



# AVVENTURA DOWN THE BOOT

*A Language-Learning Journey*



Caitlin Romig  
[@ceromig](#) • [#prnews](#)

Rosetta  
Stone® 

# Rosetta Stone Influencer Content

# CIAO! I'M PETER.

*Adventure traveler.  
Street food connoisseur  
Ambassador of conversation.*

Follow me on my way down the boot. The idea is to travel from the north to the south, meeting the locals, experiencing the culture, and immersing myself in the "real" Italy. And the first step in this journey is to learn Italian with Rosetta Stone.



# Rosetta Stone Influencer Content



# Our Goal

## Our Mission:

Show an authentic success story of a real Rosetta Stone learner who successfully acquired a new language and was able to use their skills to experience an immersive **journey of their own!**

## Our Quantifiable Goal:

- Gain Reach
  - 40M+ Impressions
- Interest
  - Engagement, Visits and Clicks
- Intent
  - Drive signups to our sweepstakes: 5 prizes, Grand Prize is a free trip to Italy of your own!
- Conversions
  - Ultimately, inspire learners to take a **journey of their own!**

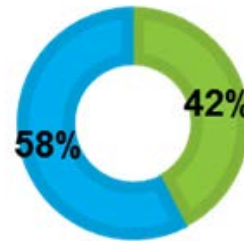


How we get *recognized!*

- Define your audience
  - Demographics
  - Affinities
  - Custom
- Define your budget
  - Reach
  - Channels

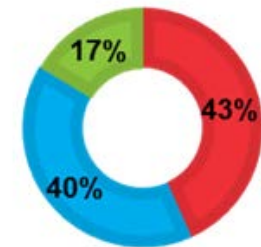
## GENDER

■ Male ■ Female



## AGE BREAKOUT

■ 18 - 34 ■ 34 - 54 ■ 54+



## Household Income



# Facebook

## Test different ad types: dark posts v. boosting organic



Rosetta Stone (Default)

Sponsored · 🌐

👍 Like Page

Despite a rainy ride, Peter has arrived in Bari! First stop, Antico Chiosco da U' Russ, a popular food stand among the locals. #LoStivale

Don't forget! Enter to win a \$2,000 travel voucher for your own adventure: <http://bit.ly/29vhAEZ>



1.3K Reactions 34 Comments 367 Shares



Rosetta Stone (Default)

Sponsored · 🌐



Caution: Do not watch this video while hungry. Peter stops by the Leaning Tower of Pisa and continues on to Florence in our latest #LoStivale chapter.

You too could eat like a king in Florence with a \$2,000 travel voucher, don't forget to enter our sweepstakes <http://bit.ly/29vhAEZ>!



👍❤️😱 2.3K

95 Comments 792 Shares



# Twitter

## Test Ad Types: Video v. Image



Rosetta Stone @rosettastone · Jul 11

And he's off! Be sure to follow Peter's [#LoStivale](#) progress & enter our avventura giveaway [bit.ly/29y5hbl](http://bit.ly/29y5hbl)



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Rosetta Stone @rosettastone · Jul 26

Ch. 8: After braving the rain, Peter finally arrives in Bari! Check it out: [bit.ly/2aaq2NX](http://bit.ly/2aaq2NX) [#LoStivale](#)

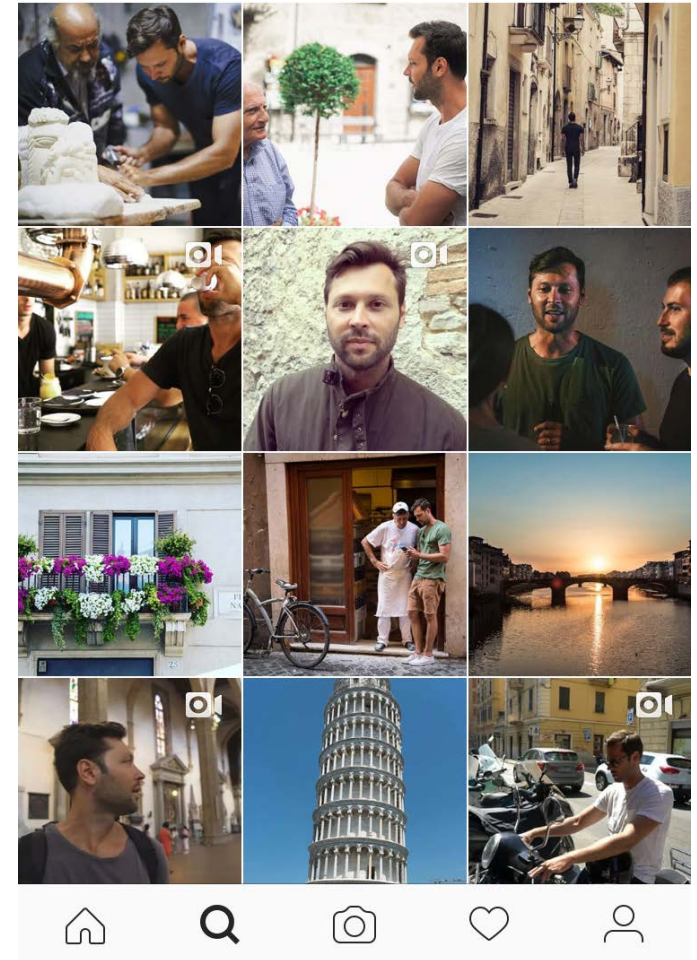
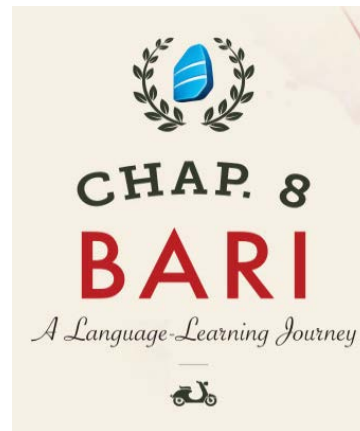
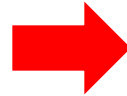


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# Instagram

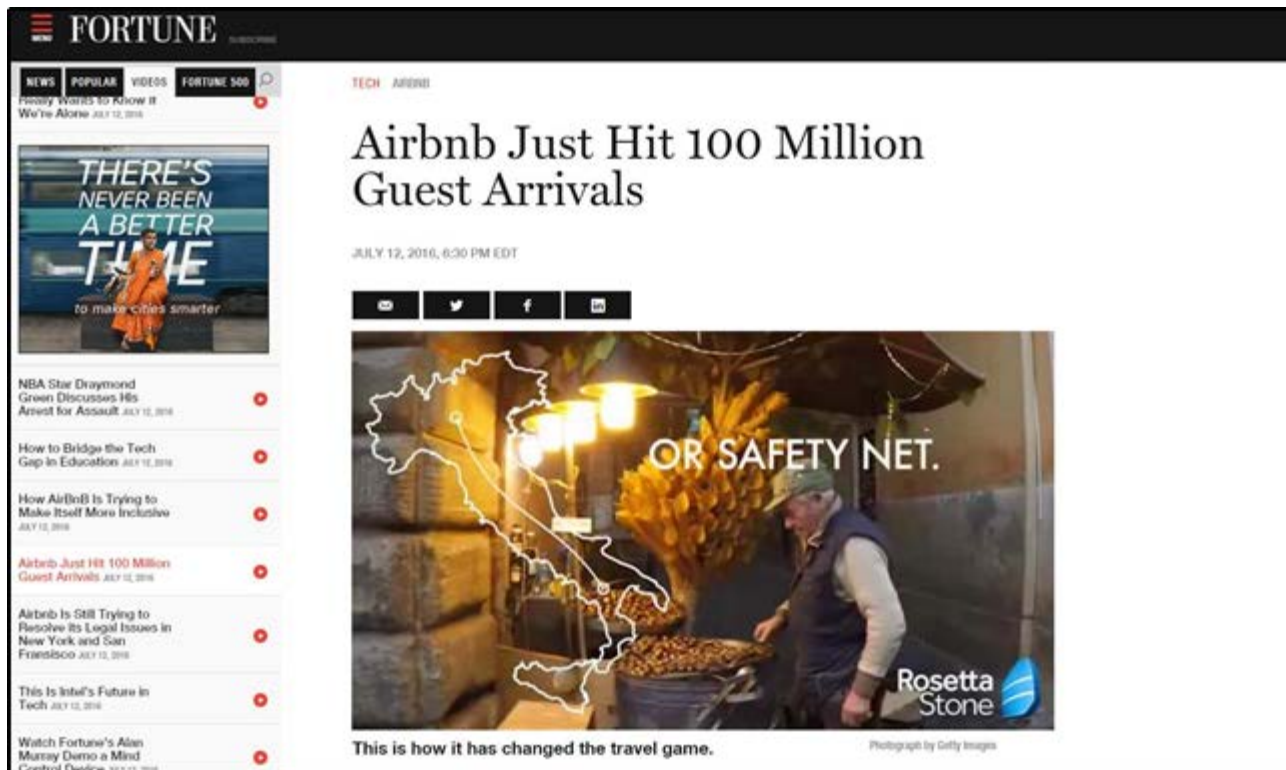
Prospecting new audiences  
or content for engaging current audiences?





# Other Channels?

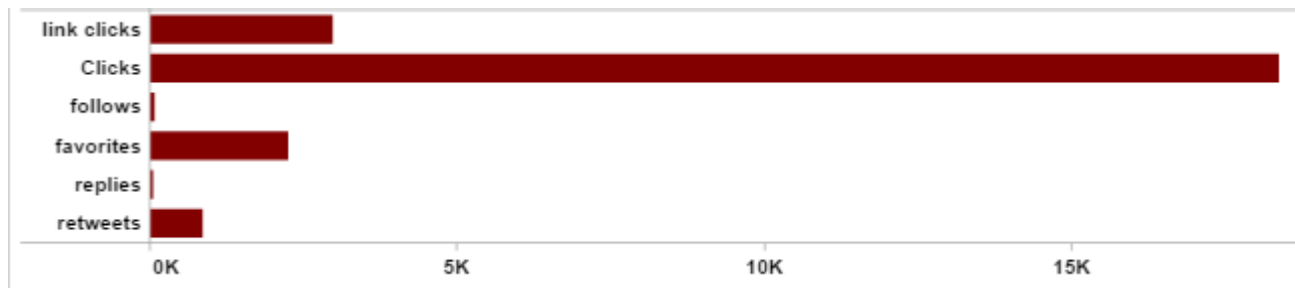
Be where the people are. Be Native. Be *relevant*.



## 2 Define Success

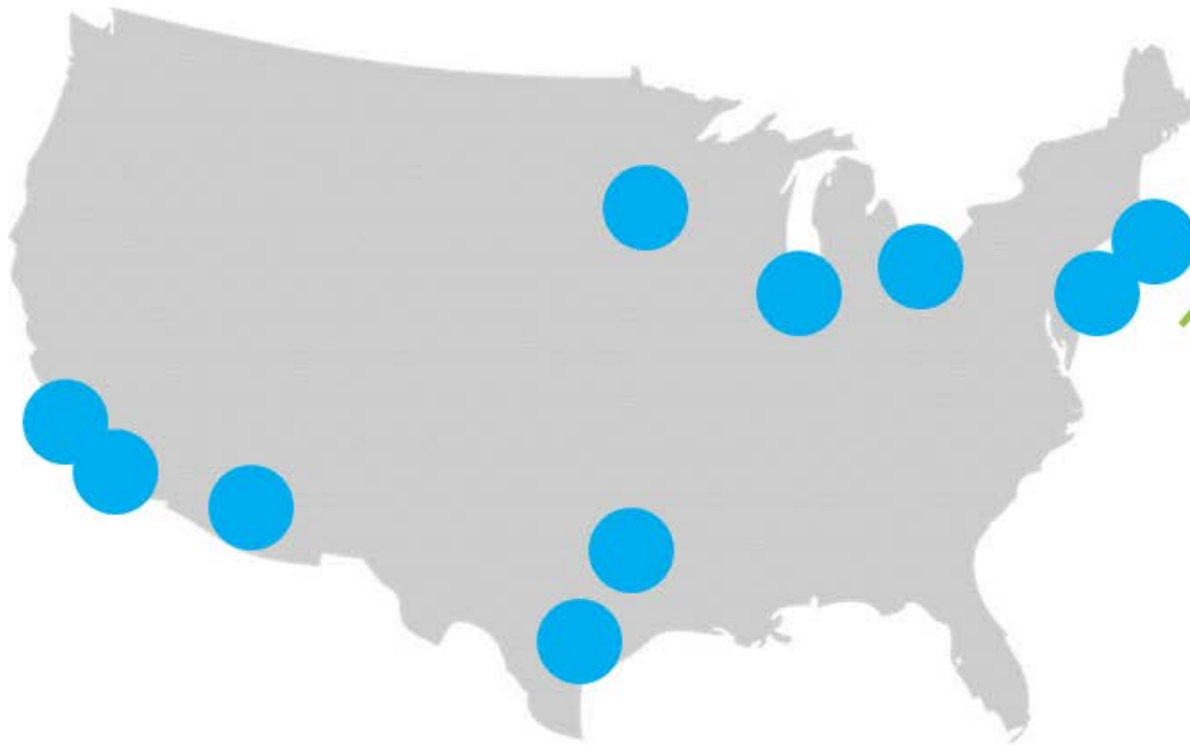
Establish meaningful goals and KPIs

- *Engagement IS a KPI: Reach, Video Views, View Rate, Engagement Rate, Cost Per Engagement, Cost Per View*



- *Measurable Success: Visits, Leads, Sales: 24k Sweeps Signups!*  
– How do we unlock their value? Re-engage.

# What Worked? What Didn't?



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## DMA's Driving Highest Conversion Volume:

New York  
Phoenix  
Los Angeles  
Dallas/Fort Worth  
Houston  
Minneapolis/Saint Paul  
San Francisco/Oakland/San Jose  
Cleveland  
Chicago  
Boston

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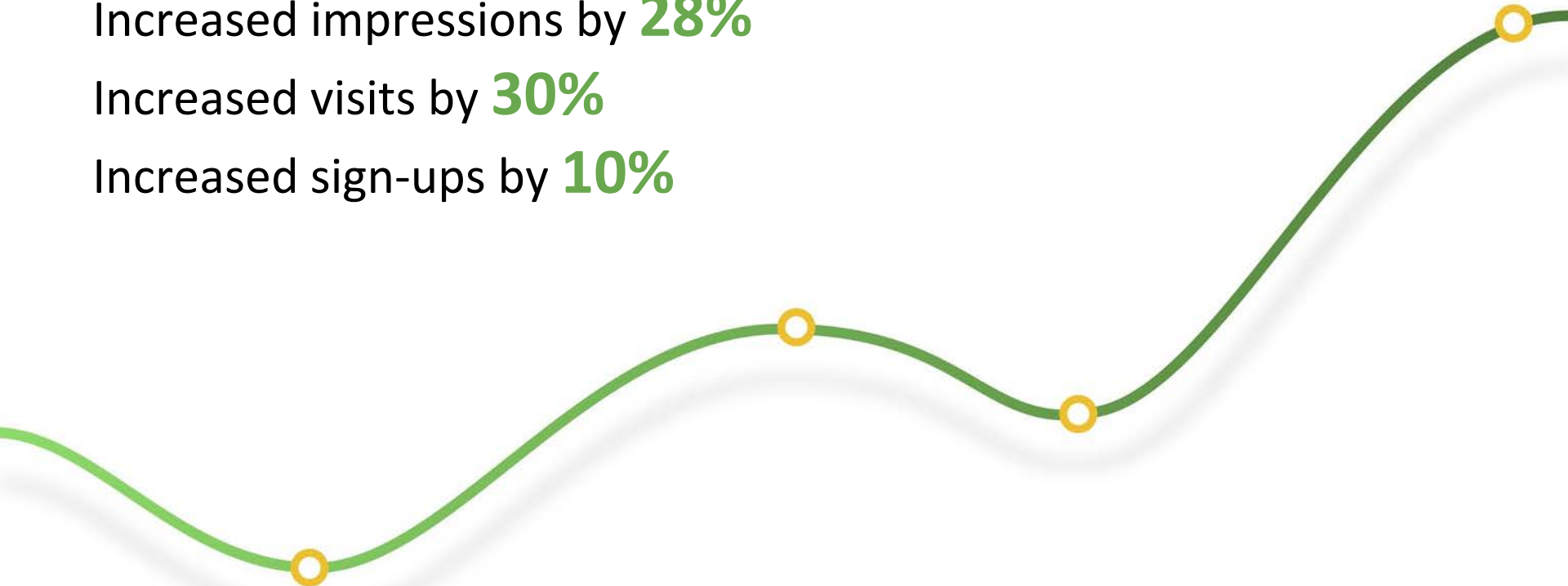
## Communicate Results

*Educate Stakeholders*

Increased impressions by **28%**

Increased visits by **30%**

Increased sign-ups by **10%**





# Questions???



Thank you!

