

I built a campus campaign that feels ready to deploy.

I built this strategy around the cues that make Campus Commandos effective: command, motion, student-powered reach, and measurable execution. I wanted the plan to work like a field system, not just a social calendar.

I designed the system so every platform, activation, and outreach move pushes the same objective: visible campus momentum that can turn into downloads, content, and brand interest.

What I built

I shaped the strategy around task-based execution, peer-to-peer activation, campus reach, and proof over vanity metrics so every part of the plan feels useful in market, not just good on paper.

What the strategy does

I turned a 100,000-download ambition into repeatable campus missions, gave every platform a defined role, and connected student demand to both app growth and partnership outreach.

100

top campuses

100K

download goal

5 / mo

lead target

4,000

long-game reach

Campaign read

Students are not only the audience here. They are the distribution network, the social proof layer, and the activation force that makes the system move.

Mission Architecture

I approached the strategy structurally: take one big number and break it into local missions that can actually be executed. That is what gives the plan its energy and makes it scalable.

**10
0K**
**DOWNLOAD
TARGET**

One national target became 100 repeatable campus goals.
I reframed success as 100 downloads from each of the top 100 four-year institutions. That made the strategy easier to activate, measure, and scale.

01 / Download Parties

I used event-style activations where the app download becomes the ticket to entry. That makes adoption feel social, concentrated, and visible on campus.

03 / Platform roles

Facebook informs. Twitter gives the brand personality. Instagram carries campus culture. Snapchat captures live energy. LinkedIn supports the B2B side.

02 / Organic-first growth

The engine relies on ambassadors, fraternities, sororities, venues, and student communities before it leans on paid distribution.

04 / Demand becomes outreach fuel

I turned social listening into a sales asset by asking students which brands they wanted on campus, then using that proof in partner outreach.

Benchmarks I designed against

- 100 organic student downloads at each of the top 100 campuses.
- Daily engagement growth through likes, comments, and shares.
- At least five quality leads per month from blogging and social media.
- A long-term path to presence across all 4,000 U.S. campuses.

Channel Command

I built the social system to feel active in every channel. Each platform has a specific job, a distinct tone, and a clear role in moving students from attention to action.

@ FACEBOOK Events, photos, news, contests, and blog distribution. This is the information hub.
@ TWITTER A witty first-person voice that feels like someone students want to follow, reply to, and share.
@ INSTAGRAM A 70 / 30 split of campus life and company culture so the brand feels local, active, and real.
@ SNAPCHAT Live ambassador updates, event coverage, and youth-native energy aimed at the 16-34 audience.

How I framed the voice I framed the voice around tasks, movement, response speed, and proof of work so every channel feels like part of the same operating system.
What I kept front and center I kept the focus on what matters most: campus scale, student-led reach, execution speed, and outcomes that feel more concrete than generic engagement reporting.

10M+ students on college page	15+ years in business
500+ campuses in video claim	24h task acceptance claim

Execution principle I built the system to move like a real campus campaign: fast handoffs, clear assignments, public proof, and enough energy in the content to keep momentum visible.
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Why This Work Lands

This work shows how I turn strategy into momentum. I connected audience insight, campus behavior, platform roles, and execution logic into a campaign system that can actually move.

Growth systems

I translated a national acquisition target into local missions that can be launched, repeated, and scaled.

Operational rigor

The plan includes cadence, outreach logic, budget cues, and a feedback loop from student demand to partnership outreach.

Audience fluency

I matched platform roles to how students and brand partners actually behave online.

Brand-native storytelling

I built the case study around the same themes the brand stands on: command, reach, execution speed, and student-powered activation.

I build strategy that knows how to move.

I build clear systems, strong positioning, and platform-native execution that turn student behavior into measurable momentum.