

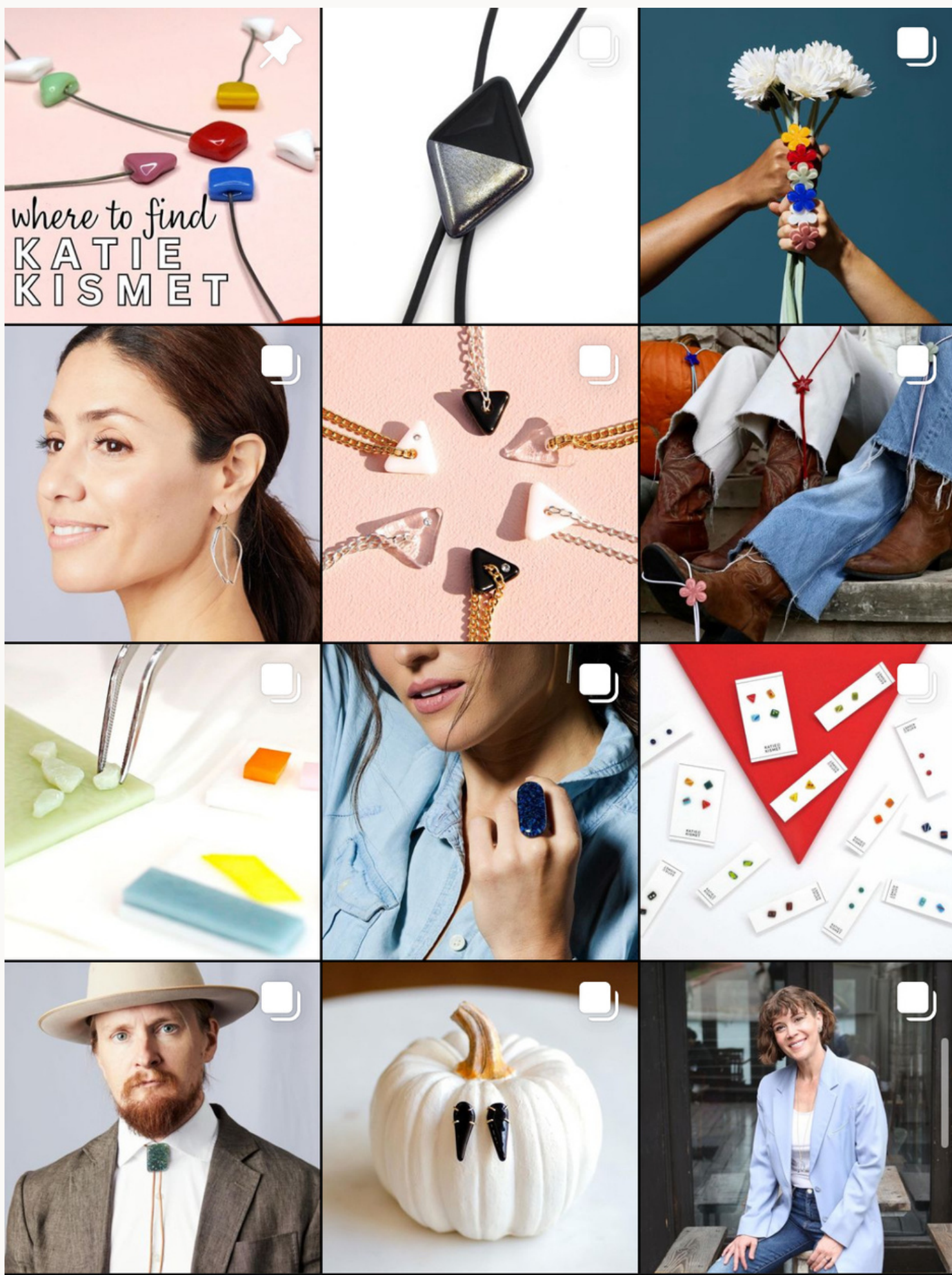
# KATIE KISMET

## Case Study

### Goal

- Increase brand awareness through consistent posts showing off both the jewelry and Katie as the creator
- Reach 1000 followers!
- Streamlining the Katie Kismet/Austin Bolo branding into one cohesive voice

### Instagram Feed



### Strategy

- Increase brand awareness through consistent posts showing off both the jewelry and Katie as the creator
- Reach 1000 followers!
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### Public Relations

- Who all did you pitch to? How many pitches?
  - ATX Woman (Chanel Ingram, Sandi Schwartz, Cy White)
  - Austin Monthly (Madeline Hollern, Rosie Ninesling, Saba Rahimian)
  - Austin American Statesman
  - Austin Chronicle (Wayne Brenner, Alejandra Ramirez)
  - Bridal Guide (Kristen Klein)
  - Brides
  - CBS Austin
  - Fox 7 (Tierra Neubaum)
  - KXAN
  - National Jeweler (Lenore Fedow, Michelle Graff)
  - Texas Monthly (Tom Foster, Clayton Maxwell, Taylor Prewitt)
  - Tribeza (Carrie Crow, Heidi Okla, Brittini Rachal)
- How many deals did you make? People you heard back from?
  - Deal in the works with Tierra Neubaum from Fox 7
  - Interest from Madeline Hollern, Cy White and Chanel Ingram

### Results

- **Surpassed goal of 1000 followers, a total of 47 followers gained**
- Engagement boosted by 111.11% with 190 accounts engaged throughout the campaign
- Interactions increased by 333.80% with 616 content interactions throughout the campaign
- Boosted reach by 0.2%
- 454 profile visits and 7,091 impressions throughout the campaign
- Established strong foundation to continue consistent posts with cohesive branding

