

Saint Olio Better Homes and Gardens Best Dog Spray Winner 2024 Instagram Campaign

Pixi Project Promotion



Caption: It's true, we love our pups. That's why we've spent long hours developing a refreshing spray that not only makes your house smell amazing, but is also safe for all dogs and households. We care about our dogs, so we're donating 25% of our Aromatic Dog Refresher sales through the month of April to the Pixi Project to help support animal rescue. Oh, yeah, and you'll also get 10% off your purchase, but time is running out! Visit our website to purchase today.

Winning Promotion: 10% off



Caption: It's official, our Aromatic Dog Refresher is Better Homes & Gardens 2023 Clean House Awards Winner! We've spent countless hours making sure our spray is both useful and safe to use. To celebrate our win, we're offering 10% off for the next month. Stop by our website to purchase today.

Posting Schedule

Instagram Story: initial announcement



Instagram Story:	March 13, 2024
Winning Promotion:	March 14, 2024
Pixi Project Promotion:	March 21, 2024

Saint Olio Aromatic Dog Refresher Analysis

Top socials:

- Instagram: 4,083 followers
- Facebook: 591 followers
 - Using the same content on Facebook as they are on their more popular Instagram
 - Personally I think they could get into lifestyle blogging or something with the way their website is set up

Posting habits:

- Sort of sporadic, not everything they post has to do with their product.
- They'll post images that don't feature their product at all, those don't get many likes.
- Not much activity on their Facebook page from their followers.
 - They tend to get more likes on Instagram, but still not a great majority compared to the amount of Instagram followers they have.
- They have a story highlight called "clean" on their Instagram, but the most recent post was from 135 weeks ago.
 - I think they could get into using Instagram Reels or TikTok (if it stays around) to promote their cleaning content.
 - They don't tend to show off how well their products clean in the moment, instead choosing to focus on the fragrance, which is good since that's their goal, but their products are cleaning products.
- They have some story highlights on their Instagram page that aren't necessary.
 - Their "Green Hacks" highlight only has one post from 24 weeks ago.
- They have a few posts on why people shouldn't be using toxic cleaning products, but I think this is something that they should highlight more.
 - Since their products are more expensive, they need to be selling the benefit more than it cleans well and it smells good.
- They've done a good job keeping up the aesthetic of their page, but it does give more of a personal blog page than a product promotion page.
 - Which I think kind of works for them, but it makes me wish there was more writing on the posts.
- Their website says that 25% of sales on their dog refresher will go to The Pixi Project (animal rescue and shelter) but I couldn't find this promoted on their socials anywhere.
 - I think it would be good to get that information out there (if it's still a current promotion and not something they forgot to remove).
- I think even on their website they could have a blog portion, it would sell the lifestyle more I think.

Instagram demographics (Pew Research Center "Social Media Fact Sheet"):

- Age
 - Highest age range: 18-29 (78%)
 - Second highest: 30-49 (59%)

- Gender:
 - Men: 39%
 - Women: 54%
- Race and ethnicity:
 - White: 43%
 - Black: 46%
 - Hispanic: 58%
 - Asian: 57%
- Income:
 - Less than \$30,000: 37%
 - \$30,000-\$69,999: 46%
 - \$70,000-\$99,999: 49%
 - More than \$100,000: 54%

Facebook demographics (Pew Research Center “Social Media Fact Sheet”):

- Age:
 - Highest age range: 30-49 (75%)
 - Second highest: 50-64 (69%)
- Gender:
 - Men: 59%
 - Women: 76%
- Race and ethnicity:
 - White: 69%
 - Black: 64%
 - Hispanic: 66%
 - Asian: 67%
- Income:
 - Less than \$30,000: 63%
 - \$30,000-\$69,999: 70%
 - \$70,000-\$99,999: 74%
 - More than \$100,000: 68%

Pinterest would be a great platform to start expanding to.

Pinterest demographics (Pew Research Center “Social Media Fact Sheet”):

- Age:
 - Highest age range: 18-29 (45%)
 - Second highest: 30-49 (40%)
- Gender:
 - Men: 19%
 - Women: 50%
- Race and ethnicity:
 - White: 36%
 - Black: 28%

- Hispanic: 32%
- Asian: 30%
- Income:
 - Less than \$30,000: 27%
 - \$30,000-\$69,999: 34%
 - \$70,000-\$99,999: 35%
 - More than \$100,000: 41%

Why they should expand to Pinterest:

- The majority of Pinterest users make more than \$100,000.
 - Saint Olio products are on the pricier side, including the dog aroma spray.
 - People in this income range may be willing to spend more on their cleaning products because they have the means to do so.
- Pinterest content seems to promote “aesthetic lifestyle” choices.
 - Saint Olio has a clear brand aesthetic demonstrated on both their Instagram and Facebook.
- Pinterest offers the ability to link their posts directly back to their website, making it easy for people to click on a post that will take them right to the purchase page.

Post Schedule:

Instagram Story	Winning Promotion	Pixi Project Promotion
March 13, 2024	March 14, 2024	March 21, 2024

Instagram Captions:

Winning Promotion: It’s official, our Aromatic Dog Refresher is Better Homes & Gardens 2023 Clean House Awards Winner! We’ve spent countless hours making sure our spray is both useful and safe to use. To celebrate our win, we’re offering 10% off for the next month. Stop by our website to purchase today.

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Demographics Source:

<https://www.pewresearch.org/internet/fact-sheet/social-media/>