

# LIGHT HIKING GEAR GAINS FOLLOWERS AND TRAFFIC WITH A SOCIAL MEDIA UPGRADE

Soaring Social Media With Paid And Organic Strategies

**2,901%** Increase In Overall Social Traffic

**528%** Increase In Overall Follower Count

## THE CLIENT

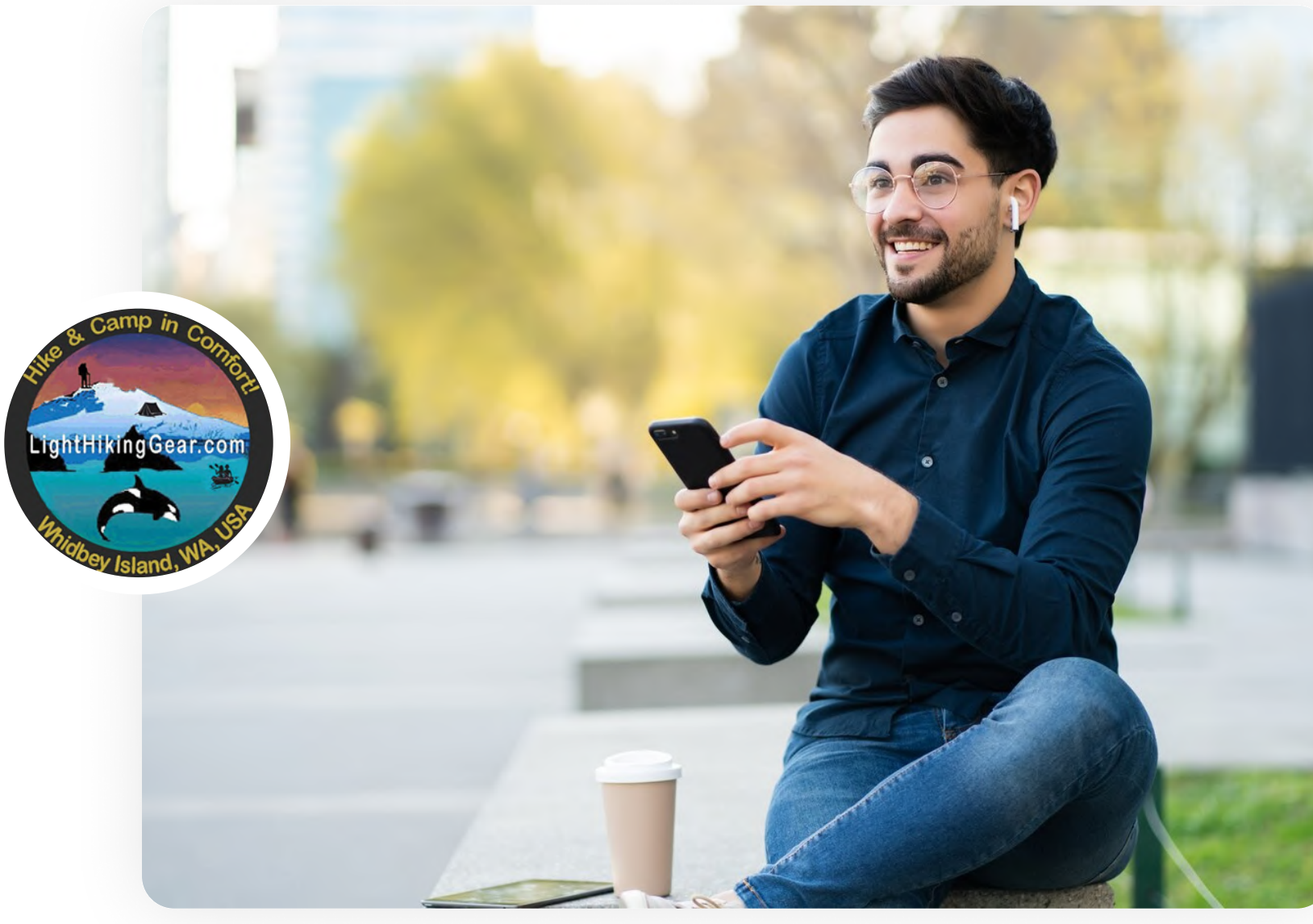
### The Client

Light Hiking Gear was established in 2016 as the US arm of the New Zealand-based company "Aarn Packs." The brand is a retail outlet that stocks backpacking, hiking, and camping gear for outdoor adventure enthusiasts.

### The Challenge

Focused on establishing a credible online presence, Light Hiking Gear's goals included creating brand awareness by strengthening their social media to eventually drive traffic to their e-commerce platform.

In 2023, Content Development Pros (CDP) took control of the brand's social media presence to achieve their business goals.



### The Plan of Action

The best route to achieving Light Hiking Gear's brand awareness and social traffic objectives included creating a social media strategy with paid and organic elements.

The action plan consisted of activities that were conducted for over a year to build brand recognition and an online following. The platforms targeted included:

- Facebook
- Instagram
- Pinterest

A tailored strategy was created and executed for each platform with the following assets:

- Custom posts
- Basic reels
- Infographics
- Influencer marketing

PLAN

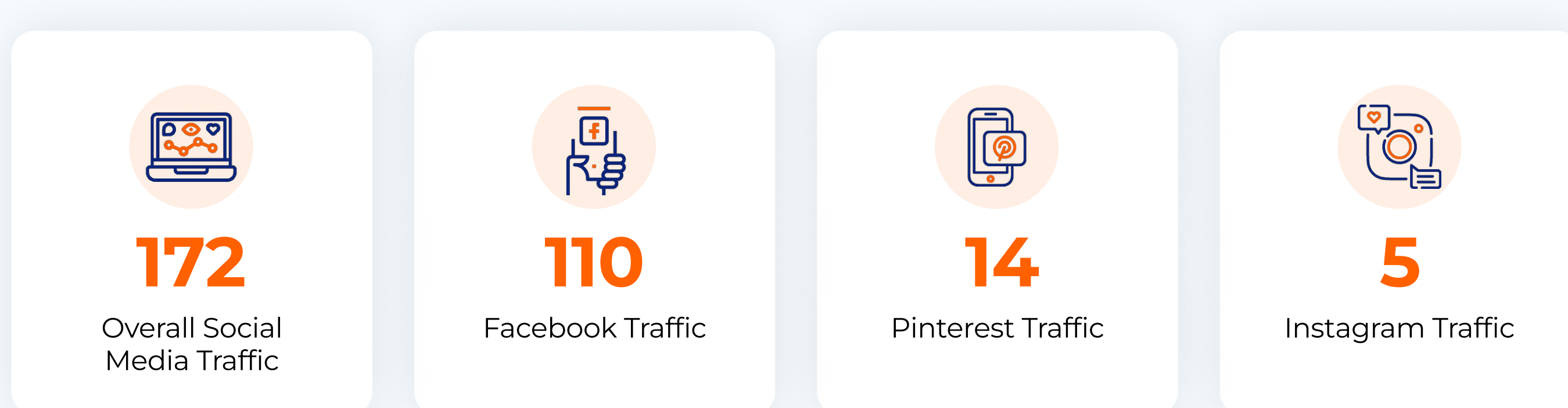
## The Results

By working with CDP, Light Hiking Gear has achieved milestone social media rankings with a custom strategy.

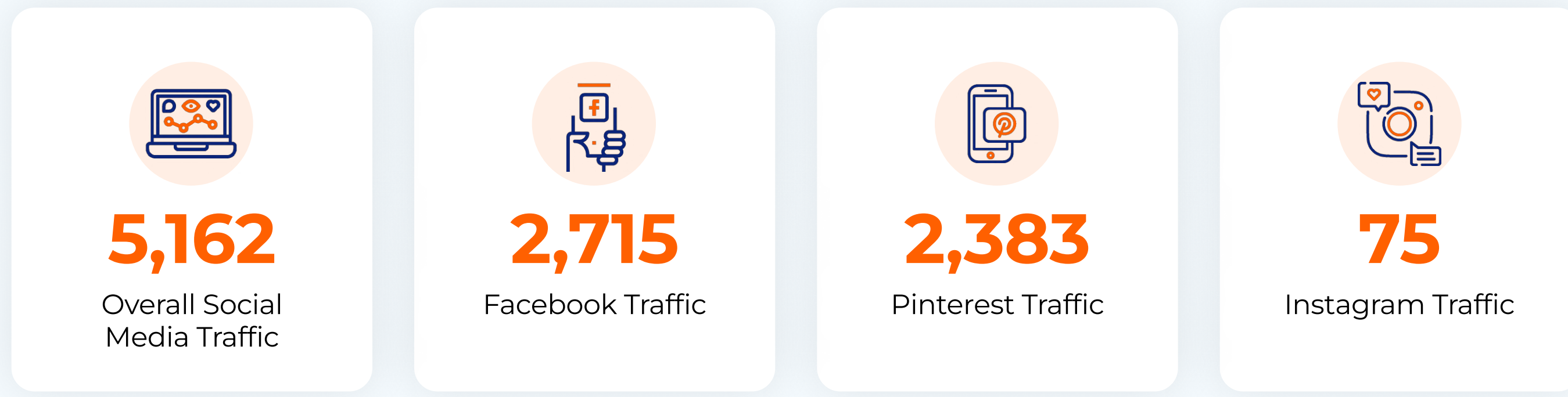
The social media efforts yielded the following results:

- 2,901% Increase In Overall Social Traffic
- 528% Increase In Overall Follower Count

### Social Media Performance Overview 2022-2023



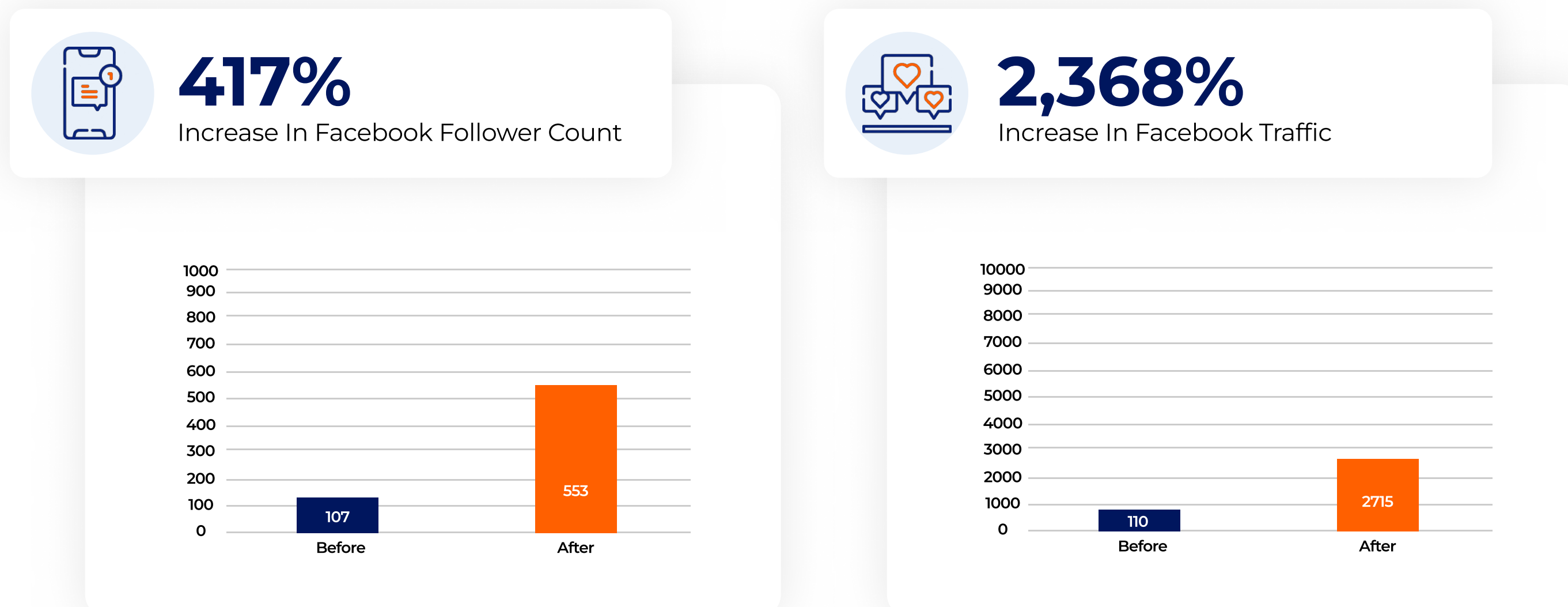
### Social Media Performance Overview 2023-2024



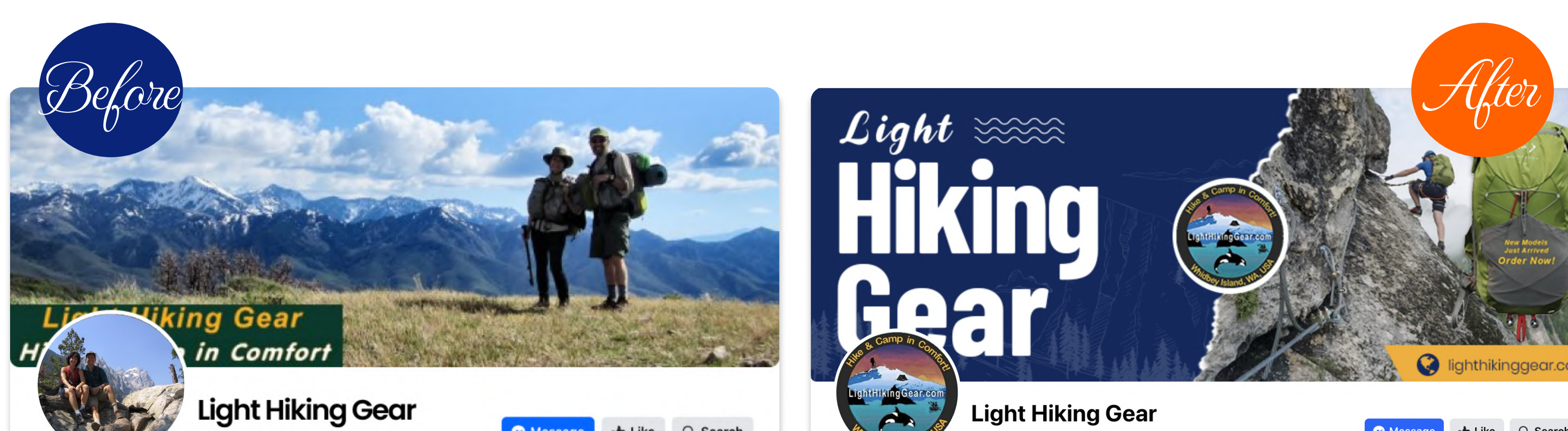
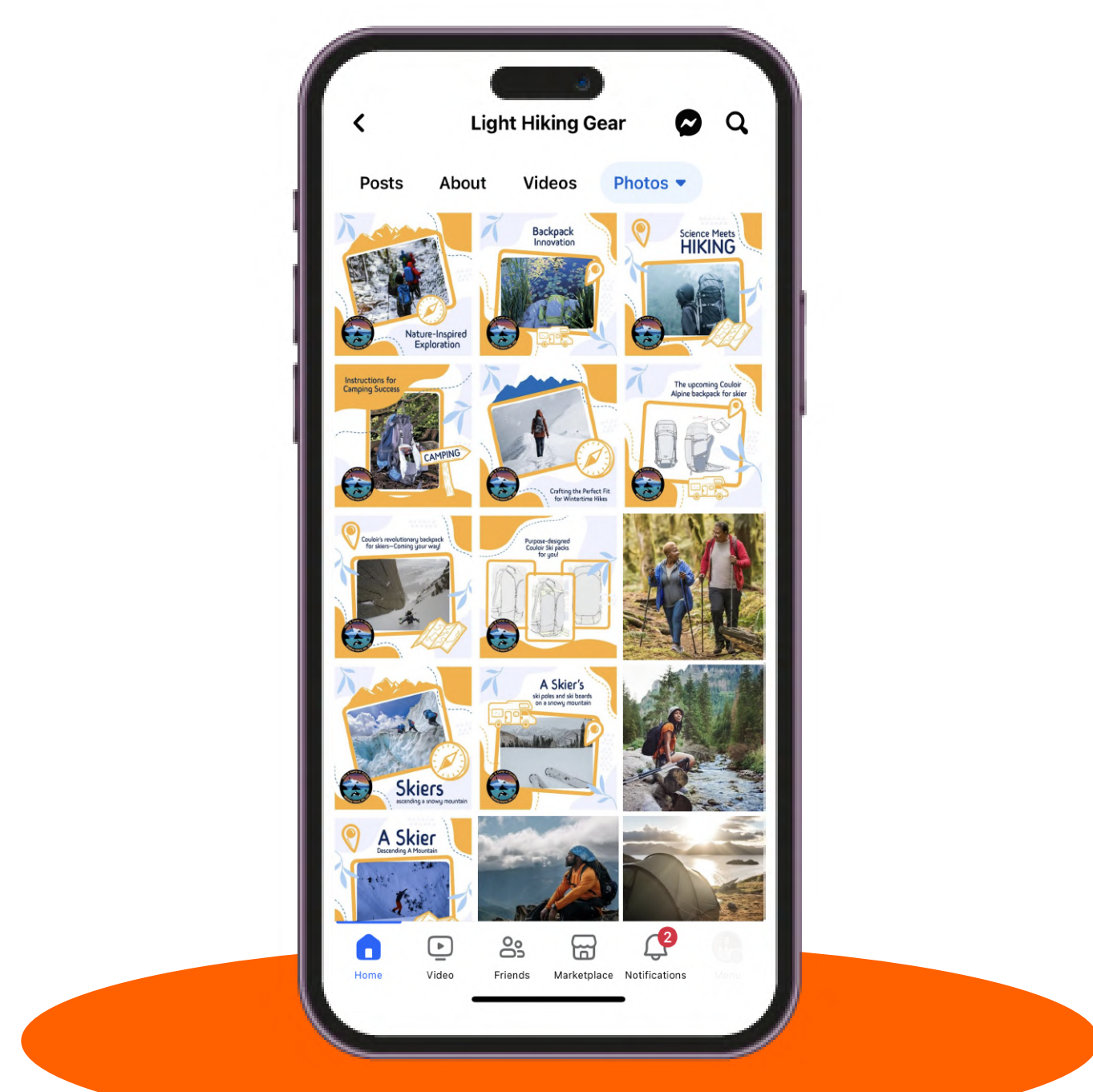
RESULTS

## Platform Milestones & Statistics

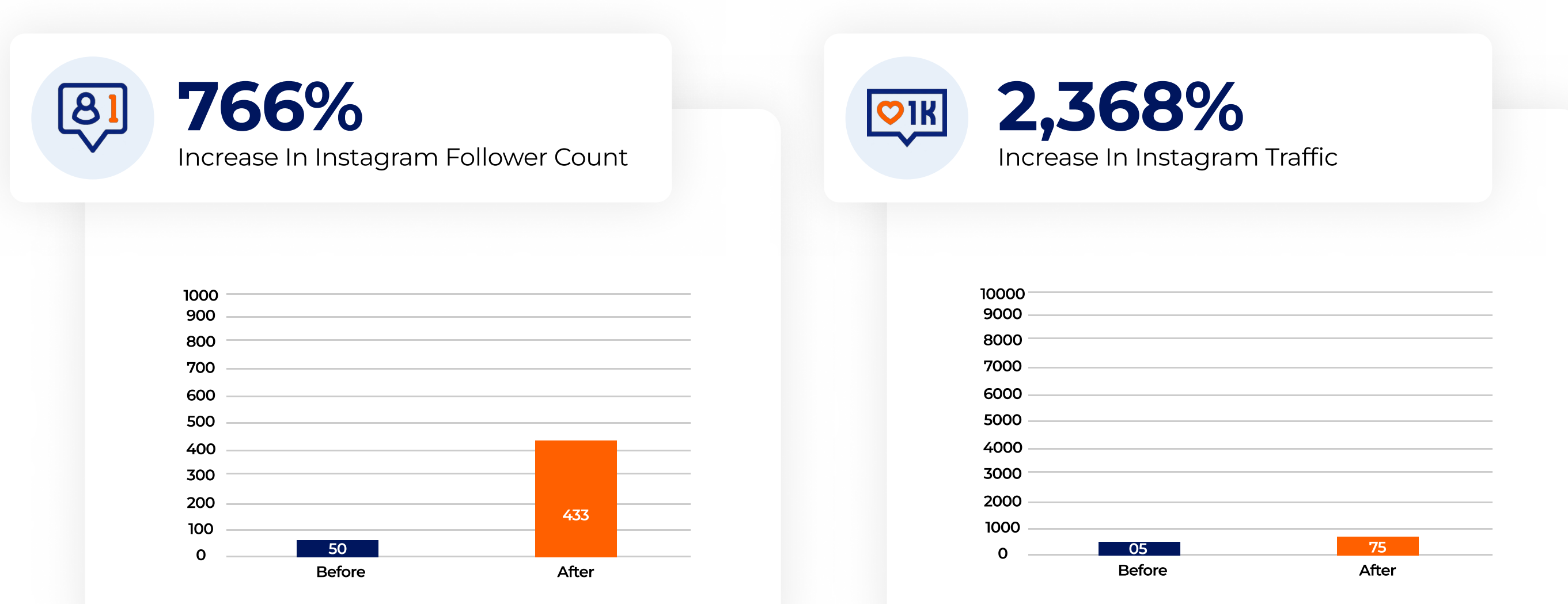
### Facebook



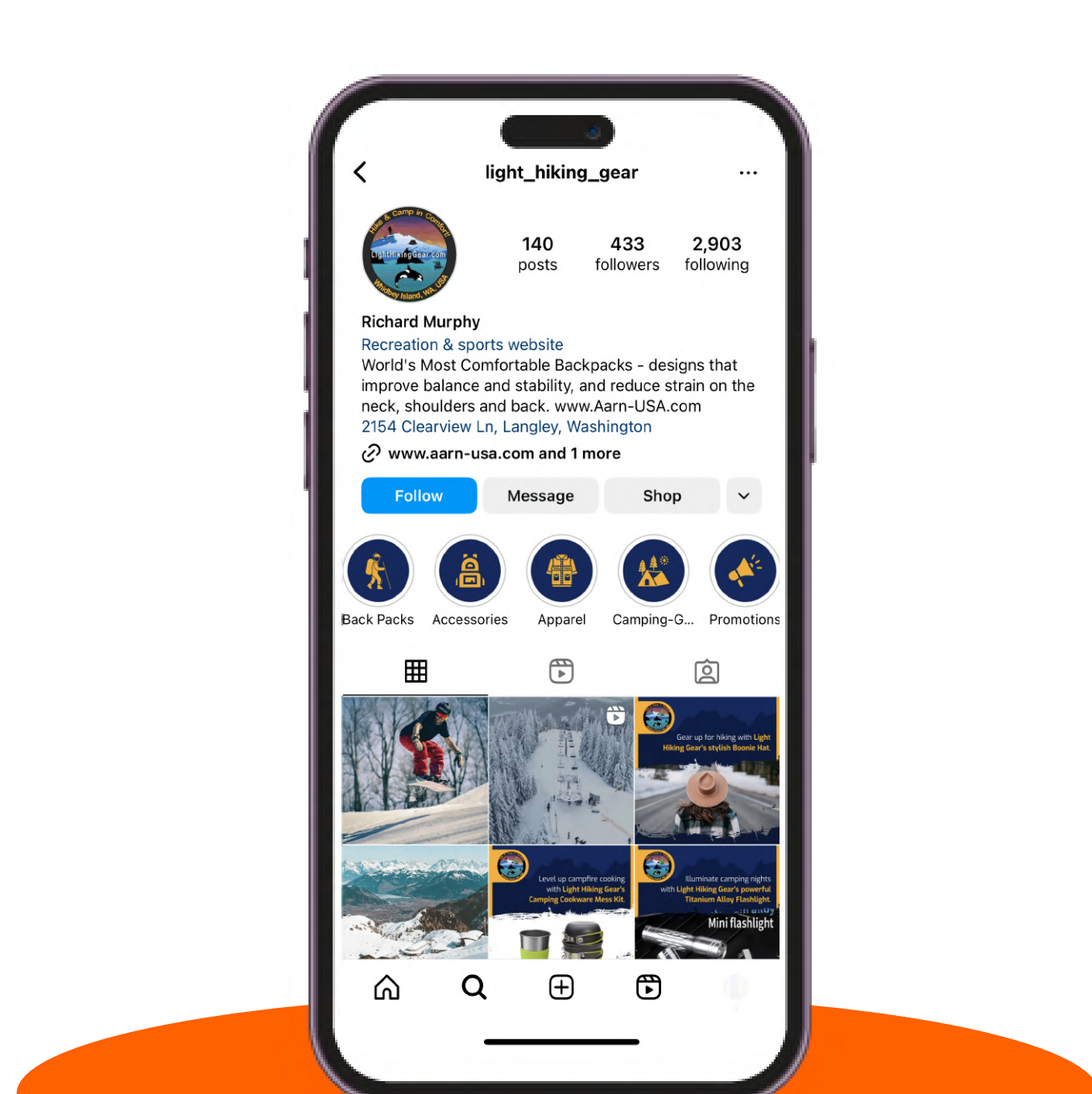
The follower growth was achieved through strategies such as custom posts and reels.



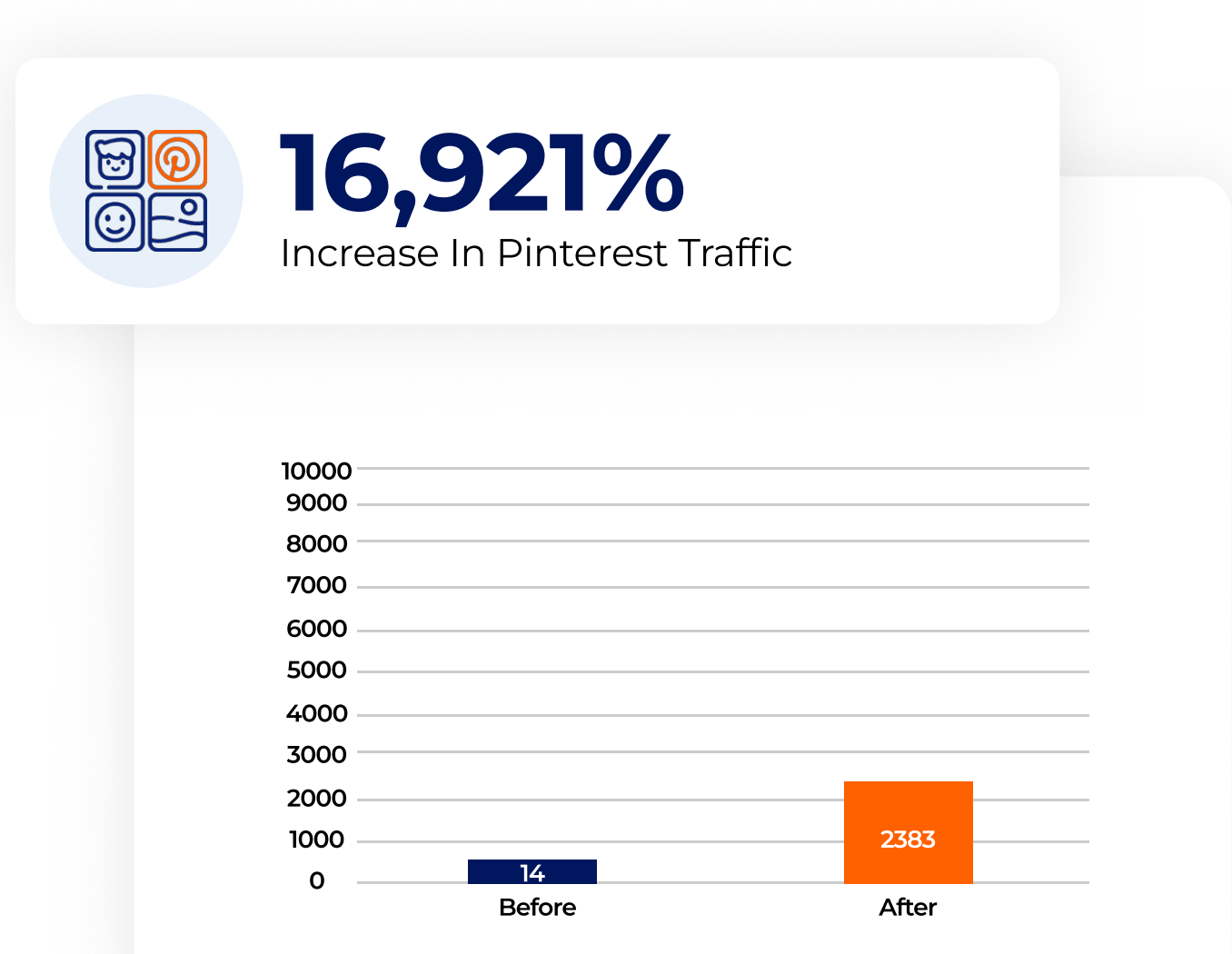
### Instagram



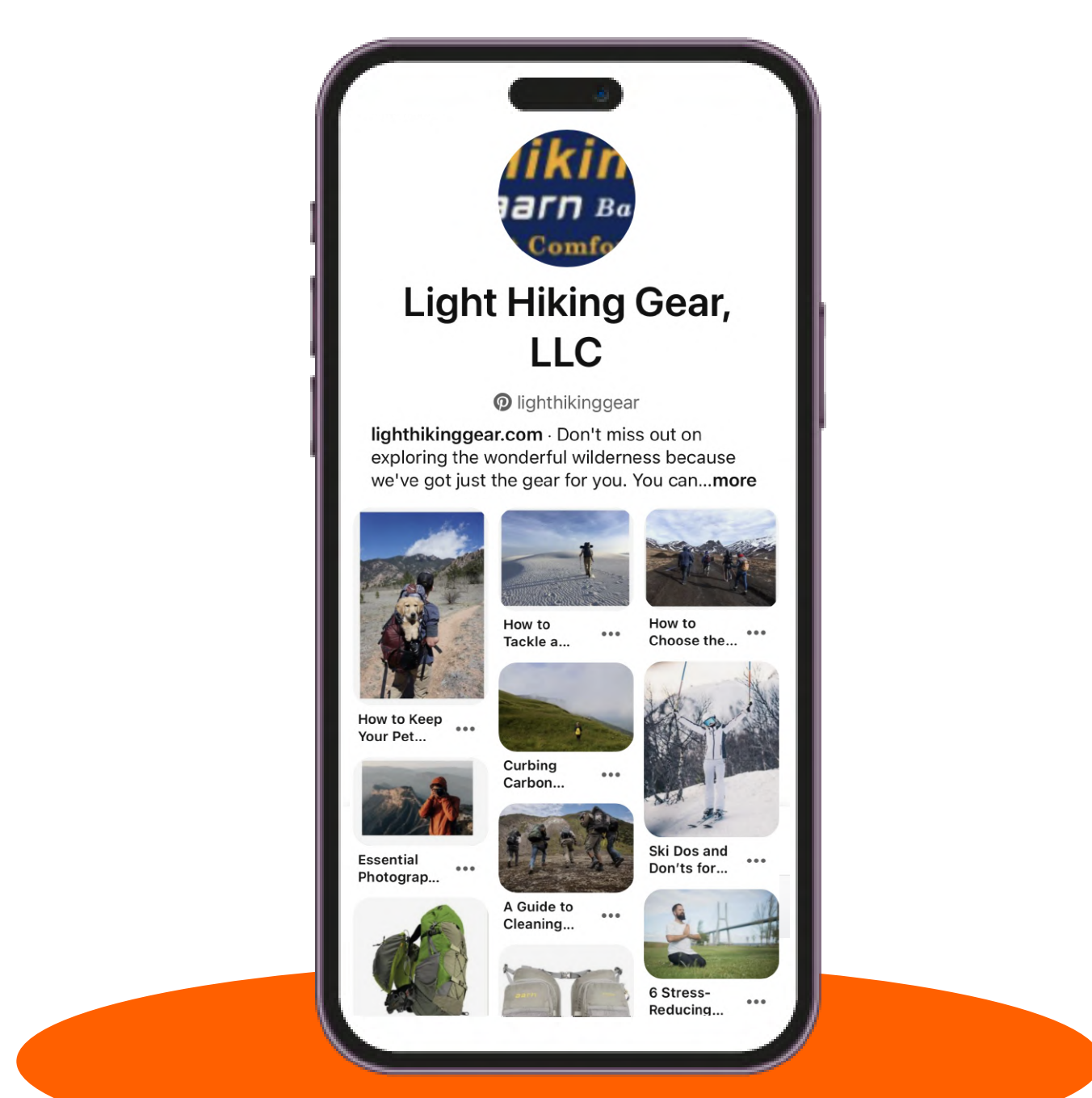
The follower growth was achieved through strategies such as influencer marketing.



### Pinterest



The traffic growth was achieved through strategies such as custom blog posts.



## Ready To Drive Your Own Success Story?

Connect With CDP Today For A Free Consultation!

**WORK WITH US NOW**