# Case Study for a

# Home Decor

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



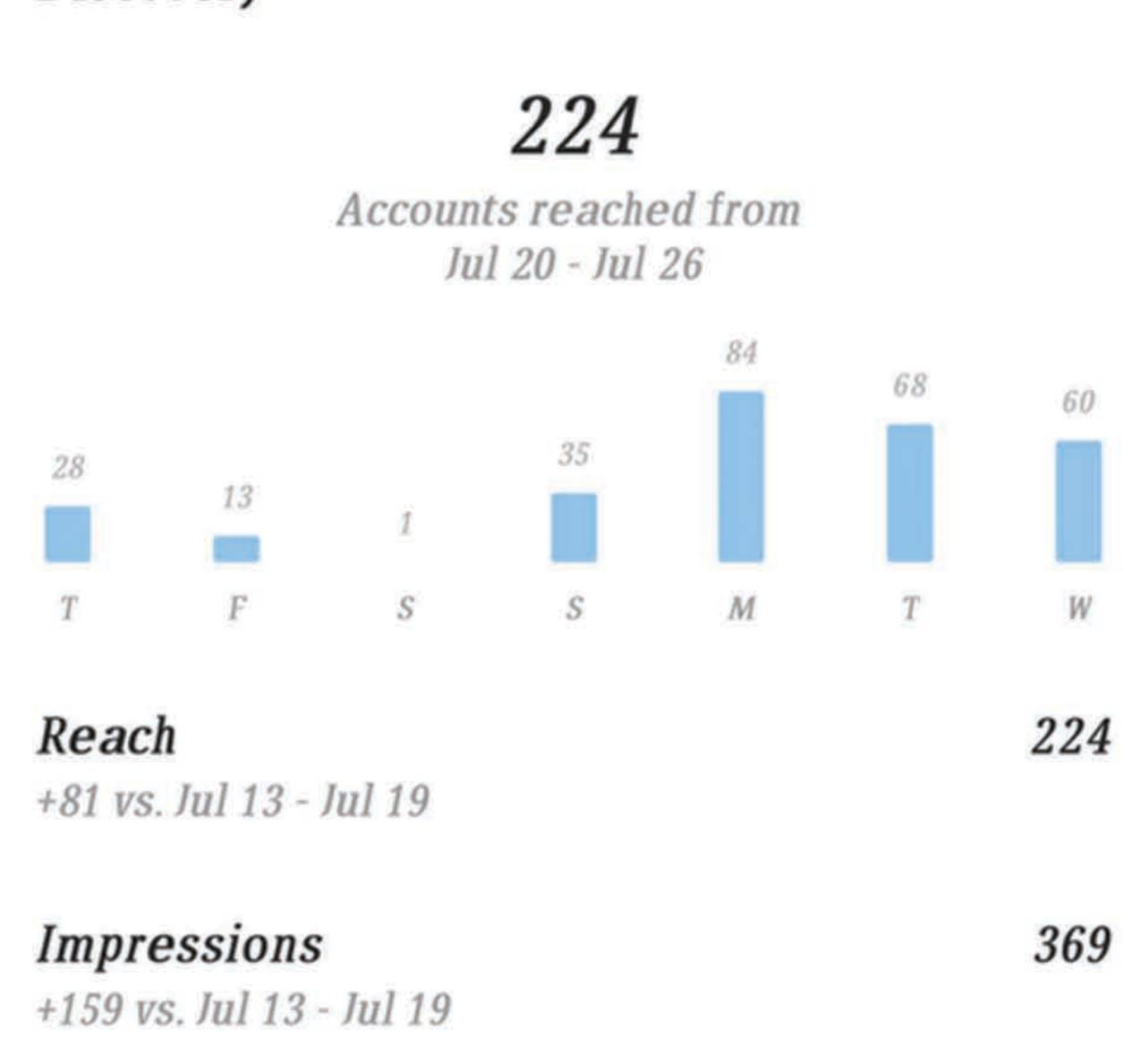
## Challenge

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.

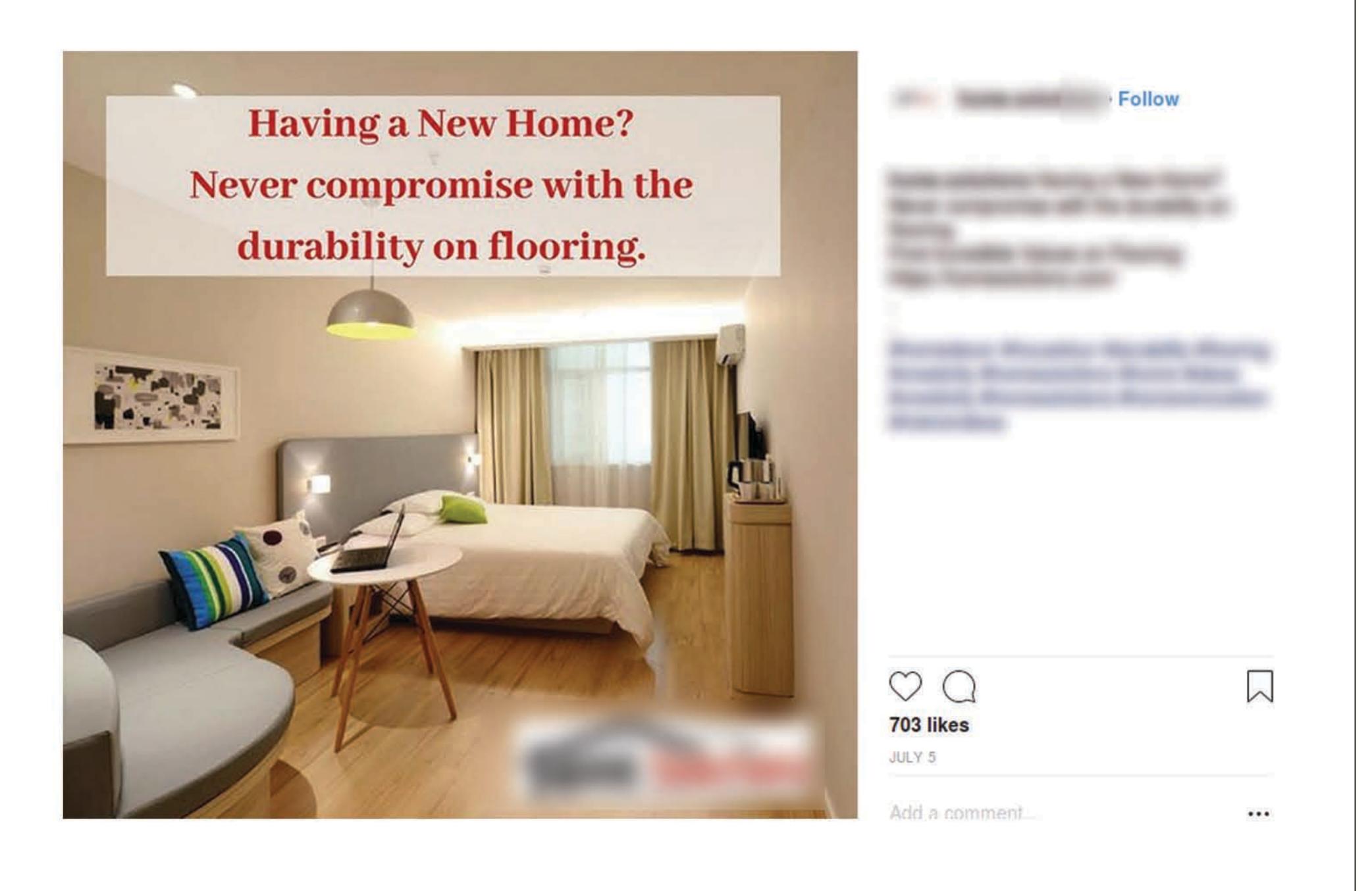
#### **Discovery**



## 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**

