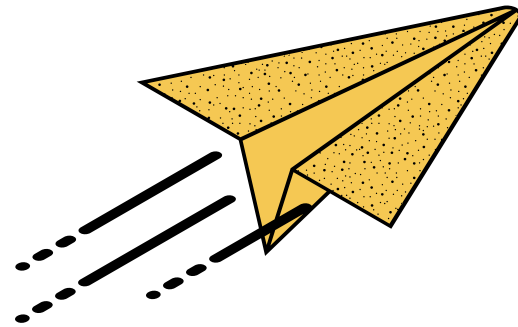


Presented by Faris M



SOCIAL MEDIA ANALYSIS

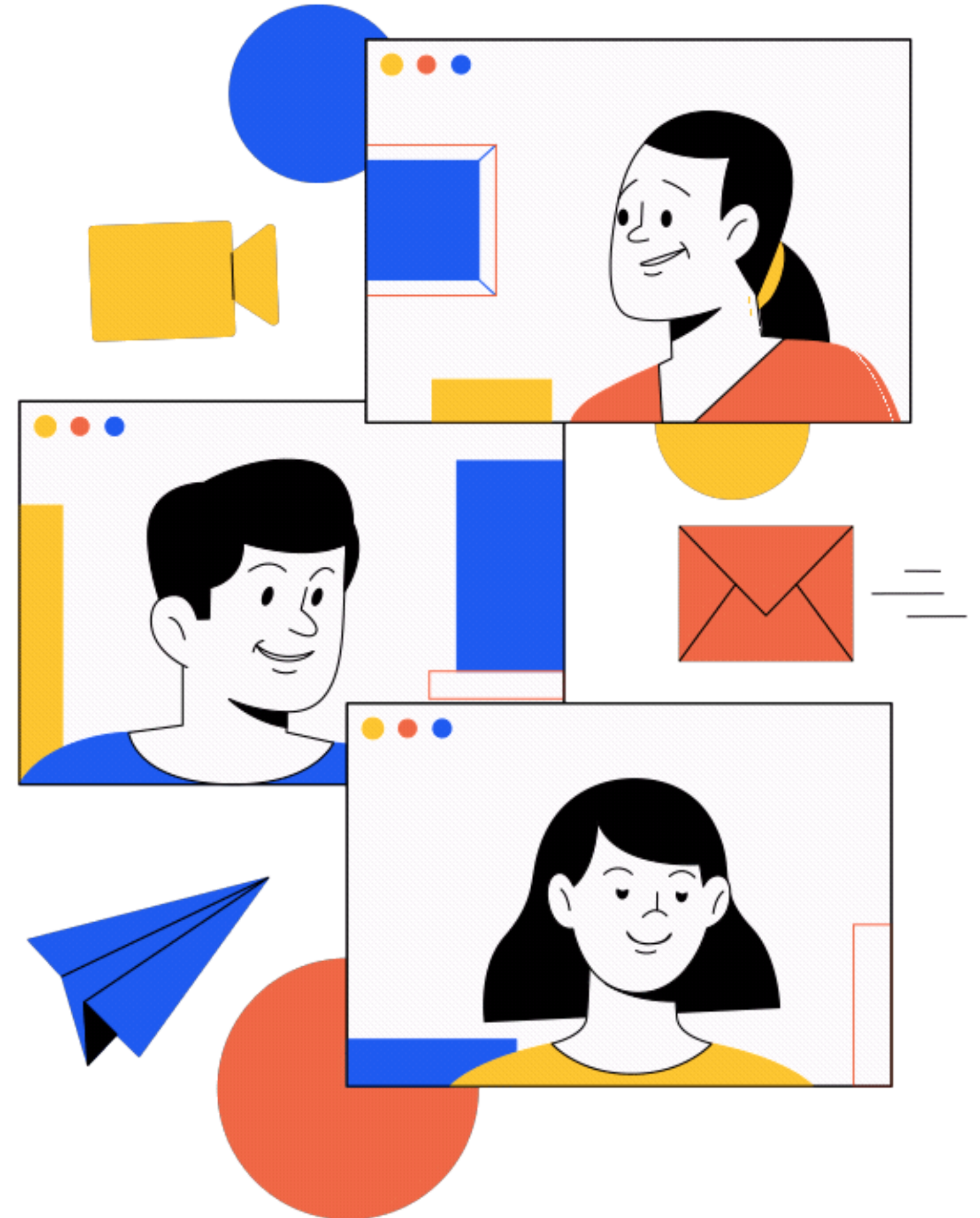
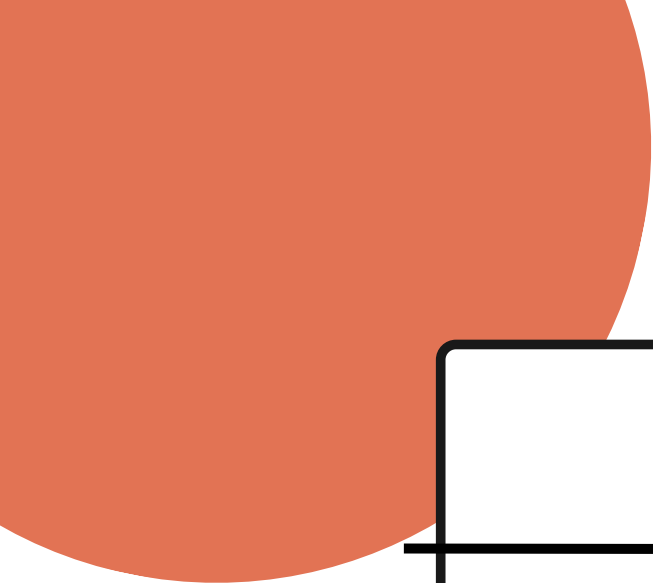


TABLE OF CONTENTS

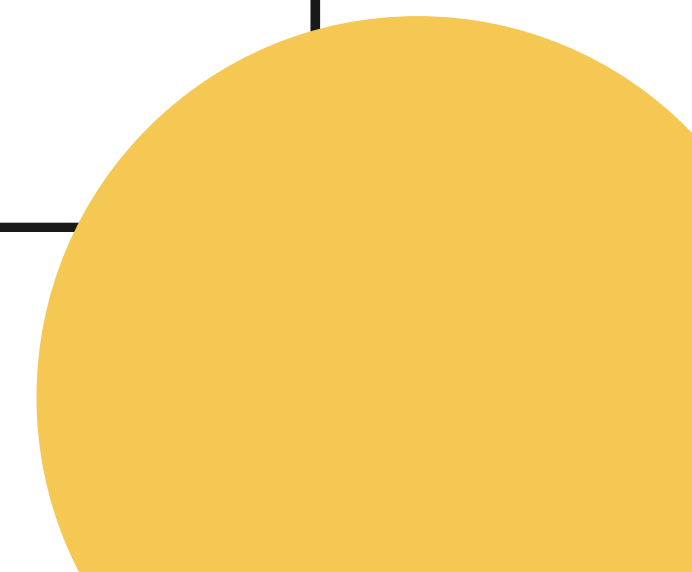
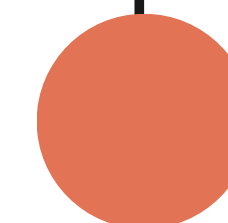
- 1 Introduction
- 2 Brand Information
- 3 Orange.id Instagram Analysis
- 4 Strawberry Spot analysis

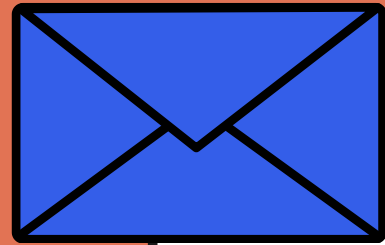




INTRODUCTION

We analyze data from our 'Orange.ID' and 'Strawberry Spot' brands on Instagram. Collected between January and March 2019, the data includes three content types: Image, Video, and Carousels. Our goal is to uncover valuable insights and offer recommendations for enhancing our social media strategies. Let's dive into the findings and explore ways to optimize our brand presence on Instagram.





BRAND INFORMATION

- **Brand identity**

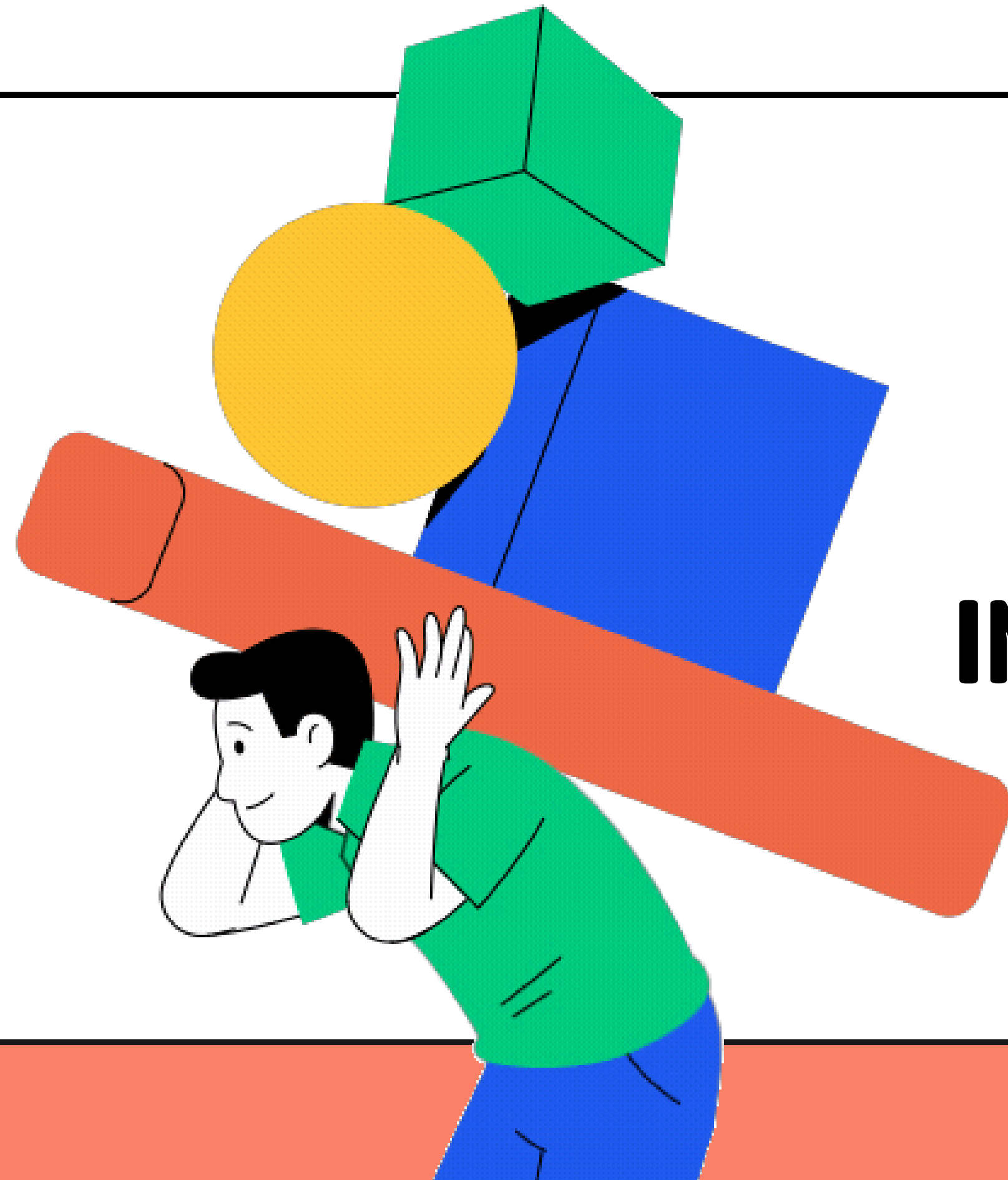
Orange_id &
Strawberry Spot

- **Total Posts**

454 posts between both
accounts

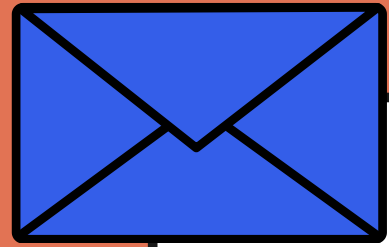
- **Marketing efforts**

During the period between January and March 2019, both Instagram accounts actively posted a combination of organic and promoted content, resulting in a diverse range of impacts on each account.



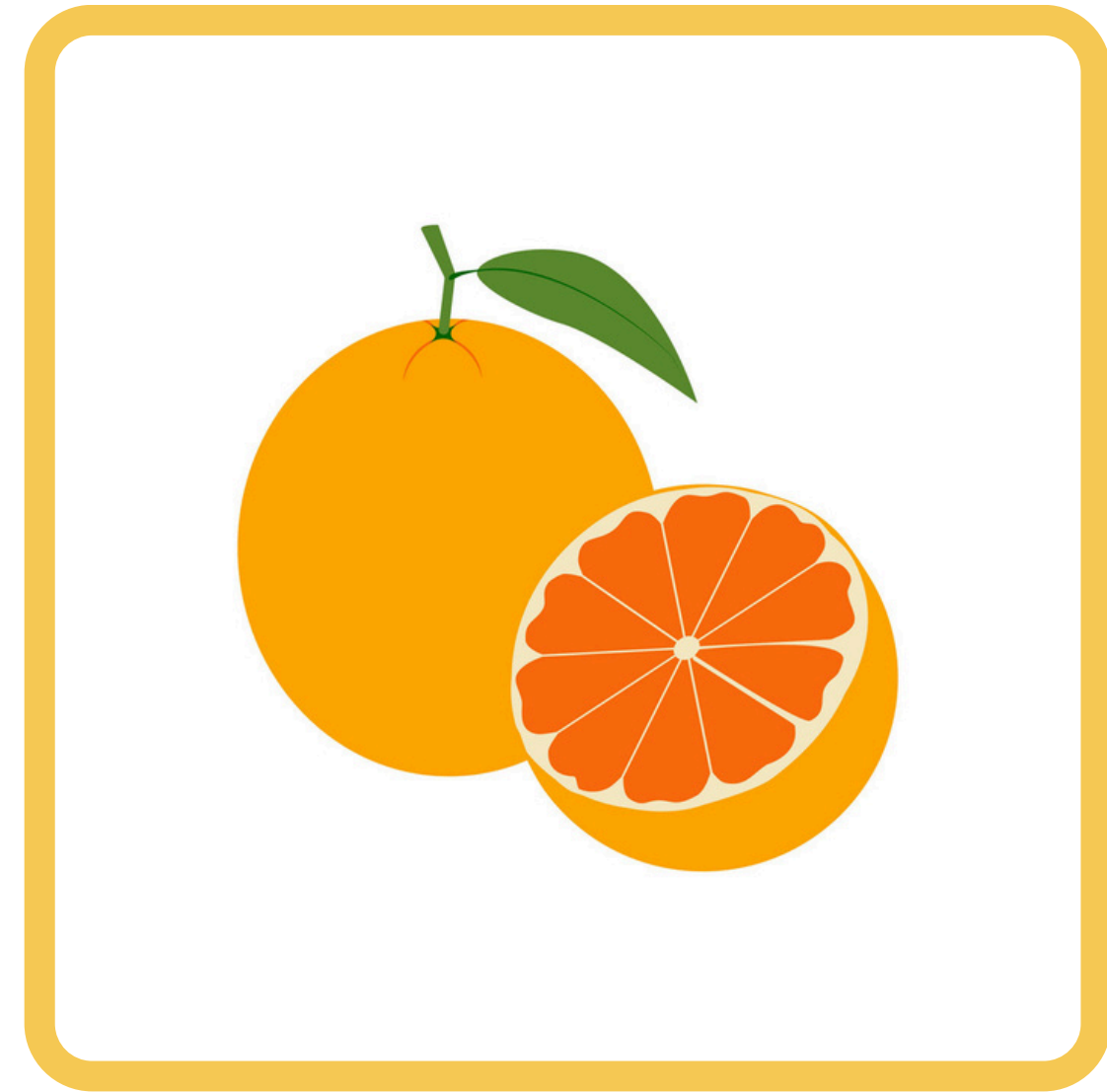
ORANGE_ID

INSTAGRAM ANALYSIS



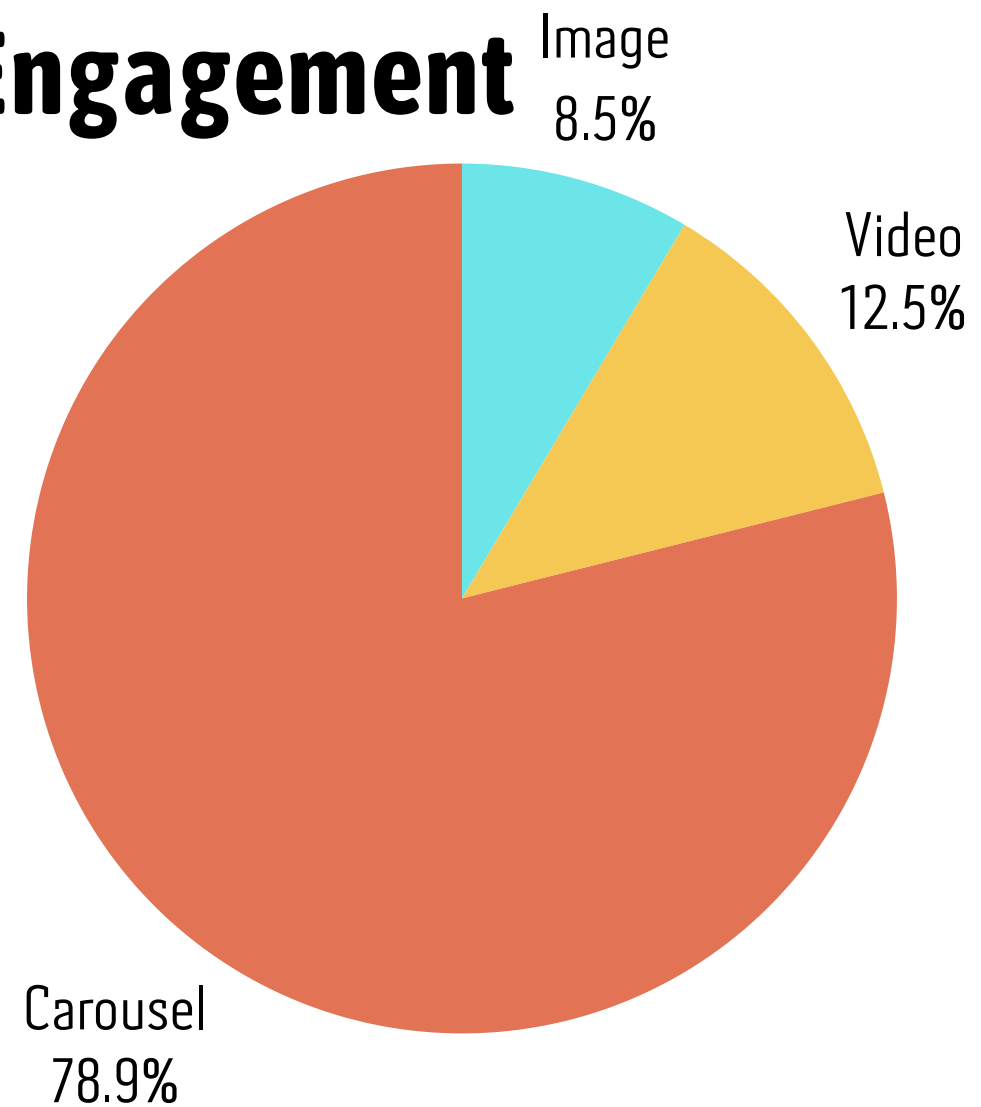
ORANGE_ID

- **Total Posts :72 posts**
- **Promoted Posts : 8 Posts**

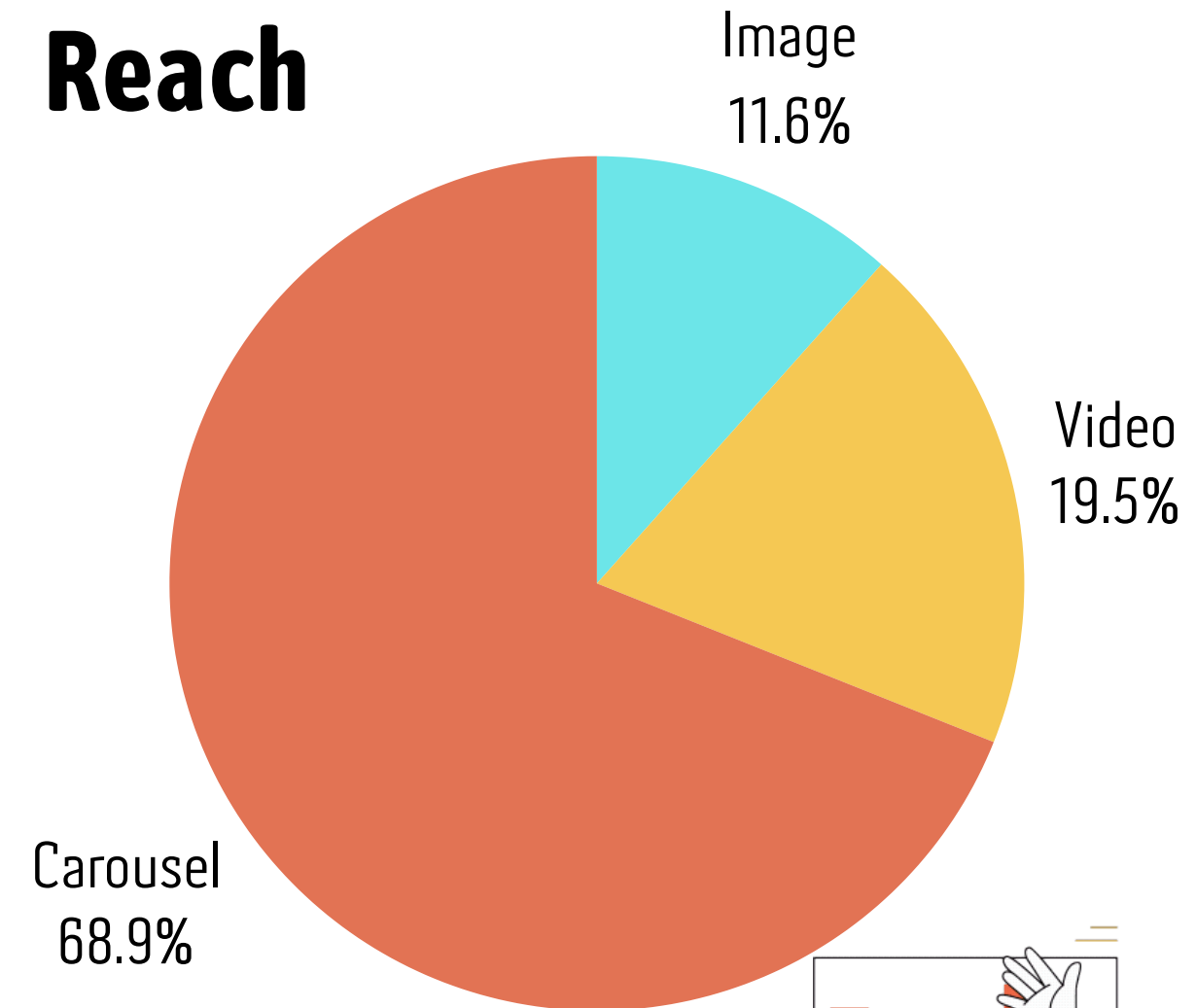


ORGANIC ENGAGEMENT & REACH

• Engagement



• Reach



TOP 5 ORGANIC POSTS WITH HIGHEST ENGAGEMENT



Date	Type	Comments	Like	Saves	Engagements
2019-03-20 19:25:44	Carousel	9	680	160	849
2019-01-08 14:32:41	Carousel	15	674	134	823
2019-02-26 14:19:43	Carousel	24	721	17	762
2019-02-03 14:45:21	Carousel	36	658	51	745
2019-03-21 17:45:47	Carousel	7	569	70	646

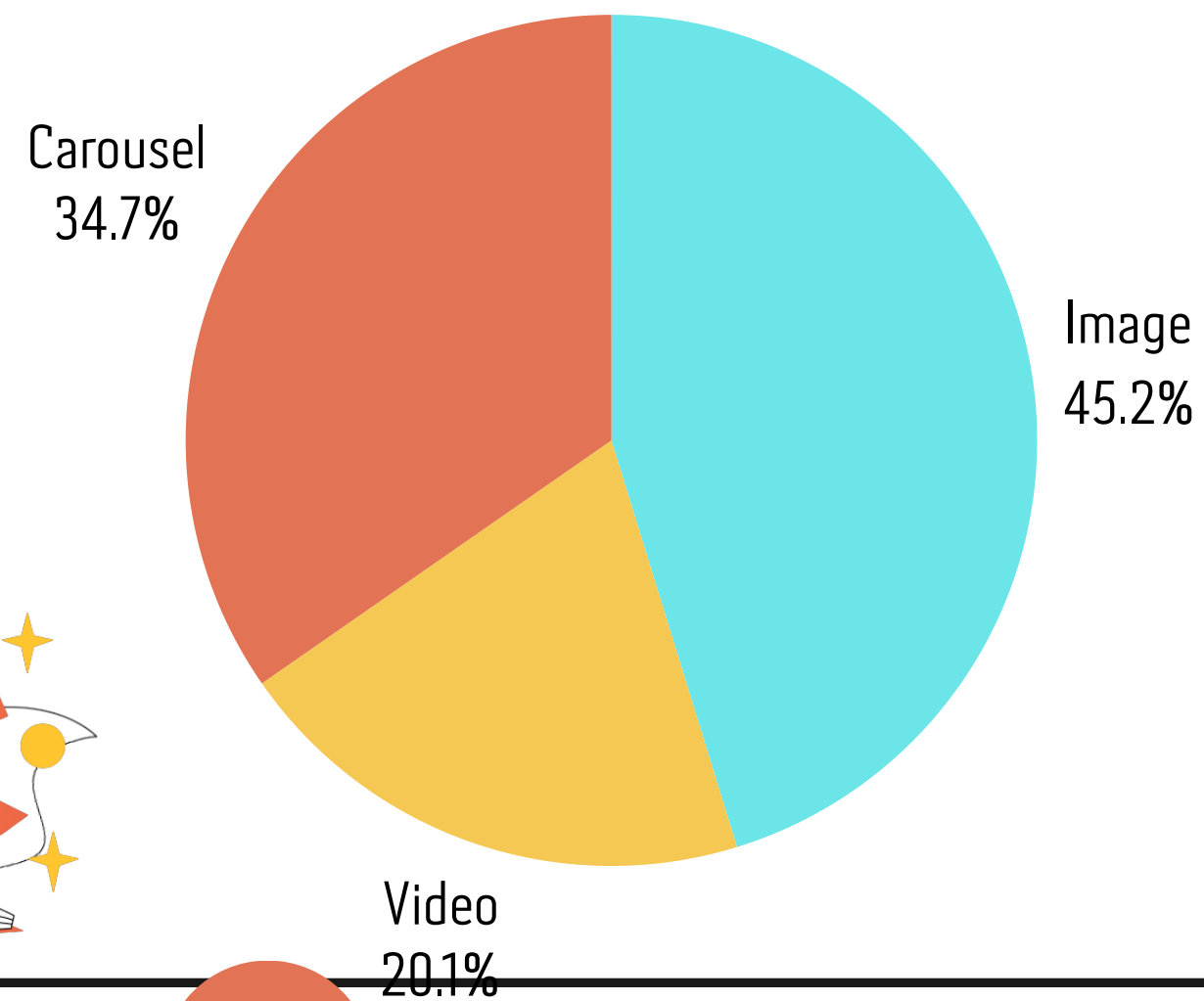
TOP 5 ORGANIC POSTS WITH HIGHEST REACH



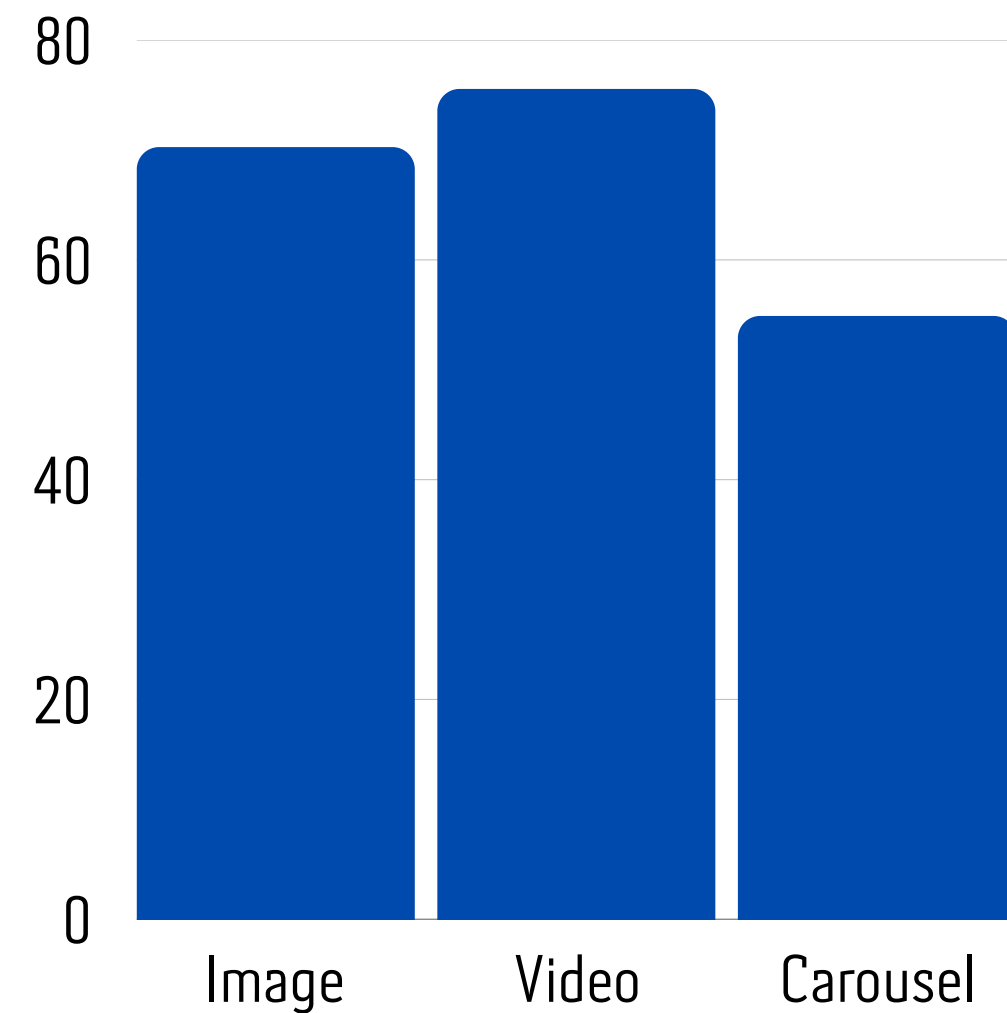
Date	Type	Engagements	Reach	Impressions
2019-01-08 14:32:41	Carousel	823	9156.	15817
2019-03-20 16:04:35	Image	469	8142	11554
2019-03-15 15:26:08	Carousel	612	7514	13055
2019-03-20 19:25:44	Carousel	849	7418	15518
2019-03-21 17:45:47	Carousel	646	7055	12336

PROMOTED REACH & IMPRESSIONS

• Promoted Reach



• Reach vs Impressions (%)



SAVES

TYPE	Saves Percentage [%]
Image	11.84%
Video	6.75%
Carousel	5.04%





CONCLUSIONS

- **Content Optimizations**

Our analysis indicates that Carousels exhibit impressive performance metrics, excelling in both reach and engagement.

- **Promotions Strategy**

Based on our findings, it is evident that promoting images holds substantial potential. With a unique user reach rate exceeding 70%, this strategy has the capability to draw in new users, enhancing engagement with our content.

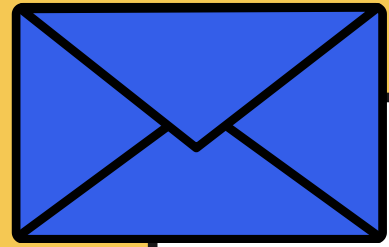
- **“Saves” Potential**

It indicates that a substantial portion of users who interacted with image content found it valuable enough to save for future reference. High saves percentages for images suggest that our visual content is resonating well with the audience.



STRAWBERRY SPOT

INSTAGRAM ANALYSIS



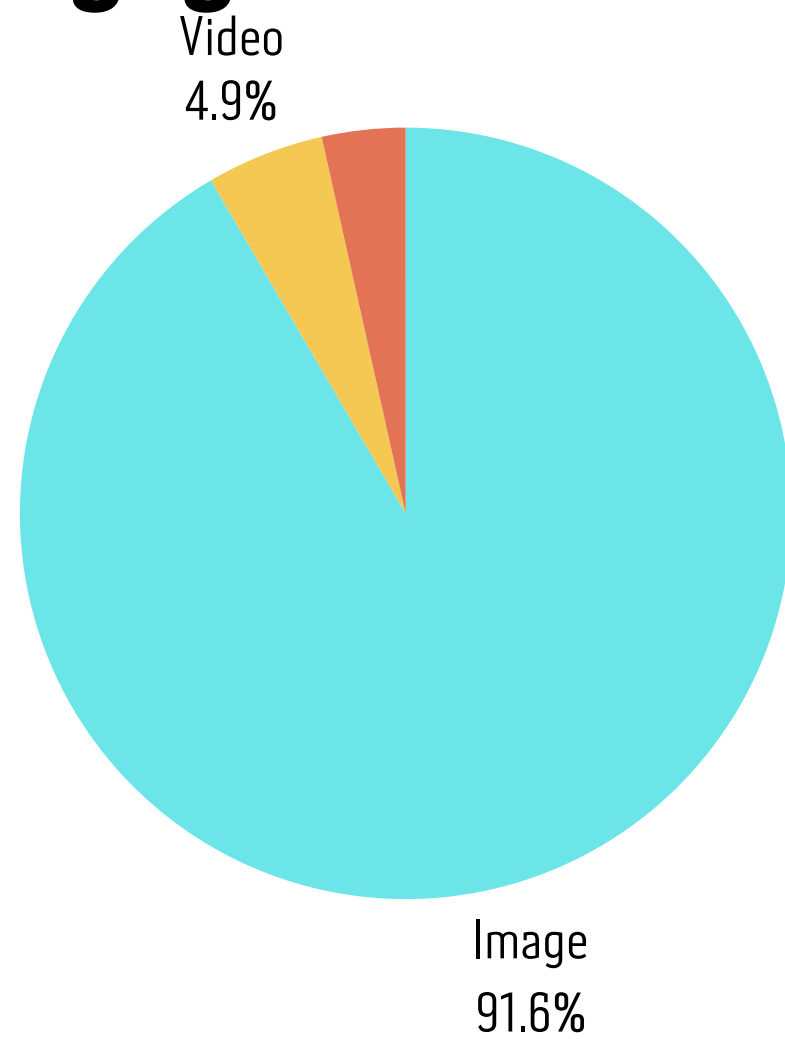
STRAWBERRY SPOT

- **Total Posts : 376 posts**
- **Promoted Posts : 6 Posts**

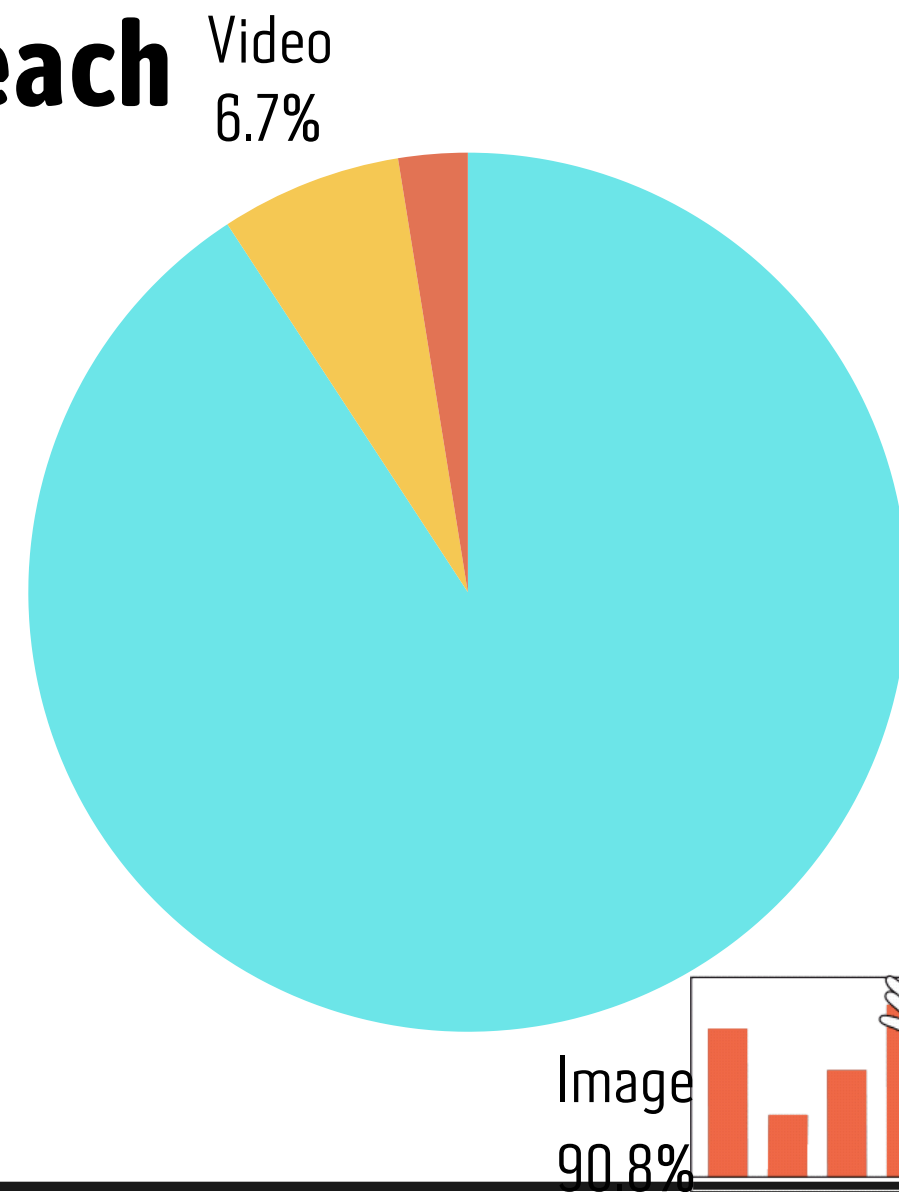


ORGANIC ENGAGEMENT & REACH

• Engagement



• Reach



TOP 5 ORGANIC POSTS WITH HIGHEST ENGAGEMENT



Date	Type	Comments	Like	Saves	Engagements
2019-03-06 18:07:42	Image	1242	2379	11	4539
2019-01-31 19:00:17	Image	124	3944	136	4204
2019-03-28 16:40:40	Image	327	3571	10	4107
2019-02-07 16:09:17	Image	52	4007	16	4075
2019-02-28 16:00:41	Image	922	2480	23	4046

TOP 5 ORGANIC POSTS WITH HIGHEST REACH



Date	Type	Engagements	Reach	Impressions
2019-01-31 19:00:17	Image	4204	55599	70016
2019-02-19 11:03:04	Image	2077	48642	70016
2019-01-30 19:00:32	Image	3722	45873	70016
2019-02-02 18:00:37	Image	3591	45307	61443
2019-02-18 16:45:04	Image	3657	44922	57116





PROMOTED REACH & IMPRESSIONS

- Promoted Reach

Images: 63209.83

- Reach vs Impressions (%)

Images: 72.80%

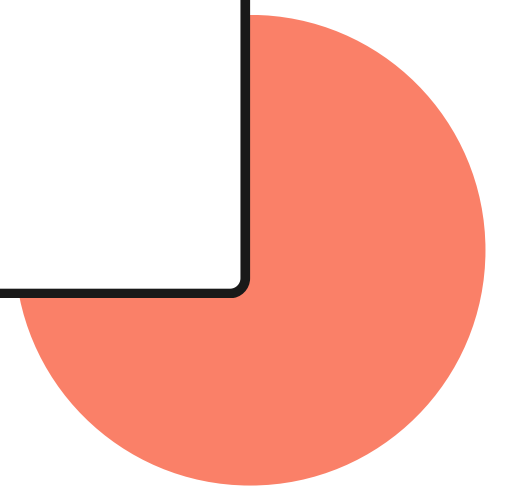
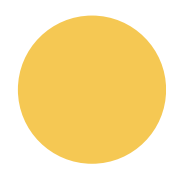




SAVES



TYPE	Saves Percentage [%]
Image	0.86
Video	2.02%
Carousel	0.65%



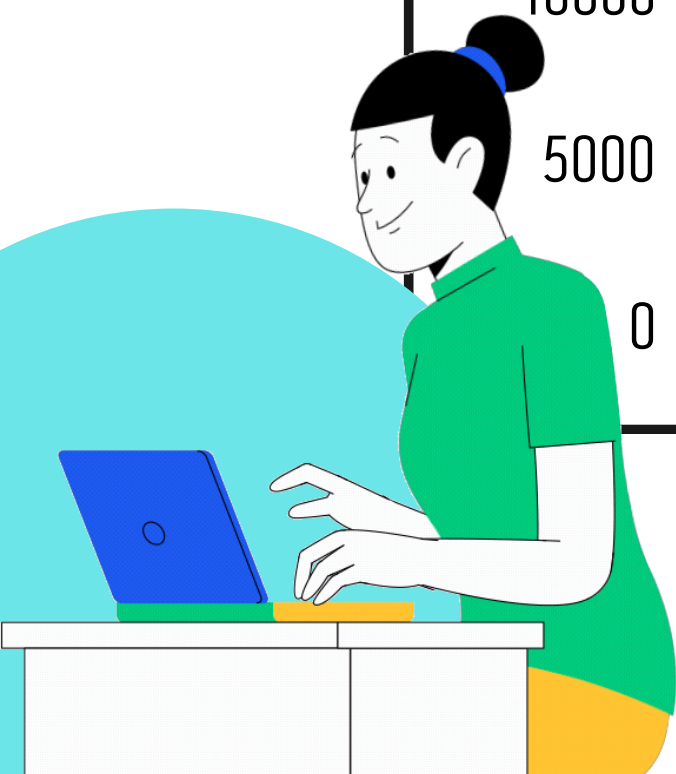
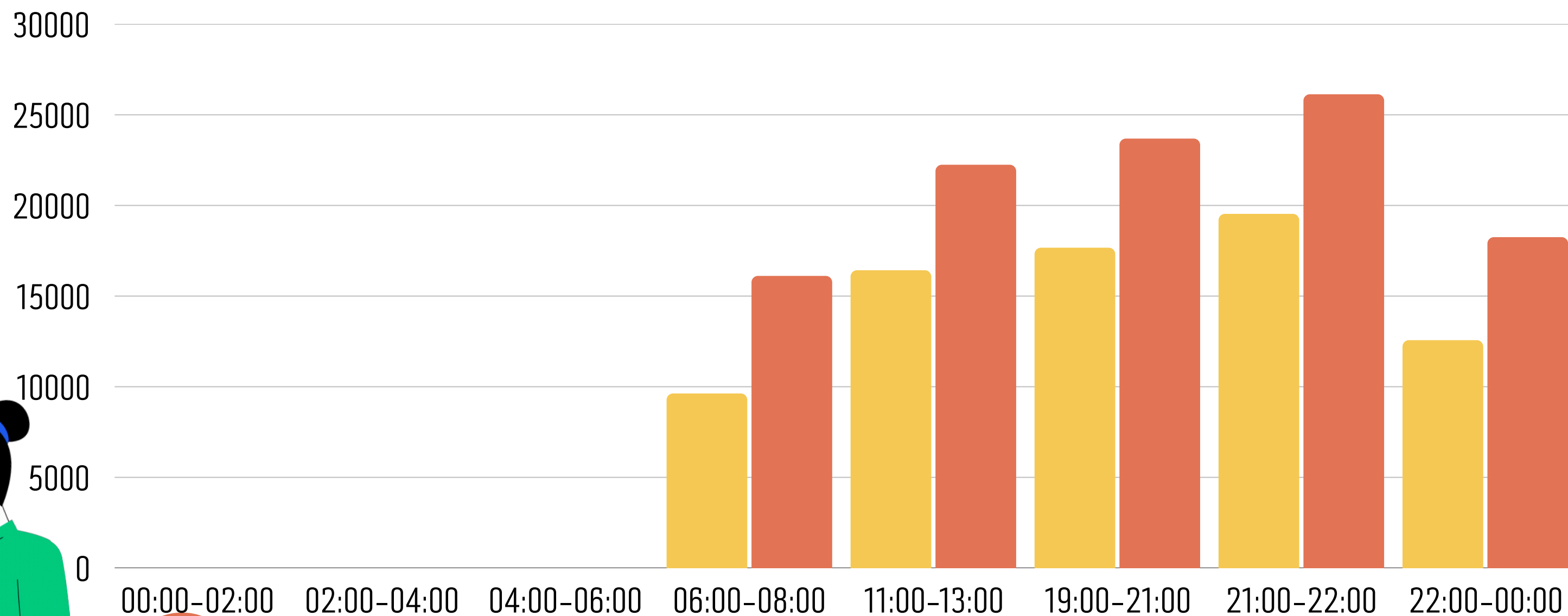
TIME BASED PERFORMANCE ANALYSIS



Reach



Impressions





CONCLUSIONS

- **Content Optimizations**

Images seem to perform well in terms of both engagement and reach, while videos have a higher saves percentage.

- **Promotions Strategy**

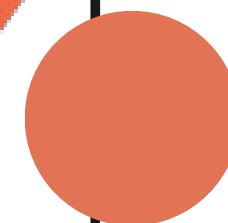
We are confident in the promotional potential of videos. With the highest savings percentage and surpassing images in both reach and engagement, videos possess the capability to significantly broaden our audience and enhance engagement.

- **Schedule Optimizations**

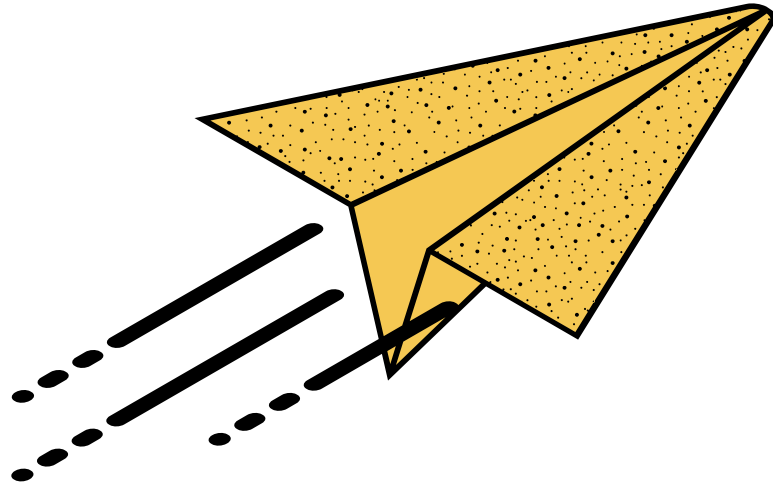
Our data reveals that posts posted between 21:00-22:00 consistently achieved the highest reach and engagement. This pattern presents a potential opportunity for optimization, particularly in the promotion of content during this time frame.



QUESTIONS



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THANK YOU!

