

Campaign Evaluation

Our overarching goal was to grow Opus Coffee's TikTok following through community-based content that developed personal connections with the audience. To complete this goal, we outlined the following objectives:

To grow Opus Coffee's TikTok following by posting videos where baristas talk to the camera and share their personalities. We set a goal to increase follower count by 25% and increase the current engagement rate by 15% within 12 weeks of the campaign launch.

Our second objective was to boost community engagement by increasing comments and positive sentiment. We aimed to increase the number of comments by 30% and maintain a positive sentiment of at least 80% within 10 weeks of the campaign launch.

To assess the effectiveness of the campaign for each objective, measurable metrics along with corresponding benchmarks will be established. The first measure of the campaign's success will be an increase in followers during the campaign. If there are more followers at the end than at the beginning, this shows that the campaign content is attracting new users.

The second measurement of success will be engagement with the post. Engagements include likes, comments, shares, and saves. Like other forms of marketing, engagement can be used to measure the effectiveness of content that resonates with the target audience (Hootsuite, 2024).

The third measurement of success will be brand awareness. Brand awareness will be determined by the number of people who view the content through reach. Reach is important when using social media because all major social media platforms have huge

user bases with billion(s) of users worldwide (Statista, 2026). Therefore, social media is a good way to reach a wide audience, especially when targeting younger generations that frequently use platforms such as TikTok or Instagram (Pew Research Center, 2025).

In addition to quantitative data, Opus Coffee will use qualitative data from the campaign. This includes examining comments, messages, and how overall users are responding to a campaign. To better understand whether the audience's response is positive or negative. This shows that the campaign is building an even stronger relationship with its target audience.

Engagement in the form of likes, comments, shares, and saves will be the primary metric used to evaluate the success of the campaign. Industry data shows that engagement on TikTok averages 5%-9%, while on Instagram it averages 1%-3% (Hutchinson, 2019). Opus currently has an Instagram engagement rate of 1.46%, so the campaign will aim to increase it by 15% (Blanco et al., 2026). The campaign aims to achieve 1.68% engagement on Instagram and 6% on TikTok.

To measure an increase in brand awareness and reach, the campaign goal is to grow TikTok followers by 15% and Instagram followers by 6% over 12 weeks. To further measure brand awareness, the campaign will measure the reach and impressions of each video using built-in Instagram and TikTok analytics. The campaign content aims to reach 20%-50% of current followers per post. To add, reach per post on Instagram should be around 1,800-4,500, and 500-1,200 views per post on TikTok. Overall, a reach rate of 20% or more per post should be achieved on both platforms. Finally, each Instagram video should achieve at least 50% completion rate and at least 60% to

demonstrate strong audience retention. The competition rate goal is slightly increased for TikTok because the TikTok algorithm favors videos that get full views.

Looking at both quantitative and qualitative measures is very important when evaluating a campaign. In terms of quantitative measures, we will be looking at the average engagement rate that our interview-style videos get, growth rate on TikTok, and reach. The engagement rate and reach will allow us to assess whether our content is performing well while the growth rate on TikTok will help us measure our goal of increasing our follower count. While numbers provide great data, it's important to look at the context of those numbers with qualitative measures. So, we will be looking at sentiment around our posts, mainly by checking brand mentions, comments, and DMs. We want to make sure social media users who see our content think of it positively in order to successfully market Opus products to them. We also want to assess the quality of our followers to make sure they are real people and not bots. Overall, looking at both types of data will help us assess the success of our campaign.

We will measure and track progress weekly and more in-depth monthly. This would allow us to ensure we are optimizing our content in the short term, and evaluating our progress using our SMART goals in the long-term. The way we are tracking our progress is through the alignment with our Opus brand goals, like increasing our brand awareness and strengthening our community. In the weekly tracking, we will monitor metrics like engagement rate per post, our follower growth on social media, and our posting performance. This would allow us to make real-time adjustments and to shift strategy if our campaign is not performing. Meanwhile, we will track monthly to find our

average engagement, rates and growth rates. This gives us a bigger picture view and allows us to see if our strategy is working and to help us make other strategic decisions.

The tools that we will use to measure our SMART goals are a variety of different things. For example, Instagram has a tool called Instagram Insights where you can see your account's overall growth. From what we have learned in this class, we thought Talkwalker would also be effective, but after searching, there weren't many results that we thought would be beneficial for this campaign. For TikTok and Instagram, it looks like Hootsuite would also be useful to track engagement on social media, see what kinds of posts are popular, and figure out the best times to post content.

The organizational goal is to increase business at Opus through social media. The team will achieve this through our campaign and the goals of growing Opus Coffee's TikTok following by posting videos where baristas speak on camera, share opinions, and show their personalities, and boosting community interaction by increasing comments and positive sentiment on Instagram and TikTok. The organization already has a positive reputation when ordering and getting drinks there, so this reputation would also be maintained.

References

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