

Case Study for a Digital Marketing (Instagram)

In Business account to increase in likes and followers for client business.



Challenge

An Instagram challenge is directed at your followers and friends. In this challenge, you offer specific prompts at regular intervals for a specific period of time to your audience. Generally, these prompts are shared on a daily basis for a period that ranges from a few days to many. Most Instagram challenges last for anything between five days to 30 days.

Low Performance Factor:-

- 1: Missing Link In Account Bio
- 2: Keeping Your Instagram Account Private
- 3: Posting Too Many Images Simultaneously
- 4: Posting Low-Resolution Images
- 5: Posting Non relevant images
- 6: Not Targeting Your Top Competitors

Results

Over a period of months we saw a steady increase in followers on page and likes on posts.

Comparison

Monthly Comparison:-

MAY 2018

Media	Likes	Followers	Following
20	9885	325	563

JUNE 2018

Media	Likes	Followers	Following
20	14103	1281	3587

JULY 2018

Media	Likes	Followers	Following
10	13069	1625	4874

Increase in Followers.

Instagram quickly outgrew its first impression as a fun app for kids and has become a serious content marketing, networking and audience building tool for individuals and brands. It's one of the most popular social networking sites on the planet, with over 200 million active monthly members sharing 60 million images and 1.6 billion likes per day.

Steps :-

1. Cross-promote your dedicated hashtag.
2. Get creative with hashtagging.
3. Participate in massively popular conversations.
4. Make the most of your bio URL.
5. Get descriptive with your captions.
6. Go all in on influencer marketing.
7. Remove unwanted tagged photos of you from your profile.
8. Approve photo tags before the content shows on your profile.
9. Develop your own Instagram style.
10. Get local.
11. Remember your calls to action!