



How we grew a social following over **10x** in six months

A custom approach to building a brand on socials



THE RESULTS

Six Month Global Follower Growth:

1,041%

Platform Growth

Facebook: + 104%

Instagram: + 5,160%

TikTok: + 3,334%



In 2022, we partnered with Christensen Arms, as they sought to handover management and execution of their day-to-day content creation/curation, social strategy, and on-platform management.

Working closely with the Christensen team, we set out to define their audience, brand voice, and conceptualize the look and feel of how their brand would be presented.

Using this initial work, we crafted a custom strategy to deploy across the social ecosystem with a goal of elevating the engagement with their current audience, broaden their reach, and scale their audience to a new level.

Key
Strategy
Pillars:

Brand Consistency

Messaging

Video Content

Data

Pillar 1:

Brand Consistency

First, we set out to curate and create content that would present a cohesive look throughout their post cadence.

This was aimed at ensuring that Christensen's brand was highlighted as world-class and high-end, an aesthetic that had been lacking in their content up to this point.

BEFORE

The collage features three Instagram posts from the account 'christensenarms' (Gunnison, Utah). The top-left post shows a family with a dog and a deer, with a caption mentioning a hunting dog and a date of February 4, 2021. The top-right post is a portrait of a man with a long beard. The bottom-center post is a carousel of a blue t-shirt with an American flag graphic, with a caption announcing a 20% off sale on apparel using the code 'MarchMerch'.

AFTER

The collage features three Instagram posts from the account 'CHRISTENSENARMS'. The top-left post is a video titled 'BENEFITS OF A CARBON FIBER BARREL WITH JEFF BRADLEY'. The top-right post is a video titled 'HOW TO CHOOSE YOUR AMMO WITH ANDY STUMPF'. The bottom-center post is a carousel of a rifle, with a caption mentioning a 'burnt bronze' rifle and a link in the bio for details.

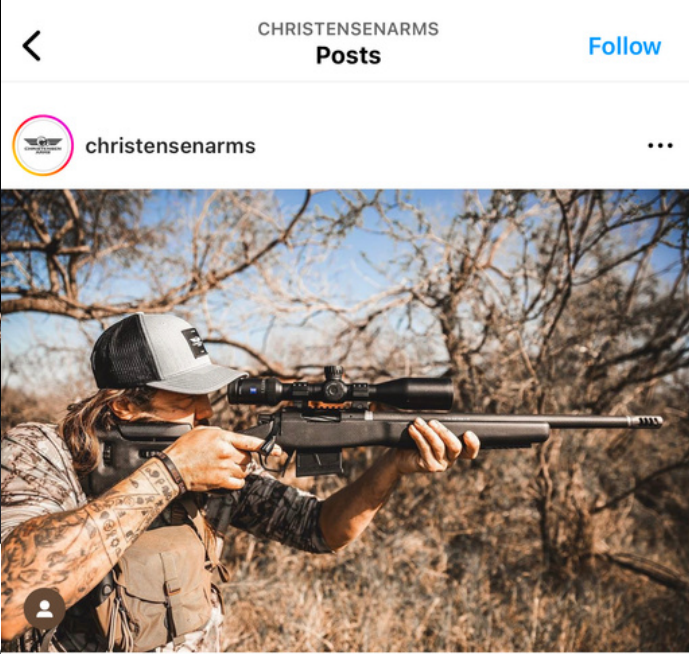
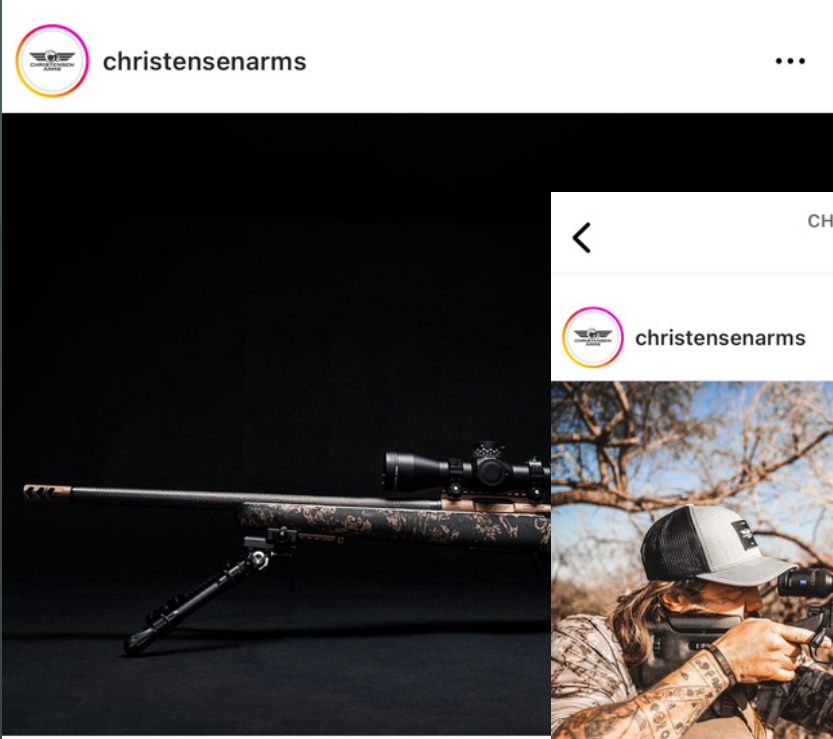
Pillar 2:

Messaging

Next, we worked to **refocus the attention** on the firearm lineup and **implemented messaging** that aimed to create an **aspirational feel**, frequently inviting fans to engage with the content through callouts to like, comment, or check out more info through the link in bio.

Prior to this, much of Christensen's internal posting was focused on user-generated content with informative style captions.

Examples:



christensenarms

CHRISTENSENARMS Posts Follow

christensenarms

Liked by dev_mon and 4,376 others

christensenarms This Ridgeline FFT 6.5 PRC What would you hunt if you had this for the v

#fft #christensenarms

@tjmperez

View all 74 comments

November 14, 2022

CHRISTENSENARMS Posts Follow

christensenarms

Liked by michaelbeach4 and 1,302 others

christensenarms Never rest. Never settle.

In 1995, we didn't just pioneer the carbon fiber barrel game, we invented it.

Here's to continuing to break the boundaries of what is thought possible.

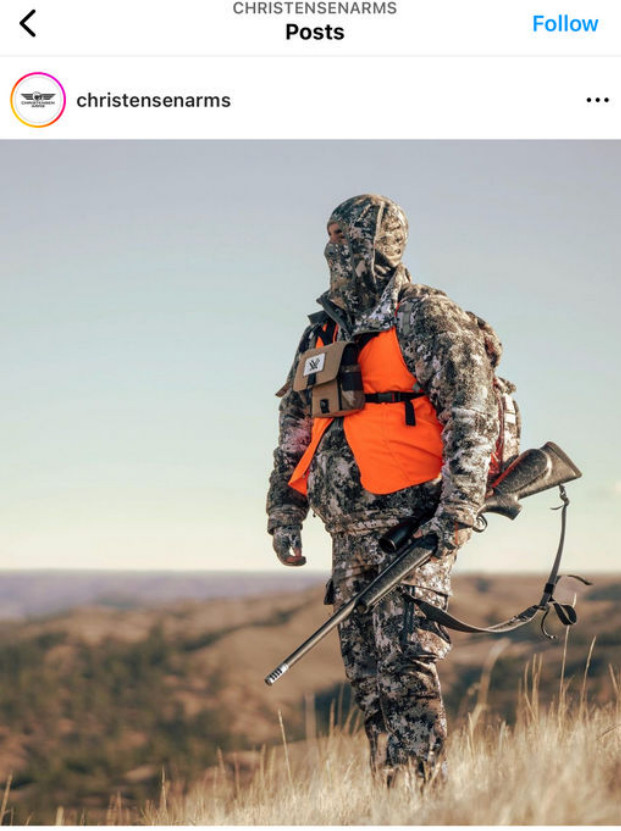
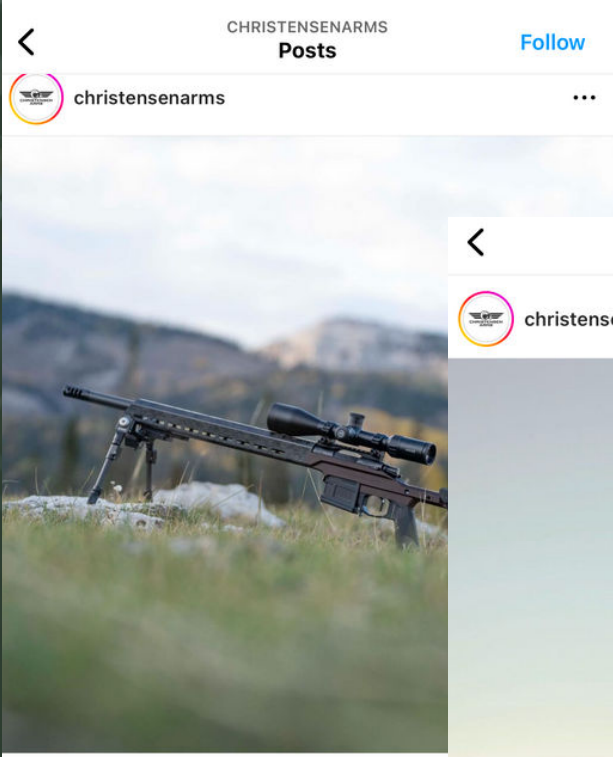
Check out the backstory over on our blog. (link in bio)

#ChristensenArms #RidgelineFFT

Photo by @steverokks

View all 9 comments

October 6, 2022



CHRISTENSENARMS Posts Follow

christensenarms

CHRISTENSENARMS Posts Follow

christensenarms

Liked by michaelbeach4 and 1,704 others

christensenarms Finding a rifle that does everyth impossible... until now.

- Carbon Fiber Barrel
- 6.9 pounds
- Sub-MOA Guarantee
- Carbon Fiber Comb
- Free-Floating Carbon Fiber Handguard
- 20 MOA Rail
- Black Nitride Finish

#ChristensenArms #MPR

CHRISTENSENARMS Posts Follow

christensenarms

Liked by huntercollins2 and 762 others

christensenarms Make sure you have the right tools when you're getting ready for that once-in-a-lifetime shot.

Traverse - black stock w/ gray webbing
7.3 lbs
Sub-MOA Guarantee

Check out more features (link in bio)

View all 6 comments

Pillar 3:

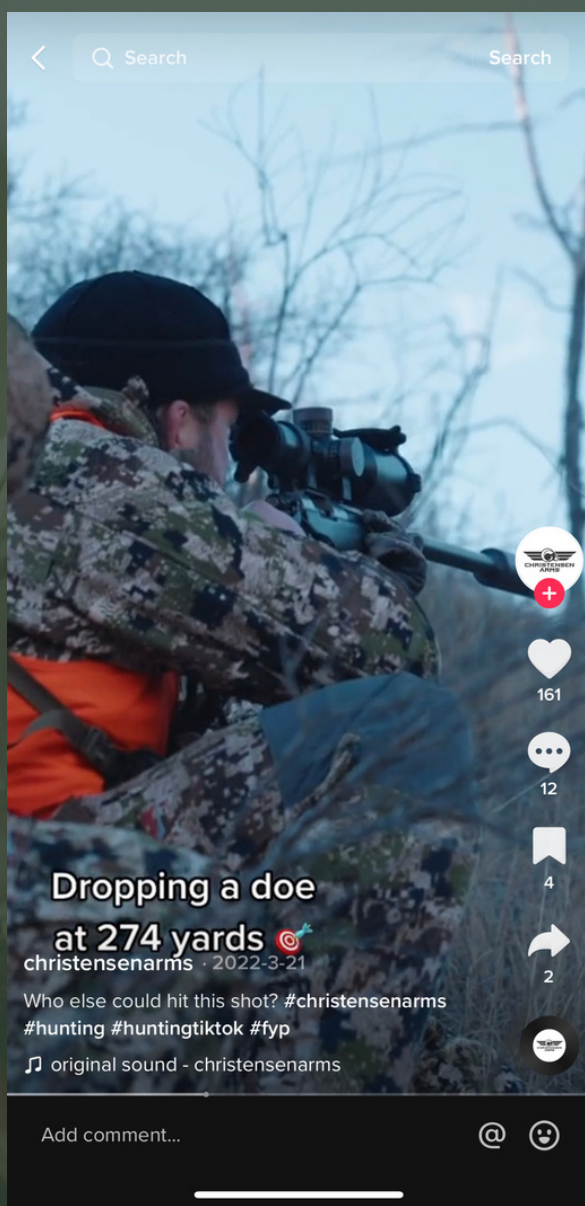
Video Content

Throughout our partnership, our video team also worked on several long-form video projects for Christensen (mini-docs and FAQ Videos)

From these projects, we were also able to generate short-form content which allowed us to drive a more robust strategy with reels on Instagram and Facebook and push traffic to YouTube to view the long-form features.

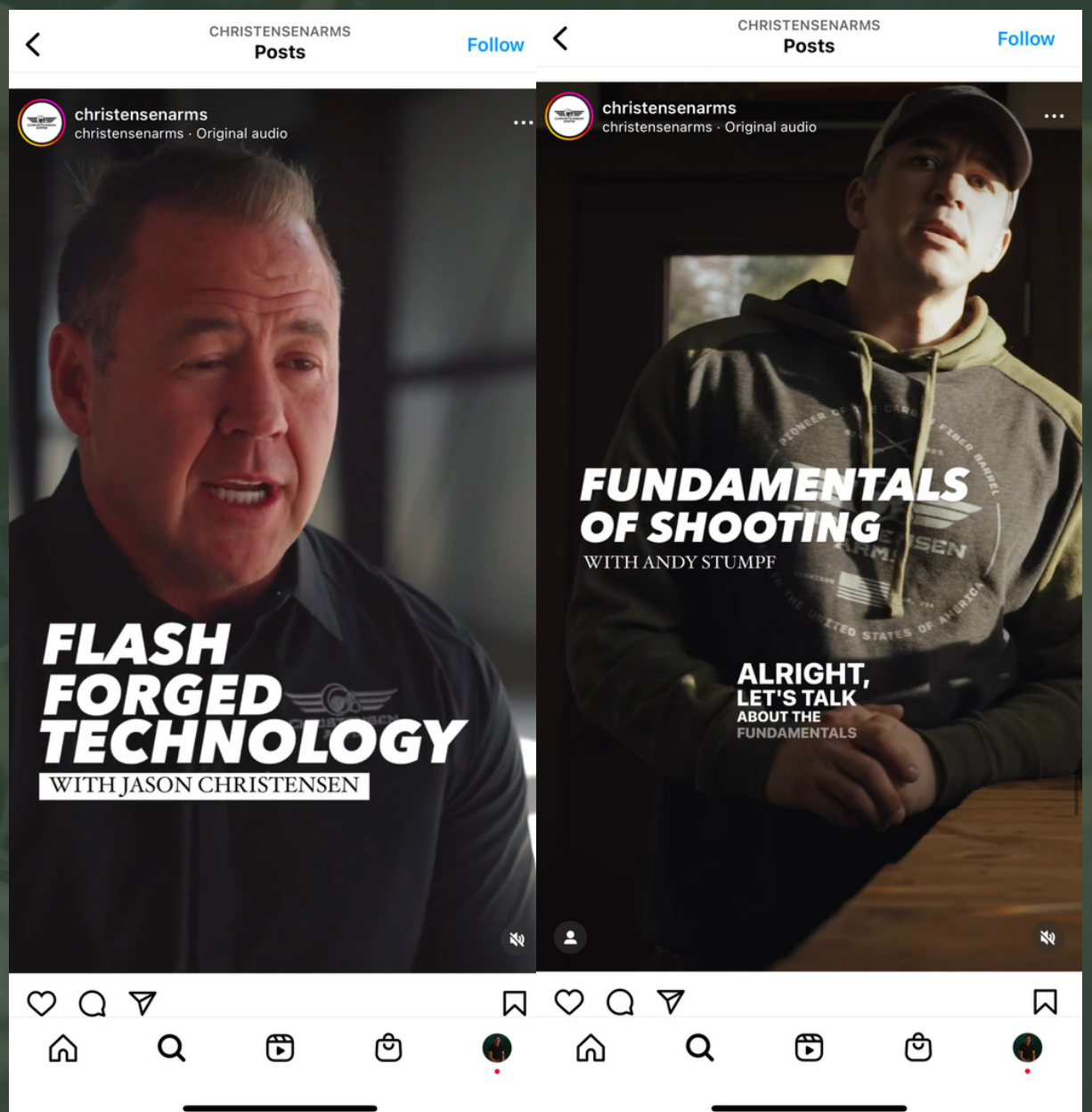
These videos also allowed us to create a TikTok presence for Christensen, building their audience by over 3,000% to 15,000 followers over the course of our engagement.

Examples:



Reels from
Mini-Docs

Reels from
FAQs



Pillar 4:

Data

At Cumberland, we believe in data-driven creative.

Utilizing various on-platform and post-data analytics, we were able to drive our post-scheduling and cadence to maximize performance.

Using this data-informed approach ensured our posts had the best chance to drive engagement each day and broaden the brand's overall reach.

This strategy helped to generate increases in engagement and engagement rate.

Engagements:

+47%

Engagement Rate:

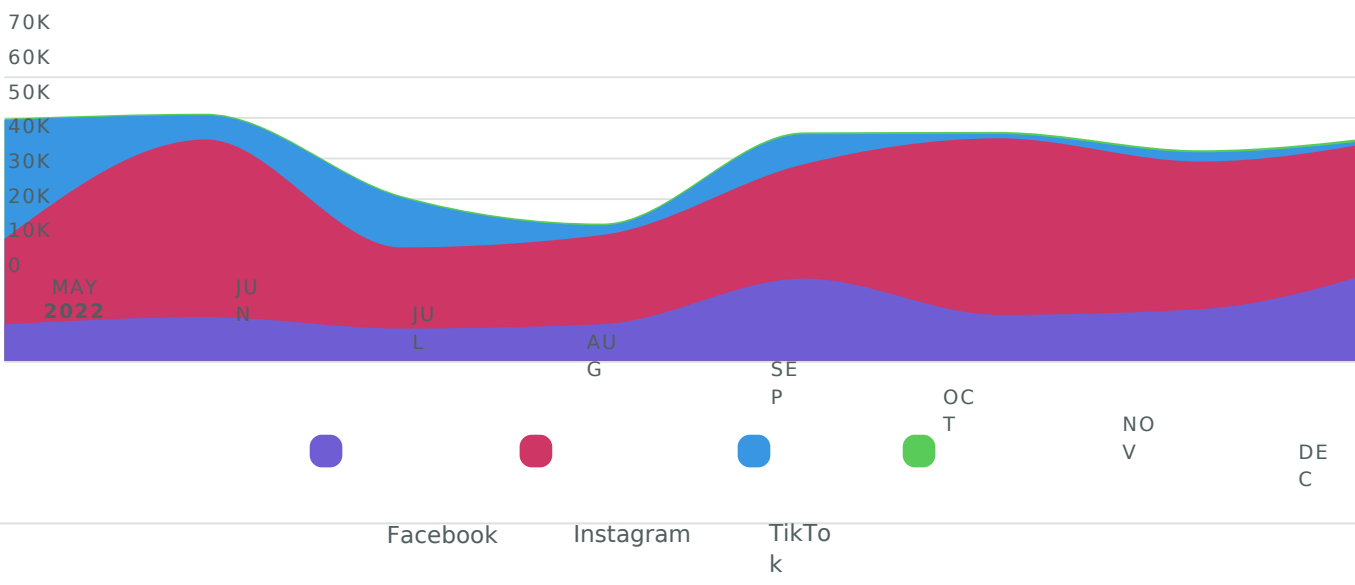
4.5%

(28.7% increase)

Engagement

See how people are engaging with your posts during the reporting period.

Engagements Breakdown by Network, by Month

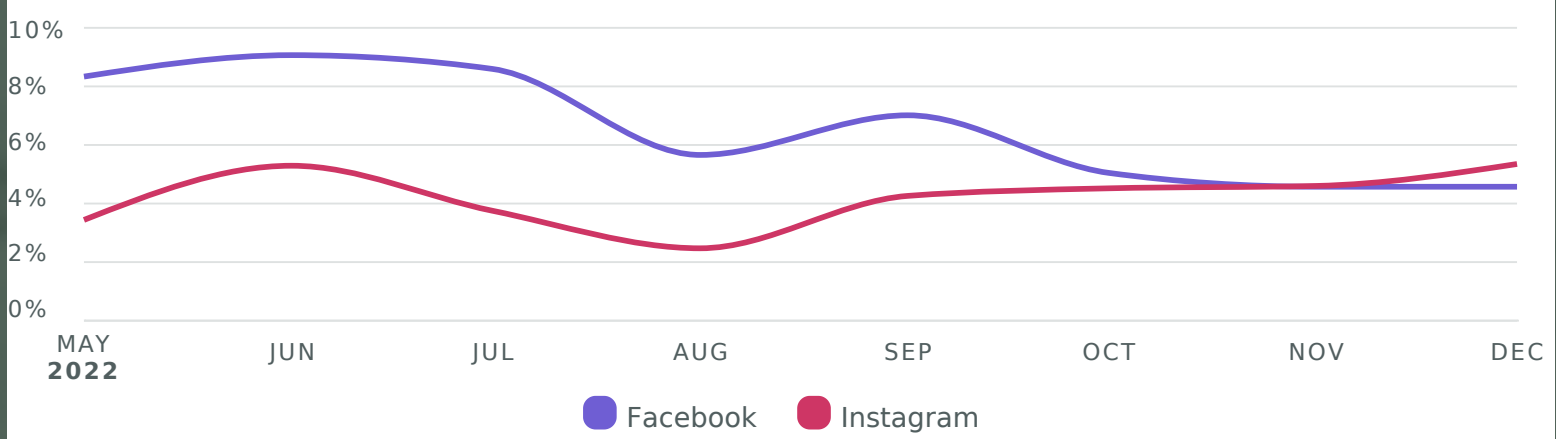


Engagement Metrics	Total s	% Change
Total Engagements	414,622	47.8%
Twitter Engagements	—	—
Facebook Engagements	104,262	29.7%
Instagram Engagements	245,854	25.7%
LinkedIn Engagements	—	—
TikTok Engagements	60,899	31,130.3%

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression) Comparison by Network, by Month



Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	4.5%	28.7%
Facebook Engagement Rate	5.8%	40.4%
Instagram Engagement Rate	4.2%	24.9%



**Ready to get
started?**

LET'S TALK