

Skin x Joanna Vargas Giveaway

Recap of activation

Giveaway Overview

Overview

Skin partnered with Joanna Vargas for the ultimate beauty sleep giveaway. This was a social collaboration on Instagram and promoted through email/SMS. Collaborative post visible on both accounts Mar. 2 at 3:00pm

Goals

- Growth on Instagram to increase brand awareness
- Collaborate with a brand who's audience aligns well with ours
- Build strong relationships & grow our email list to expand our customer base



Giveaway Details

Prize

The winner would receive a \$400 gift card to shop for a chic, cozy pajama or loungewear set at at Skin and a \$400 gift card to shop for a custom night time skincare routine from Joanna Vargas.

How To Enter

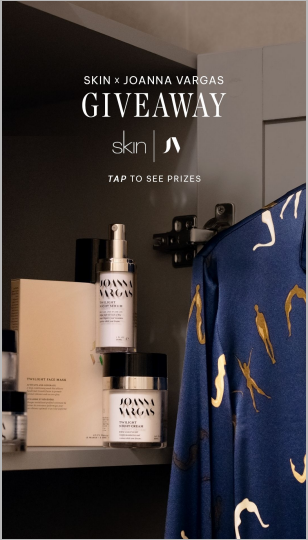
- Follow both the Skin and Joanna Vargas Instagram accounts
- Like and save the post
- Tag a friend in the comments
- Winner chosen by Joanna Vargas social team Monday Mar. 6th.



Marketing Channels

Social

Skin Assets



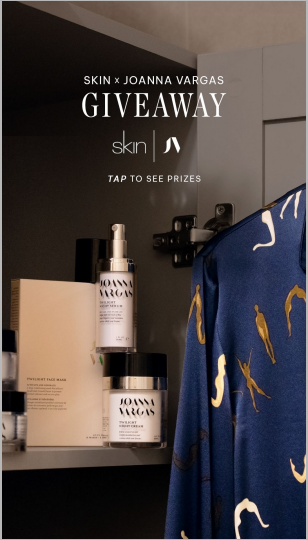
Skin Instagram : Mar. 1 - Mar. 6
The night before giveaway went live until closing

IG Posts	
In feed	1
Stories	3
Total	4

IG Growth/Interactions	
Total Followers	247
Profile Views	3,610
Website Clicks	491
Impressions	222,942
Reach	19,849

Performance





JV Instagram : Mar. 1 - Mar. 6

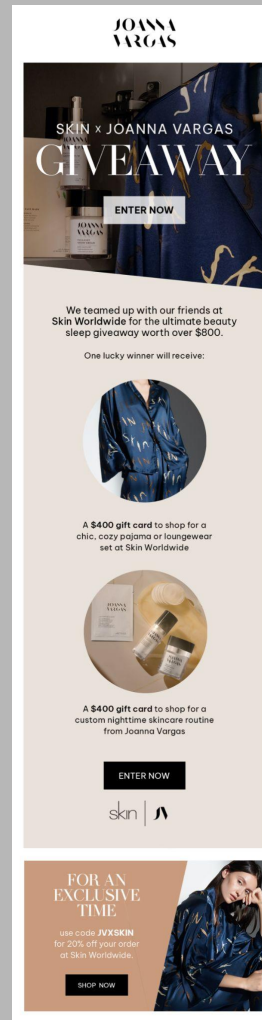
The night before giveaway went live until closing

IG Posts	
In feed	1
Stories	3
Total	4

IG Growth/Interactions	
Total Followers	80
Profile Views	N/A
Website Clicks	N/A
Impressions	7.1k
Reach	5.8k
Engagements	1,361



Emails



Skin Email performance metrics

Emails	
Total opens	23,675
Total clicks	533
Clicks to JV	36
Total order placements	27
Revenue	\$6,703.40

JV Email performance metrics

Emails	
Total opens	17.4k
Total clicks	452
Clicks to Skin	51
Total order placements	N/A
Revenue	N/A



Code Usage

Two people used the code JVXSKIN for 20% off their total order from our website totaling \$176.86 in sales.

Conclusion

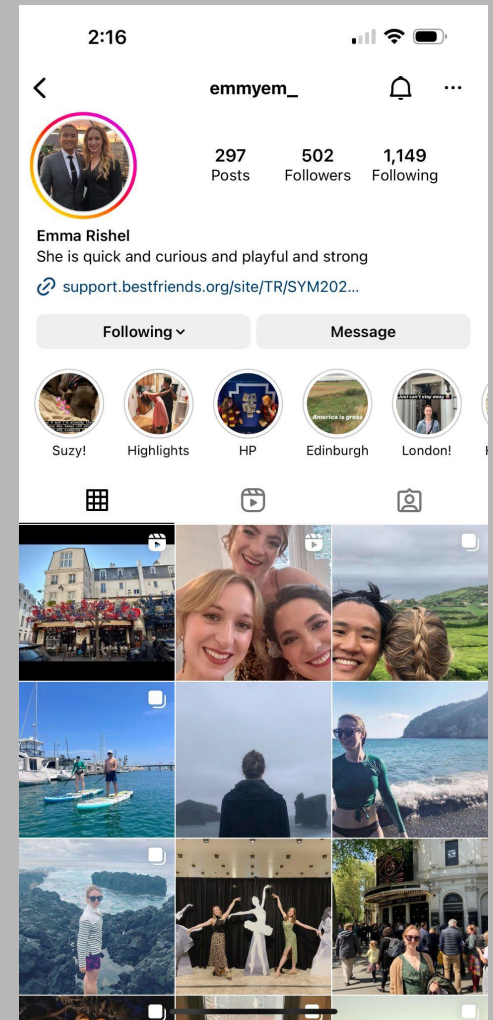
Giveaway Winner

Chosen by Joanna Vargas Team

Winner

The JV team chose Emma Rishel who met all the requirements!

- Followed both the Skin and Joanna Vargas Instagram accounts
- Liked and saved the post
- Tagged a friend in the comments



Results & Moving Forward

Results

This was a successful giveaway for Skin and Joanna Vargas. Our goals were met:

- Growth on Instagram to increase brand awareness
- Collaborate with a brand who's audience aligns well with ours
- Build strong relationships & grow our email list to expand our customer base

Moving Forward

We should do IG giveaways and collaborations three times each quarter to increase brand awareness and continue building our customer base to ultimately drive our Sales/revenue.

