

EcoScape Adventures: Visual Storytelling Case Study

Kelsey Obergefell

MKT-432-190 – Social Media Marketing

February 3, 2026

Professor Keith Rieger

1. Target Audience Analysis: Research and select social media monitoring and management tools (e.g., Hootsuite, Sprout Social, Brandwatch) that can aid in tracking and optimizing the mobile marketing campaign.

EcoScape Adventures is all about connecting with people who love adventure and care about the planet. Our audience is mainly **millennials and Gen Z travelers (ages 18–35)** who are curious, active, and eco-conscious. They love exploring new places, trying unique experiences, and sharing their journeys online.

What makes them tick:

- **Lifestyle & Interests:** Outdoor adventures like hiking, kayaking, wildlife spotting, and cultural experiences. They value sustainability and want travel that feels authentic and meaningful.
- **Device Habits:** Almost always on their phones—they scroll social media, watch short videos, and check travel apps for ideas.
- **Content Preferences:** They like **visual content**—beautiful photos, short videos, interactive stories—and messages that are simple, fun, and inspiring.

By understanding what they enjoy and how they engage online, we can create content that feels personal and sparks excitement about sustainable travel.

2. Social Media Monitoring and Management Tools: Create at least two mobile-friendly content tailored to the target audience's preferences, including visually appealing images and concise, engaging text.

To make sure our content reaches the right people and works, we'll use a few key tools:

- **Hootsuite:** Helps schedule posts, track engagement, and see which posts perform best.
- **Sprout Social:** Shows us detailed insights about our audience and how they interact with our content.
- **Brandwatch:** Lets us monitor conversations about EcoScape Adventures and eco-travel trends so we can stay in tune with what people care about.

These tools keep us organized, help us understand our audience, and make it easier to adjust our strategy on the fly.

3. Mobile-Friendly Content

Visual storytelling is at the heart of our strategy. Here are two examples designed specifically for phones:

1. Instagram Reel – “A Day in the Life of EcoScape Adventures”

- **Visuals:** Quick clips of hiking, kayaking, wildlife, and eco-lodges. Bright, natural colors to make the experience pop.
- **Text Overlay:** “Adventure awaits!” Explore sustainably with us!”
- **Call to Action:** Swipe up to book a trip or check out the app.

2. Interactive Story – “Choose Your Eco-Adventure”

- **Visuals:** A series of story slides where users tap to pick their next adventure: forest hike, river kayaking, or wildlife safari.
- **Text Overlay:** “Which adventure would you choose today?”
- **Call to Action:** Users are guided to the EcoScape app for personalized suggestions and booking options.

Both are **optimized for mobile**, short, visually engaging, and encourage users to interact.

4. Mobile App Integration: Propose strategies for integrating mobile app features, such as push notifications and loyalty programs, into the mobile marketing campaign.

Our app is where the magic happens. Here’s how we’ll use it:

- **Push Notifications:** Send personalized messages about trips, eco-tips, and new content.
- **Loyalty Program:** Reward users for booking trips, sharing content, or completing eco-challenges. Points can be used for discounts or special experiences.
- **In-App Storytelling:** Feature short videos, beautiful photos, and traveler stories to inspire and guide users.

By connecting social media with the app, we make it easy for users to stay engaged and feel part of the EcoScape community.

5. Campaign Execution: Provide precise details on how you would implement the mobile marketing strategy, including mobile app promotions, SMS campaigns, and targeted social media advertisements.

Here’s our plan for bringing the strategy to life:

1. **Content Calendar:** Post weekly reels, stories, and app updates highlighting adventures, eco-tips, and traveler experiences.
2. **Mobile App Promotions:** Encourage downloads with perks like first-trip discounts or exclusive behind-the-scenes content.

3. **SMS Messages:** Send friendly, targeted messages with travel suggestions, special deals, or eco-challenges.
4. **Targeted Social Ads:** Use Instagram, TikTok, and Facebook ads to reach people who love travel and sustainability.
5. **User-Generated Content:** Encourage travelers to share their experiences with our hashtag (#EcoScapeAdventures), giving real, authentic stories to our community.

6. Monitoring and Optimization: Provide precise details as to your selection of social media monitoring and management tools that you would use to track campaign performance, monitor social media mentions, and adjust the strategy based on real-time data.

We'll keep an eye on everything in real-time using our tools:

- **Hootsuite & Sprout Social:** Track likes, shares, comments, and follower growth.
- **Brandwatch:** Monitor mentions, hashtags, and what people are saying about EcoScape Adventures.
- **A/B Testing:** Test different visuals, captions, and posting times to see what clicks best with our audience.
- **Real-Time Tweaks:** Boost posts that perform well and adjust ones that don't—always learning from the data.

7. Measuring Success: Define key performance indicators (KPIs) to assess the success of the mobile marketing campaign, such as app download rates, conversion rates, and customer feedback. Make sure your KPIs are meaningful and relevant.

We'll know the campaign is working by tracking key metrics:

- **App Downloads:** How many people are joining the EcoScape app.
- **Engagement Rate:** Likes, comments, shares, and story taps.
- **Conversions:** How many people book trips or join the loyalty program.
- **Customer Feedback:** Reviews, ratings, and social comments about the experience.
- **Reach & Impressions:** How far and wide our content spreads online.

These KPIs help us see what's working, make improvements, and ensure the campaign inspires more people to explore sustainably.

References

- Arrieta, C., et al. (2025). *Digitalization and sustainable branding in tourism destinations from a systematic review perspective*. *Discover Sustainability*, 6, 1167.
<https://link.springer.com/article/10.1007/s43621-025-01751-3?>
- Crudu, V., & MoldStud Research Team. (2024, October 25). *The importance of visual storytelling in marketing: Boost engagement and drive results*. MoldStud.
<https://link.springer.com/article/10.1007/s43621-025-01751-3?>
- Jetniewski, S. (2025). *Impact of social media influencer content on generation Z sustainable tourism choices*. *Discover Sustainability*, 6, 1121.
<https://link.springer.com/article/10.1007/s43621-025-01751-3?>
- Jones, A. (2025). *15 social media monitoring tools for better insights in 2025*. Hootsuite Blog. <https://blog.hootsuite.com/social-media-monitoring-tools/?>
- Kowalski, E., & Navarro, D. (2025). *Mobile applications and green economy as a factor of transformation in the tourism sector: User expectations and development perspectives*. *Sustainability*, 17(3), 1168. <https://www.mdpi.com/2071-1050/17/3/1168>
- Marketing Dive. (n.d.). *Study: Consumers prefer SMS for loyalty messaging, but few marketers use it*. Marketing Dive. <https://www.marketingdive.com/news/study-consumers-prefer-sms-for-loyalty-messaging-but-few-marketers-use-it/424873/?>
- New Target, Inc. (n.d.). *Visual storytelling: How branded content inspires action*. NewTarget.com. <https://www.newtarget.com/web-insights-blog/visual-storytelling/?>
- Smith, R. (2025). *Analyzing the impact of digital technology on consumers' travel intentions*. *Journal of Innovation & Knowledge*, 10(2), 100685.
<https://www.sciencedirect.com/science/article/pii/S2444569X25000356?>
- TechRadar. (2026, February 2). *Hootsuite review*.
<https://www.techradar.com/reviews/hootsuite?>
- Yadav, S. J. (2024). *Sustainable travel behavior: The influence of digital marketing and social media*. In *Business Sustainability Practices in Society 5.0* (pp. 343–358). IGI Global.
https://www.researchgate.net/publication/384993928_Sustainable_Travel_Behavior_The_Influence_of_Digital_Marketing_and_Social_Media
- “200 Newest Tourism Marketing Statistics.” (2025). *Tourism Marketing Insights*.
<https://seosandwich.com/tourism-marketing-statistics/?>

Digital Optimus. (n.d.). *Increase revenue with strategic mobile app push notifications*.
<https://www.digital-optimus.com/the-benefits-of-mobile-app-push-notifications?>

BrandRep. (n.d.). *Top social media monitoring tools you should know about*.
<https://www.brandrep.com/blog/top-social-media-monitoring-tools-you-should-know-about/>