

Case Study for a Home Decor

To increase the customer engagement activities and organic post likes on Instagram.



Challenge

The main challenge for this project was it was having zero/no engagement activities on Instagram. Needed to have to start from the ground state.

Result

- From 0 to increased post likes more than 500 likes on every post
- 224 Accounts reached within six days. (July 20th – July 26th)
- 369 Impressions within seven days.

Discovery



Reach

+81 vs. Jul 13 - Jul 19

224

Impressions

+159 vs. Jul 13 - Jul 19

369

Solution & Process

- We started the posting with the attractive content and images related to client's business.
- Using popular hashtags related to the client's business.
- Increased the followers and post likes.

Example of Motivational Post



Example of Business Post

