



TECHIETREASURE
shop

REPORT **SOCIAL MEDIA CAMPAIGN ANALYSIS**

Second Half of 2024

REPORT OBJECTIVE



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This document summarises eight marketing campaigns conducted between July and December 2024 across Instagram, Facebook, TikTok, and YouTube. The analysis includes reach, engagement, sales, and observations on content quality.

Campaign: Make it viral!

Comments:

- The campaign relied on humour but lacked a clear product.
- Low number of video replays – content wasn't engaging enough.
- No link to the online store included.
- Users asked "What exactly are you advertising?"
- Comments lacked relevant keywords.
- Hashtag used was unrelated to the brand.

PLATFORM:



REACH: 12,300

CLICK-THROUGH RATE: 1.1%

SALES: 2



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Campaign: Autumn bundle blast

- The only campaign with a clearly shaped offer and strong visuals.
- Visual style was consistent across all platforms.
- Half of the clicks resulted in abandoned carts – better product descriptions on the site are needed.
- Many shares (75+) – good organic visibility.
- Some users said they heard about TechieTreasure for the first time.
- Well-timed around the back-to-school season.

PLATFORM:



REACH: 8,200

CLICK-THROUGH RATE: 2.7%

SALES: 8



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Campaign: Reach for the stars

Comments:

- Stories were posted during working hours – low reach.
- No interactive stickers used.
- Products were not clearly shown.
- Brand went unnoticed.
- Colour scheme was hard to read on mobile.
- No follow-up posts.

PLATFORM:



INSTAGRAM STORIES

REACH: 5,600

CLICK-THROUGH RATE: 0.9%

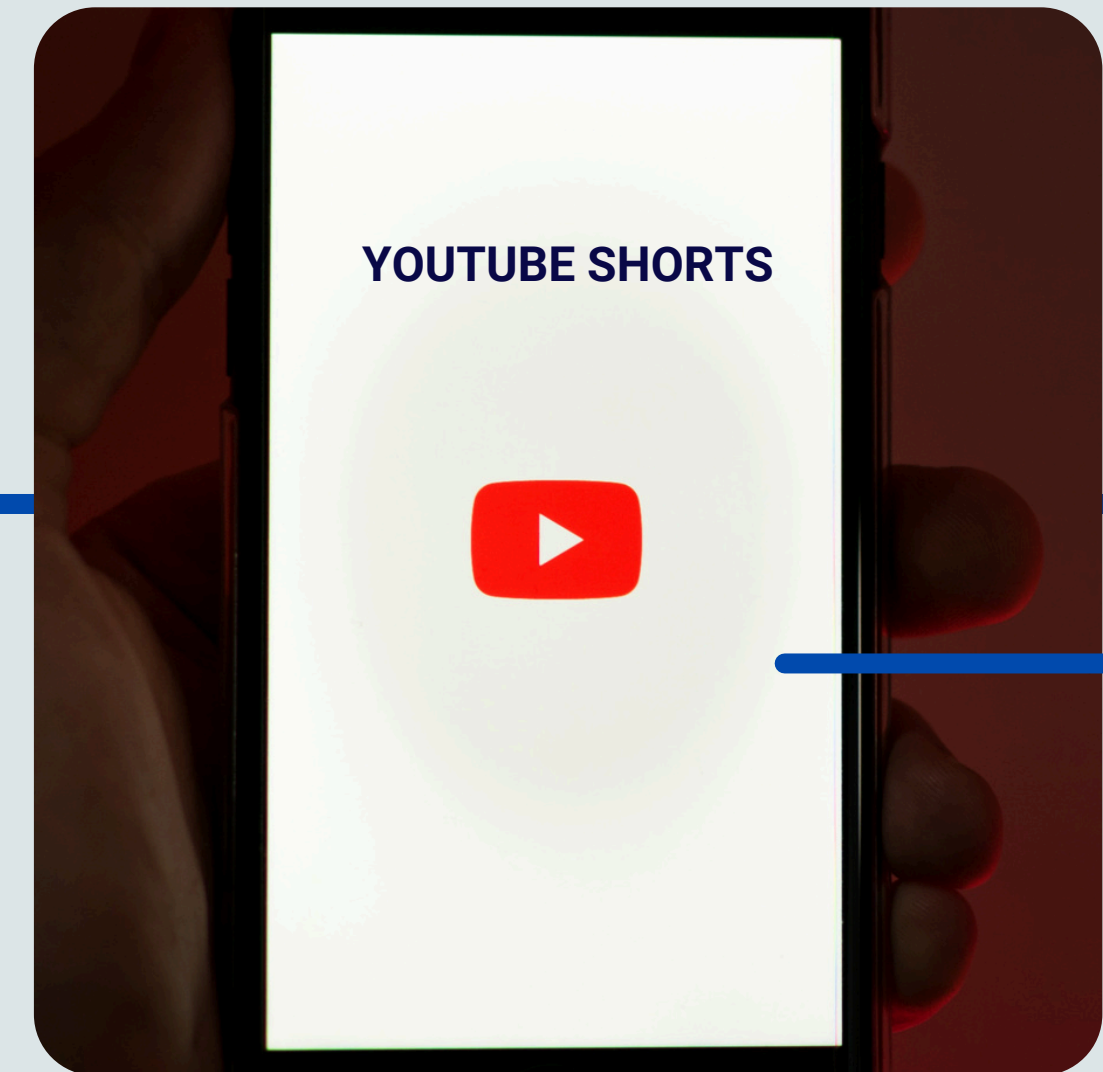
SALES: 1

Campaign: Keep it simple

Comments:

- Good idea, but the video was too long (58 seconds).
- Tone was too formal for Shorts.
- Video was not mobile optimised.
- No description or link provided.
- Most comments came from employees/friends.
- Audio balance was poor – speaker's voice was hard to hear.

PLATFORM:



REACH: 6,700

CLICK-THROUGH RATE: 1.5%

SALES: 2



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Campaign: Early bird tech picks

Comments:

- The only campaign with actual product demonstrations.
- Used Instagram Reels with good rhythm and music.
- Comments included questions from potential buyers – shows interest.
- Easy-to-share format.
- Most sales came from Reels.
- Received 3 direct messages with requests – a positive sign.

PLATFORM:



REACH: 9,400

CLICK-THROUGH RATE: 3.3%

SALES: 12

Campaign: The challenge week

Comments:

- Strong effort in filming, but unclear message.
- Campaign not explained at the beginning – appeared confusing.
- Comments ranged from confused to negative.
- No hashtag connecting to TechieTreasure.
- Intro was too long – viewers dropped off.
- Product not shown until final 8 seconds.

PLATFORM:



REACH: 11,100

CLICK-THROUGH RATE: 1.0%

SALES: 1

Campaign: Unlock the future

Comments:

- Static images instead of video.
- Language was too technical.
- Title did not attract attention.
- Comments were mostly spam.
- No paid promotion (organic only).
- No specific offer.

PLATFORM:



REACH: 7,300

CLICK-THROUGH RATE: 0.8%

SALES: 1

Campaign: Personal picks from staff

Comments:

- Interesting idea, but poorly executed.
- No emotional connection with the customer.
- Visually inconsistent photos.
- No hashtags used.
- Unclear why those products were chosen.
- Posts lacked a consistent style – hard to remember.

PLATFORM:



REACH: 5,100

CLICK-THROUGH RATE: 0.6%

SALES: 0



Conclusion

TechieTreasure's campaigns in the second half of 2024 suffered mainly from:

- Low engagement and unclear targeting.
- Weak visual and emotional connection with customers.
- Poor use of platform-specific tools (e.g. stickers, Reels, CTA buttons).
- No store link in 5 out of 8 campaigns.
- Positive exceptions: "Autumn Bundle Blast" and "Early Bird Tech Picks".

