



STRATEGY

QUARTERLY GOAL #1

To grow Hubba Bubba’s Instagram account by 125% in 2025

Q1 Goal (January - March)
Starting point - 4,528 Followers
Target by the end of Q1 - 5,943 Followers (31.25%)

The focus for Q1 is to establish Hubba Bubba’s Instagram presence in the United States. By ramping up content frequency and focusing on reach and awareness of our account, we aim to begin building strong brand visibility and laying the foundation for ongoing audience growth.

Q1 Tactics & KPIs:

Tactic - Post 4 Instagram Carousels weekly to highlight Hubba Bubba's product range and drive engagement.
KPI - Number of engagements (likes, comments, shares) per carousel post

Tactic - Post 5 Reels per week showcasing product scope and flavor variety to capture attention.
KPI - Average reach and engagement rate per reel

Tactic - Post 1 Influencer collaboration reel per month to increase awareness (Micro - 5k-15k followers)
KPI - Reach and engagement rate on influencer collaboration posts

Tactic - Run Instagram Paid Advertising campaigns focused on product variety, with a call to action to visit our account.
KPI - Reach and number of new followers from ads

Q2 Goal (April - June)
Target by the end of Q2 - 7,358 Followers (31.25%)

The focus for Q2 is to expand brand awareness across our diverse audience segments. With the playful spirit of spring, we aim to highlight the excitement of making memories with Hubba Bubba, encouraging consumers to include our bubble gum in their springtime adventures.

Q2 Tactics & KPIs:

Tactic - Post up to 5 Instagram carousels weekly to maintain a consistent brand presence and engage followers.
KPI - Followers from the carousel post

Tactic - Continue posting reels, focusing on springtime flavor pairings to highlight seasonal excitement.
KPI - Reach and new followers from seasonal content

Tactic - Use SEO-driven hashtags in every post for enhanced discoverability and reach.
KPI - Hashtag reach and post impressions

Tactic - Post one collaborative post with an Influencer monthly (Mid-tier - 50k-250k followers)
KPI - Follower growth from collaboration and reach of the post

Q3 Goal (July - September)
Target by the end of Q3 - 8,773 Followers (31.25%)

The focus for Q3 is to build on our existing engagement, maintaining momentum while attracting new followers. During the summer months, our target demographics are traveling, taking breaks from work and school, and looking for fun products to enhance their adventures. Let’s position Hubba Bubba as the perfect addition to their summer experiences, providing a playful boost to their summertime fun.

Q3 Tactics & KPIs:

Tactic - Post one carousel per day, focusing on flavor variety and summertime fun to keep the audience engaged.
KPI - Followers from the carousel post

Tactic - Host a user-generated content contest where followers share selfies popping Hubba Bubba bubbles during their travels.
KPI - Reach and impressions of contest-related posts, as well as follower growth during the contest period

Tactic - Continue using SEO-optimized hashtags on all carousels, reels, and stories to boost discoverability.
KPI - Reach and impressions of posts using SEO hashtags and hashtag performance metrics

Tactic - Create Instagram ads promoting flavor variety and upcoming limited-edition flavors, setting the stage for holiday teasers in Q4.
KPI - Click-through rate on ads, conversion rate from ads, reach, and impressions

Q4 Goal (October - December)
Target by the end of Q3 - 10,188 Followers (31.25%)

During Q4, we will leverage the holiday season to boost our visibility and engagement. We will use festive, nostalgia-driven content to attract new followers while maintaining the loyalty of our existing audience. By promoting exclusive holiday giveaways, interactive campaigns, and limited-edition products, Hubba Bubba will position itself as the go-to holiday treat that brings playful fun to families everywhere.

Q4 Tactics & KPIs:

Tactic - Post 3-4 holiday-themed carousels weekly.
KPI - Engagement rate, reach, and new followers gained from holiday-themed content

Tactic - Post 6-8 reels weekly showcasing festive packaging.
KPI - Engagement rate, reach, and new followers gained from holiday-themed content

Tactic - Partner with 2-3 Mid-tier influencers to promote Hubba Bubba's limited-edition holiday flavors through influencer posts and stories, encouraging their followers to join our page.
KPI - New followers gained from influencer collaborations, the engagement rate on influencer content

Tactic - Run retargeting ads aimed at users who interacted with our content earlier in the year, focusing on encouraging them to follow our page for exclusive holiday offers.
KPI - Click-through rate on retargeting ads, new followers gained from ad campaigns, return on ad spend

QUARTERLY GOAL # 2

Achieve an average monthly engagement rate of 3% on Pinterest by the end of 2025

Q1 Goal (January - March)
Current Engagement Rate - No existing data (starting from scratch)
Target by the end of Q1 - 0.75% average monthly engagement rate

The goal for Q1 is to establish a presence on Pinterest and introduce Hubba Bubba's brand to a new audience. We will begin by building awareness with visually appealing content, focusing on flavors, playful activities, and fun projects. By starting with a consistent posting schedule and engaging visuals, we aim to build initial awareness and engagement.

Q1 Tactics & KPIs:

Tactic - Create and Post Engaging Pins 5-7 Times a Week to establish a base for our platform.
KPI - Engagement rate per pin Create 6 boards for different themes such as flavors, DIY projects, nostalgia, and family fun to attract various audience segments.

Tactic - Publish two new pins per board each week.
KPI - Number of saves and repins for themed boards, the engagement rate on individual boards

Tactic - Use SEO best practices to write keyword-rich descriptions for at least 75% of the pins posted each week to boost discoverability.
KPI - Reach and impressions of pins based on organic search visibility

Tactic - Start engaging with early followers by responding to 100% of comments and interacting with five pins from similar brands each week.
KPI - Response rate to comments, total interactions on brand and community pins.

Q2 Goal (April - June)
Target by the end of Q2 - 1.5% average monthly engagement rate

Q2 will focus on nurturing initial engagement and expanding the reach of our content. We will introduce more interactive elements to encourage users to engage directly with our pins and continue building themed boards to cover different user interests.

Q2 Tactics & KPIs:

Tactic - Launch a monthly pin challenge inviting users to share content with Hubba Bubba (e.g., create bubble gum art). Create 3 pins each month promoting the challenge.
KPI - Number of challenge participants, engagement rate of challenge-related pins, follower growth during challenges.

Tactic - Identify 3 top-performing pins monthly and promote them to a broader audience to increase reach and engagement.
KPI - Engagement rate on promoted pins, impressions, and new followers gained.

Tactic - Create and post 3-4 weekly pins related to spring and summer activities involving Hubba Bubba.
KPI - Engagement rate and saves for seasonal pins, click-through rate to product pages

Tactic - Launch Spring into Hubba Bubba campaign on Pinterest. Create 3 weekly campaign pins encouraging users to share their Hubba Bubba experiences using #SpringIntoHubbaBubba. Feature 1-2 user-generated pins weekly on our boards.
KPI - Number of hashtag uses, follower growth, engagement rate on campaign pins, Impressions

Q3 Goal (July - September)
Target by the end of Q3 - 2.25% average monthly engagement rate

In Q3, we will work on building momentum by leveraging user-generated content and influencer collaborations. We will also focus on increasing the frequency of product promotions, encouraging users to incorporate Hubba Bubba into their summer adventures.

Q3 Tactics & KPIs:

Tactic - Partner with 2-3 Pinterest influencers across various niches monthly to post 3 Hubba Bubba product pins on their feed.
KPI - Engagement rate on influencer pins, new followers gained from the partnership

Tactic - Publish 2 rich pins weekly to provide more detailed information about where to find Hubba Bubba in stores.
KPI - Number of clicks on rich pins, click-through rate, and the Hubba Bubba Website engagement rate.

Tactic - Post 2-3 Pinterest carousels weekly showcasing multiple products or flavors in a single pin, offering variety to viewers.
KPI - Engagement rate on carousel pins, click-through rate.

Tactic - Publish Pinterest Story Pins twice weekly to show fun activities using Hubba Bubba, focusing on flavor variety and DIY ideas.
KPI - Number of interactions with Story Pins, number of Story Pin viewers

Tactic - Tease established Pinterest Boards on Instagram Stories weekly this quarter to engage our Instagram audiences on Pinterest.
KPI - Story Views, Click-Through Rate, Pinterest Follower Growth

Q4 Goal (October - December)
Target by the end of Q4 - 3% average monthly engagement rate

Q4 is about consolidating all the efforts from the year and utilizing the festive season to create high engagement. Holiday-themed promotions, exclusive product releases, and festive content will be key drivers to meet our end-of-year engagement rate goal.

Q4 Tactics & KPIs:

Tactics - Post 5-7 holiday-themed pins weekly showcasing limited-edition holiday flavors, festive packaging, and fun holiday activities.
KPI - Engagement rate on holiday pins, new followers gained, click-through rate to product pages

Tactic - Host 3 festive giveaways throughout Q4 where users must follow, save, and share Hubba Bubba content to enter. Create 2-3 pins for each giveaway.
KPI - Number of giveaway participants, follower growth, engagement rate on giveaway pins

Tactic - Run retargeting ads on 3-5 high-engagement product pins per month to engage users who interacted with our content earlier in the year, promoting limited-edition products and holiday offers.
KPI - Click-through rate on retargeting ads, conversion rate from ads, number of new followers gained

Tactic - Partner with holiday-related brands or influencers to create 2 shared boards during Q4, featuring holiday-themed pins with Hubba Bubba products. Post at least 3 pins per collaborator.
KPI - Number of collaborations, engagement rate on shared board pins, follower growth from collaborations



CONTENT FUNNEL & STRUCTURE

AWARENESS

- User Stories for Social Proof**
Highlight user stories and testimonials to showcase the fun of Hubba Bubba.
- Influencer Comparisons**
Have influencers compare Hubba Bubba's flavors to other gums, emphasizing its uniqueness.
- Carousel Posts**
Showcase different flavors and formats through carousel posts to create desire.
- Limited-Edition Reveals**
Announce exclusive flavor drops to generate excitement and urgency.

INTEREST

- Behind-the-Scenes**
Content Share fun facts and stories about Hubba Bubba's creation to build curiosity.
- Interactive Challenges**
Launch bubble-blowing challenges that encourage participation and engagement.
- Nostalgia Campaign**
Post throwback content to tap into childhood memories and build emotional interest.
- User-Generated Content**
Encourage followers to share photos and videos enjoying Hubba Bubba and repost them to boost connection.

DESIRE

- User Stories for Social Proof**
Highlight user stories and testimonials to showcase the fun of Hubba Bubba.
- Influencer Comparisons**
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- Carousel Posts**
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ACTION

- Shoppable Posts**
Use Instagram, Facebook, TikTok and Pinterest's shoppable features for direct purchasing.
- Offer Free Shipping**
Offer free shipping for a limited time on online purchases, promoted through Stories and posts to incentivize conversions.
- Holiday Campaigns**
Tie in promotions with holidays and events across all platforms to encourage immediate purchases.
- Loyalty Program Launch**
Followers can earn points for every purchase or social engagement, which they can redeem for exclusive rewards or discounts.

ESTIMATED BUDGET

Total Estimated Budget: \$29,100

- Q1: January - March**
Goal: Reestablish Instagram presence & launch Pinterest, build brand awareness across both platforms.

Content Production Costs (Instagram & Pinterest): \$2,000
Social Media Management Platform Subscription: \$400
Influencer Collaborations (Instagram): \$1,000 x Micro Influencer - 3 Total
Pinterest Ads (Launch Awareness Campaigns): \$500
Ad Spend for Awareness Campaigns (Instagram): \$500
Engagement Boosting Costs (Instagram): \$300

Q1 Total Estimate: \$6,700
- Q2: April - June**
Goal: Cultivate community engagement on Instagram and Pinterest.

Interactive Content Creation (Instagram & Pinterest): \$800
Community Management Compensation: \$1,000
Production for Live Video Sessions (Instagram): \$500
Promotional Pin Campaign (Pinterest): \$400

Q2 Total Estimate: \$2,700

- Q3: July - September**
Goal: Increase reach, follower growth, and engagement on both Instagram and Pinterest.

Instagram Ad Campaign Costs: \$1,800
Pinterest Ad Campaign Costs: \$800
Influencer Collab (Instagram & Pinterest): \$1,000 Per influencer - 9 Total
Production Costs for Sponsored Content (Instagram & Pinterest): \$1,200
Brand Partnership Content Development: \$700

Q3 Total Estimate: \$13,500
- Q4: October - December**
Goal: Capitalize on the holiday season, hit growth targets, and strengthen community interaction across both platforms.

Holiday Campaign Creation Costs (Instagram & Pinterest): \$1,500
Ad Spend for Holiday Promotions (Instagram & Pinterest): \$1,800
Holiday Giveaway & Challenge Costs (Instagram): \$700
Community Engagement Campaigns (Instagram & Pinterest): \$400

Q4 Total Estimate: \$4,200