

PRIME

1. Prime posted about its new release on Instagram and Twitter and the conversation is happening in the comment section. The conversation revolves around the contents of the new drink and what it tastes like.
2. The conversation is between the Prime Hydration social media account and other Instagram and Twitter users. Questions being asked are “Is there alcohol in it” and “What does it taste like”. Prime hydration’s account provides answers.
3. Prime engages in a timely manner and keeps their informal, trendy tone. For example, a user asked what it tastes like and Prime answered “Original PRIME Energy is electric, we can’t wait to hear what you think.” Also, a Prime follower commented to make a cherry flavor and Prime said “sounds delicious, we’ll let the team know.”
4. I would not council Prime to do anything differently. They engaged with hundreds of comments in a timely manner on both Instagram and Twitter. Their responses were on brand too and I expected nothing less because Prime has built its brand around a strong social media presence since the beginning.

Expansion: Prime’s main social media platform is Instagram. It has 1.9 million followers and Prime seems to post twice per week give or take. On Instagram, there are no set times but about 75% of posts occur before noon. Instagram content focuses heavily on products, news and opportunities revolving around the Prime brand. X is another platform used and Prime tweets almost every other day. Compared to Instagram, the content on twitter is more diverse. For example, Twitter

will sometimes repost content directly related to Logan Paul or KSI, even if Prime is not fully involved. Tweets do not seem to happen on specific days. I do not see a pattern with specific times but mornings are common again.

It is fair to say Prime has a ton of success in the social media game. KSI and Logan Paul's PRIME has achieved success primarily due to their use of various social media platforms to promote their brand. They have millions of dedicated followers on platforms like Instagram, Twitter, and YouTube.

The PRIME Instagram page showcases eye-catching images and videos that demonstrate its product in action. These posts have a strong visual appeal and are designed to attract health-conscious consumers seeking hydration solutions. On Twitter, both KSI and Logan Paul use their huge followings to share and endorse PRIME Hydration.

What works very well is how KSI and Logan Paul tap into their personal networks and those of their influencer connections to create a viral effect around their brand. Each post they make keeps PRIME Hydration in the minds of their audience, which is essential in a competitive industry. I would recommend Prime to keep doing what it's doing, as it is completely fair to say Prime is one of the most successful social media brands in the world with already 2 million followers on Instagram in less than two years. For context Gatorade has 1.3 million followers. One suggestion I could make is to post at 10:00 a.m. or earlier some days because people tend to be on their phone then.

3 sample posts:

Post on Instagram 11/18: Campaign Kickoff



UNLEASH YOUR FULL POTENTIAL NOW! Available now at drinkprime.com

#Newenergy #Drinkprime #Originalprimeenergy

Twitter tweet on 12/5: Mid campaign

Repost this user generated video <https://www.youtube.com/shorts/69d-KzpXYUQ>

Text for tweet: Do you enjoy our new Original Prime Energy like Jaden Sprinz enjoys it?

Instagram post on 12/11: End of campaign



Congrats to all our winners of the signed Original Prime Energy bottles! Stay tuned for more giveaways! #limitededition #giveaway #Primeenergy #original

Where	When		What		Image/Video/Link
	Date	Time	Category	Content	
Instagram	11/13	10am est	new product tease	a mysterious image of the product with a countdown and the caption "Get ready for the energy of a lifetime! #PrimeEnergyCountdown"	hidden image of new product
Instagram	11/14	10am est	new product tease	product outline with caption "Can you guess what's inside"	image of product packaging
youtube	11/15	noon	product reveal	a short video showing off the bottle design	video
Twitter	11/16	11am est	ingredient reveal	tweet having users guess what it tastes like	image of ingredients
Twitter	11/17	11am est	customer testimonial	short video of Paul and KSI having fans try the new flavor for free	video taken by Prime team
Instagram	11/18	10am est	full product reveal	caption "Unleash your full potential now."	high quality image of product
Twitter	11/19	3pm est	product promotion	a tweet describing all the benefits of the new Original Prime Energy	carousel style image tweet
Twitter	11/20	6pm est	influencer video	repost a video that Logan Paul made of him drinking the new flavor and getting all the benefits	Logan Paul's video
Instagram	11/21	10am est	product description	infographic highlighting product's main benefits	infographic
Twitter	11/22	3pm est	sale tease	inform fans the new Original Prime Energy will be 10% off for Thanksgiving at drinkprime.com	image of product and turkey

Instagram	11/23	9am est	sale promotion	10% off new product at drinkprime.com	picture of new product
Twitter	11/24	11am est	fan engagement	"What do you like best about our new Original Prime Energy?"	high quality image of product
Twitter	11/25	3pm est	fan repost	repost a positive fan experience about the new product	reposted tweet or video
	11/26		no content, give break		
Instagram	11/27	10am est	customer testimonial	highlight average score and feedback rating on product	screenshots of testimonials
Twitter	11/28	2pm est	science behind the ingredients	how ingredients contribute to energy levels	image of ingredient science
Twitter	11/29	11am est	educational content	repost a tweet explaining the importance of electrolytes and healthy beverage choices	reposted tweet
Youtube	11/30	3pm est	Founders video	a joint video of Logan Paul and KSI showing the difference between Prime Energy and Prime Hydration	produced video
Instagram	12/1	10am est	giveaway content	inform people how they can enter for a chance to win free supply for a month	image of all Prime Energy flavors
Twitter	12/2	10am est	giveaway content	reinforce how people can enter for a chance to win	same image as above
Instagram	12/3	8pm est	giveaway result	announce giveaway winners	list of winners
Twitter	12/4	11am est	behind the scenes	showcase the production process and the team behind the product development	carousel style photo reel
Twitter	12/5	1pm est	repost	repost a video of a gym influencer using Original Prime Energy in their routine	reposted video

Youtube	12/6	11am est	signed athlete collaboration	post a video featuring Prime athletes Israel Adesanya and Alex Volkanovski trying the new product	produced video
Twitter	12/7	2pm est	user generated content	feature a "Prime Energy Fan of the Week" and share the story of the fan and why they love the product	carousel style tweet with quotes
Twitter	12/8	11am est	promotion content	highlight limited edition signed Original Prime Energy bottles and how to win	image of signed bottles
Instagram	12/9	10am est	promotion content	highlight limited edition signed Original Prime Energy bottles and how to win	image of signed bottles
	12/10		no content, give break		
Instagram	12/11	10am est	announce winners	announce winners of signed bottles	video of Paul or KSI announcing winners
Instagram	12/12	noon	thank you	thank followers for support and looking forward to new events/products for Prime Energy	Original Prime logo image