



MYSYNR Case Study and Report

Presented by: **Oodles Marketing**

MYSYNR

Safe Social Media For Young Teens

What is MYSYNR?

MYSYNR is a social media app designed for teens, ensuring online safety with content filters, fostering creativity, and providing a secure, fun space.

Who is it for?

It targets teens and parents, offering TikTok-like features while emphasizing privacy, moderation, and protection from harmful content to create a safer digital experience.



Goals and Objectives



Goals

- Build brand awareness among the target audience
- Position MYSYNR as a safer alternative to other social media platforms.
- Drive app downloads and user engagement.

Objectives

- Create relatable, Gen Z-friendly content.
- Highlight MYSYNR's unique safety features.
- Establish a growing and active presence on Instagram.





The Challenges

Challenge 1

Brand Launch From Scratch

Being a newly developed app, MYSYNR had no existing user base or brand recognition.

Challenge 2

Gaining Audience Attention

Competing for visibility in a crowded market dominated by established platforms like TikTok and Instagram.

Challenge 3

Highlighting Unique Features

Effectively communicating the app's safety-focused differentiators to both teens and parents.





The Solutions

We addressed MYSYNR's challenges with a clear, actionable plan that focused on building trust and increasing engagement through strategic content and targeted messaging.

Brand Awareness

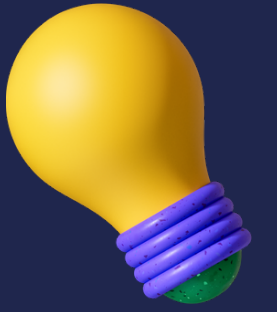
Created engaging content that positioned MYSYNR as a safe and fun alternative to popular social media platforms.

Trust Building

Highlighted MYSYNR's unique safety features to establish credibility and trust with both parents and teens.

Drive Engagement

Developed interactive, community-focused content that encouraged active participation and fostered a sense of belonging among users.

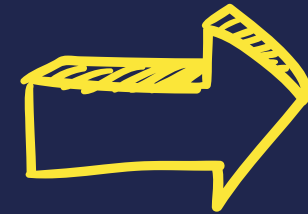


Social Media Marketing

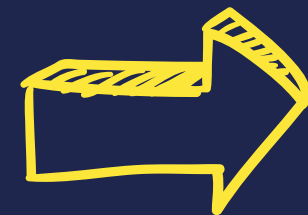
We implemented a targeted strategy to increase brand awareness, foster trust, and drive engagement. Each campaign was created to resonate with MYSYNR's unique audience of teens and parents.



Platform Selection



We chose Instagram and Facebook based on the target audience (teens and parents).



Instagram's visual nature appealed to teens, while Facebook offered a more reliable way to reach parents.



Both platforms allowed for targeted campaigns and engagement strategies suited to MYSYNR's needs.

Content Strategy



Content Types

Developed a diverse content mix including Reels, Stories, Carousels, and Static Posts to engage teens while educating parents.



Key Themes

Focused on safety, creativity, fun features, and trust-building messages.



Engagement Tactics

Used a combination of interactive polls, quizzes, and user-generated content to boost engagement.

Campaign Phases

Pre-Launch Campaign

Created teaser content, sneak peeks, and countdowns to generate excitement and build anticipation for MYSYNR's official release.

Launch Campaign

Highlighted MYSYNR's core features, focusing on safety and creativity, with a strong call to action encouraging app downloads.

Post-launch Engagement

Provided regular updates, fostered community interaction, and ran ongoing campaigns to sustain user interest and drive app downloads.



Driving Engagement

Interactive Stories

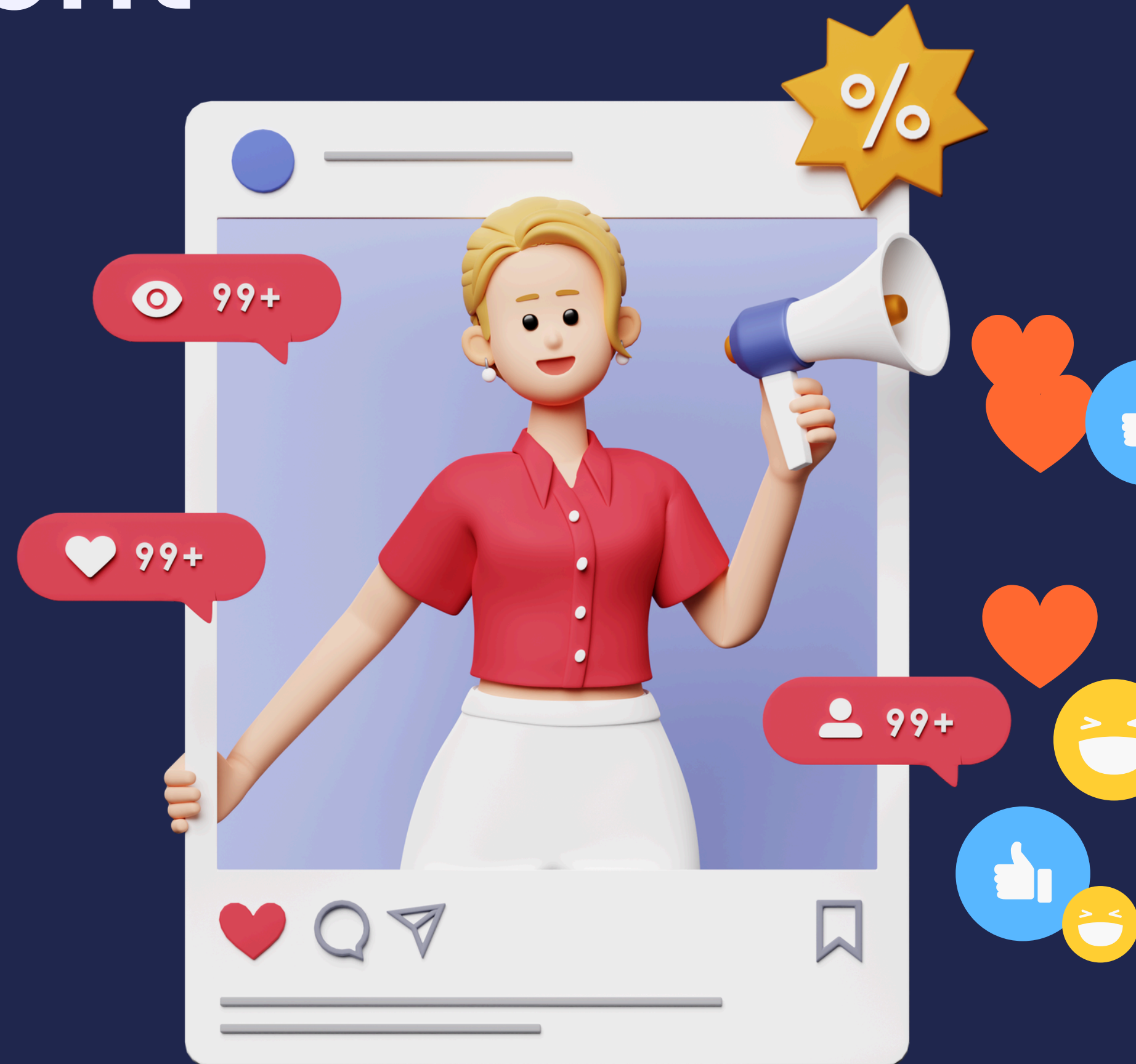
Used quizzes, polls, and Q&As in Stories to encourage real-time interaction and boost user engagement.

Audience Interaction

Actively engaged with followers through comments, direct messages, and interactive posts to foster community.

Social Group Participation

Actively participated in relevant social groups and discussions to increase visibility and connect with users.



Analysis and Optimization

Reviewing Engagement Metrics

Tracked performance metrics like story views and interactions to evaluate engagement strategies effectively.

Adjusting Content Strategy

Used data insights to adjust content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

Optimized posting schedule based on user activity, ensuring maximum visibility during peak engagement times.



Results & Metrics

Instagram

13.5k+ total views and 400+ content interactions on Instagram since launch.

Facebook

13.5k+ total views and 200+ link clicks on Facebook since launch.

App Downloads

Significant growth in app downloads driven by social media efforts.



Instagram Success

With our strategic approach, we were able to reach MYSYNR's target audience in large numbers.

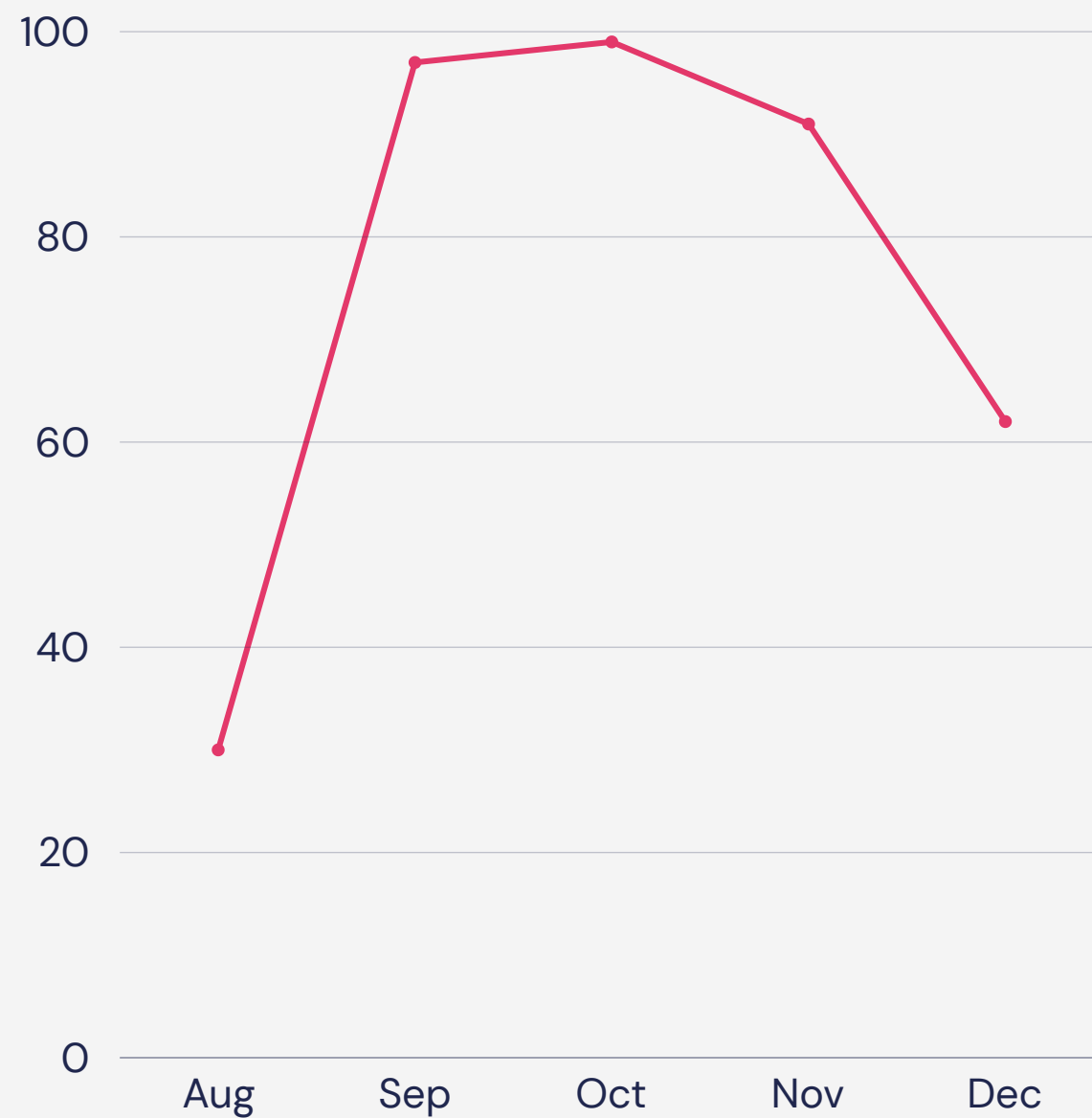


Overall Reach

Instagram Performance Metrics



Views



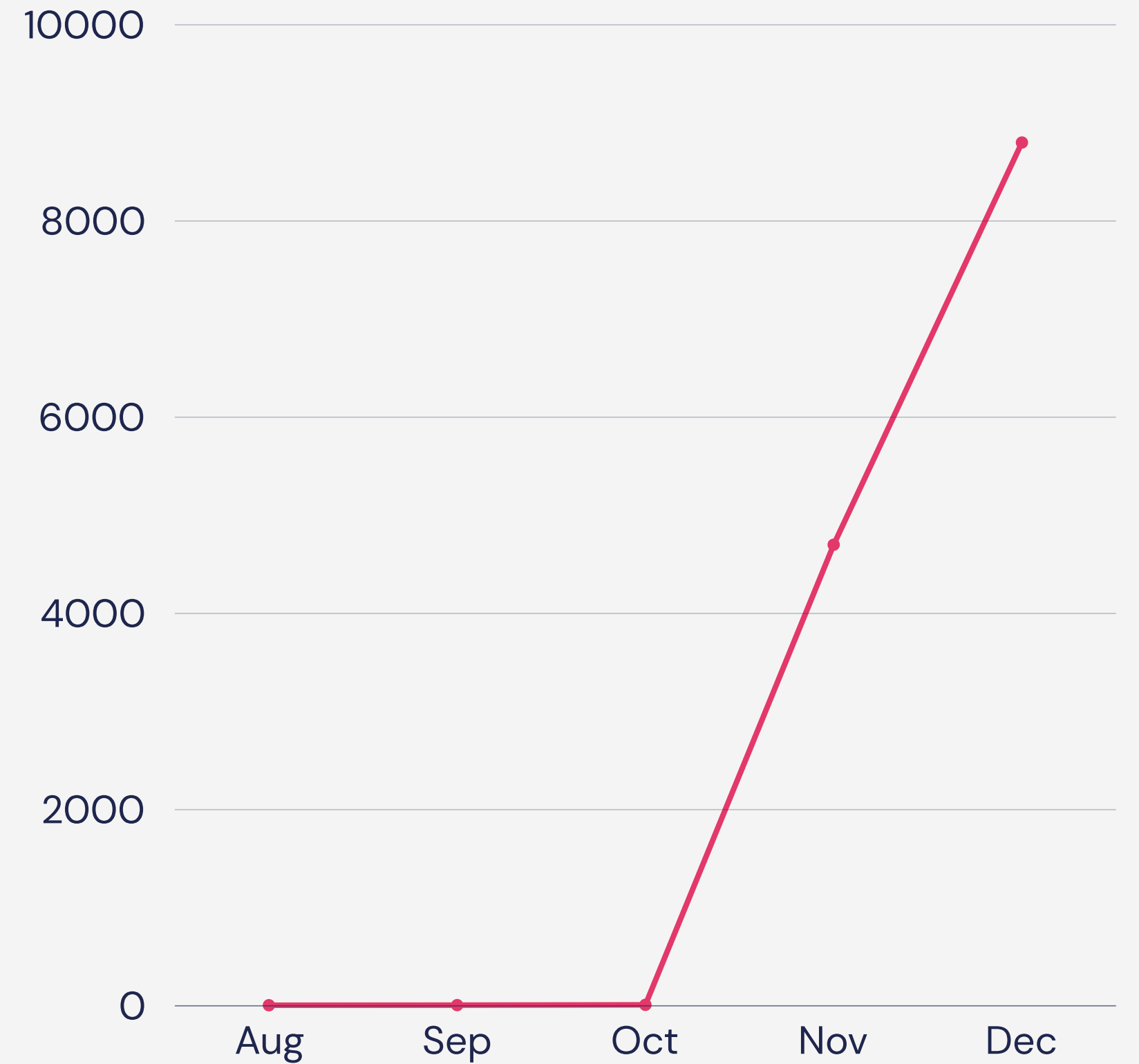
Content Interaction



Link Clicks

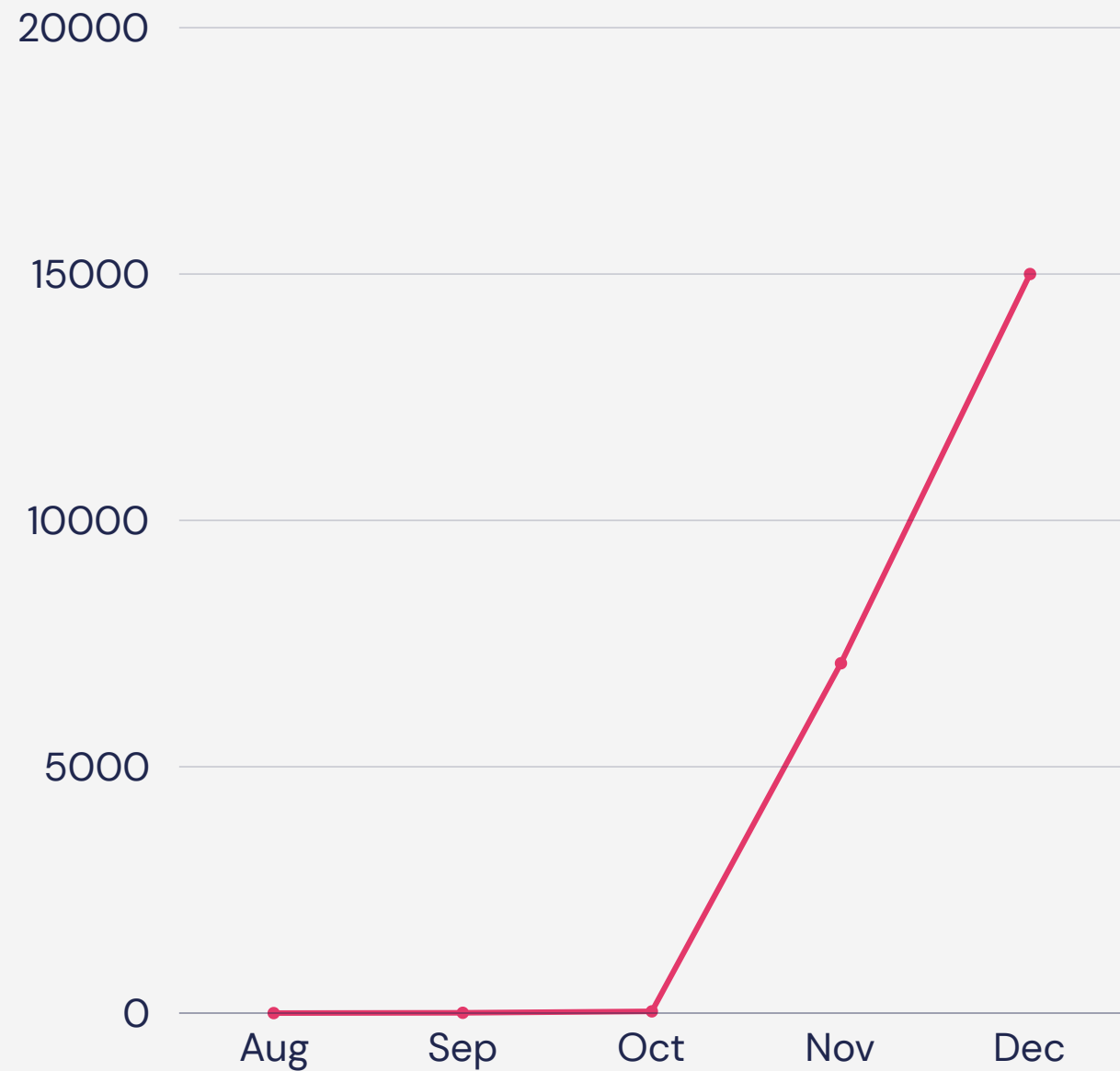
Facebook Success

With our strategic approach, we were able to reach MYSYNR's target audience in large numbers.



Overall Reach

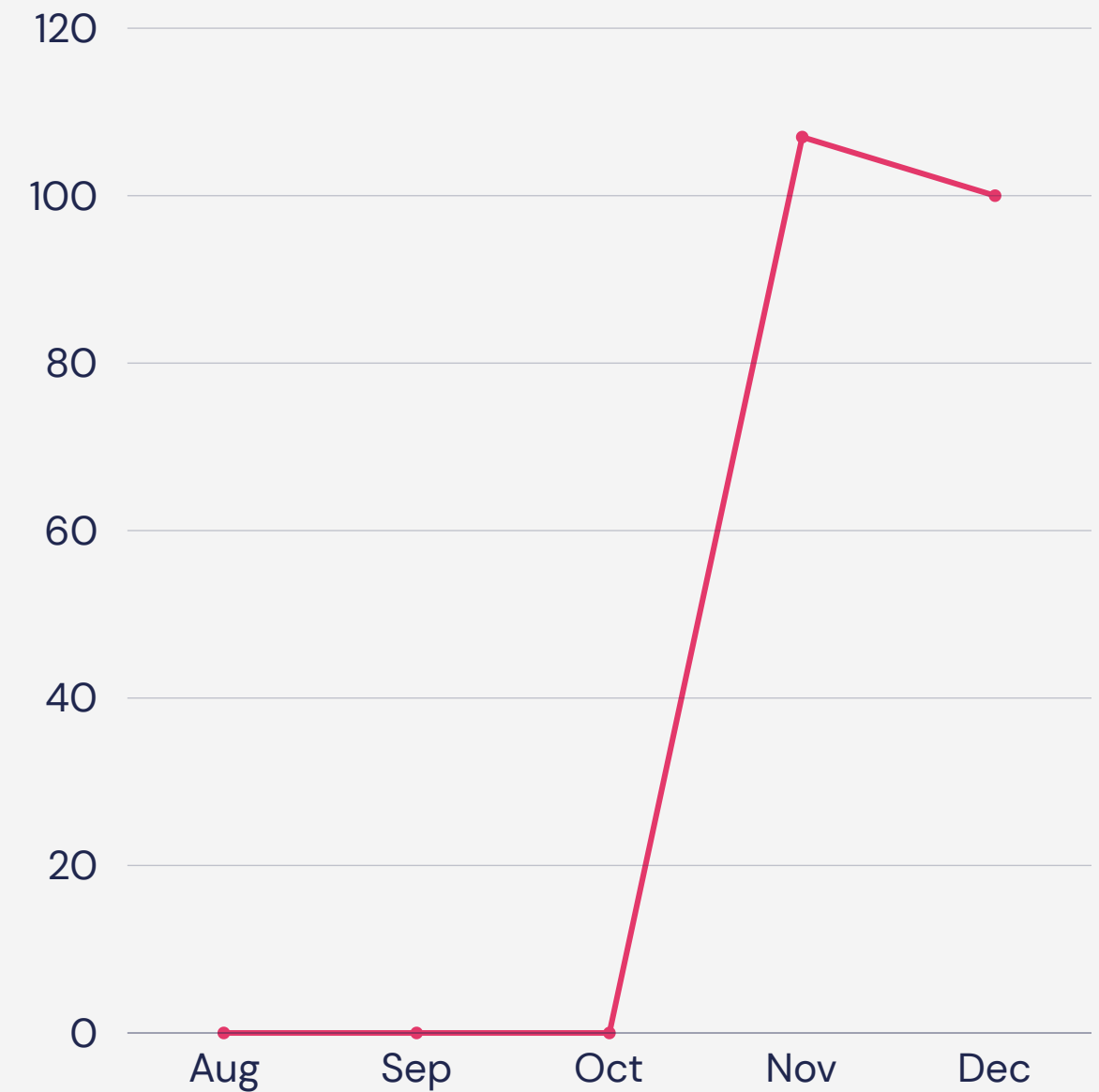
Facebook Performance Metrics



Views



Content Interaction



Link Clicks



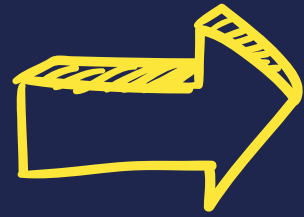
Paid Campaign Overview

MYSYNR, a safe social media app for teens, conducted a paid campaign titled "TOF | App Download" to build brand awareness, drive app downloads, and encourage user engagement. This report analyzes campaign performance, identifies key metrics, and provides actionable insights.

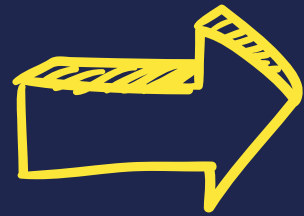




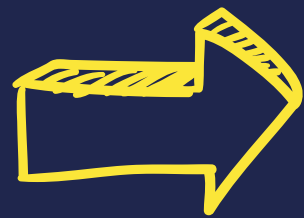
Campaign Goals



Increase app downloads.

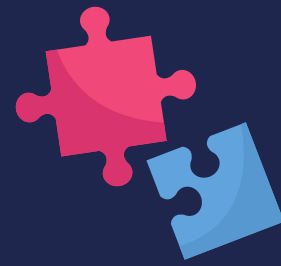


Raise awareness about MYSYNR's safety features.



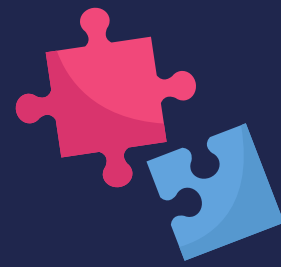
Engage with parents and teens through interactive content.

Challenges



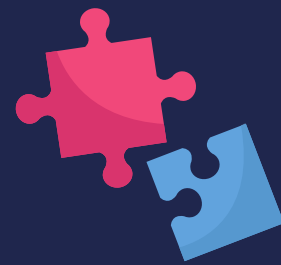
Conversion Tracking:

Metrics app downloads were not tracked, limiting insights into ROI.



CPC Optimization:

High CPC values indicate a need for more compelling CTAs or refined targeting.



Creative Engagement:

CTR variations highlight the need for more tailored content to maintain consistent interaction.

Campaign Details

Name:

TOF | App Download

Budget:

\$492 (Average daily spend: \$12)

Platforms:

Meta (Facebook and Instagram)

Audience Targeting:

Parents aged 25–45, with interests in family, parenting, and social media safety.



Performance Metrics Summary

Metric	Value
Reach (Average/Peak)	538 users/day
Views (Average)	511 views/day
Impressions (Average/Peak)	727/day / 4,135
Frequency	1.24 (ads seen per user)
CPM (Cost per 1,000 Impressions)	\$19.04
CPC (Cost per Click)	\$3.24 (Range: \$0.69 - \$11.70)
CTR (Click-Through Rate)	1.03% (Peak: 3.42%)
Clicks (All)	7.6/day



Insights



Reach and Impressions:

The campaign successfully reached a diverse audience, ensuring high visibility with consistent impressions. High frequency (1.24) suggests adequate ad exposure without excessive redundancy.



Cost Efficiency:

The CPM of \$19 aligns with industry standards for competitive ad placements. However, a CPC of \$3.24 indicates room for optimization to reduce costs and increase ROI.



Engagement:

While CTR peaked at 3.42%, the average (1.03%) suggests inconsistent engagement. Creative testing and targeting adjustments are necessary.

Key Takeaways



Clear brand positioning is essential for a new app in a competitive market.

Engaging and interactive content helps build a community and encourage user participation.

Focusing on safety and creativity resonates with both teens and parents.

Social media campaigns can effectively drive both awareness and downloads.

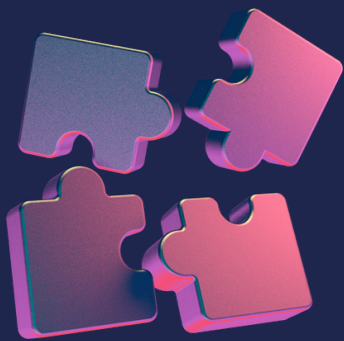
Conclusion



Successfully achieved **brand awareness, trust-building, and engagement** through a targeted social media marketing strategy on Instagram and Facebook.



Addressed MYSYNR's goals by creating **personalized content** that resonated with teens and parents, fostering **meaningful interactions**.



Continually exploring new strategies to **sustain growth, enhance community engagement,** and support MYSYNR's **ongoing success**.

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