

Content posted with explanations

https://www.tiktok.com/@campsite_/video/7343210673654009121?is_from_webapp=1&sender_device=pc&web_id=7333241020464154144

Our first video on TikTok is a compilation of aesthetic shots of nature, camping and outdoor activities. We posted this video to play into the wanderlust of our target audience. We wanted our first post to be one that resonated with our audience, creating a feeling of understanding. This understanding creates a foundation for the community angle we wanted to go for with our website but also the social media platforms

https://www.instagram.com/p/C4LDI3qlzCW/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Our first Instagram post is a slideshow with four different photos from Noa's trip to the Amalfi coast. In this post we show pictures that were part of a series of photos taken during a hike on the so called 'path of the gods' in Italy. We decided to post these photos first because we wanted to share the hike as a tip for others. We wanted to do this because it is also part of our website and wanted to reflect the sharing of experiences and knowledge on our socials as well.

<https://vm.tiktok.com/ZlJn9H3g7/>

Similar to the first post this was an aesthetic camper video. With in the caption an invitation to our audience to share their campers as well. We did this to keep the sharing and community feeling to our TikTok page.

<https://www.instagram.com/p/C4P6nyBIP9W/>

This Reel is a video that we had also used for our TikTok account. We knew that reels work better on Instagram than posts, so we decided to post a video and thought it would be a good idea to connect the Instagram account and TikTok account a bit more by using the same video. We also added a question for our audience to respond to, "What would you want to see of the world?"

<https://vm.tiktok.com/ZlJnx1jhi/>

For our TikTok we wanted to do some trends, in the hopes that our video would be picked up by the algorithm and be able to promote our socials and website that way. The trend we wanted to join was the sad hamster trend. We dmed Hymer with a picture of a camper and a picture of the hamster with €100 and a violin song that is part of the trend.

<https://www.instagram.com/p/C4VjAqio6h6/?igsh=MXZ2eHJzMzdwYXozYg==>

For this Insta post we decided to post another photo slideshow. These pictures were part of a series of photos from Noa's trip in Croatia that gave the feeling of summer time. With this we wanted to play with the desire to travel, and the feeling of summer and vacation, which is a shared feeling and desire of our audience.

<https://vm.tiktok.com/ZlJn9gP1f/>

With this TikTok we wanted to be relatable to our audience in a funny way and by using the strategy of trend hopping. This video is inspired by the trend of first showing sadder pictures with a description of what doesn't really interest you and ending with a happy slide of what you really want or interests you. We did this trend as well with a van life twist.

<https://www.instagram.com/reel/C4bY1OOLB4a/?igsh=MTlidzI0NHF6ZGQ2Yg==>

This video is a video from Claudia's trip to Gran Canaria. It is a video from the window of the car with a vintage camera filter. This filter gives the feeling of nostalgia and memories, and the drive looks like it could be taken from a campervan. This plays into the sharing of experiences, memories and journeys which we offer on the website.

https://www.tiktok.com/@campsite_/video/7346174124575690016

This video is similar to other aesthetic videos, and with it wanted to create a relatable desire to go out and explore.

https://www.instagram.com/reel/C4fnjzeNS34/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

For this post we posted the same video as the TikTok, this way we connected the accounts again and played with the advantage of Instagram pushing reels more than photos

https://www.instagram.com/p/C4nznnYl5px/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

After a bit of feedback we realized we needed to point our posts more to our website. This is why we created a poster for our website, with in the caption an explanation about our brand.

https://www.tiktok.com/@campsite_/video/7347688660533382432

This post is a video playing into the fantasization of camping and with a bit of a call to action to our website and to join the community.

https://www.tiktok.com/@campsite_/video/7348420034651229472

With this TikTok we wanted to create a skit series to promote the website more, and dive deeper into what our website provides. In this video we wanted to go more into making friends and connecting with others. Showing that making friends on campsite is as easy as child's play

<https://www.instagram.com/p/C4xgA5dNzPH/>

We also posted this same skit video to our Insta account to also promote our service through this skit as well

https://www.tiktok.com/@campsite_/video/7349200193696337185

In this TikTok Bente and her brother set up a tent. Even though our target audience is campervan users, there are many campervan users that also use tents. We thought to go more into the tips and tricks part of our service so we showed it in a video.

https://www.instagram.com/p/C45OGo_IzLK/?img_index=1

For this Insta post we wanted to go more into exploring different cultures and trying different foods. We used street photography photos from Noa's trip to Greece for this post. This slideshow is connected to how the website give people a place to share their experiences, favorite hotshots and things they see along their travels.

https://www.tiktok.com/@campsite_/video/7349931876817145121

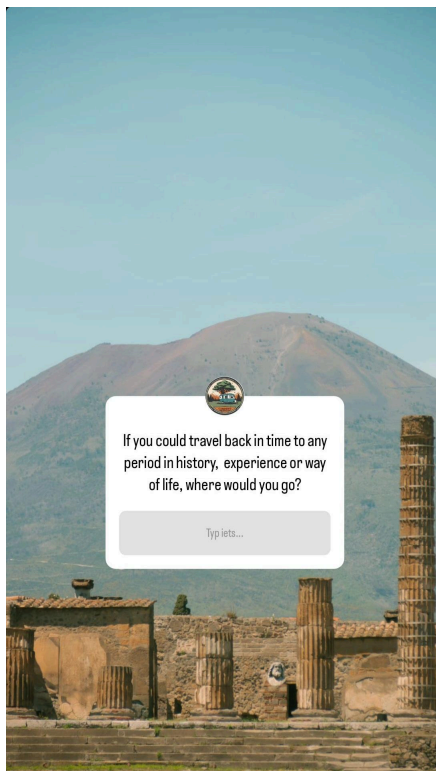
For this TikTok post we continued with the skit series. We promoted our website by showing that it offers many suggestions of what to do and where to go when you are on the road.

<https://www.instagram.com/p/C5A36erlu97/>

This Instagram post is the same as the TikTok tent video, and it is referring to the website and how people can share tips and tricks.

<https://www.instagram.com/p/C5QY1oKNHC1/>

Our last post is one that gives a feeling of peace and quiet which we felt to be fitting for our target group considering they like wondering alone or in small groups seeking nature, peace and quiet.



This is an insta story that we had made, with a picture of Pompeii and a question people could answer. With this we wanted to get to know our audience and trying to connect with them by showing interest in them.