



STRATEGIC BENCHMARKING: ACCELERATING FOLLOWER GROWTH FOR THE KEY THROUGH COMPETITOR CONTENT ANALYSIS

Social Media Data Analyst

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INTRODUCTION

1

Currently, The Key has **4,704 followers**, which falls into the ***nano-influencer*** category. The selected competitors operate in the same service sector—English language courses—and possess high public trust among Indonesians when choosing a course provider, while also maintaining a large following on Instagram.

2

Our team has restricted the benchmark objects to six accounts that meet the aforementioned criteria:

- 2 international competitor accounts or global
- 4 indonesian competitor accounts

3

1. **@ef.indonesia (81.2K)**,
2. **@britishcouncil (275K)**,
3. **@wallstreetenglish.id (82.6K)**
4. **@titiknolenglish (776K)**,
5. **@kampunginggrislc (2.1M)**,
6. **@lister.co.id (139K)**.

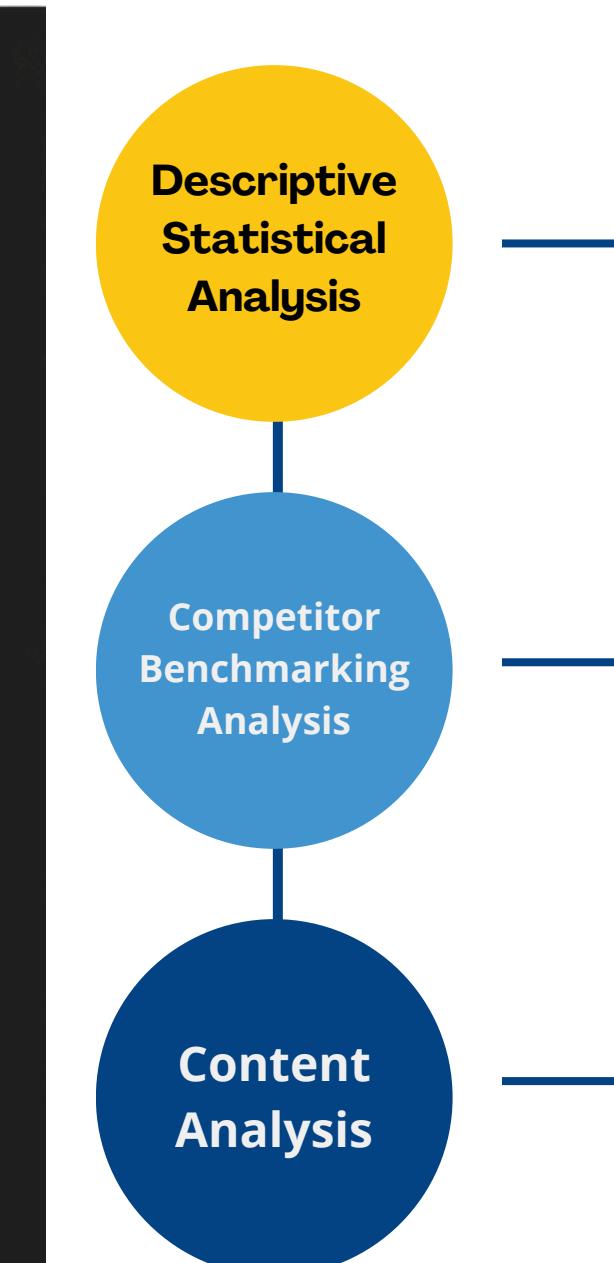
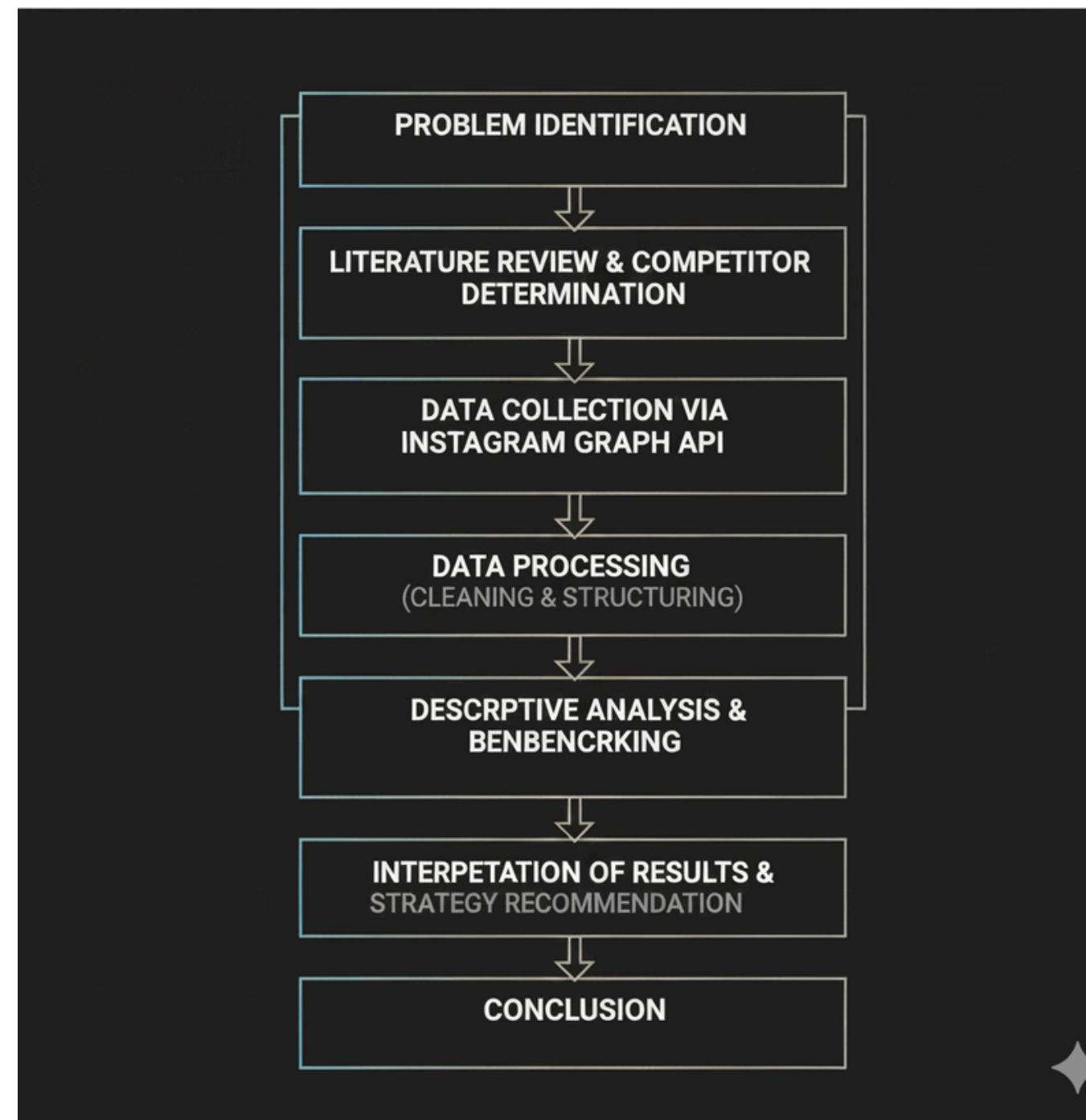
periode posting = antara July- Oktober

The data to be analyzed by the team will use engagement metrics (likes and comments) from the last three months for each respective Instagram account to strengthen The Key's brand and enhance awareness among relevant target audiences.

TOOLS FOR DATA ANALYSIS



IMPLEMENTATION PLAN



- Media Product Type
 - Weekly posting freq in October
 - Best time to post
 - Total like by media product type
 - Total like and comments by media type
-
- Avg like per post
 - Avg comment per post
 - Top 10 posts by engagement rate
-
- Caption length analysis vs engagement rate
 - Hashtag position distribution per account
 - Engagement rate distribution based on hashtag position
 - Variation hashtag analysis per post

FRAMEWORK

1. BUSINESS UNDERSTANDING

Background of the Problem, Objectives of the Analysis, and Key Business Questions.

2. DATA COLLECTION

Data Acquisition process via Instagram Graph API, defining data scope (competitors list & timeframe), and Raw Data Extraction.

3. DATA UNDERSTANDING

Dataset Summary, Column Structure and Data Types inspection, and Feature Categories identification.

4. DATA PREPARATION

Data Cleaning (Handling Missing Values & Duplicates), Data Type Conversion (e.g., String to Datetime), and Creating new metrics like Engagement Rate

5. EXPLORATORY DATA ANALYSIS & DASHBOARDING

Descriptive Statistical Analysis, Competitor Benchmarking Analysis (Comparing KPIs) and Content Analysis

6. BUSINESS INSIGHT

Actionable insights for content strategy, optimal posting schedules, and engagement improvement tactics derived from data findings.

DATA COLLECTION - GRAPH API



<https://developers.facebook.com/tools/explorer/>

- Create Facebook Account > Create Facebook Page
- Create Instagram Business Account
- Link Facebook Page to Instagram Business Account
- Create Facebook Developers Account
- Create Facebook App
- Get Facebook App ID and Secret
- Token and Permissions
- Get Facebook Page ID
- Get Instagram Business Account ID

The screenshot shows the Facebook Graph API Explorer interface. At the top, there's a navigation bar with 'Tools', 'Support', 'Apps', 'Required actions', a search bar, and a bell icon. Below the navigation is a form titled 'Access Token' with fields for 'Meta App' (set to 'IGA Graph API test'), 'User or Page' (set to 'User Token'), and an 'Access Token' input field containing 'EAAY9kA2FU78BQKqDDZAH9U628R0fm16mi8mEwEzQuaMxXjxY6ZCi1DQ9MiYVZ'. A red box highlights the 'Permissions' section, which lists several selected permissions: 'instagram_branded_content_creator', 'instagram_branded_content_ads_brand', 'instagram_manage_events', 'instagram_manage_upcoming_events', 'manage_app_solution', and 'instagram_creator_marketplace_discovery'. Below this, it says '30 options selected'.

The screenshot shows a Jupyter Notebook cell with the title '4. TITIK NOL ENGLISH'. The code in the cell is:

```
import requests, json
ig_username = "titiknolenglish"
required_param = """
    name,username,biography,website,
    followers_count,follows_count,media_count,profile_picture_url,
    media.limit(50){
        id,caption,media_type,media_product_type,media_url,thumbnail_url,
        permalink,timestamp,like_count,comments_count
    }
"""

url = (
    f"https://graph.facebook.com/v17.0/{ig_user_id}"
    f"?fields=business_discovery.username({ig_username}){required_param}"
    f"&access_token={long_access_token}"
)

r = requests.get(url)
metadata = r.json()
print(json.dumps(metadata, indent=2))
```

An orange circle highlights the 'ig_username' variable and the 'required_param' string. An arrow points from this highlighted area to the text 'Required Parameter'.

Required Parameter

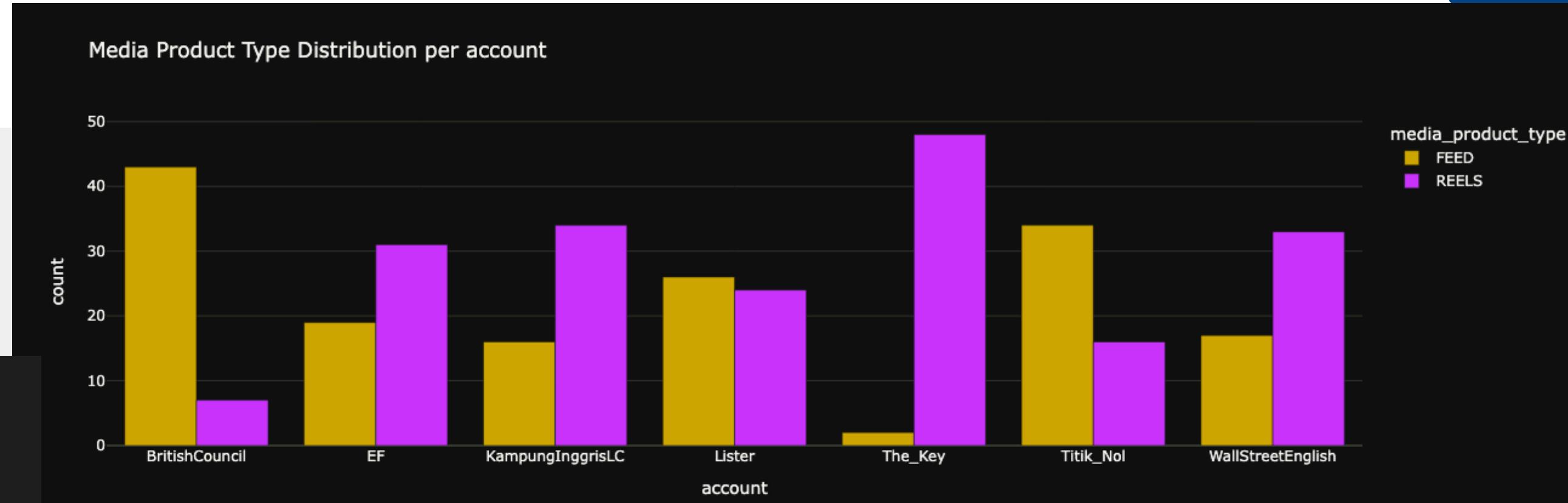
```
{
  "business_discovery": {
    "name": "TITIK NOL ENGLISH COURSE",
    "username": "titiknolenglish",
    "biography": "\ud83c\udfe Kursus Bahasa Inggris untuk Study Abroad\n\ud83d\udc4c Bisa belaja",
    "website": "https://titiknolenglish.com/daftar-kursus/",
    "followers_count": 777856,
    "follows_count": 817,
    "media_count": 4898,
    "profile_picture_url": "https://scontent-ord5-2.xx.fbcdn.net/v/t51.2885-15/314658257_5196164",
    "media": {
      "data": [
        {
          "id": "18027259670727555",
          "caption": "Kadang-kadang, yang membuat kita tidak berani bermimpi besar bukan karena",
          "media_type": "CAROUSEL_ALBUM",
          "media_product_type": "FEED",
          "media_url": "https://scontent-ord5-2.cdninstagram.com/v/t51.82787-15/568071071_183461",
          "permalink": "https://www.instagram.com/p/DQGVeWLktgS/",
          "timestamp": "2025-10-22T05:00:43+0000",
          "like_count": 70,
          "comments_count": 3
        }
      ]
    }
  }
}
```

→ OUTPUT

KEY FINDINGS TOTAL POST

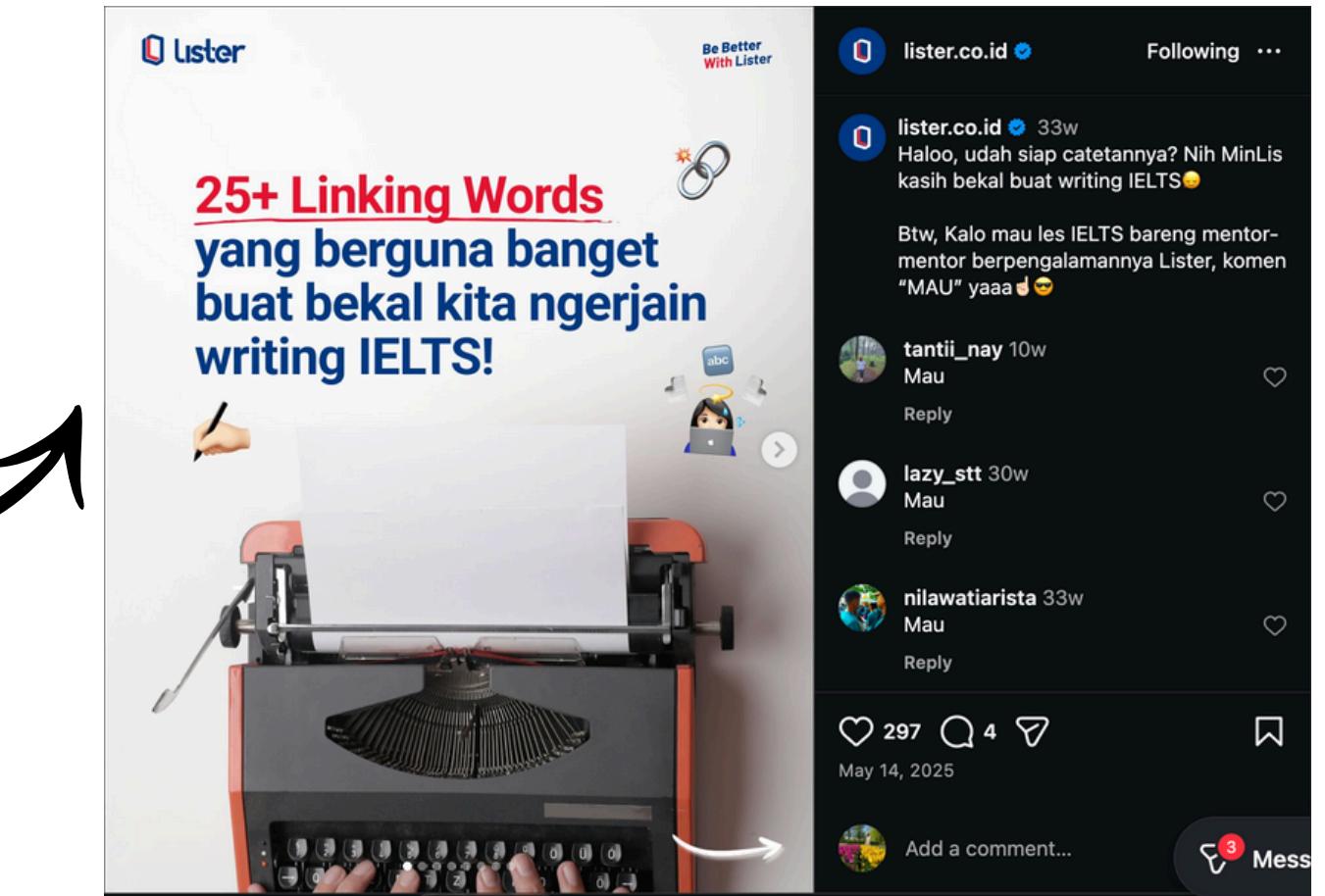
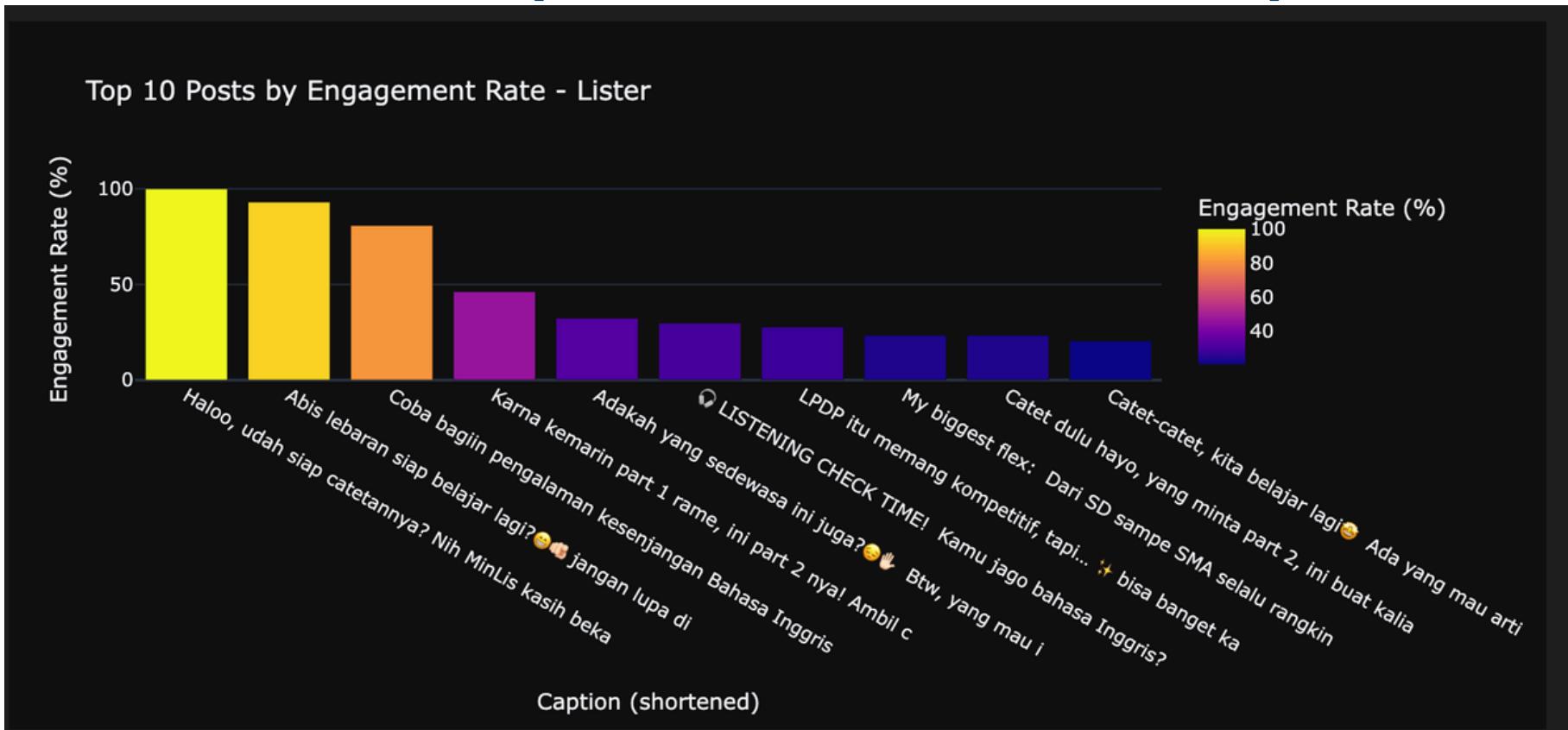
MEDIA PRODUCT TYPE DISTRIBUTION PER ACCOUNT

account	media_product_type	count
BritishCouncil	FEED	43
	REELS	7
EF	FEED	19
	REELS	31
KampungInggrisLC	FEED	16
	REELS	34
Lister	FEED	26
	REELS	24
The_Key	FEED	2
	REELS	48
Titik_Nol	FEED	34
	REELS	16
WallStreetEnglish	FEED	17
	REELS	33



The visualization clearly shows the media product type distribution (FEED vs. REELS) across the competing accounts. **The Key** account utilizes REELS most frequently, posting a significantly higher count of **REELS** compared to all other accounts in the dataset.

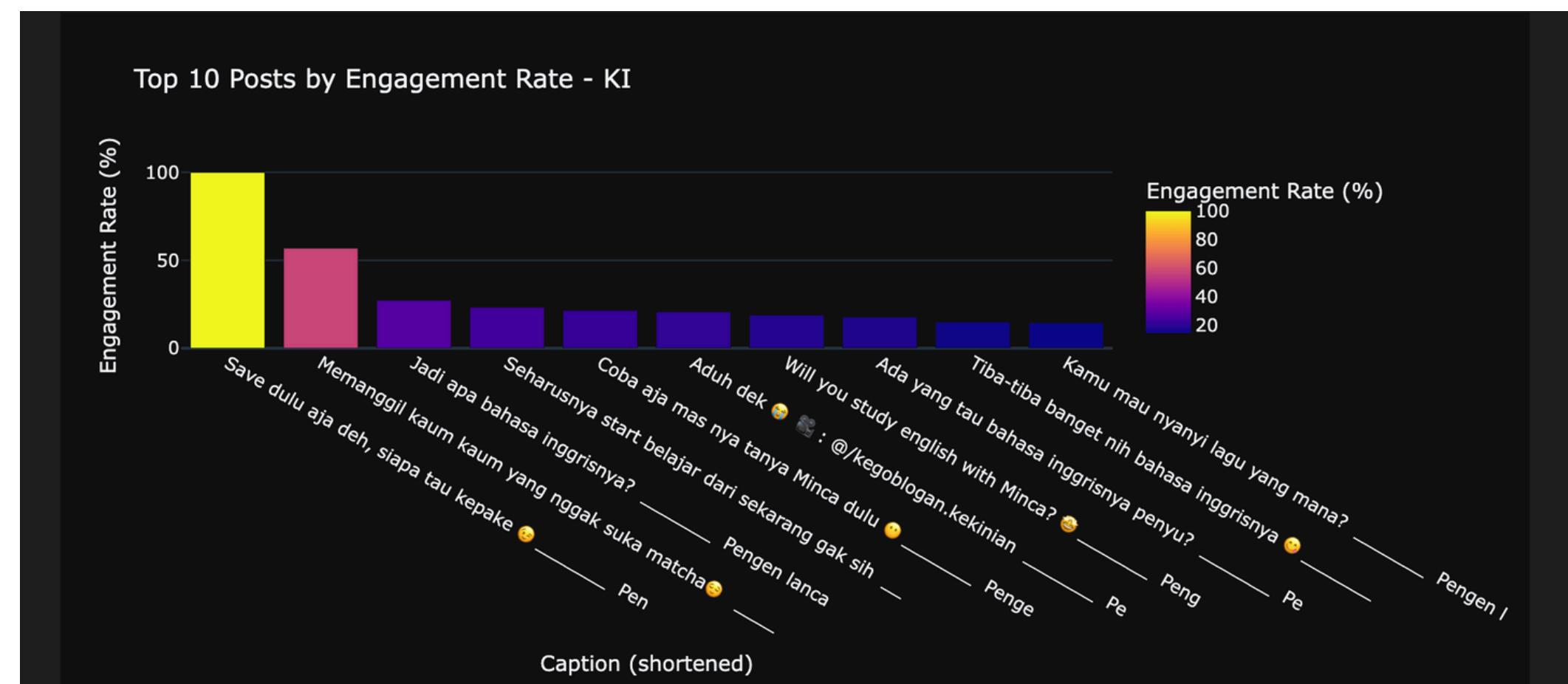
TOP 10 POSTS BY ENGAGEMENT RATE (LIKE+COMMENTS)



$$\text{Engagement Rate} = \frac{\text{Like Count} + \text{Comments Count}}{\text{Engagement Score Maksimum}} \times 100$$

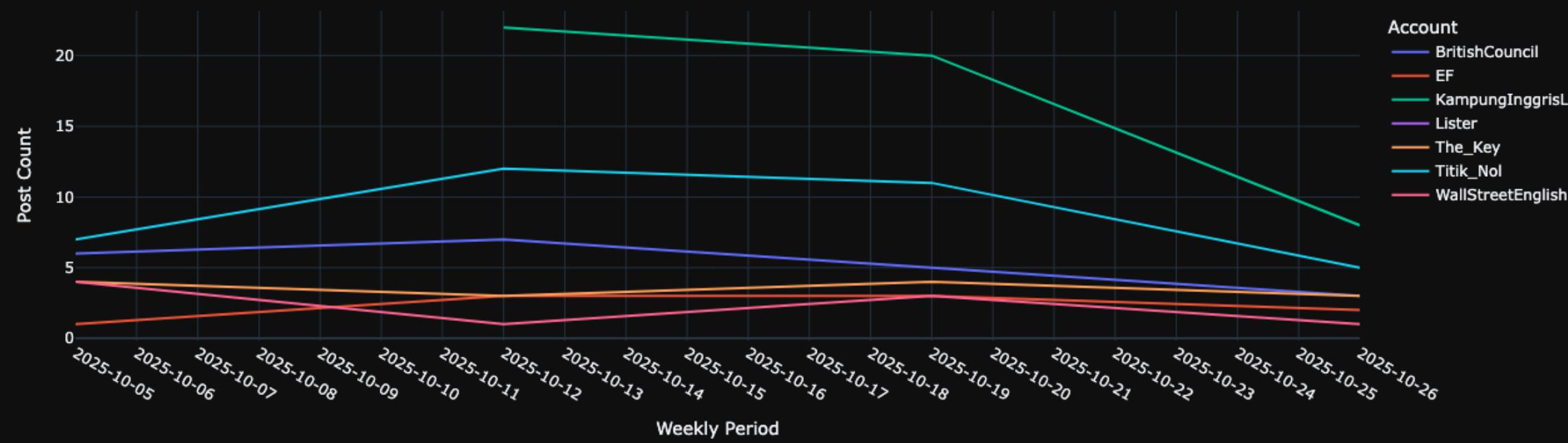
"How much engagement did this post contribute compared to the best post (with the highest engagement) on that account?"

If the result is 100%, it means the post has the highest engagement score in the entire dataset.



WEEKLY POSTING FREQ IN OCTOBER 2025

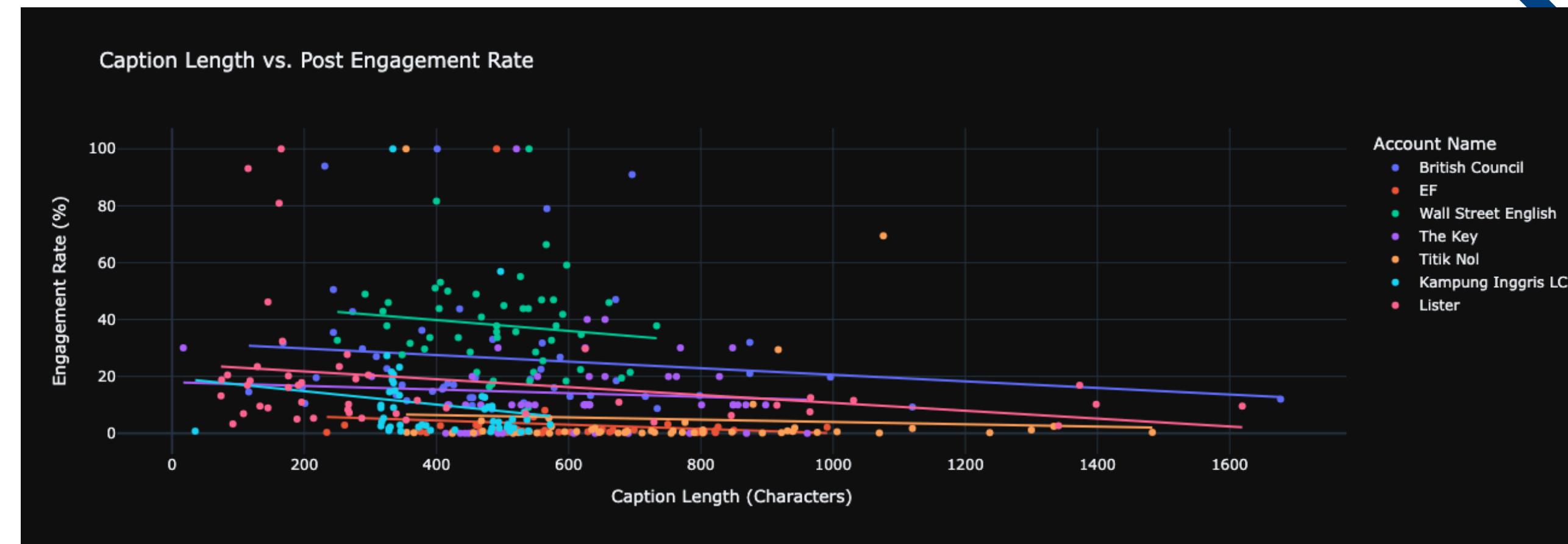
Weekly Posting Frequency in October: BritishCouncil, WallStreetEnglish, EF, Lister, Titik_Nol, KampungInggrisLC, The_Key



Audiences tend to like captions that are informative but not too long.

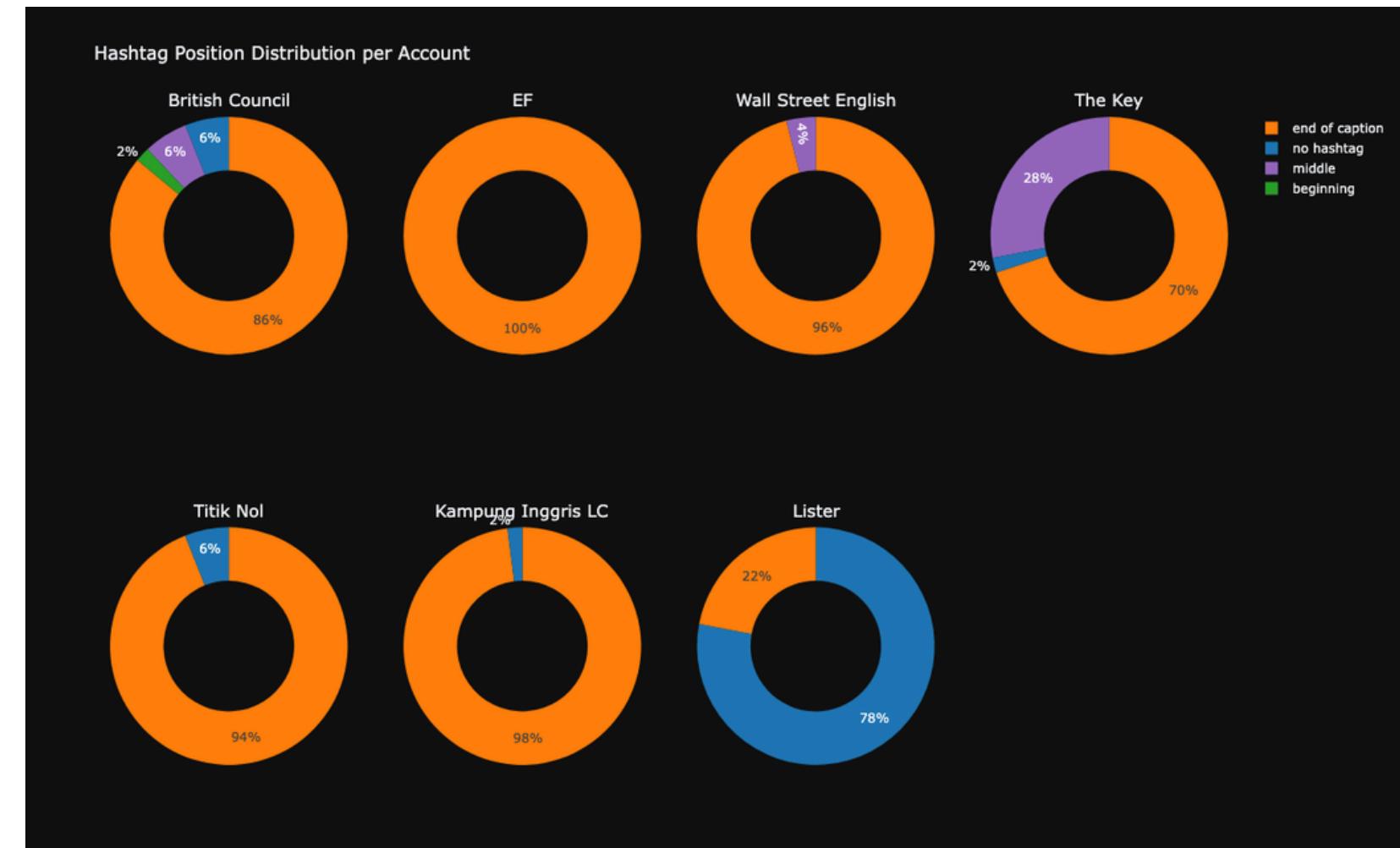
CAPTION LENGTH + HASHTAG VS. POST ENGAGEMENT RATE

The shorter the caption, the higher the chance it will be fully read by the audience

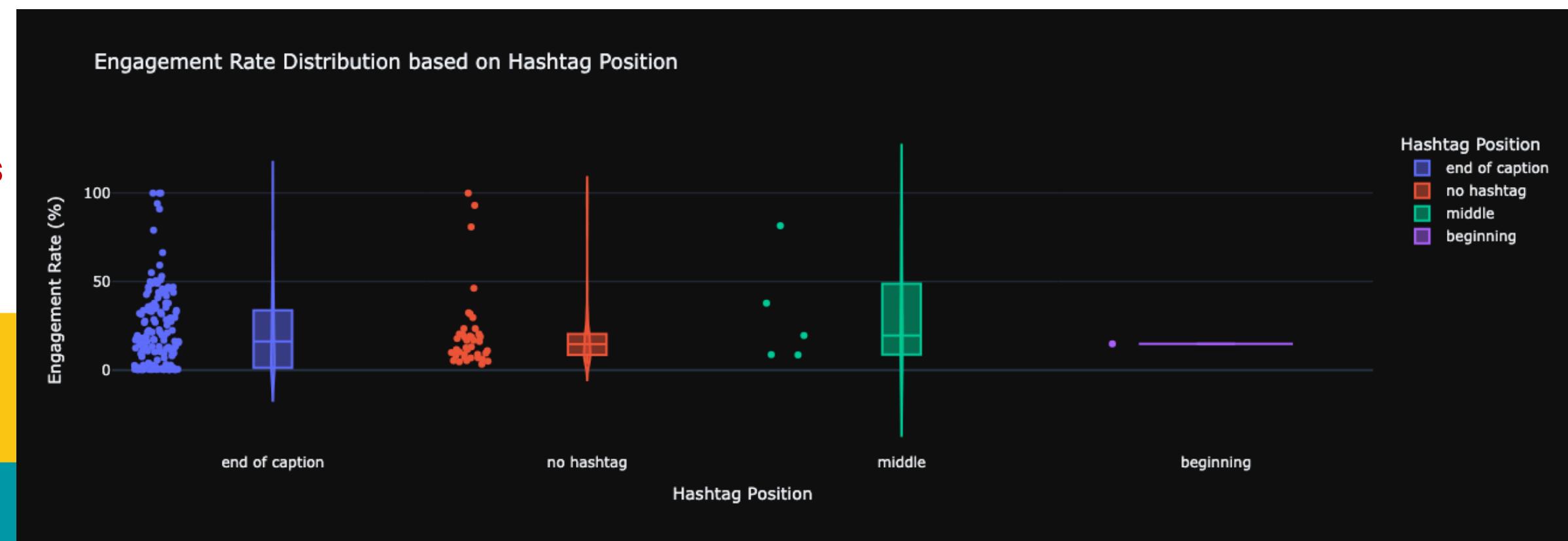


HASHTAG POSITION DISTRIBUTION PER ACCOUNT

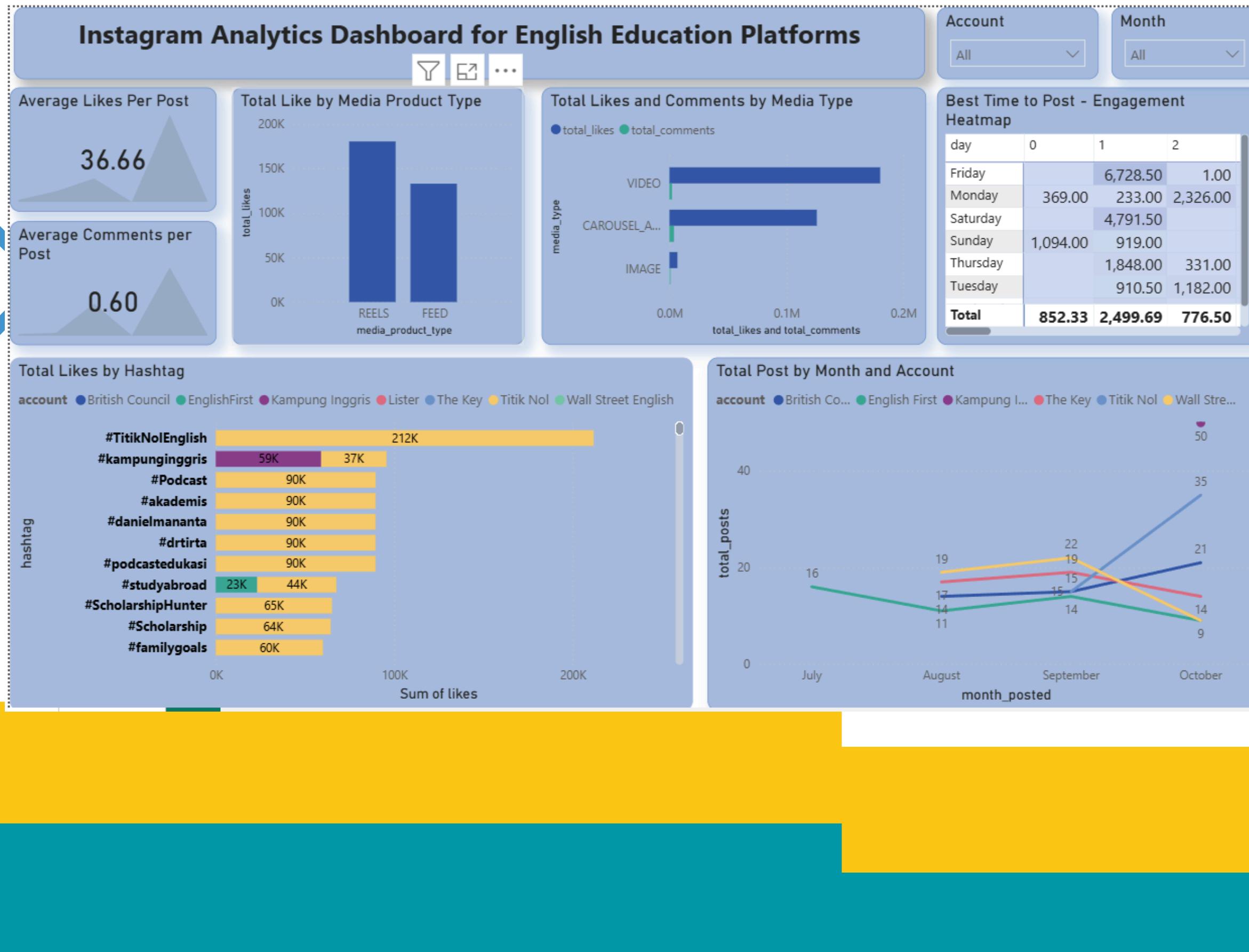
The majority of competitors (EF, WSE, BC) adhere to the common social media best practice of placing hashtags at **the end of the caption** to maintain the visual cleanliness of the main text (long captions). The Lister account, however, stands out as an outlier with a potentially unique or different strategy.



The Key shows the most varied results compared to other accounts. This variation likely indicates **a lack of consistency or that they are currently testing different methods to optimize engagement performance**



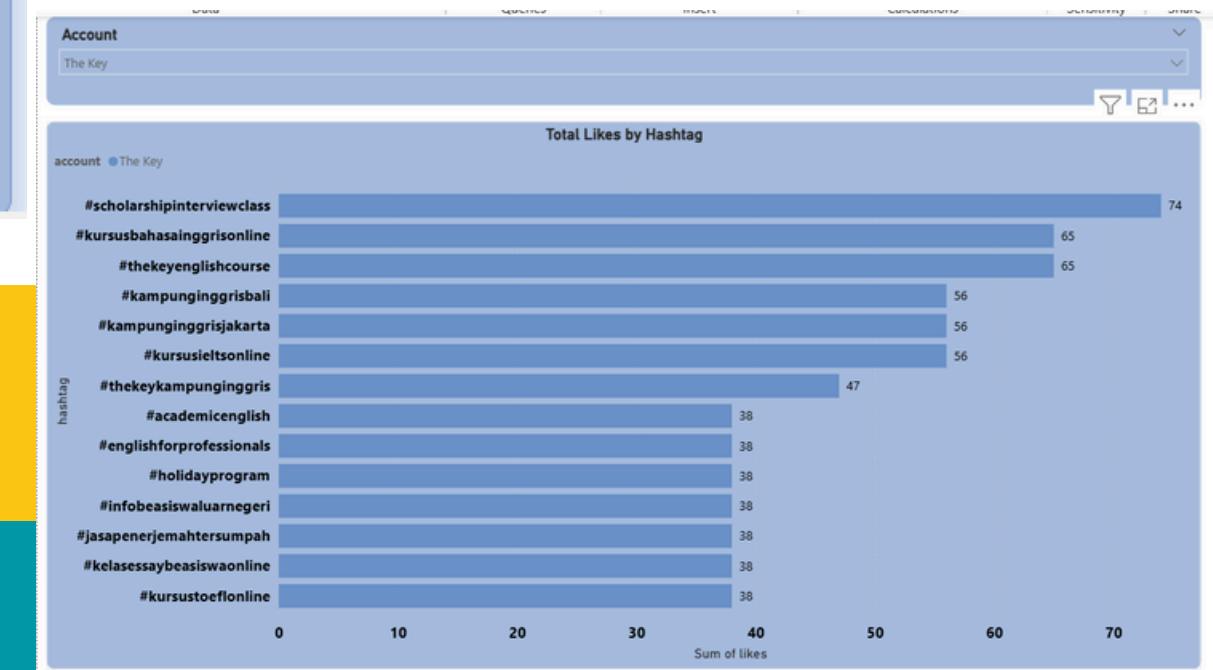
DATA VISUALIZATION USING POWER BI



Based on the visualization above, the optimal time to post content is Monday at **2:00 PM**, and the media type that receives the highest engagement is **Video Reels**.

Regarding hashtag strategy, it is recommended to use consistent and familiar hashtags.

For instance, a comparison between The Key and other platforms using similar hashtags shows that posts with the hashtag **#Scholarship** on other platforms received a total of **64K likes**, while The Key, using the hashtag **#Scholarshipinterviewenglishclass**, achieved a total of **74 likes**.



COMPETITIVE POSITION SUMMARY

Dibandingkan kompetitor, The Key:

- ✓ Memiliki tone friendly, youthful, supportive
- ✓ Memiliki potensi niche yang kuat
- ✗ Kurangnya di frekuensi posting
- ✗ Kurangnya variasi konten
- ✗ Caption terlalu panjang pada sebagian posting
- ✗ Penempatan hashtag masih bervariasi (middle, beginning, end of caption)
- ✗ Ada beberapa konten yang perlu dimaksimalkan

Tema Konten	Sumber/Akun	Performa
Edukasi, Motivasi, testimoni alumni	@titiknolenglish	★★★★★
Kosakata Praktis, Ekspresi Harian, Tips belajar & grammar hacks	@kampunginggrislc	★★★★
Lifestyle & Studi Luar Negeri	@ef.indonesia	★★★
Persiapan Akademik & Ujian (IELTS)	@lister.co.id	★★

STRATEGIC RECOMMENDATION FOR THE KEY

1. Fokus pada tema konten berikut sebagai acuan *content pillar*:
 - Grammar tips
 - Success stories alumni (Video testimonial <40 detik)
 - Fun English facts
 - Promo produk: bundling / seasonal
2. Gunakan hashtag relevan & konsisten di akhir caption
Misalnya: **#kampunginggris #belajarenglish #thekeykampunginggris #thekey #Scholarship**
3. Gunakan caption pendek-sedang (>100 kata) dengan memadukan kalimat interaktif, misalnya:
 - "Share ke temanmu!"
 - "Kelas apa yang ingin kamu ambil?"
4. Tingkatkan frekuensi posting → minimal 5–7 konten/minggu (IMPORTANT = consistency). Padukan antara reels, carousel, dan single poster/image.
5. Jam posting yang konsisten (pukul 14.00)
6. Kolaborasi dengan akun lain/organisasi lain (influencer, alumni yg memiliki banyak followers, akun english edukasi yg lain).
7. Gunakan fitur Ads untuk boosting konten sebagai hook engagement
8. Gunakan Engagement Rate sebagai monitor performance.



RIMBERIO

THANK YOU