

Scaling Content Creation with a Successful Social Media Marketing Campaign



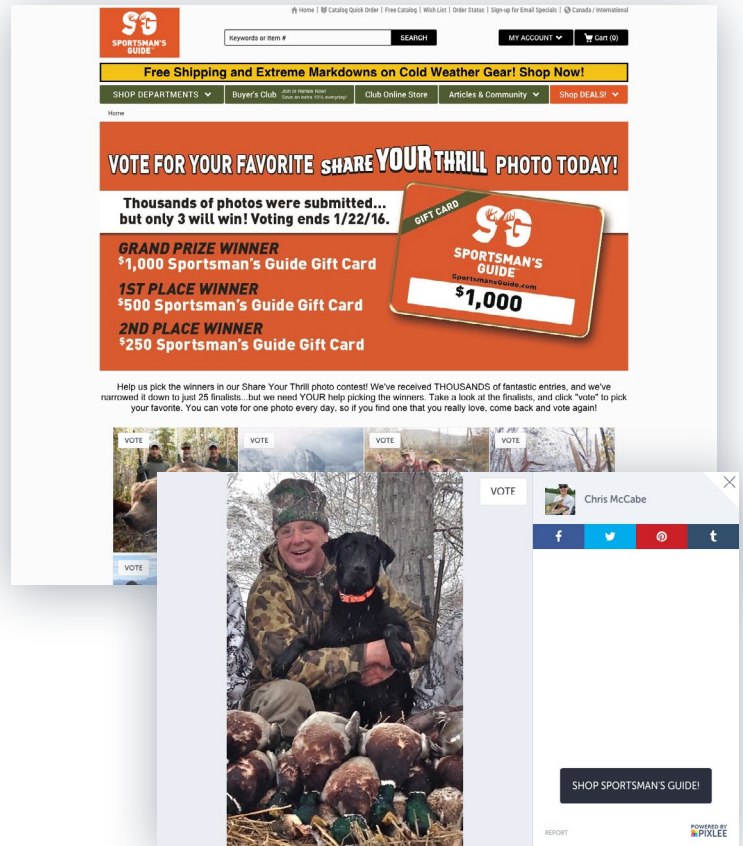
The Sportman's Guide has been one of the premier outdoor sporting good retailers in the country for the past four decades. When the company wanted to affordably scale content creation and engage its customers, it turned to Pixlee to drive results.

SOLUTION

The Sportman's Guide partnered with Pixlee to launch and manage its #ShareYourThrill campaign and to encourage customers to post more photos and videos of its products online. In order to unite and engage its community of outdoor enthusiasts, the company displayed its best campaign content in a customer photo gallery on its web page.

RESULT

The brand received more than 3,100 photo and video submissions and over 40,000 people saw the customer photo gallery on its website. With the Pixlee platform, The Sportman's Guide was able to execute an impactful social media campaign, save on content creation costs, and strengthen its online community.



 +3,100

photo and video submissions for #SharetheThrill

 +40,000

people saw the customer photo gallery on the Sportsman's Guide website



"The combination of Pixlee's campaign tool set and the strategic guidance from its customer success team helped us to scale our ideas and run our most successful social media marketing campaign to date."

Jake Dybedahl, Social Media Specialist, *The Sportsman's Guide*