

SKIP*HOP®

BRANDVERGE TAKES THE LEAD: BOOSTING SKIP HOP'S ONLINE PRESENCE THROUGH EFFECTIVE SOCIAL MEDIA MANAGEMENT

Challenge

At the beginning of Q4 2022, Skip Hop asked the BrandVerge team to begin managing their organic social channels. This included content creation and management for Instagram, Facebook, TikTok, Pinterest, and Twitter.

When asked to take over the management of these accounts, BrandVerge was tasked with increasing engagement, impressions, and other related metrics to improve the brand's online presence and awareness across their social feeds.



“**The BrandVerge team seamlessly stepped in to manage our organic social program during the maternity leave of our internal manager. The team went above and beyond by not only managing the day to day but truly being strategic thought leaders and driving the channel to incredible growth. The BrandVerge team implemented a new content strategy and even stepped in to create content when needed. This team is fully invested in the success of our brand and the results speak for themselves.**”

- Jessica Lange, Senior Marketing Manager at Skip Hop

Solution

To improve engagement and performance on Skip Hop's organic social channels, we first pulled reports to analyze the performance of our competitors and how we compared. With this information, we collaborated with the internal client teams and provided direction to improve our own social strategy.

Our approach involved creating unique and engaging content for our social channels, as well as leaning heavily on in-feed video content and click-through links to direct consumers to the Skip Hop website and products.



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Furthermore, we also increased our social relevance and engagement with customers, by posting an average of 7 days per week across multiple channels, as well as engaging with customers and resharing their user-generated content (UGC). We primarily focused on TikTok and Instagram when leaning into this strategy as we learned through our research that **44%** of users, on a weekly basis, go to Instagram to shop.

Since Instagram comprised the highest percentage compared to other social media platforms we emphasized and honed in on the importance of posting there everyday.

Results

Through our revised Organic Social strategy we increased traffic to both the Skip Hop Instagram and TikTok accounts. On TikTok, BrandVerge's updated content and revised posting schedule resulted in an increased follower base of **71%** in just three months. Comparing the period of October to January versus June to September, views on TikTok experienced an increase of **93%**. The net new followers also increased by **51%**, while the amount of likes increased by **42%**. The number of comments saw a **38%** increase, and the number of shares increased by **6%**. Additionally, the profile views saw a **26%** increase, resulting in a positive uplift across the board.

Our Instagram strategy which included creating segments such as "Ask an Expert," "Skip Hop Hacks," "Product Quotes," "Real Parents Get Real," and "Fun Fact Friday," resulted in a **217%** increase of views. Additionally, engagements increased by **262%**, in comparison to 2021 and a **20%** increase was also seen in content impressions.

In summary, the efforts of BrandVerge had a significant impact on Skip Hop's online presence and helped to enhance overall engagement and brand value.

