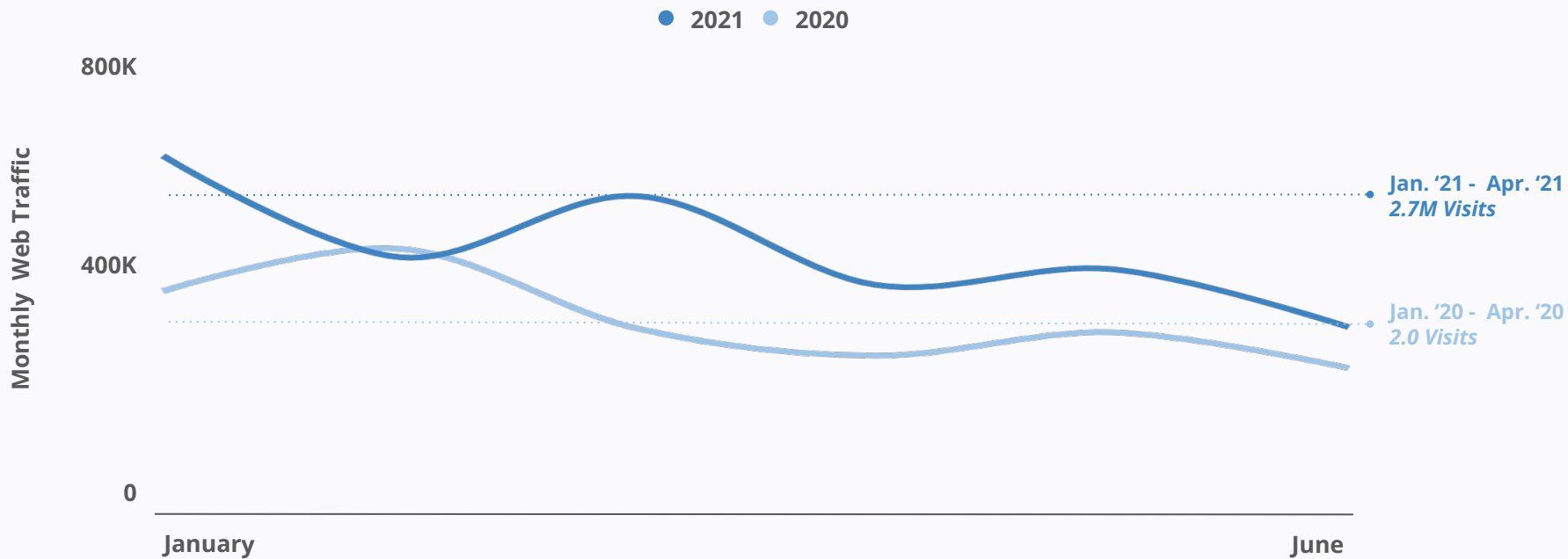




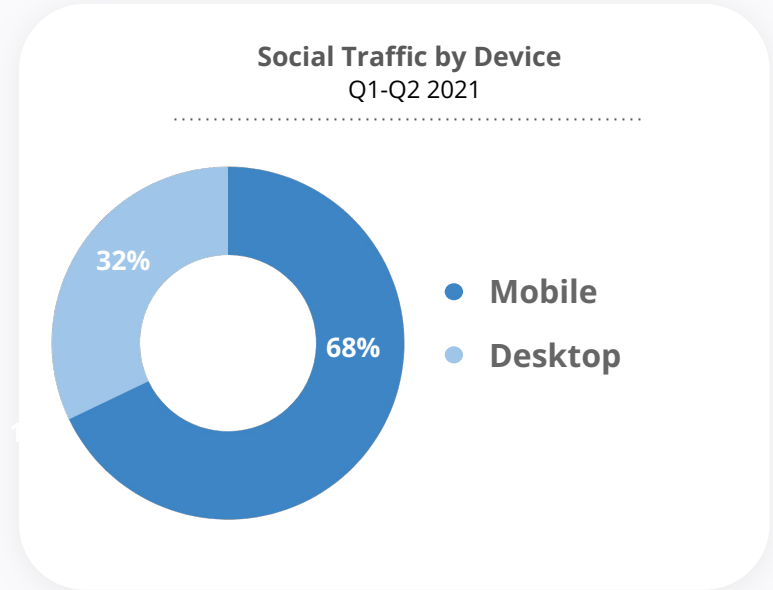
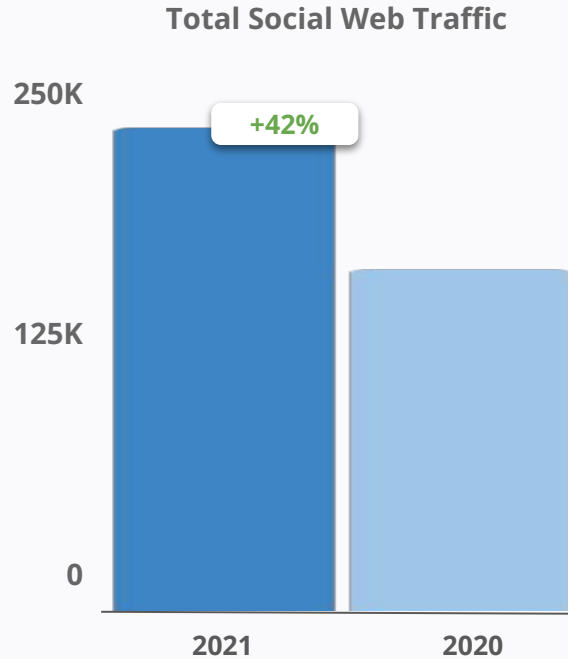
How Mountain Hardwear's Organic  
Content Drove a 42% Increase in  
Social Traffic YoY

Sporting Goods & Outdoors

Mountain Hardwear, a subsidiary of Columbia Sportswear, had a **+37%** YoY increase in worldwide web traffic from Q1 2021-Q2 2021.

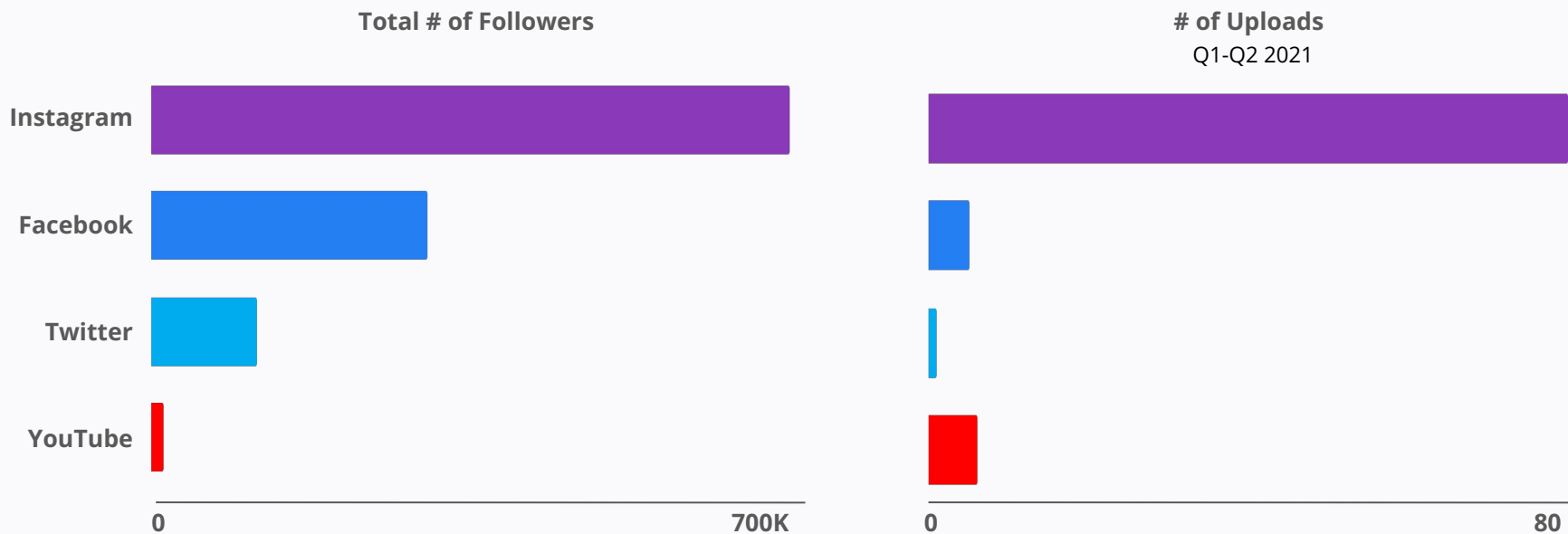


During Q1 2021-Q2 2021, their social traffic increased by **+42%** YoY.  
*Social traffic was predominantly from mobile which made up 68% of the total social traffic.*



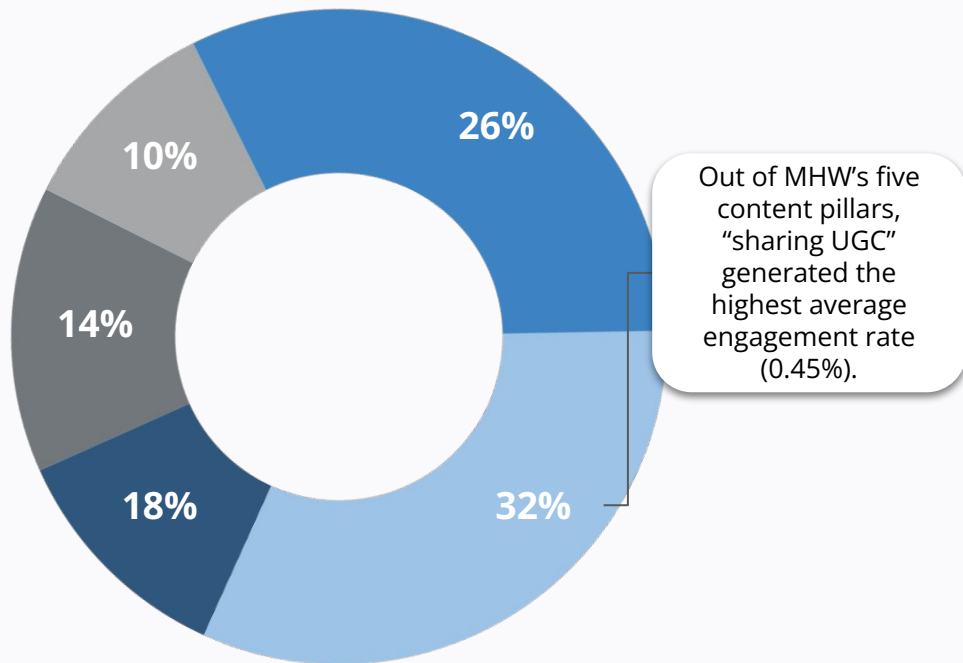
Mountain Hardwear's organic social strategy is largely focused on Instagram. In Q1-Q2 2021, Instagram posts made up 87% of their total published content.

*MHW's Instagram account has more followers than their Facebook, Youtube and Twitter accounts combined.*



## Instagram Content Allocation

Q1-Q2 2021



Instagram Strategy: Content Pillars

From Q1 2021 to Q2 2021, Mountain Hardwear published five main types of posts on their Instagram profile:

**Driving Sales**

**Sharing UGC**

**Promoting Social Initiatives**

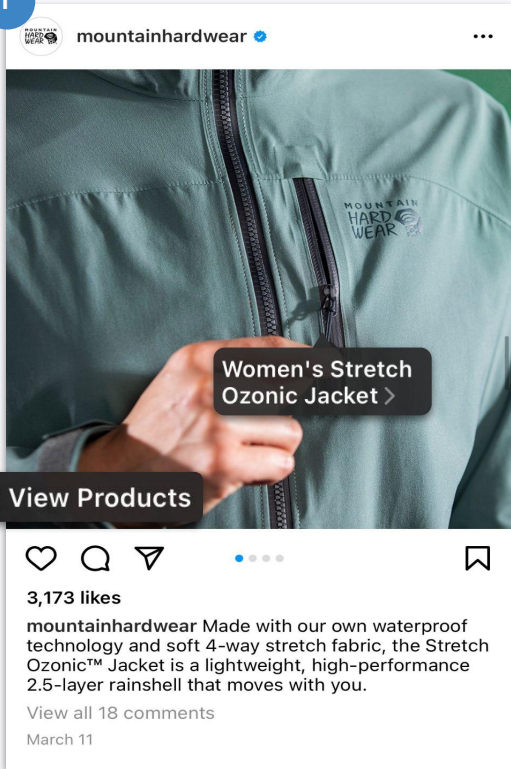
**Education**

**Featuring MHW Athletes**

\*Instagram Story data currently not available

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1



Avg. ER: **0.6%**

[Click to view](#)

2



Avg. ER: **0.2%**

[Click to view](#)

## Instagram Strategy: Content Pillars

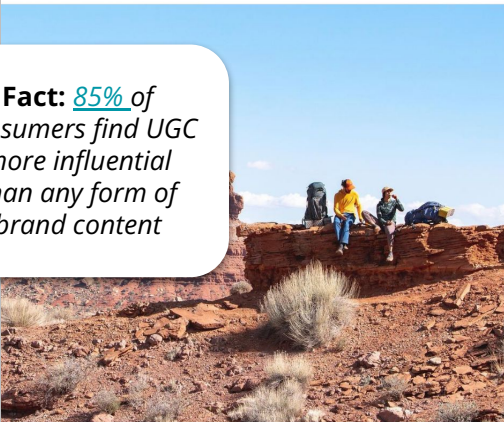
### Driving Sales

- 1 Product Feature**  
 MHW uses Instagram to feature products and showcase USPs. MHW utilizes Instagram's product tags feature to generate quick sales within the platform.
- 2 Sale**  
 MHW drives awareness about their sales with organic Instagram posts and encourages their followers to shop the sale with a CTA in post captions to visit the link in their bio.

1



**Fact:** *85% of consumers find UGC more influential than any form of brand content*



1,059 likes

mountainhardwear Snack breaks are necessary when you're sunbathing on mars. Photo: @claytonherrmann.

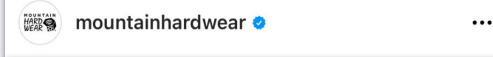
View 1 comment

June 11

Avg. ER: **0.6%**

[Click to view](#)

2



1,181 likes

mountainhardwear Rays your defenses this summer and get dependable sun protection you won't need to reapply. (Shop our collection of UPF styles - link bio.) Photos: @francoislebeau.

View all 8 comments

Avg. ER: **0.3%**

[Click to view](#)

## Instagram Strategy: Content Pillars

### Sharing UGC

1

#### Inspirational UGC

MHW features user-generated content with inspirational captions to build a stronger connection with their audience and to inspire people to explore the outdoors. A majority of these photos are from professionals. They credit the source in their captions.

2

#### Product UGC

MHW uses UGC of people wearing/using their products to showcase their products and help drive sales. UGC increases MHW's brand credibility and supplements its social content.

1



2,687 likes

mountainhardwear "In order to create new pathways in the outdoor industry, it is imperative that we can dream together and envision futures defined by equity, inclusivity, and empowerment." -Zoë Rayor (they/them), @zoe\_rayor course participant. See the full experience of our first-annual LGBTQIA2S+ SPI Course in partnership with the American Mountain Guides Association—link in bio. To learn more about affinity programs, head over to @amga1979. Photos: @ladylockoff.

Avg. ER: **0.34%**[Click to view](#)

2



**Fact:** *77% of consumers are more willing to purchase from a company with a CSR pledge.*

1,307 likes

mountainhardwear We're committed to keeping Earth awesome. Which is why we're signing on to @prana Responsible Packaging Movement and joining in their effort to eliminate single-use plastics from the shipping process. Get ready to see packaging made of a 100% curbside-recyclable paper-based material that not only protects your products on its way to your door but protects the planet from inheriting plastic waste in the process. #ReshapePackaging Photo: @jess\_talley

Avg. ER: **0.2%**[Click to view](#)

Instagram Strategy: Content Pillars

## Promoting Social Initiative

1

### LGBTQIA2S+ SPI

MHW highlights content from their queer- and trans-centred training course that they help fund on their Instagram. MHW's mission behind the program is to help increase the visibility of LGBTQIA2S+ guides and instructors while providing a welcoming environment for the LGBTQIA2S+ community.

2

### Sustainability

MHW uses their Instagram as a platform to share their dedication to eliminating single-use plastics as a company.



1



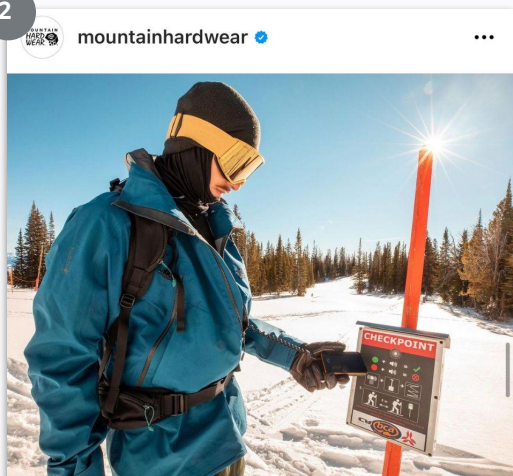
2,743 likes

mountainhardwear What gear is needed for a single day of backcountry skiing? @jhmtnguides covers everything from what layers to wear to what safety equipment is required. (Link in bio.)

Avg. ER: **0.34%**

[Click to view](#)

2



1,561 likes

mountainhardwear Backcountry skiing and riding is something that can be done for an entire lifetime — if you stay smart and make safe decisions. “Avalanche awareness” is a phrase you’ll hear often, but what does it actually mean? If you’re new to the sport, we’ll start with the very basics and send you off to other crucial resources before heading out into unmaintained terrain. (Link in bio.) Photos: @cbephotos

Avg. ER: **0.33%**

[Click to view](#)

## Instagram Strategy: Content Pillars

### Education

- Tips from Experts**  
 MHW partners with outdoor experts to create informative [articles](#) for their audience. MHW promotes these blogs on Instagram and tags the outdoor expert in the caption.
- Blog Content**  
 MHW cross-promotes its blog content on Instagram to drive visitors to its site by using a CTA to read the full article in the link in their bio.

Avg. ER: 0.32%

1



Instagram post interface showing 2,205 likes and a caption celebrating a decade-long highball project by @alexjohnson89.

2,205 likes

mountainhardwear Mountain Hardwear athlete @alexjohnson89 just sent her decade-long highball project, The Swarm (V13/14) in Bishop, CA! The level of tenacity, toughness, and serious try-hard she's put into this process over practically her entire 20s (all while coaching, competing on the World Cup circuit, and uprooting her life to Salt Lake City) is a testament to the athlete she is and always has been... Join us in congratulating her on her hardest boulder yet — AND wishing her a happy birthday! Drop all the celebratory emojis for AJ in the comments 🥳🎉🎂🎊🎊🎊  
Photo: @breesframes

[Click to view](#)



Instagram post interface showing 2,541 likes and a caption celebrating a USA Climbing National Team Trials victory by @kyra\_condie.

2,541 likes

mountainhardwear The Olympics may have been postponed, but Mountain Hardwear athlete @kyra\_condie hasn't wasted time training this past year. Actually, she's on top of her game (and the podium)... We're proud to see her hard work paying off at the USA Climbing National Team Trials, where she became the Lead Champion. Help us send Kyra congratulations and let her know we'll be rooting for her this summer... Photos: @breesframes

[Click to view](#)

Instagram Strategy: Content Pillars

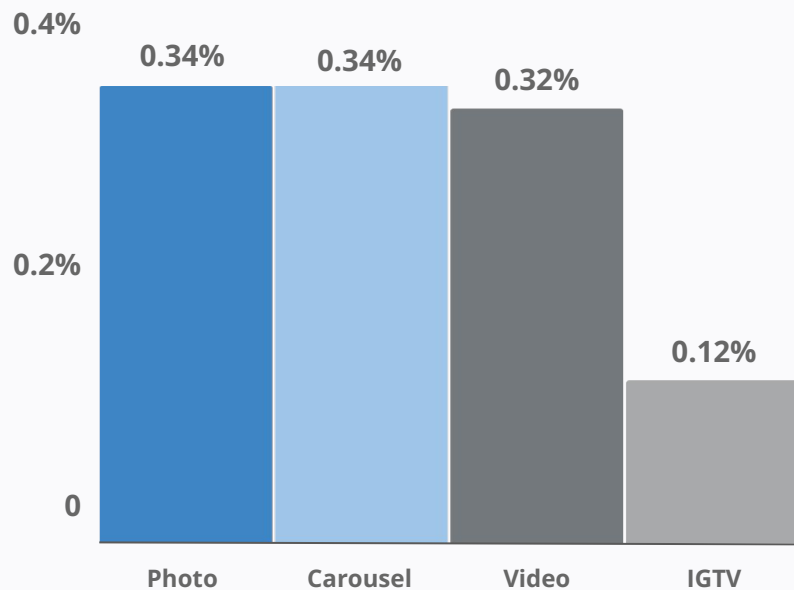
Featuring MHW Athletes

- 1 **Mountain Hardwear Athlete**  
MHW highlights its brand athletes and ambassadors on Instagram. Athletes and Ambassadors include climbers, boulderers, competitive climbers, a routesetter, mountaineers, a rock guide, a photographer, an alpinist and a big mountain skier.

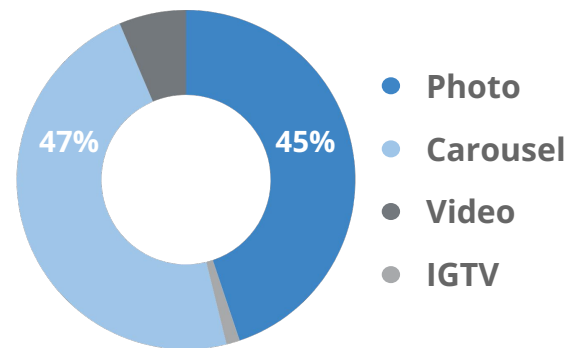
MHW's brand athletes and ambassadors help increase awareness and act as brand advocates.

In Q1 2021-Q2 2021, Mountain Hardwear primarily posted photo and carousel posts. These posts tend to generate higher engagement rates relative to video and IGTV posts.

Average Engagement Rate by Post Type



Instagram Post Breakdown  
Q1-Q2 2021



## Key Takeaways

Mountain Hardwear, a subsidiary of Columbia Sportswear, had a +42% YoY increase in their social from Q1 2021-Q2 2021. Mountain Hardwear's organic social strategy is largely focused on Instagram. Their organic Instagram content focuses on the following content pillars:

- **Driving Sales:** MHW uses Instagram to feature products and showcase USPs. Posts utilize Instagram's shopping feature to generate quick sales within the platform. Promotional posts generate high levels of engagement with an average engagement rate of 0.6%.
- **Sharing UGC:** MHW features user-generated content with inspirational captions to engage with its audience and inspire people to explore the outdoors. Additionally, MHW utilizes UGC to showcase its products. UGC helps supplement MHW's social content while reinforcing its brand trust.
- **Promoting Social Initiatives:** MHW promotes the visibility of LGBTQIA2S+ guides and instructors on Instagram by celebrating highlights from its LGBTQIA2S+ SPI training courses. Furthermore, they promote their CSR pledge to sustainability through Instagram.
- **Education:** MHW cross-promotes its blog content on Instagram with CTAs to read more in the link in their bio. MHW partners with outdoor experts to create informative content for its audience.
- **Showcasing MHW Athletes:** MHW features its brand athletes and ambassadors on Instagram and highlights their accomplishments/achievements.. MHW's brand athletes and ambassadors help increase awareness and act as brand advocates.