



BLAHS TO GO

Presented by Kim, Asmaa & Mark

PRESENTATION OUTLINE

- Introduction
- Trello
- Twitter
- Instagram
- Pinterest
- Conclusion

INTRODUCTION

Our project challenged us to market a unique product—Blahs to Go—across various social media platforms. These AI-generated joke cards feature categories like Dad Jokes, Student Bloopers, Presidential One-Liners, and Quotes from Tech Tycoons.

What are Blahs to Go?

- Physical cards featuring AI-generated images and jokes!
- **Categories include:**
 - Dad Jokes
 - Lawyer Jokes
 - Student Bloopers
 - Presidential One-Liners
 - Quotes from Tech Tycoons

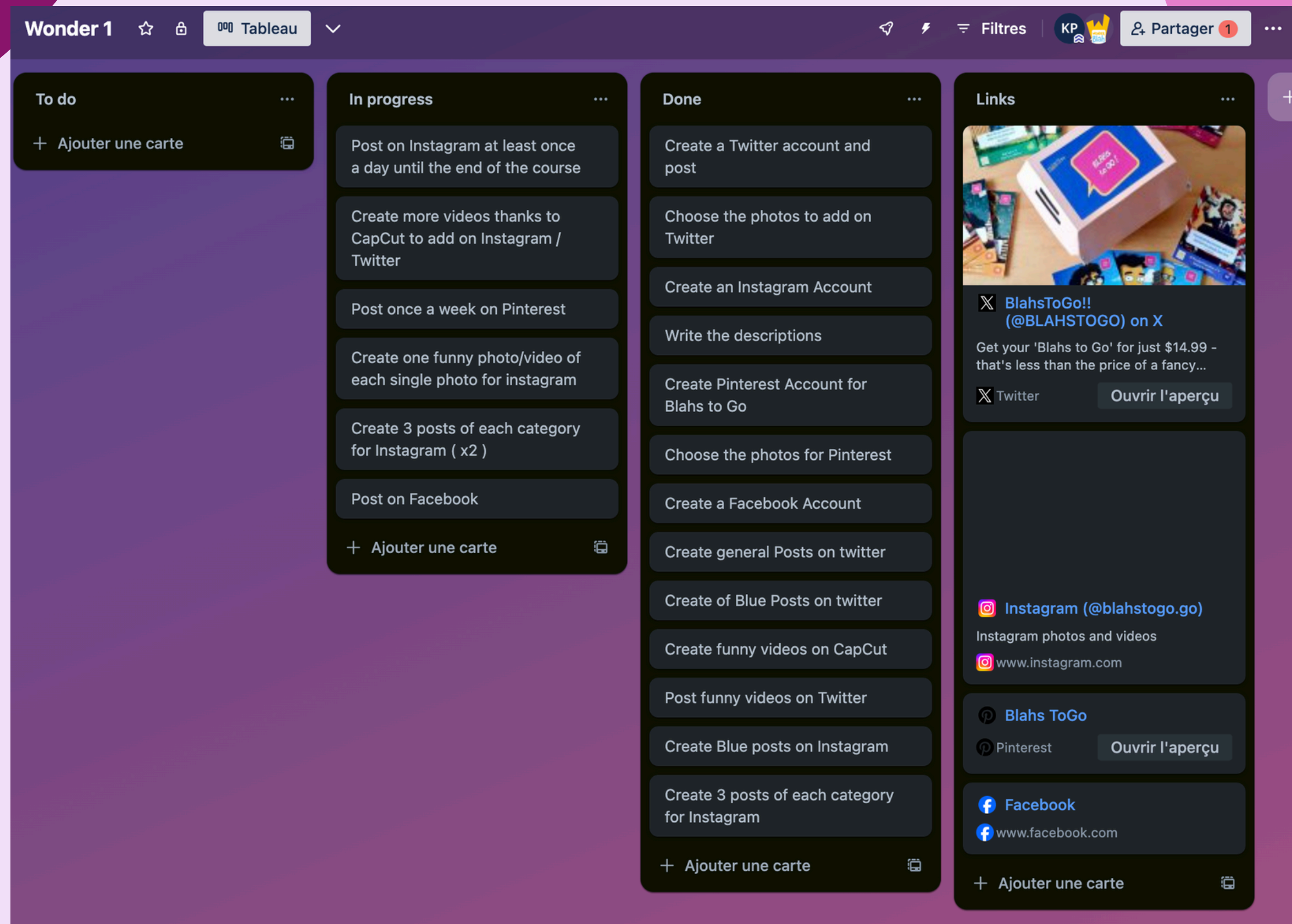
Our Process:

1. Curated the best jokes from each category
2. Generated AI images using Midjourney
3. Printed the final cards for distribution
4. Created and executed social media campaigns to drive traffic to Wonderblah

TRELLO

organised our tasks and progress

3 sections : to do ; in progress & done



creation of Twitter => Instagram => Pinterest => Facebook

IN PROGRESS

Daily Instagram Posts – Kept our feed active and engaging.

Funny Videos (CapCut) – Boosted engagement with short, entertaining clips.

Weekly Pinterest Posts – Ensured long-term discoverability.

Creative & Humorous Content – Made posts stand out with fun elements.

Organized Content Strategy – in different categories

DONE

Set Up & Optimized Social Media Accounts

Wrote Captions & Prepared Tweets in Advance

Created Various Post Types – Standard, branded “Blue” posts, and funny videos.

Posted Engaging & Humorous Content

TRELLO

Clear & Easy to manage

Kept us organised - more efficient
& stay consistent





TWITTER

Platform where people share **short & snappy content**
(text, images, videos & memes) in **real-time**

About **conversations**, quick **reactions** & **trending topics**

Connect with people, **built** a relatable identity

Engagement through **likes**, **reposts** & **comments**



BlahsToGo!!

@BLAHSTOGO

Get your 'Blahs to Go' for just \$14.99 - that's less than the price of a fancy burger and way more satisfying!

Game Developer liblahry.com Joined January 2025

6 Following 6 Followers

Edit profile

Pinned post: 159 views

Pinned

 **BlahsToGo!!** @BLAHSTOGO · Jan 19

Promote

"\$14.99 for Blahs to Go? That's cheaper than a fancy burger and way more filling—zero calories, 100% laughs! Order now and feast on comedy! liblahry.com



5

159

OUR STRATEGY

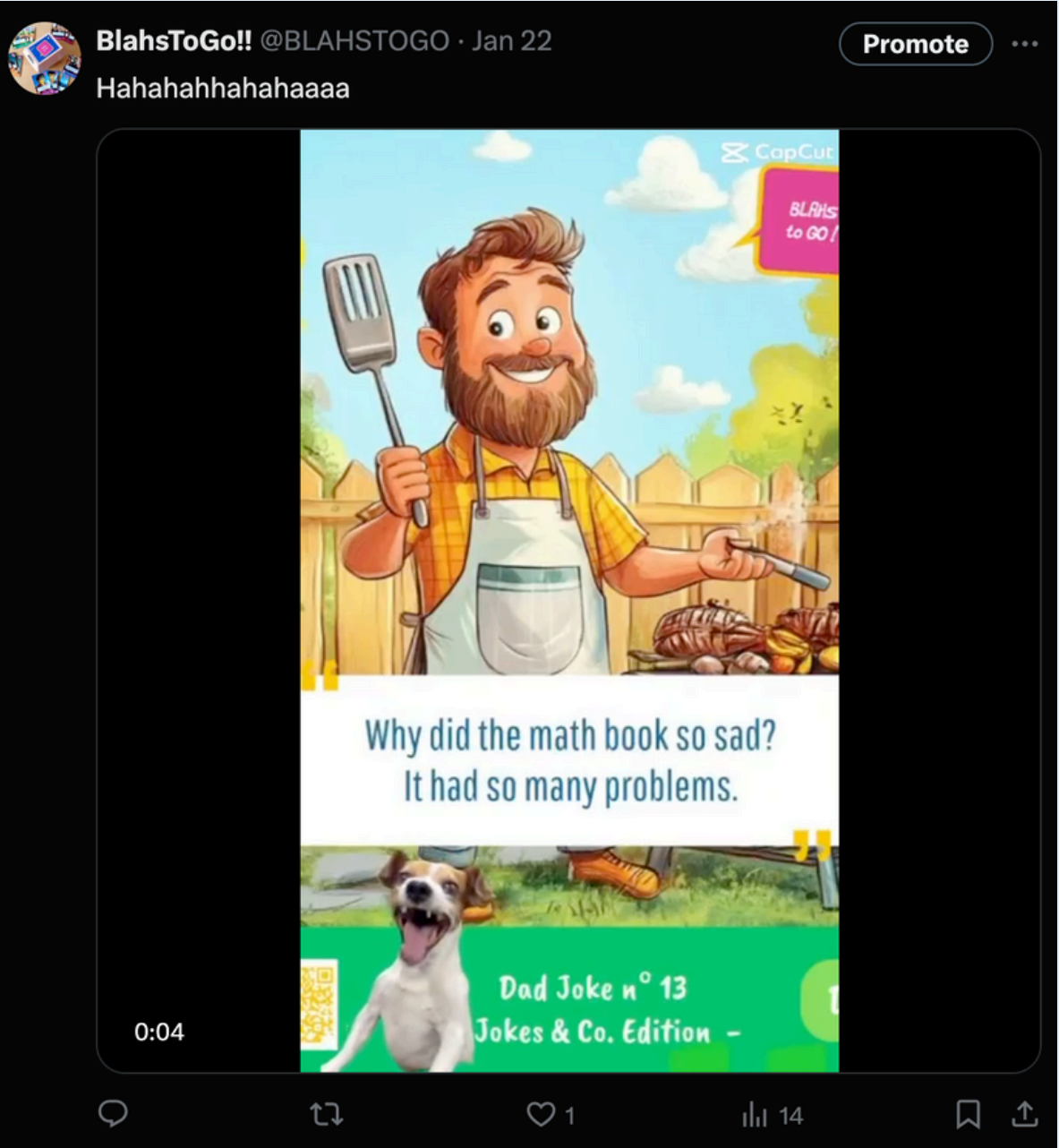
- Showcased the game visually – Posts featured the box & cards
- Funny videos (CapCut) – Memes + humor for shareable content
- Brand consistency – Used a blue background for recognition
- Goal : Make people laugh, spark interest, and boost engagement



Showcased the Physical Cards



Funny videos



Brand consistency



OUR TWEETS

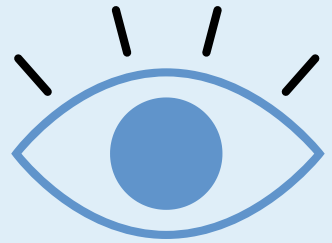
Pinned post: 159 views – People see our content but aren't engaging

Low likes/comments/shares – Need a strategy shift to increase interaction.

Next Steps: Replying to relevant tweets to spark conversations
Using hashtags more strategically for reach.



OUR FOLLOWINGS



Aligning with the **Humor Community**



Followed humor accounts like **Dad Jokes & LaughBreak**

Aimed to **boost visibility**, but engagement **didn't increase** as expected

WHAT'S NEXT ?



Posts – Fun questions to spark replies



Reaction-Based Content – More memes & relatable posts inviting engagement

INSTAGRAM

Early Strategy & Growth Attempts

Initial Approach: Stickers & Blue Backgrounds

- Posted images of Blahs to Go cards with blue backgrounds.
- Captions provided descriptions, but engagement remained low.

Growing Our Following

- Followed users to attract attention and increase visibility.
- This worked, but Meta flagged our account as bot-like, causing setbacks.

<https://www.instagram.com/blahstogo.go/>

INSTAGRAM

Experimenting with Engaging Content

AI Animations

- Used AI to animate images from the cards.
- Challenge: Too time-consuming, so we only made one post.

Trending Meme Edits

- Created viral meme-style posts using CapCut to follow trends.
- These posts performed well, but we didn't continue them.

#INSTAGRAM

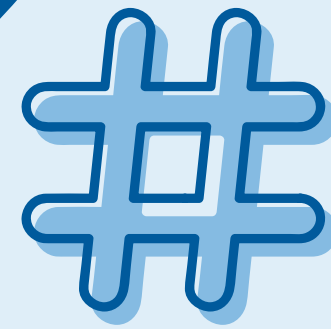
Final Strategy & Key Takeaways

Final Approach: Simple & Effective

- Focused on posting new cards with captions below for clarity and consistency.
- Ensured a steady content stream without overwhelming resources.

Lessons Learned:

- ✓ Following strategies work but can trigger platform restrictions.
- ✓ AI and animations are engaging but not sustainable.
- ✓ Trend-based content boosts engagement, but consistency matters most



PINTEREST

Why Pinterest?

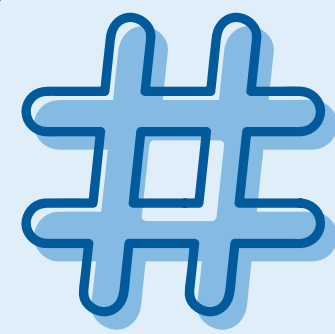
- A highly visual platform, great for sharing engaging images
- Potential for long-term traffic through pin recommendations

What We Did:

- ✓ Created posts using Canva with attractive visuals and text
- ✓ Used hashtags to boost visibility
- ✓ Tried cross-platform promotion (sharing Pinterest links on Instagram & Twitter)

<https://www.pinterest.com/pin/1100215383968458074/>





PINTEREST

Results & Challenges

✗ Results Were Disappointing

- Low number of views, likes, and comments
- Very few new followers despite consistent posting

✗ Challenges Faced

- Pinterest is not as widely used in our network
- We lacked an existing audience to interact with our content
- Pinterest's algorithm prioritizes established, popular pins over new ones



Blahs ToGo

Get your Blahs To Go for just \$14.99 ! That's less than the price of a fancy burger and way more satisfying ! Grab your serving of laughter today and turn any...

4 followers · 1 following

FACEBOOK

Why Facebook?

- A large and active audience within university groups, targeting a larger community, including boomers
- Easy to share posts from Instagram directly

What We Did:

- ✓ Shared Instagram posts on Facebook to maximize engagement
- ✓ Joined multiple IAE Caen & UNICAEN groups to promote Blahs to Go
- ✓ Interacted with users through comments and group discussions



THE UNEXPECTED BAN

✗ What Went Wrong?

- We joined too many Facebook groups in a short period
- The platform flagged our activity as spam
- First, our account was suspended for 48 hours
- Eventually, the account was permanently banned

✗ Consequences:

- Lost all progress on Facebook
- Could no longer use the platform for marketing

This page isn't available

The link you followed may be broken, or the page may have been removed.



ALTERNATIVE STRATEGIES WE COULD HAVE USED

✓ For Pinterest:

- Collaborate with influencers or active Pinterest users
- Focus on creating content that fits trends (e.g., "Best Dad Jokes of 2024")
- Use Pinterest ads for visibility

✓ For Facebook:

- Join groups slowly over time instead of all at once
- Post engaging content before promoting products
- Use a Facebook Page instead of a personal account for promotions



KEY TAKEAWAYS & LESSONS LEARNED

Understanding Platform-Specific Rules is Essential

- What works on one platform doesn't always work on another
- Algorithms can be unpredictable and strict

Consistency & Patience Matter

- Digital marketing is a long-term game
- Some platforms (like Pinterest) take time to generate engagement

Crisis Management & Adaptability

- We had to adjust our strategy when Facebook banned our account
- Failure is part of learning, and next time we'll approach it differently





**THANK
YOU**