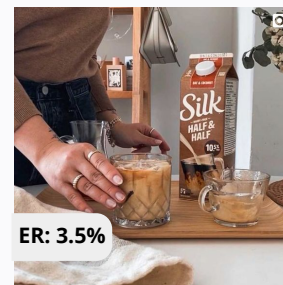
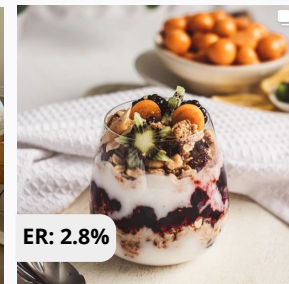
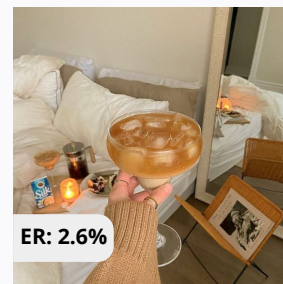
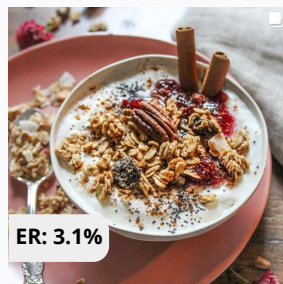
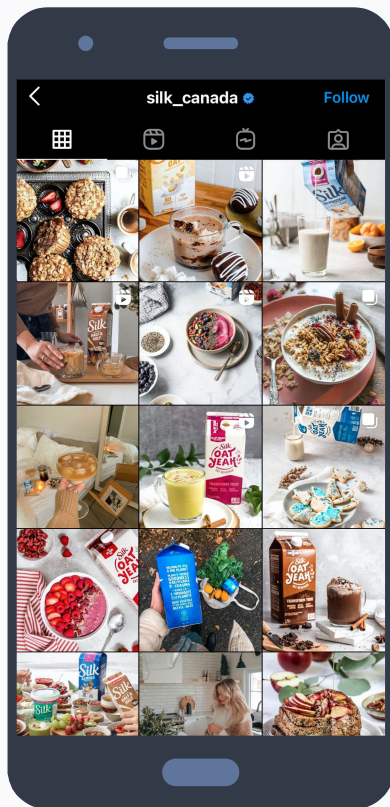




**How Silk Canada Tripled Its Instagram
Following in One Month**

Food & Beverage

Silk Canada's Instagram account has been focusing on posting mouth-watering food pictures while slowly gaining new followers (+8 per day on avg).



At the beginning of March 2021, Silk Canada launched a “Choose your prize” giveaway. A winner could either choose a professional bike or coffee maker.



Two prizes to choose from



The sweepstake was designed to drive Silk Canada's Instagram following, so the brand made the rules simple and clear:

The contest lasted almost a month, from March 9 to April 7th, 2021

1

Follow @silk_canada

2

Tag a friend

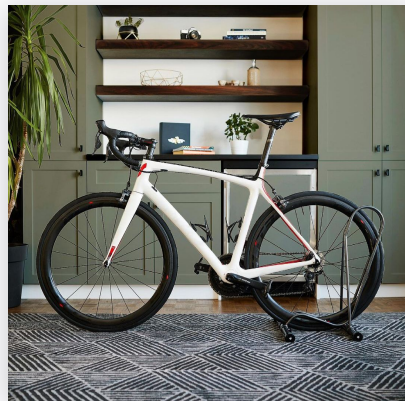
3

For an additional entry, share it to stories & add a tag: @silk_canada

Two announcement posts that featured the prizes reached record-breaking engagement rates of 357% and 321%.



All three contest announcement posts had the same copy:



ER: **357%** | [Click to view](#)

Comments: **15.9K**
Likes: **33.4K**



ER: **19%** | [Click to view](#)

Comments: **576**
Likes: **2,2K**



ER: **321%** | [Click to view](#)

Comments: **13.9K**
Likes: **31.1K**

Choose the small change you want to make to get your chance to win the big prize that matches your taste:

PRIZE #1: A coffee machine to fuel your mornings with plant-based goodness ☕️🌱

← OR →

PRIZE #2: A pro road bike to power up your weekend plans and do right by the planet 🚲🌱

👉 Head over to our feed (@silk_canada) & tap on the photo to the ← left or right → of this one. Follow the instructions in the caption for your chance to win your prize of choice!

Contest ends on April 7, 2021 at 10:00 AM.

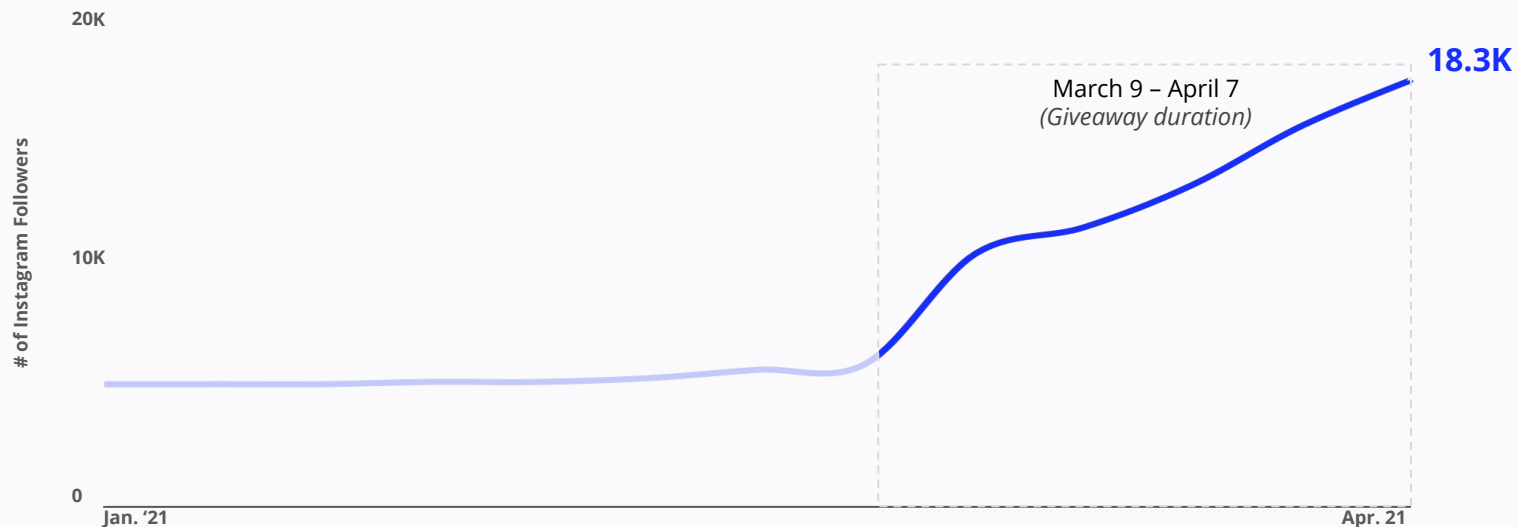
Rules in bio.

⚠️ Communications regarding this contest will be made only through this account.

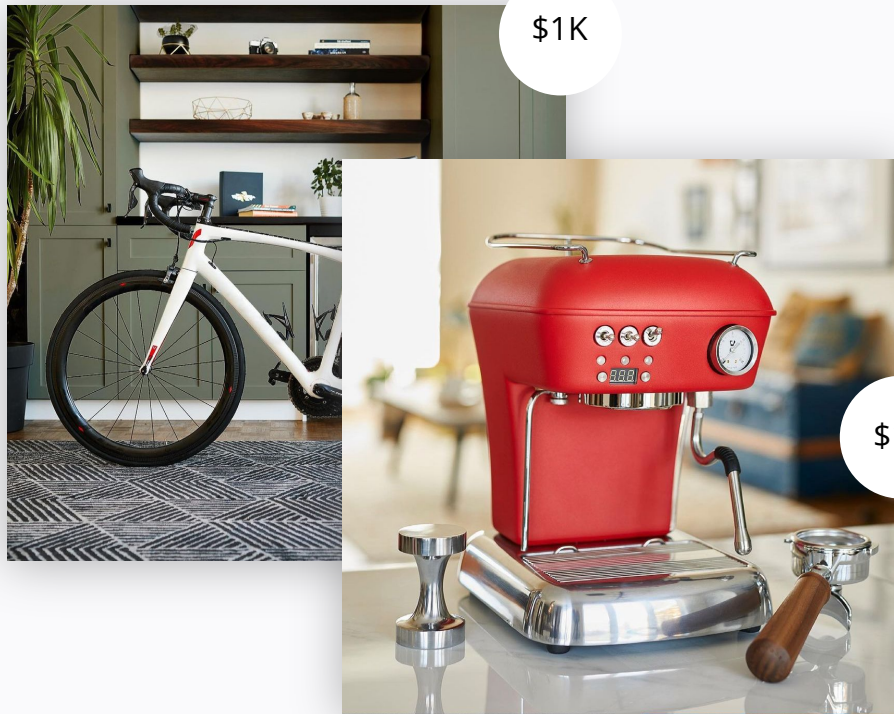
Since the beginning of the year Silk Canada's Instagram account gained 11.6K new followers and effectively tripled the size of its Instagram community after the giveaway.

+11,682 new followers during the giveaway month

+455 new followers per day (on average)



A “Choose your prize” giveaway invigorated the brand’s Instagram community and enabled Silk Canada to gain new followers for approximately 9 cents each.



- ✓ Estimated prize cost: **\$1K**
- ✓ New followers gained: **11.6K**
- ✓ Est. cost per new follower: **9 cents**

Key Takeaways

Social Content — Food-Focused Instagram Content: Silk Canada's Instagram account is focused on sharing beautiful food pictures with its followers. This strategy seemed to resonate with its community and the brand managed to maintain the engagement rate at 2.1%. Not being new to giveaways, the brand used to get relatively high engagement (up to 18%) on its sweepstake announcement posts.

Giveaway Tactic — Let a Winner Choose a Prize. In March 2021, Silk launched another giveaway aimed at driving the number of Instagram followers. Unlike the previous contests, Silk Canada offered a winner a choice of either pro-bike or coffee maker. Silk Canada made three announcement posts explaining the giveaway rules. Two posts that featured the prizes received over 30K likes and more than 13K comments each. Both posts reached a skyrocketing ER of 357% and 321%.

Giveaway — Choose Less Frequent Giveaways, but Offer More Valuable Prizes. As the result of the "Choose Your Prize" giveaway, Silk Canada's account gained 11.6K new followers and effectively tripled in size. Assuming the estimated value of a prize was \$1K, the brand was able to attract almost twelve thousand of new followers for 9 cents each.