



# global crowd

# What is Global Crowd?

Global Crowd is a collective platform to showcase innovation challenge across a wide range of industries. The challenges we feature operate on a worldwide scale and feature seekers looking for simple ideas all the way to complex functioning projects. We are committed to present relevant and new content for innovators in creative ways.



# **Important demographics & data**

since December 2020



## Important demographics & data Represented channels

- Instagram
- Twitter
- LinkedIn
- FB
- TikTok

# Important demographics & data

## Demographic breakdown

since December 2020

- **Top countries:**

USA

India

Indonesia

Brazil

Germany

- **10,970**

followers

- **154**

Post

# Important demographics & data

## Demographic breakdown

since December 2020

- **350k approx. reach** per week
- **420k impressions (approx)** per week
- **Pick time between 12pm and 6pm GMT**
- **36% of our followers are 25-34**

# Challenges with Higher reach (organic)

since December 2020



|                          |                         |                         |                          |                          |                         |
|--------------------------|-------------------------|-------------------------|--------------------------|--------------------------|-------------------------|
| <b>Reach 295</b>         | <b>Reach 286</b>        | <b>Reach 242</b>        | <b>Reach 220</b>         | <b>Reach 184</b>         | <b>Reach 169</b>        |
| <b>Profile visits 15</b> | <b>Profile visits 7</b> | <b>Profile visits 1</b> | <b>Profile visits 13</b> | <b>Profile visits 12</b> | <b>Profile visits 3</b> |
| <b>34</b>                | <b>17</b>               | <b>6</b>                | <b>13</b>                | <b>13</b>                | <b>11</b>               |
| <b>4</b>                 | <b>0</b>                | <b>0</b>                | <b>0</b>                 | <b>1</b>                 | <b>3</b>                |
| <b>6</b>                 | <b>3</b>                | <b>3</b>                | <b>4</b>                 | <b>1</b>                 | <b>0</b>                |



|                         |                         |                         |                         |                         |                         |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| <b>Reach 167</b>        | <b>Reach 163</b>        | <b>Reach 158</b>        | <b>Reach 156</b>        | <b>Reach 155</b>        | <b>Reach 143</b>        |
| <b>Profile visits 3</b> | <b>Profile visits 2</b> | <b>Profile visits 4</b> | <b>Profile visits 7</b> | <b>Profile visits 5</b> | <b>Profile visits 4</b> |
| <b>10</b>               | <b>11</b>               | <b>8</b>                | <b>4</b>                | <b>9</b>                | <b>14</b>               |
| <b>0</b>                | <b>2</b>                | <b>0</b>                | <b>0</b>                | <b>2</b>                | <b>0</b>                |
| <b>1</b>                | <b>2</b>                | <b>2</b>                | <b>0</b>                | <b>2</b>                | <b>1</b>                |

# Challenges with Higher reach (Promoted)

since December 2020



| Reach          | 34,5K | Reach          | 94,3K | Reach          | 72,8K | Reach          | 68,6K | Reach          | 61,8K | Reach          | 53,1K |
|----------------|-------|----------------|-------|----------------|-------|----------------|-------|----------------|-------|----------------|-------|
| Profile visits | 48    | Profile visits | 53    | Profile visits | 81    | Profile visits | 127   | Profile visits | 186   | Profile visits | 31    |
| Web visits     | 72    | Web visits     | 214   | Web visits     | 150   | Web visits     | 358   | Web visits     | 3     | Web visits     | 79    |
| ❤️             | 9     | ❤️             | 40    | ❤️             | 237   | ❤️             | 282   | ❤️             | 62    | ❤️             | 95    |
| 💬              | 2     | 💬              | 0     | 💬              | 0     | 💬              | 5     | 💬              | 0     | 💬              | 0     |
| 🔖              | 2     | 🔖              | 9     | 🔖              | 54    | 🔖              | 104   | 🔖              | 19    | 🔖              | 8     |



| Reach          | 48,1K | Reach          | 34,5K | Reach          | 36,8K | Reach          | 35,8K | Reach          | 34,5K | Reach          | 31,2K |
|----------------|-------|----------------|-------|----------------|-------|----------------|-------|----------------|-------|----------------|-------|
| Profile visits | 68    | Profile visits | 101   | Profile visits | 65    | Profile visits | 39    | Profile visits | 48    | Profile visits | 273   |
| Web visits     | 97    | Web visits     | 0     | Web visits     | 0     | Web visits     | 50    | Web visits     | 72    | Web visits     | 27    |
| ❤️             | 35    | ❤️             | 51    | ❤️             | 42    | ❤️             | 144   | ❤️             | 90    | ❤️             | 112   |
| 💬              | 3     | 💬              | 0     | 💬              | 0     | 💬              | 0     | 💬              | 0     | 💬              | 1     |
| 🔖              | 12    | 🔖              | 14    | 🔖              | 6     | 🔖              | 5     | 🔖              | 23    | 🔖              | 41    |

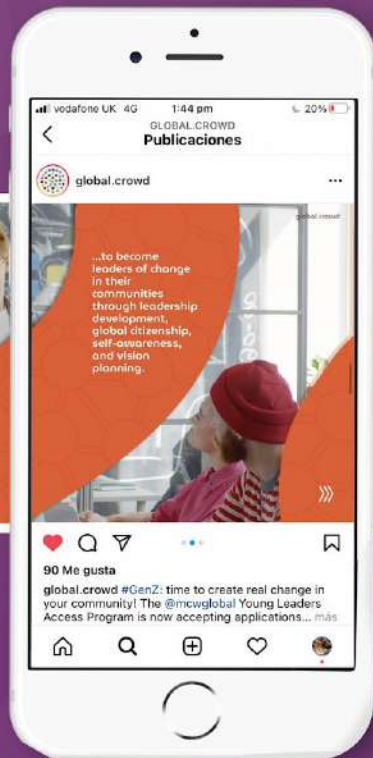




# Relevant example graphics

# Instagram posts with corresponding Twitter cards

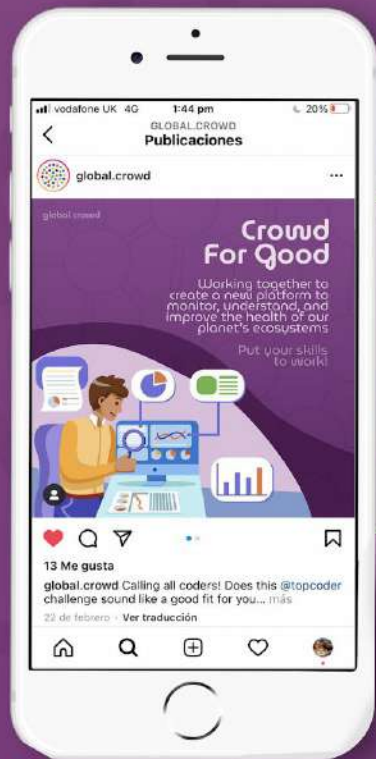
Instagram:



Twitter:



# Instagram posts with corresponding Twitter cards



Instagram:



Twitter:



# Instagram posts with corresponding Twitter cards



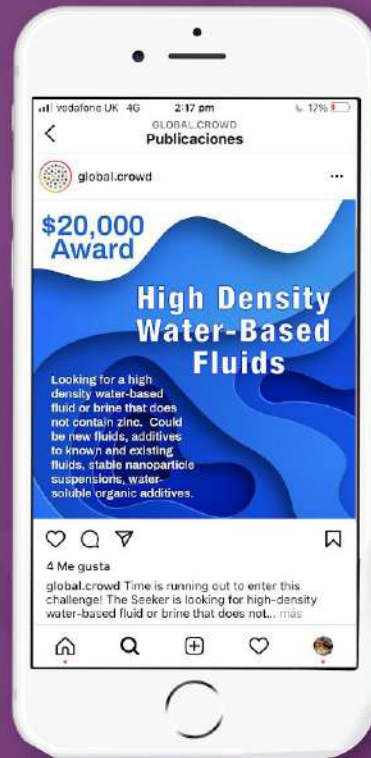
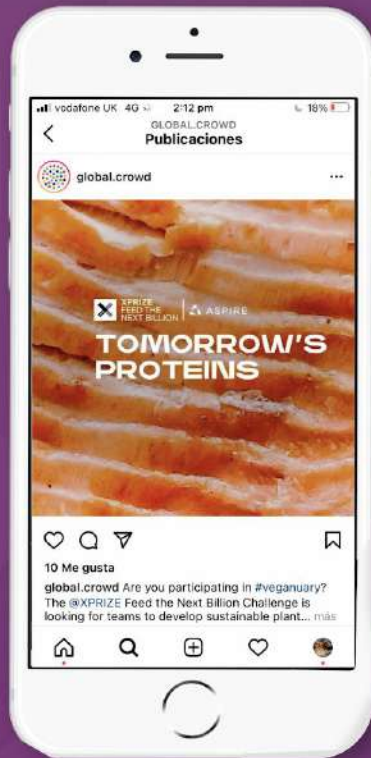
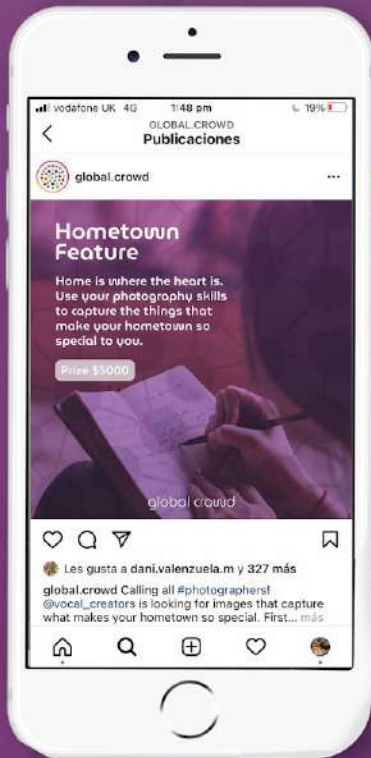
Instagram:



Twitter:



# More challenges:



# Other custom content #TriviaTuesday



Instagram:

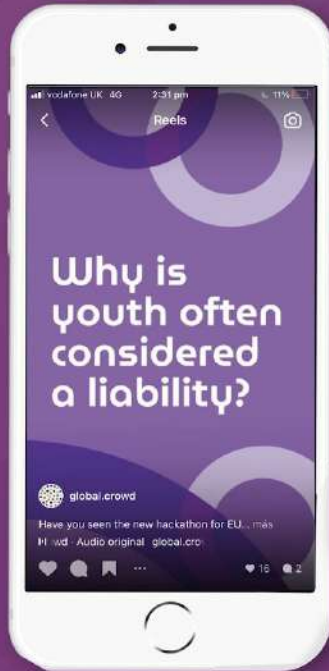


Instagram Story



# Other custom content

Reels:



Stories:



Other content:



## Graphic styles that perform well

|                 | Count of post | Sum of likes | Likes per category of post | Clicks linkbio by category of post |
|-----------------|---------------|--------------|----------------------------|------------------------------------|
| <b>Carousel</b> | <b>21</b>     | <b>421</b>   | <b>20.0</b>                | <b>10.0</b>                        |
| <b>Video</b>    | <b>10</b>     | <b>158</b>   | <b>15.8</b>                | <b>2.8</b>                         |
| <b>Image</b>    | <b>127</b>    | <b>1275</b>  | <b>10.0</b>                | <b>3.8</b>                         |





# | Plan for new clients

# Plan for new clients

## Identify and describe challenge

- **Basic challenge info: title, sponsors/partners, deadline, prizes, any restrictions on entrants**
- **Overall challenge goal**
- **Client's solver # target**
- **Client's budget for promotions**

# Plan for new clients

## Create 4-week promotion strategy

- Launch post across all channels
- Relevant engaging content (quotes from relevant figures, polls related to challenge topic, etc)
- Reminder posts across all channels
- Potential for follow-up winner post

# Campaign plan for new clients

## ● Instagram:

- Single post challenge brief
- Carousel with more info
- 2 reminder stories per week
- Single post talking about problem that the challenge is looking to solve

## ● LinkedIn:

- Single post challenge brief
- Scrolling post with more info
- 1 reminder post

## ● Twitter:

- Weekly tweet reminder
- Polls

## ● Facebook:

- 1 challenge brief
- Detailed description of the challenge and the problem that it is looking to solve

## ● TikTok:

- Challenge animation

global crowd



@global.crowd