



Microsoft partnered with 24 Seven to engage a team of consultants to enhance content creation and social storytelling.



OVERVIEW

- The Digital Stores team managed product and content campaigns across integrated channels, focusing on engagement and revenue.
- They faced challenges with expanding and scaling their existing efforts to break into trending markets, such as with Gen Z and through TikTok channel launch.
- To address these challenges, they partnered with 24 Seven to develop a team to enhance internal content and teams and project management leadership.



METHODOLOGY

- Engage a team of four consultants to handle focused areas from production to senior project management deliverables, including metrics presentation and agency engagement.
- Implemented a social-first storytelling approach and UGC optimization, targeting new audiences on TikTok and Instagram..
- Focused on upper/mid-funnel metrics such as engagement, impressions, and sentiment to track and improve campaign success.



RESULTS

- **Campaign Performance:** Evergreen initiatives outperformed CPM and primary KPI benchmarks, with Twitter/X engagement **rising 131+%**, and **TikTok video views 100% more efficient than benchmarks.**
- **TikTok Growth:** The Q3FY23 TikTok campaign yielded **37.4K followers, 4.6M video views at \$0.01 CPV, and 13.69M impressions, surpassing projections by 35%.**
- **Gen Z Engagement:** TikTok videos achieved **+3.23pp SER benchmark, +248% share benchmark, and +143% comment benchmark,** while Instagram performed **3.44% higher than benchmarks.**