



THE KWAD SQUAD

A case study

Sydney McCrory

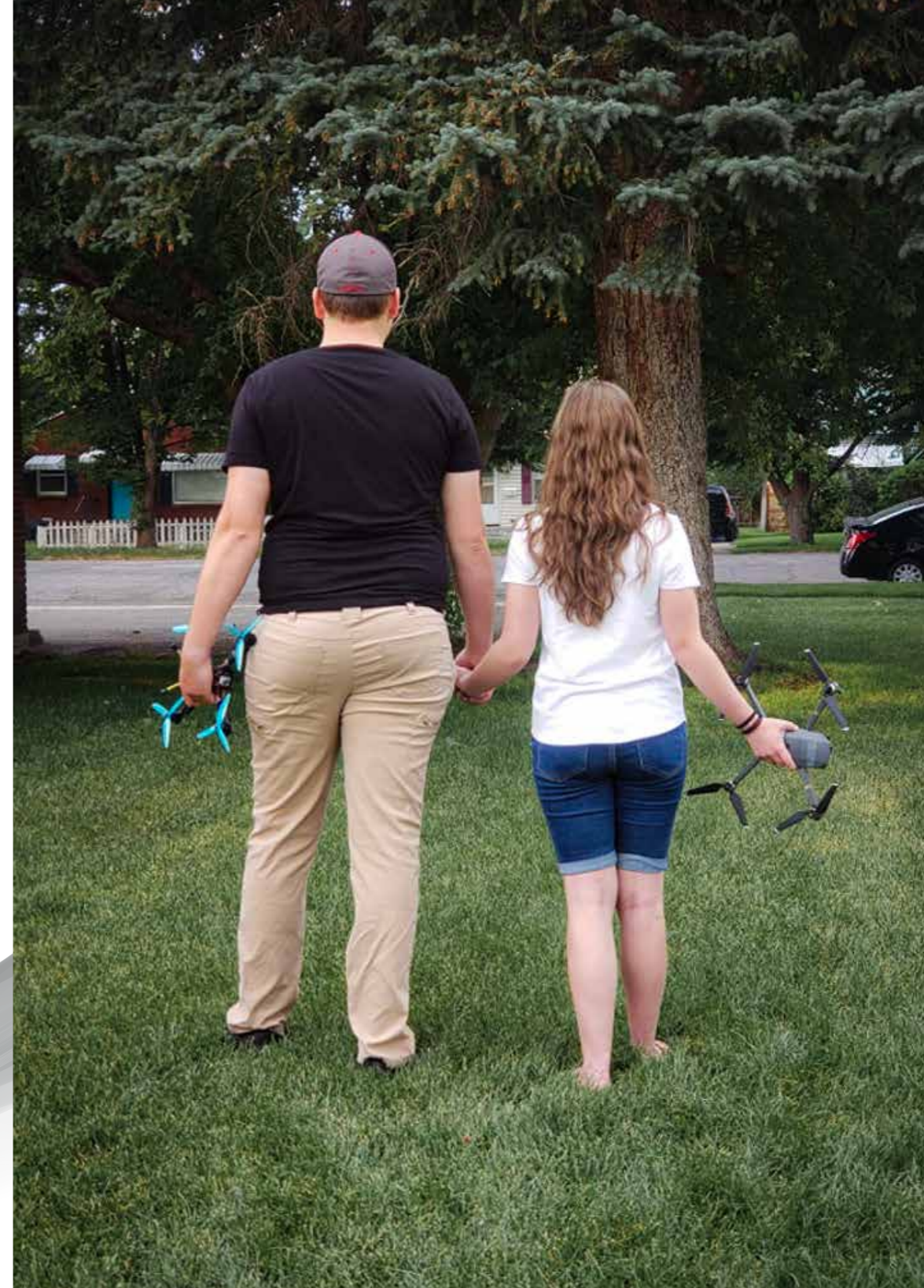
The Kwad Squad is all about the journey that my husband and I are on as we fly drones together. We strive to be able to share with others the things we have learned and are learning about the world of drones to those who are doing the same.

We wanted our channel to be one in which we could help inspire those who followed us to take up the controller and learn more about how drones can change the way we all look at the world around us.

After spending time posting on our channel, we were able to see interesting results from community management and catering more to a specific audience through hashtags.

Although we had some road bumps, we have still come out on top.

Executive Summary



The background is a teal color with several white, wavy, translucent lines that flow from the top left towards the bottom right. A dark grey horizontal bar is positioned in the lower right quadrant, containing the word 'REBRANDING' in white, uppercase, sans-serif font.

REBRANDING



The Background

My husband had already established a drone account in which we was documenting his own personal journey into the hobby. After getting married, we decided to go into the channel together as I too, wanted to get into the hobby.

I took the main role in creating the content, posting, and managing each of the channels. Rebranding was important for us as we wanted to make sure that the new content was refreshing, but not so far off from the original content that the followers he had already acquired were not disinterested by the new content and ultimately unfollow the channel.

In order to keep followers from leaving, we needed to establish our style guide and what our new content would look like, while at the same time focusing on a newer audience to target to expand the channel.

THEKWADSQUAD

The first step was to create a new name. We went from EdwinExploring where the primary focus was on my husband and his drone journey to TheKwadSquad, focusing more on our journey and the adventures we go on.

“Kwad”

A common way to spell the word “quad” among those who fly drones. “Quad” refers to the common body style of a drone (a quadcopter, meaning the drone has four motors and four propellers.)

“Squad”

Short for “squadron” which is a way to refer to multiple drones, similar to a fleet of ships. Squad also refers to this being a family affair as we grow not only our squadron of drones, but our family over time.

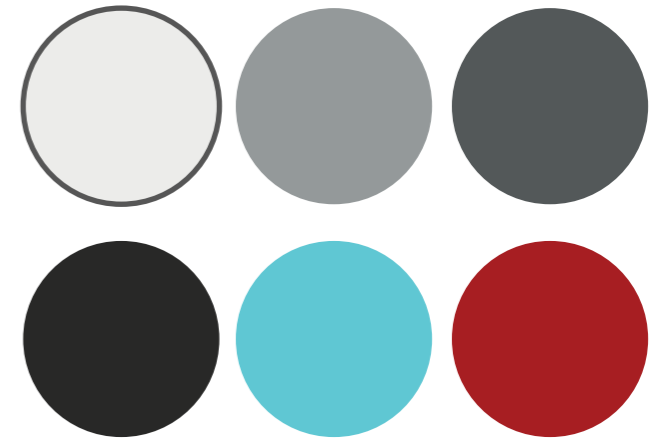


“We are a drone-flying married couple that explores the world through flying first-person-view (FPV) and cinematic drones. We tell our own story as well as teach others how they can begin their own.”

Manifesto

As the brand now included both of us, we created a profile picture that included both of our faces, blended together with an overtone of the colors that we went with.

Profile Picture



Our colors represent the more industrial side of drone flying with a splash of color. The graphics are similar to the light trail present on many drone simulators that are used by almost all drone pilots.

Colors & Graphics



Steve

Steve lives with his wife and kids in Denver, CO where he works as a software engineer. He has done very simple drone flying with some of his friends he met through work but has never been able to get into it until now. He wants to build his own drone but is not sure where to start. He knows most of the basics in terms of actually flying but would like to learn more after he has his own drone. He would also like to be able to use it to create video footage for snowboarding and hiking that he does with his family.



Jessica

Jessica is a college drop-out who moved to Portland, OR to begin her freelance business as a photographer. She loves the outdoors and wants to gain a new perspective on the places that she travels to. She also wants to be able to use arial photographer to make her more marketable to her clients.

Personas



A CASE STUDY

Before we began posting, I looked at the previous pictures and videos that were already present on the channel, looking at what elements we would be able to keep and which we could do away with.



As a result, we came to a similar picture style, with some differences in that the aerial shots would be included more as well as the locations and gear we were going to and using as we went out to fly.



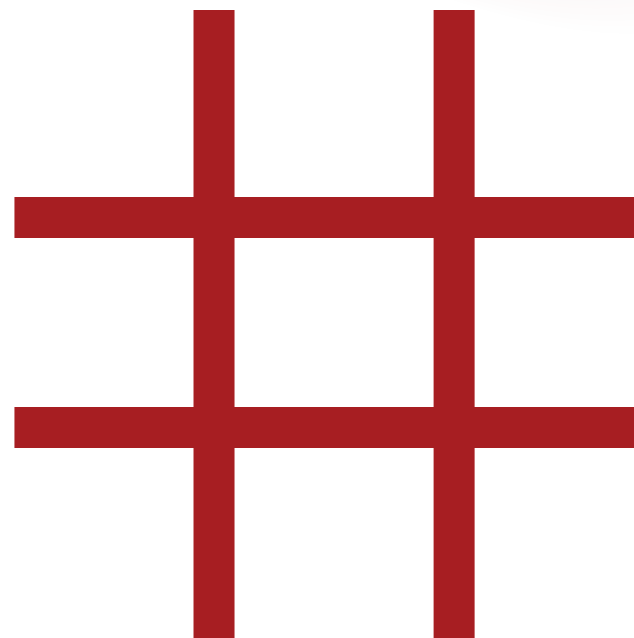
The New Content



New Techniques, New Followers

Prior to the rebranding of the channel, we found that on Instagram, we had 1,250 followers and on Facebook, we had 35 followers. Once I began implementing more innovative social media techniques, we found a drastic increase on both channels.

Instagram saw over 50 more followers within the three month period. Facebook increased with around 20 more followers. Both of these numbers were seen as we utilized techniques with hashtags within our posts.



	Average # of Hashtags	Average Overall Reach	Average Hashtag Reach	Average % of People Reached Through Hashtags
Old Content	11.2	459.4	24	5.22%
New Content	8	227.4	40	17.78%

Looking at the old content, each posts was averaging about 11.2 hashtags that were relevant to the post. These posts who reach 459.4 people with around 24 people being reached just through hashtags.

The new content had about 8 hashtags per post. The post itself would reach 227.4 people while 40 of those would have been reached through hashtags alone.

When averaging the average overall reach with the average hashtag reach for the old content, the brand was looking at about 5.22%, whereas when the latest techniques were implemented on the posts, the average percent of people getting reached more than doubled to about 17.78%!

Insights

Conclusion

Overall, the rebranding of EdwinExploring to TheKwadSquad was successful. There was an increase in the followers that we gained, as well as the people we were reaching via hashtags.

There is a plan to continue with posting and creating content. As techniques change and new methods of reaching people arise, I hope and plan on being able to implement the insights gained from TheKwadSquad in any other brand that I help with in the future.