

BLAHS TO GO



Presented By :
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OUR TEAM

Bourana Fall



Responsible for:

- Blahs generation
- Pinterest, Truth social
- Trello & Promotion

Uliana Lavrinenko



Responsible for:

- Instagram, Twitter
- Content plan, Copywriting & Design
- Promotion

INTRODUCTION

What is Blahs to Go?

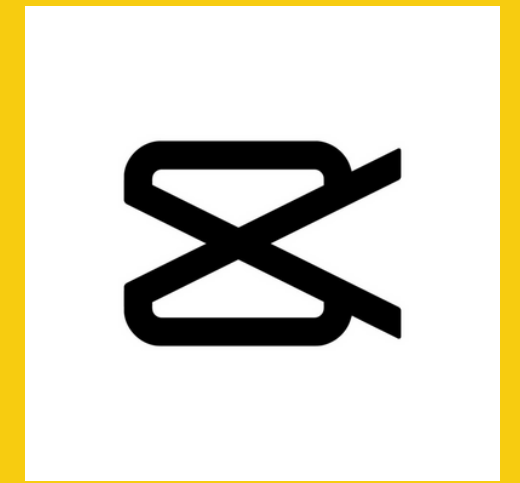
- A fun, giftable box with 100 hilarious jokes & bloopers.
- 5 categories: Lawyers, Dad Jokes, Exam Bloopers, US Presidents, Tech Tycoons.
- Designed to be shared, laughed at, and passed around!

Why This Product?

- Laughter is viral, humor spreads fast on social media.
- We saw an opportunity to turn jokes into an engaging, shareable experience.
- Our goal? Get people to interact, tag friends & create buzz.



TOOLS WE USED

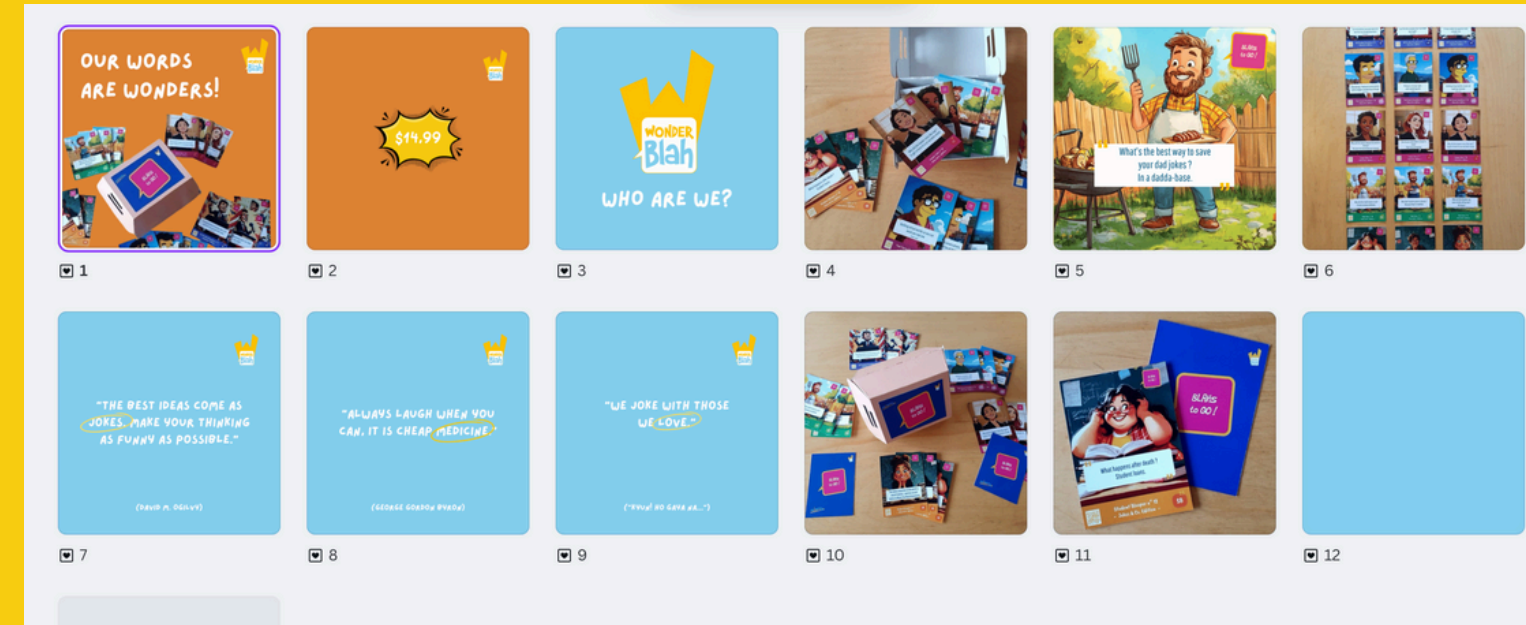


INSTAGRAM

1) Content plan

Content plan				
File Edit View Insert Format Data Tools Extensions Help				
Q Menus 100% £ % .0 .00 123 Defaul...				
C14				
	A	B	C	D
1	Instagram feed			
2	1	2	3	
3	- quote	- 1 way to play Blahs to Go - photo	- tech joke - ai video	
4	- student joke - ai video	- quote	- promotion post - photo	
5	- dad joke - reel	- president joke - ai video	- quote	
6	- lawyer joke - ai video	about us	- poll: your favorite blahs - photo	
7	- what are blahs? - photo	reel: dad joke - chill guy	intro	
8				
9				
10				
11				

2) Brandbook

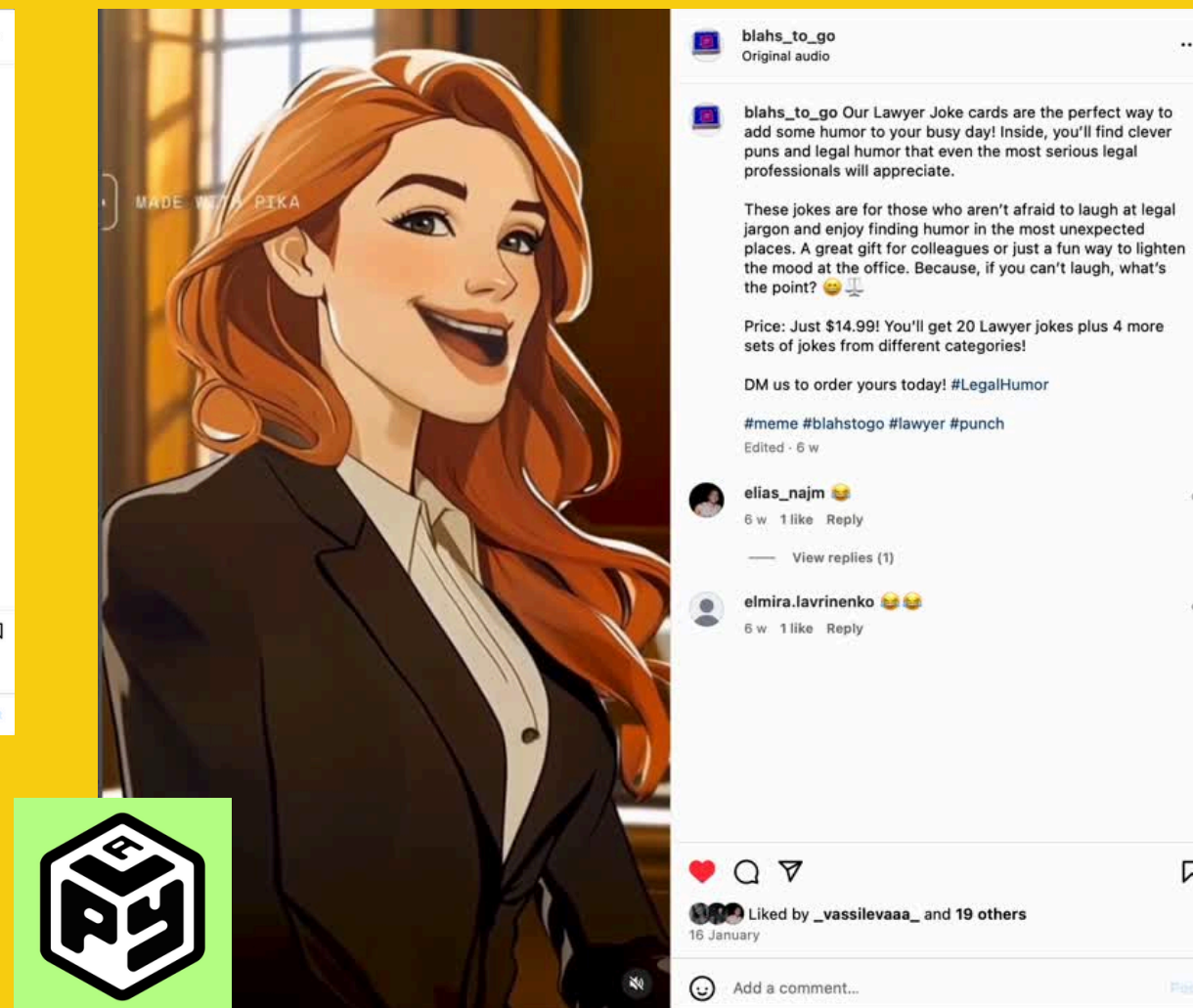


INSTAGRAM

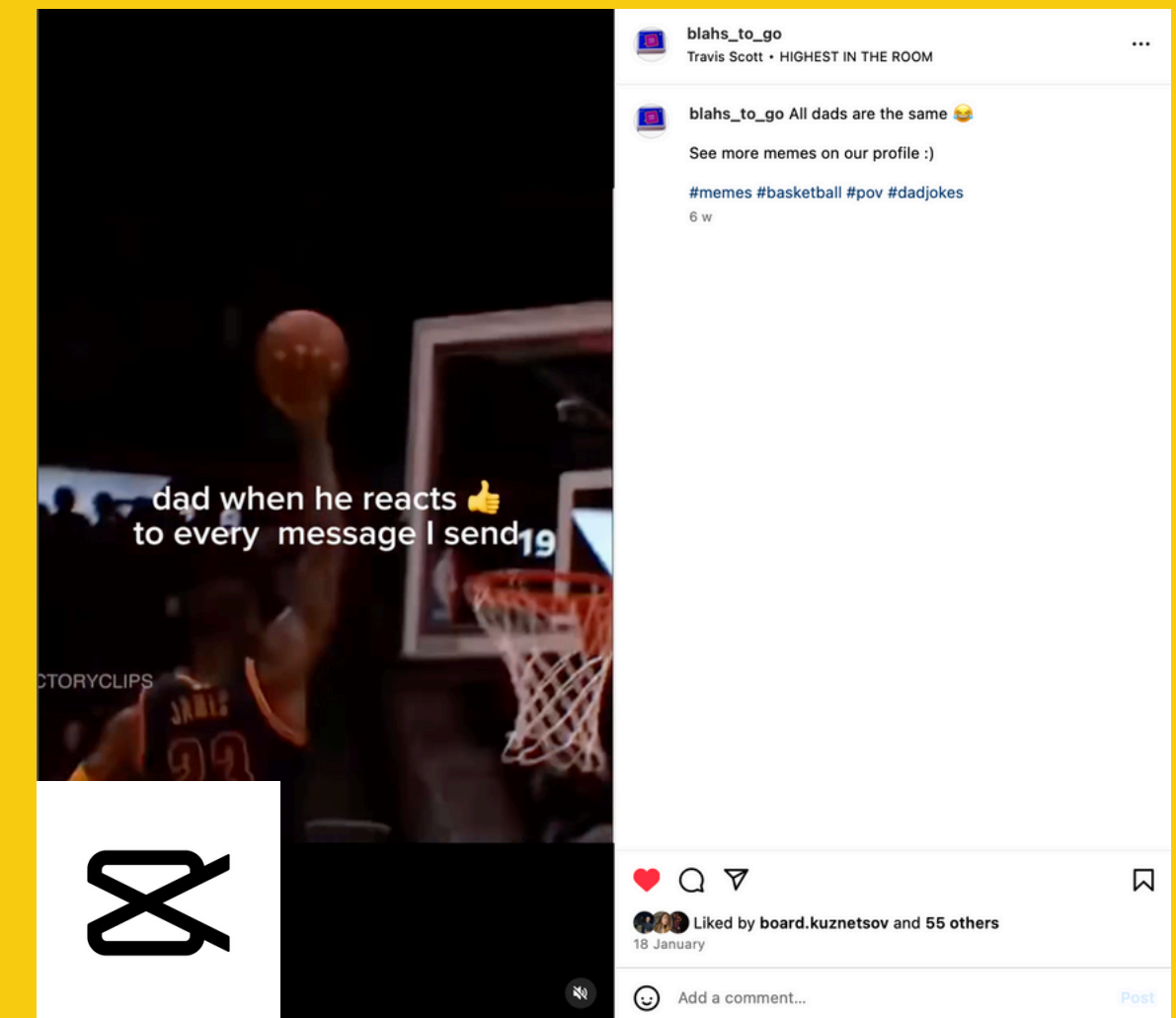
Quotes & Info



AI Videos

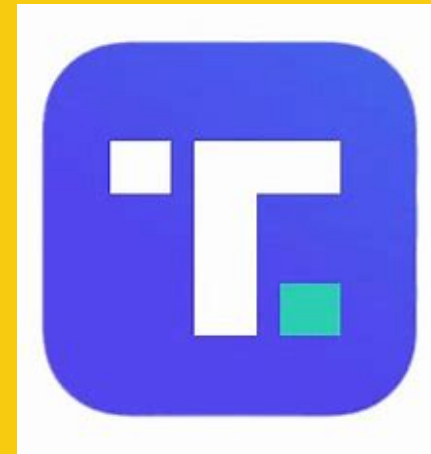


Viral reels



For higher engagement used: polls, call-to-actions, trend audio, hashtags and famous locations

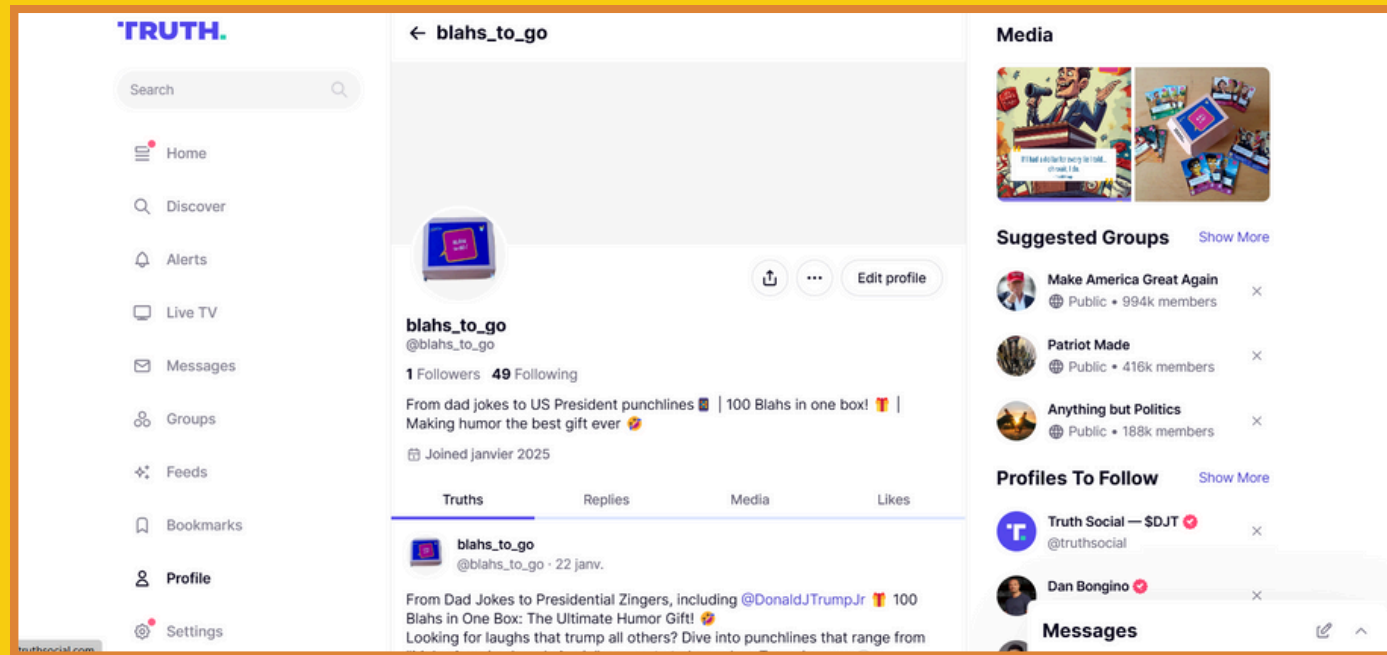
OTHER SOCIAL MEDIA PLATFORMS



Platform	Why It Didn't Work
● Pinterest ✗	Too passive, no strong humor audience.
● Truth Social ✗	Minimal impact, hard to go viral
● Twitter ✗	Engagement was low, hard to create traction organically.

OTHER SOCIAL MEDIA PLATFORMS

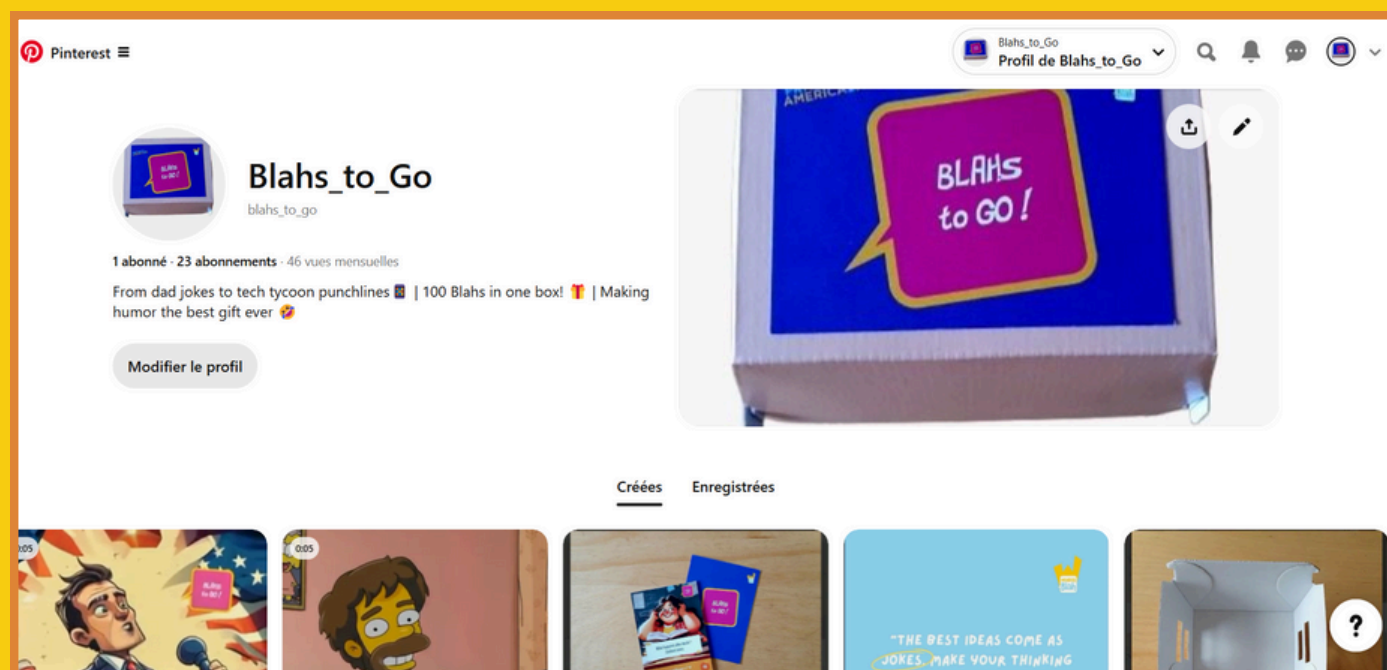
Truth Social



X (Twitter)



Pinterest



ENGAGEMENT & RESULTS

Instagram

128 followers

333 likes

11 comments

5 shares

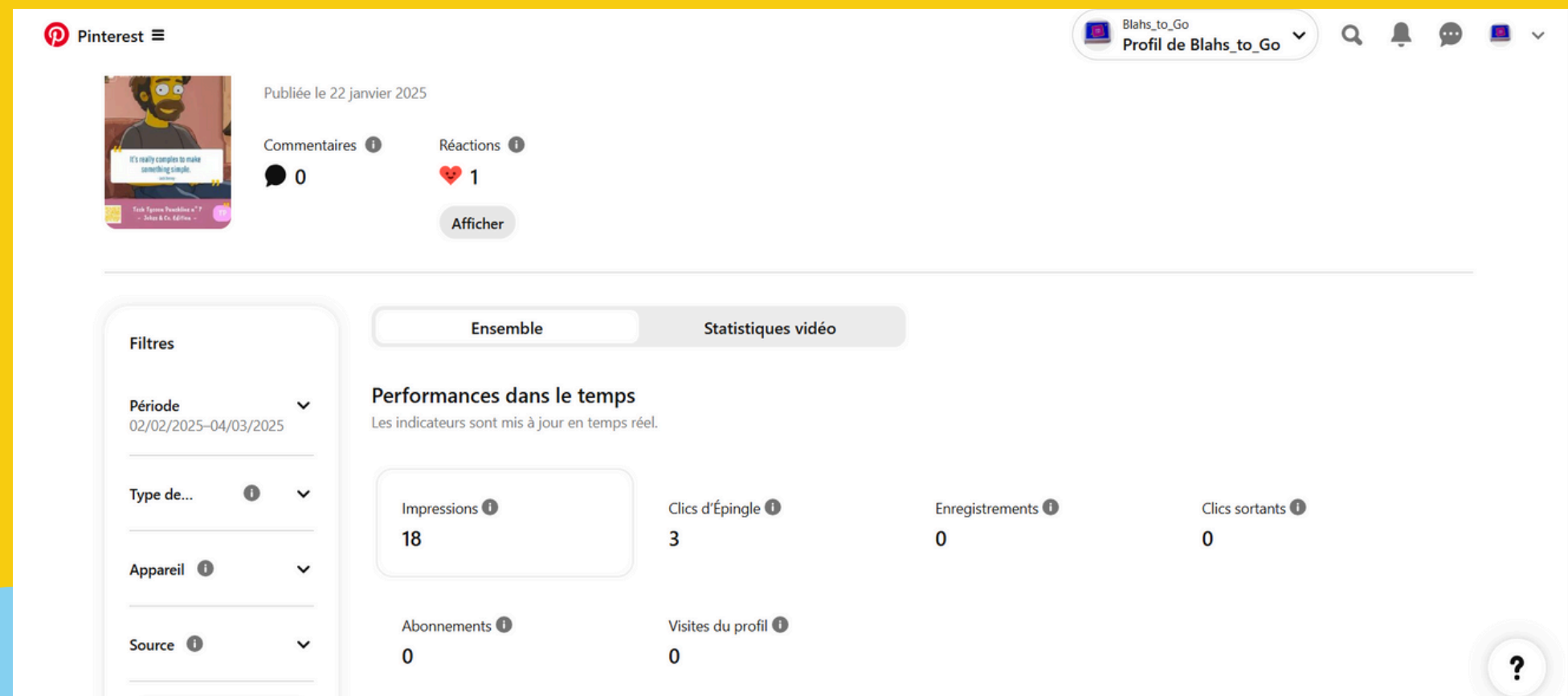


ENGAGEMENT & RESULTS

Pinterest, X

Pinterest: 18 impressions, 3 clicks, 1 like

X: 16 followers, 4 likes



CHALLENGES FACED

- 1 Understanding the Target Audience & Product Value**
- 2 Gaining New Followers Beyond Our Personal Networks**
- 3 Lack of an Initial Warm Audience on Pinterest, Truth Social & Twitter**
- 4 Limited Access to Paid Tools**



LESSONS LEARNED & FUTURE OPPORTUNITIES

◆ What We'd Do Differently

- Focus more on Instagram for higher engagement.
- Partner with humor influencers for wider reach.
- Experiment with paid ads to amplify viral content.

◆ Next Steps for 'Blahs to Go'

- Explore Instagram shopping for direct sales.
- Expand content: more joke categories, meme collaborations, interactive challenges.



LESSONS LEARNED & FUTURE OPPORTUNITIES

Creative Ideas to Boost Engagement

"Blah-Off" Contest

"Try Not to Laugh"

Meme Partnerships

Blah-A-Day
Subscriptions

Interactive Polls &
Games

CONCLUSION

Key Takeaways from the "Blahs to Go" Campaign:

- Platform Focus
- Engagement is Crucial
- Consistency & Creativity

Digital Sales & Social Media Insights:

- Building relationships, not just sellingower of Social Media
- Create fun, engaging content to connect with the audience

**THANK
YOU**