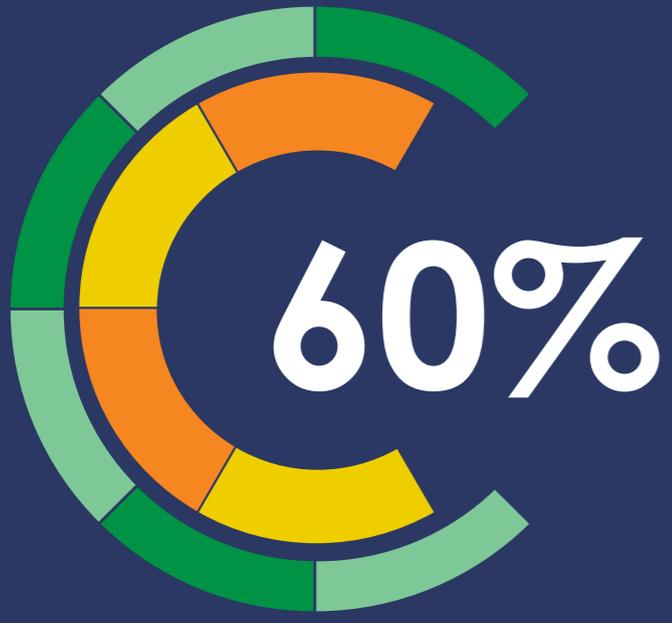
ydc





Social Media Milestones

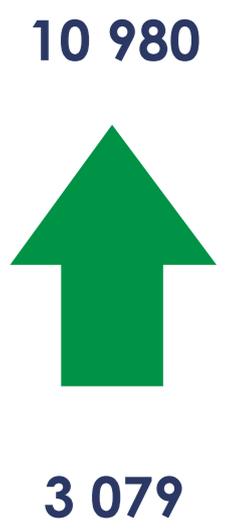
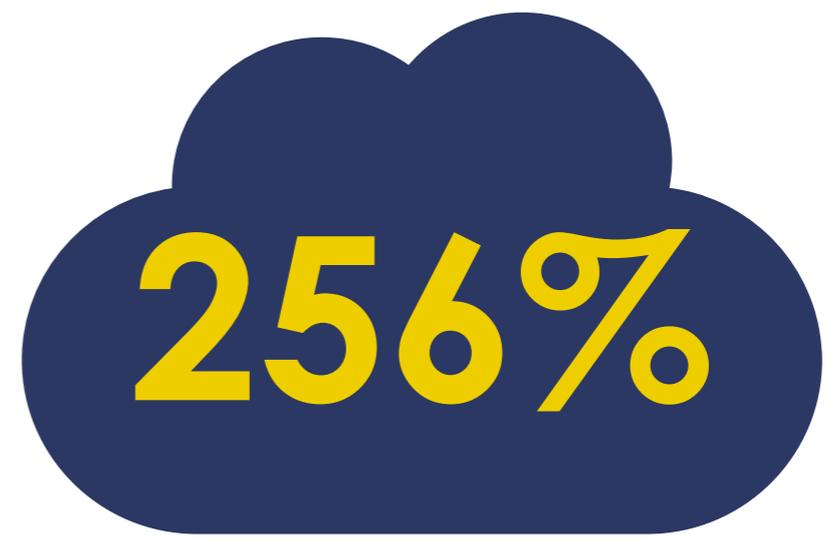
Audience growth from 2015 - 2017



INCREASE
in comments and reactions on posts



Increase in likes



Increase in monthly engagement

Average reach during campaigns:



30 000

with a **R1 000** advertising budget





Social Media Milestones

Audience growth from 2015 - 2017

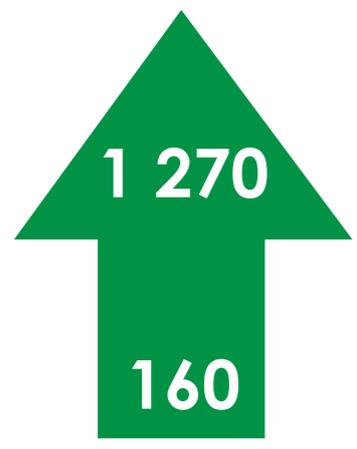
INSTAGRAM

Average likes on posts



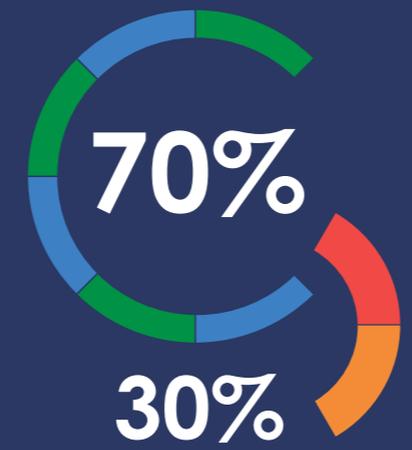
690%

Increase in followers



TWITTER

18 000



Positive and negative sentiment

164%

Increase in followers



Top tweet received over

500

IMPRESSIONS



Views on one Facebook video

1 925





How did we ACHIEVE these successes?

- Strategic use of a dedicated social media advertising budget of R3 000/ month
- Monthly strategy sessions to map out objectives and campaigns
- Regular competitions to incentivise fans
- Engaging and relevant content for the eta College target audience

MINUTES DEDICATED
TO THE RETAINER

280 000



Testimonial FROM CLIENT



“Yellow Door Collective have supported eta College in an efficient and professional manner for the last few years. They are a dynamic and passionate team, who will go the extra mile for all of their clients. They are creative and innovative with their ideas and strategies; which they implement effectively. It has been a pleasure to work with YDC and looking forward to the ongoing partnership.”

Nicole Jennings, eta College. 2017.