

LucidMeme

Strykk Case Study

Case Study

Strykk



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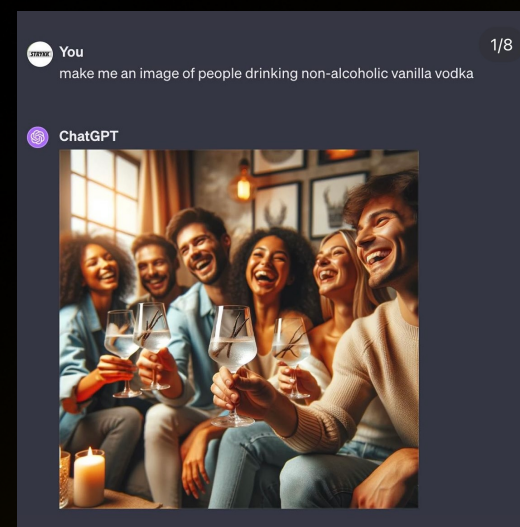


Strykk Not Aperitivo 70cl
£18.00

Strykk is a range of non alcoholic spirits created to keep you in the party, with your favourite drink but without the hangover.

Project Goals:

- Increase engagement with page, and increase reach to non-followers.
- Garner positive sentiment in the comments.
- Prove concept for interrelation of meme content into long-term strategy.



Results:

- Content achieved 34% increase reach (vs 2nd best most reached).
- Most commented post in past 9 months.
- 3rd and 4th most engaged posts in past 6 months (ER of 4.77%).