Welcome Guest user

emerald insight
Discover Journals, Books & Case Studies

Browse our content | Publish with us | Register for a profile | Cart | Login

Enter your search terms here | Advanced search

Home / Case studies / The CASE Journal / Escape Outdoors: evaluating social media with Davey and Sky

To read this content please select one of the options below:

Access through your institution | Access and purchase options

Escape Outdoors: evaluating social media with Davey and Sky

Sherry Lee Finney, Megan Penney

Publication date: 14 September 2023 Permissions

Issue publication date: 2 February 2024

CASE | TEACHING NOTES

Abstract

Research methodology

Information for this case was gained first-hand as the case authors are also the protagonists. Care was taken to ensure case material was presented in an unbiased and accurate manner.

Case overview/synopsis

Sherry Finney, co-manager and partner at Escape Outdoors (EO), North Sydney, Nova Scotia, has just about completed a social media campaign collaboration with Cape Breton outdoor influencers, Davey and Sky. This was the company's first collaboration with social influencers, and EO had done it to increase their follower base, particularly on Instagram. Defining measures of success was the task now facing Finney and her Sales and Marketing Assistant, Megan Penney. The campaign costs were in the range of $500, and if EO were to do this campaign again, they needed to understand the pros and cons and if it was a success. The campaign would end in a few days, and before it was finalized, Finney and Penney had to decide what final metrics would be required for evaluation and, specifically, how the campaign would be evaluated.

Complexity academic level

This case is intended for courses in social media marketing, marketing management, marketing analytics, digital marketing or entrepreneurship. The typical user of this case will be an undergraduate or graduate business student who has completed an introductory marketing concepts course.

Keywords

Social media strategy | Marketing | Entrepreneurship | Marketing strategy

Acknowledgements

Disclaimer. This case is intended to be used as the basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation. The case was compiled from published sources.

Citation

Finney, S.L. and Penney, M. (2024), "Escape Outdoors: evaluating social media with Davey and Sky", , Vol. 20 No. 2, pp. 311-331. https://doi.org/10.1108/TCJ-02-2023-0026

Download as .RIS

Publisher: Emerald Publishing Limited

Copyright © 2023, Emerald Publishing Limited

Related articles

Mumbai Indians: a case on social media marketing
Prashar Sanjeev et al., Emerald Emerging Markets Case Studies, 2013

And the crowd goes wild: examining a successful crowdfunding campaign
Kathryn Woods et al., The CASE Journal, 2017

Meesho: reselling in the grocery or e-commerce segment?
Sonal Purohit, Emerald Emerging Markets Case Studies, 2023

Powered by TREND MD

Support & Feedback | Manage cookies

Emerald logo

© 2024 Emerald Publishing Limited

Services
Authors
Editors
Librarians
Researchers
Reviewers

About
About Emerald
Working for Emerald
Contact us
Publication sitemap

Policies and information
Privacy notice
Site policies
Modern Slavery Act
Chair of Trustees governance statement
Accessibility