

Stage to Shelf:

Grammys Merch That Rocks!



Choose your Campaign Objective

1. Based on the information in the campaign brief, choose the objective for your social media marketing campaign.

Promote merchandise sales conversions from [Grammys.com](https://www.grammys.com)

2. Write 1–2 sentences justifying why you chose that campaign objective below:

Given that the objective listed in the campaign brief is to increase merch sales by “35% year-over-year”, I figured promoting these exact sales would be the best idea given my options. Of course the others are not bad concepts, but given our goal at the forefront for this specific case, this is the most promising and on-topic option!

Create Targeting Criteria

Using your chosen persona, create targeting criteria for your campaign. Use an AI tool like ChatGPT or Claude to brainstorm ideas.

Targeting Criteria:

Demographics

- **Age:** 18–25
- **Location:** Urban U.S. cities (e.g., Atlanta, NYC, LA, Miami)
- **Education:** College students & recent graduates
- **Gender:** Primarily female, but inclusive of all genders

Interests

- Grammy Awards, red carpet fashion, music award shows
- Celebrity style, influencer culture, fashion trends
- Pop culture media (Vogue, E! News, TikTok creators)

Behaviors

- Frequent online shoppers
- Engages with live award show content
- Watches “Get the Look” and fashion recap videos
- Follows trending TikTok sounds, challenges, and filters

Platforms

- **Primary:** TikTok, Instagram Reels and Stories, Pinterest
- **Secondary:** Twitter/X (live reactions), YouTube (recap content)

Justify How Your Targeting Criteria Supports the Campaign Objective

In 4–5 sentences, justify how your targeting criteria will help you achieve your campaign objective. Include your reasoning for the key demographics, interests, behaviors, and any other factors you chose.

To drive Grammy merch sales during the high-interest post-ceremony window, I targeted fashion-conscious Gen Z audiences aged 18–25, primarily college students who actively follow music, celebrity trends, and red carpet content (all inspired by Aaliyah, my customer persona). This segment is highly engaged on TikTok, Instagram Reels, and Pinterest—platforms where visual merchandising, influencer-style ads, and limited-time offers perform well. By focusing on interests like award shows, celebrity fashion, and viral challenges, the campaign taps into users most likely to make impulse purchases influenced by FOMO and trend culture. Behavioral targeting ensures I reach those who engage with live show content, shop online frequently, and interact with branded content. This combination of demographics, interests, and platform behaviors allows me to reach a high-potential audience with strong buying intent, all of which supports the campaign's objective of increasing merch sales.

Choose Social Media Channels & Ad Format(s)

1. Based on the information in the campaign brief, choose 2–3 social media channels and at least one ad format you'll use to reach your audience. *Note: you can choose more than one ad format for each channel.*

Instagram

- Stories and Reels for interactive engagement along with branded filters

TikTok

- Trending hashtag challenges, in-feed, short video ads

Pinterest

- Promoted and Shopping Pins

2. In 4–5 sentences, justify your channel selections and ad format choices based on your target audience and campaign objective

My selected channels—Instagram, TikTok, and Pinterest—strategically align with the online behaviors and content preferences of young, fashion-forward users like Aaliyah, my target audience, who actively engage with award show-related content and celebrity style inspiration. Instagram Stories and Reels offer interactive engagement and immediate shopping features, ideal for capitalizing on impulse purchases during the peak interest window following the Grammys. TikTok's trending hashtag challenges and short-form video ads leverage the viral potential and high organic engagement typical among this young, trend-focused demographic. Pinterest's Promoted and Shopping Pins directly cater to Aaliyah's habit of curating celebrity-inspired looks, creating a seamless pathway from inspiration to purchase. Overall, she is consistently using all of these channels, along with the younger audience as a whole, so these choices will maximize relevance and immediacy, directly supporting the objective to boost merch sales and conversions.

LevelUp (Extra Credit): Analyze Campaign Data

Calculate this campaign's CTR, CPC and CPA and add them below. Feel free to reference the formulas in the last slide of this presentation.



	Budget	Spend	Impressions	Clicks	Conversions (Sales)	CTR	CPC	CPA
Grammys Ad data	\$150,000	\$9,000	1,800,000	4,500	300	0.25%	\$2.00	\$30.00

Benchmarks:

CTR: 2%

CPC: \$2.00

CPA: \$15.00

Level Up (Extra Credit): Interpret Metric Results

1. Based on the data in the previous slide, calculate the difference in benchmark KPIs vs actual results.

CTR Result : 0.25%

CPC Result : \$2.00

CPA Result : \$30.00

Benchmark	2%
Result	0.25% -
% Difference	87.5%

Benchmark	\$2.00
Result	\$2.00
% Difference	+/- 0%

Benchmark	\$15.00
Result	\$30.00
% Difference	+ 100%

2. In 2-3 sentences, interpret what the results mean - which metric(s) are meeting benchmarks, underperforming, or overperforming?

While Cost Per Click (CPC) met the benchmark exactly, Cost Per Acquisition (CPA) doubled the target, indicating inefficiency in converting clicks into purchases. Additionally, Click-Through Rate (CTR) significantly underperformed by 87.5%, revealing low initial engagement despite the ad being served to a large audience.

LinkedIn Post - Submission

✦ Just wrapped up building a paid social campaign plan for the *GRAMMYS* and wow, what a learning experience! 🎵📈

From choosing the right platforms to calculating KPIs like CTR and CPA, one key takeaway? **Always double check your numbers!** ✅ *Misreading* just one metric can throw off your entire strategy. Thankfully, using AI tools helped me catch mistakes, brainstorm ideas, and refine my campaign approach in ways I hadn't even considered 🤖💡

Working on a campaign for such an iconic brand pushed me to think creatively *and* analytically...it was so motivating, not to mention so fun, to bring it all together!

#SocialMediaMarketing #DigitalStrategy #MarketingStudent #AlinMarketing #Grammys
#PaidSocial #MarketingTips #LearningInPublic #WomenInMarketing 🖥️🎯

[I would attach a link and/or screenshots of this slideshow!]