

how our client *Gained Over 600k Followers* in less than 6 months!

ABOUT THE BRAND

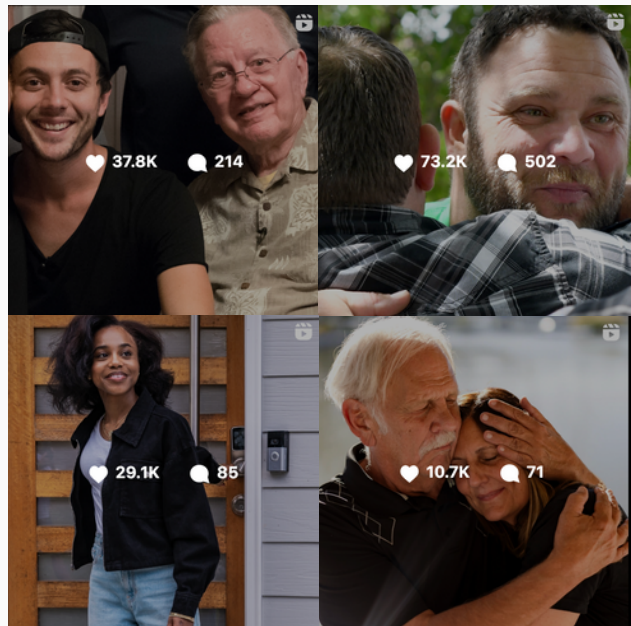
Relative Race, a reality TV show on BYUtv, brings audiences into the heartfelt journeys of contestants searching for long-lost relatives. Combining competition and personal stories, the show has captured hearts and cultivated a dedicated viewer base nationwide since its 2016 premiere.

THE STRATEGY

#Strella Social Media revamped the show's social media approach by focusing primarily on high-impact video content showcasing the emotional reunions that define the show. Recognizing the **power of emotional storytelling**, our team crafted a content strategy that leveraged these poignant moments to attract and engage viewers.

Key strategic actions included:

- *Determine Target Niche:* We conducted an analysis that **targeted a wider audience**, which led to more followers and engagement.
- *Content Shift:* We created a **custom content strategy** that included highlighting emotional video clips, which helped reel in new viewers and expanded reach by over 200%.
- *Engagement Strategy:* We scheduled posts at peak times, which is when their followers were most active - increasing viewership.
- *Performance:* We tracked and **monitored content** to know what performed best, to refine strategy even further.



THE PROBLEM

The client already had engaging content and loyal viewership. However, their social media **metrics were stagnant**. The series struggled to translate its on-screen success to its social media platforms, missing opportunities to **engage a broader audience and deepen relationships online**.

THE OUTCOME

The focus on emotional storytelling delivered staggering growth across all social media metrics:

Facebook

- Followers increased by **500k+**
- Reach skyrocketed by over **21,000%**
- Engagement soared by nearly **130x**

Instagram

- Followers grew by **100k+**
- Reach surged by over **6,000%**
- Engagements leaped by nearly **50x**

This strategy not only expanded the show's digital footprint but also significantly enhanced viewer engagement and interaction online.

THE BOTTOM LINE

The significant boost in social media performance led to increased website traffic and a 20-minute rise in average watch time, achieved organically **without paid promotions**. The success of Relative Race's social media underscores the power of emotional storytelling and strategic content in building brand awareness and loyalty. At #Strella, we believe true engagement starts with compelling content, transforming a brand's social media presence into **measurable success**.