

INSTAGRAM



# MARKETING REPORT

INSTAGRAM  
LA LIGA

# CONTENTS

## FOOTBALL FOR THE GOALS



---

03

A HOLISTIC INTRODUCTION  
TO FOOTBALL SOCIAL MEDIA

---

05

GENERAL CLUB INFORMATION

---

08

PRIME POSTING HOURS:  
UNVEILING PEAK ENGAGEMENT

---

09

KICK-OFF ON SOCIAL MEDIA:  
POSTS AND SYMBOLS

---

10

KEY FACTORS AND STRATEGIES  
FOR HIGH-ENGAGEMENT POSTS

---

11

HARNESSING THE POWER OF  
MUSIC IN INSTAGRAM POSTS

---

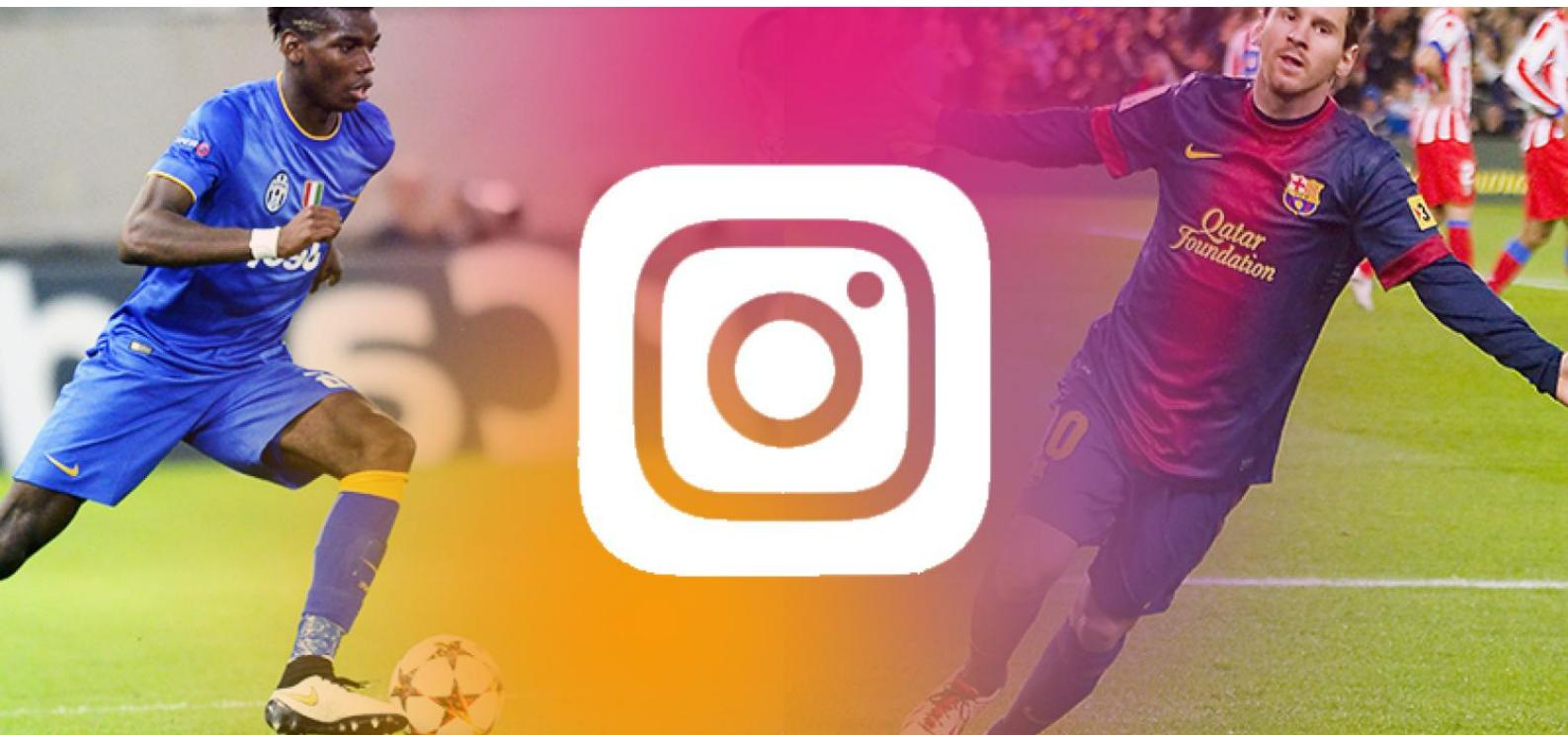
12

INSTAGRAM MARKETING INSIGHTS  
FOR LA LIGA FOOTBALL CLUBS

---

13

SUGGESTIONS: ENCHANCING  
ENGAGEMENT AND FOLLOWER  
GROWTH



# A HOLISTIC INTRODUCTION TO FOOTBALL SOCIAL MEDIA

BY KRISTINA

This marketing report presents a comprehensive analysis of Instagram usage by football clubs throughout the 2021-2023 season. The insights and conclusions provided in this report are based on a thorough collection of data, which includes visualizations and datasets.

To gather the data, a total of 1,758 teams from 91 countries were initially included in the analysis. However, the focus of the report is primarily on the working and exciting information derived from the 25 teams in the La Liga. The data collection process began in 2018, specifically targeting data within the profiles of the teams, such as posts, likes, and other relevant metrics. General information about the teams was collected starting from 2020.

The data was extracted from Instagram profiles and stored in a PostgreSQL database. To analyze the data and generate meaningful insights, the powerful analytical tool PowerBI was employed. While analyzing the Instagram data, it should be noted that there were some missing days between the end of May and June. However, this does not significantly impact the report's findings since data has been available since January 1, 2022, which provides a substantial basis for creating dashboards and extracting valuable insights.

The analysis is based on grounded data and focuses on football clubs within the La Liga (Spanish football league) to provide specialized insights specific to this league. The decision to analyze La Liga teams ensures streamlined data collection and analysis due to the consistent time zones within Spain. With considerations on social network choices, content effectiveness, posting strategies, and music content impact, this report aims to offer valuable insights for football clubs seeking to enhance their Instagram presence.



## 6 DATASET SIZE

The dataset used for analysis is substantial, consisting of a wealth of information from **1,257 teams**



## 2021/23 TIME PERIOD

The analysis covered this period , providing insights into Instagram usage by football clubs during this specific time frame



## LA LIGA LEAGUE

This report presents an analysis of Instagram usage by football clubs within the Spanish football league.



## SPAIN COUNTRY

The analysis encompasses teams from 1 country, showcasing the tendency and insights in the context of Spanish football league.



## 25 TEAMS

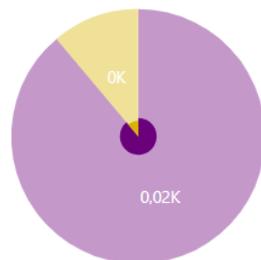
A comprehensive analysis was conducted on a 25 teams from total of 1,758 football teams.

# GENERAL CLUBS INFORMATION

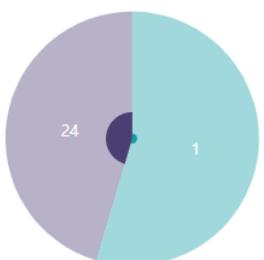
From the profiles of the 25 teams in the La Liga league, out of the 1,257 profiles analyzed, it was observed that only one team, Barcelona, lacked a biography, and similarly, only one team, Elche, was not verified on Instagram. Moreover, Elche, also had the highest average and median ERR, but this can be attributed to the presence of only one post.

The general range of average ERR across the teams was 0.00-0.03, suggesting that most teams had relatively similar engagement rates, excluding Elche, which exceeded this range. Additionally, the leaders in terms of follower counts and interaction were positioned in the middle

Profiles with biography



Verification



● Yes ● No

● False ● True

of the table based on ERR, indicating a relationship between engagement levels and popularity. The significant difference between the first three ERR values (119, 111, 81) and the subsequent values around 40 implies varying in content strategy, posting frequency, and the level of audience connection and interaction.

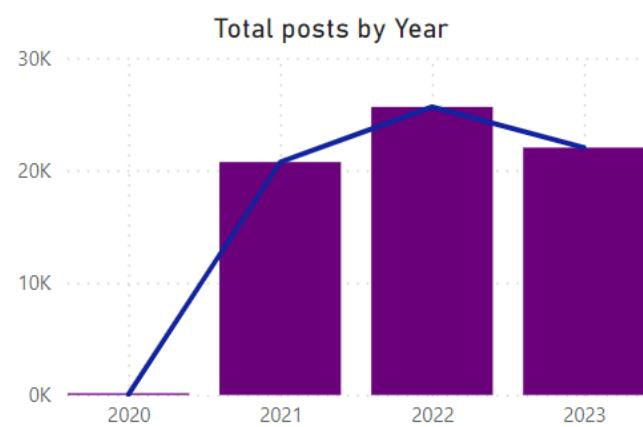
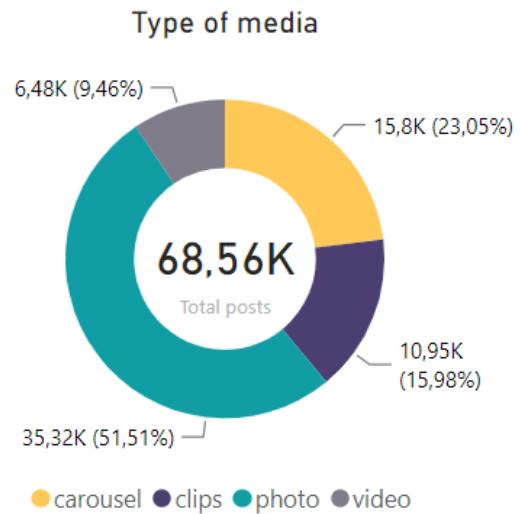
## FOLLOWERS      INTERACTIONS

	REAL MADRID		143 M	2,47 bn
	BARCELONA		122 M	2,46 bn
	ATLETICO MADRID		15,9 M	0,076 bn
	SEVILLA		2,4 M	0,072 bn
	ALMERIA		2,2 M	0,002 bn
	VILLARREAL		1,6 M	0,009 bn
	REAL BETIS		1,5 M	0,024 bn

# TYPE OF CONTENT

The analysis of the data suggests that different types of content perform differently on Instagram. In 2021, photo posts accounted for 20.74%, weighted video content for 5.46%, and clips were the least popular at 0.66%. In 2022, clips content saw a significant increase to 5.61% from 0.37%, while video content slightly decreased but remained higher than other media types. By 2023, clips became the most popular format at 9.69%, surpassing both photo and video. The rise in clips content aligns with the growing preference for shorter, dynamic content.

The influence of ERR on content types shows higher ERR correlates with more clips posts, but after an ERR of 40, the difference in influence diminishes, particularly within the range of 1-25 ERR. In 2022, the influence of ERR on content types becomes more balanced, with photo format leading until an ERR of 10, after which all types converge at similar levels.



The data analysis shows a consistent increase in the number of posts each year, with a significant surge in the first half of 2023, reaching 21,041 posts compared to 11,132 in the first half of 2021 and similar values in 2022. This growth can be attributed to the clubs' growing recognition of the importance of maintaining an active presence on Instagram.

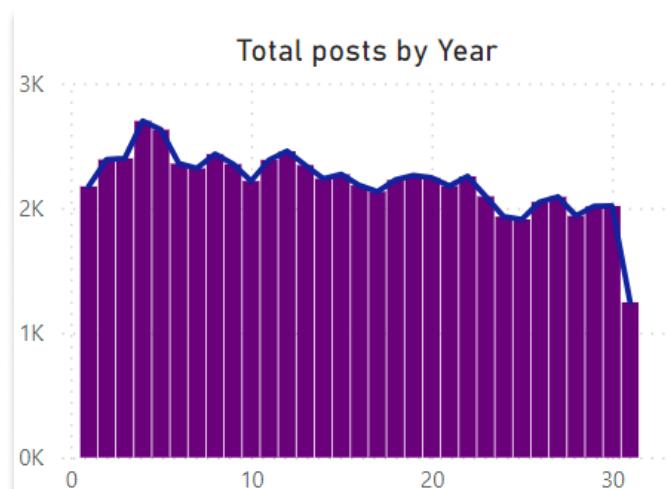
Each year consistently exhibits the highest amount of posts during the last quarter can be attributed to the culmination of the football season, transfer window activities, festive season excitement, award ceremonies, and end-of-year reflections. Football clubs strategically engage with fans during these key periods, generating increased interest and interaction on their Instagram profiles.

A recurring trend is observed in each year with a decrease in post numbers during June, which can be attributed to football leagues having fewer matches due to international competitions, resulting in reduced club-related updates during this period.

Additionally, December shows lower post volumes due to the holiday season, as people focus on festive celebrations and personal engagements.

The lowest amount of posts is observed on the 31st of each month, with posting activity peaking around the 4th and 5th days. This pattern indicates a tendency for posts to gradually decrease from the 1st till the 30th/31st of each month.

Analyzing the Engagement Rate Ratio (ERR) for each team, a consistent exponential increase in posts is observed up to an ERR of 30, even when considering the first half of 2023. However, beyond an ERR value of 35, the difference in post amounts between 2021, 2022, and 2023 becomes less significant, suggesting a potential saturation point in engagement based on ERR values.



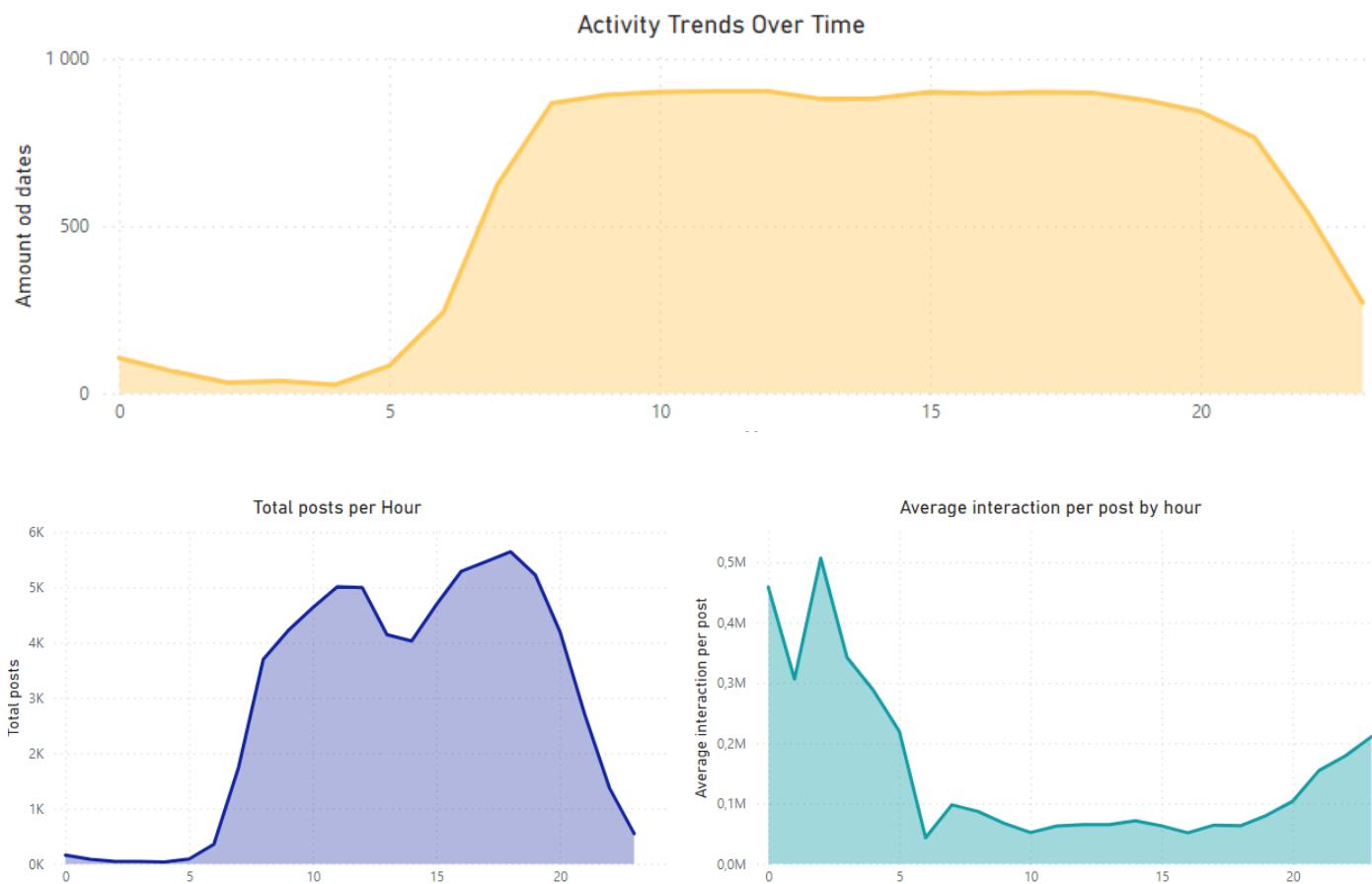
# PRIME POSTING HOURS: UNVEILING PEAK ENGAGEMENT

The research reveals that the least popular time for posts occurs at 5 am, with a minimal amount of activity during this period. However, a notable trend is observed across each year, showcasing two distinct peaks. The first peak occurs in the morning, around 12 pm to 1 pm (Spain time), with a significant increase in the number of posts. This is followed by a decline in activity until approximately 3 pm (Spain time). After 3 pm, a second peak emerges in the evening, with the highest number of posts recorded around 7 pm to 9 pm (Spain time). Subsequently, there is a decrease in posts leading up to midnight (Spain time).

In terms of interactions, the data indicates that the most popular hours are in the early morning, specifically between 3 am and 5 am (Spain time).

Interactions then decrease gradually until 7 am to 9 am (Spain time), after which they stabilize within a relatively consistent range until 8 pm (Spain time). Following 8 pm, there is a noticeable increase in interactions, which continue to rise until the end of the day at 12 am (Spain time).

Considering the overall popular hour across all dates, 5 am (Spain time) is identified as the hour with the lowest level of activity. However, new insights indicate that this early morning hour experiences a steady increase, eventually reaching a peak around 9 am. The data shows that the period from 3 pm to 8 pm experiences a plateau in activity. Subsequently, there is a significant increase in posts, interactions, and modifications from 8 pm to 12 am.



# KICK-OFF ON SOCIAL MEDIA: POSTS AND SYMBOLS

In 2021 and 2022, Osasuna led in post amounts, but in 2023, Cadiz took the lead. However, the correlation between post amount and symbols per post is disrupted for the 2nd place team, Athletic Club, and Almeria, where the symbols per post are too high.

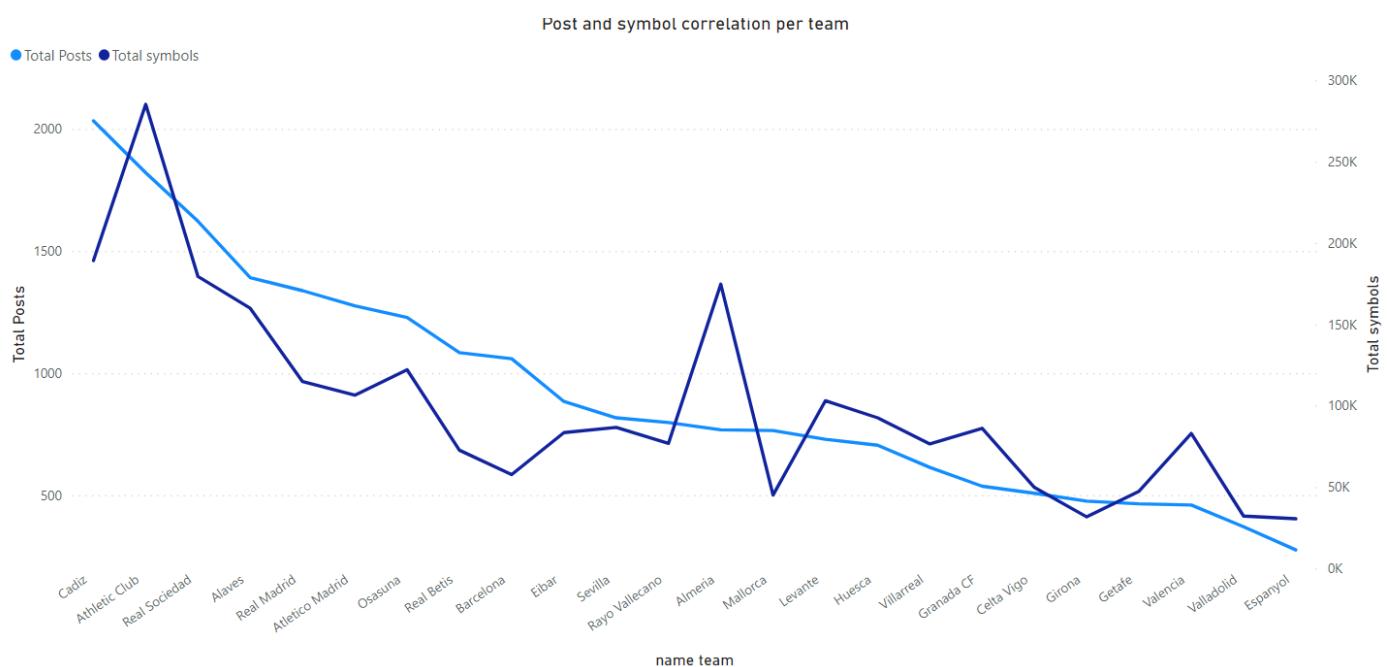
Analyzing the correlation between post amount and average symbols per post, we find that Cadiz has a value of 21.9, and Barcelona has a value of 19.45. This suggests that Cadiz tends to have more symbols per post compared to Barcelona, while Espanyol has the least with a value of 2.06.

Examining popular post tendencies for each team, Alves shows a preference for clips in 2023, being in the top 5 for post amounts. In 2022, Sevilla favored carousels, and this trend continues in 2023.

Real Betis, which ranked low in 2022, significantly improved its position and even surpassed Barcelona in post amounts in 2023. This improvement correlates with the post/symbols per post ratio.

The ERR values don't indicate any clear tendency, which suggests that it might depend on the individual marketing strategies of each team.

TEAM	POSTS	SYMBOLS AVG	CORR.
CADIZ	2034	93,03	21,86
BARCELONA	1059	54,45	19,45
ESPANYOL	276	110,63	2,49

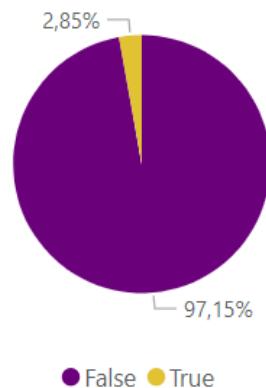


# KEY FACTORS AND STRATEGIES FOR HIGH-ENGAGEMENT POSTS

Successful posts on Instagram are influenced by several factors. The data reveals that carousels and clips tend to generate higher engagement and interactions compared to other formats. These dynamic and visually appealing formats allow clubs to showcase multiple images or short video snippets, capturing the attention of their audience effectively. Additionally, posts with concise messaging, fewer symbols, and less text tend to perform better. Clubs should focus on crafting visually striking posts with impactful messages to optimize audience engagement.

Upon observing the trend of modifications to popular posts over the years, a noteworthy finding is the decreasing frequency of modifications, indicating that these popular posts tend to remain unchanged. This suggests that football clubs have discovered successful content strategies or formats that consistently resonate with their audience, requiring minimal modifications.

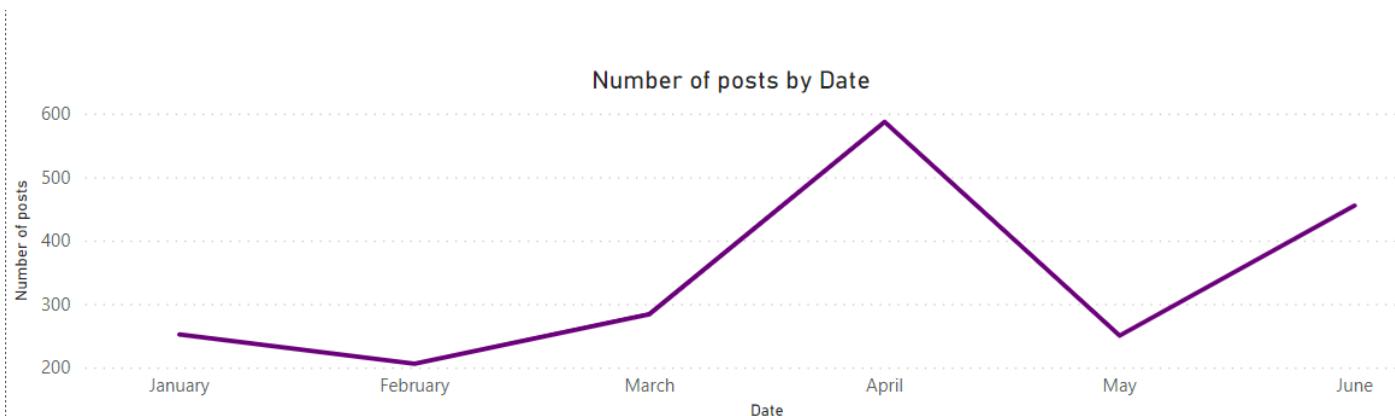
Modification post distribution



● False ● True

## TOP 5 Posts by Team

Post	Team	Interactions	Average of Post Symbols	Media type	Edited
Shinou wo sasageyo! ❤️ @theo_bongonda	Cadiz	54450	97,00	photo	False
@laliga #laligasantander #attackontitan ⚡ EL CONTRAATAQUE ⚡ ⚡ @theo_bongonda & @chrisramos11 ⚡	Cadiz	79064	79,00	video	False
#LaLigaHighlights 🔴 El gran duelo de la Tacita de Plata, #CádizRealMadrid 🔴 @laliga ⭐ Rivales en el campo, sí, pero hermanos fuera ⭐ ⚽ ¡FELICIDAD EN EL TEMPLO CADISTA!	Cadiz	61731	67,00	photo	False
	Cadiz	188852	48,00	clips	False
	Cadiz	59560	37,00	clips	False
<b>Total</b>		<b>65,60</b>			

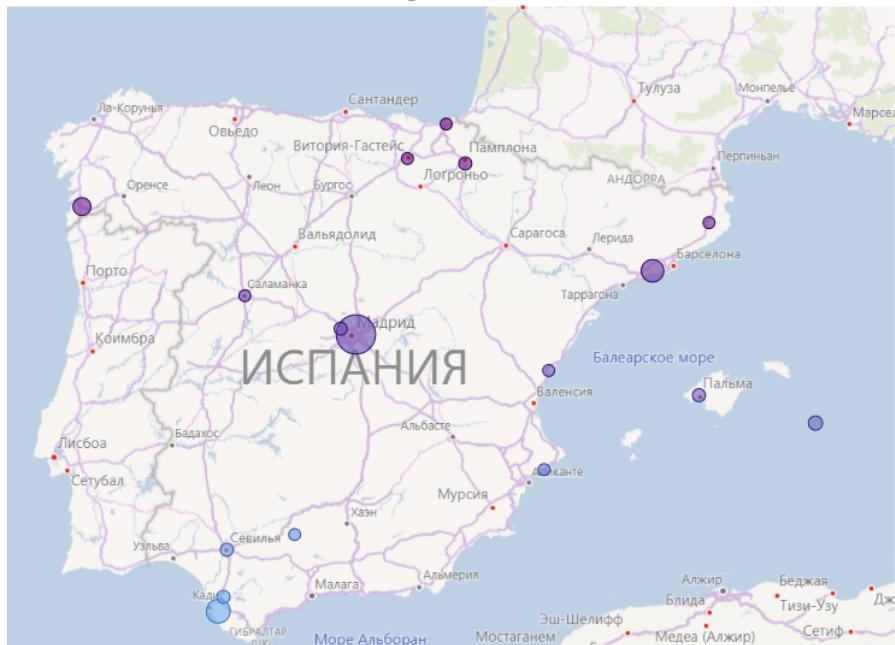


# HARNESSING THE POWER OF MUSIC IN INSTAGRAM POSTS

European football clubs, notably Bhuj, Bologna, and Leverkusen, favor music in Instagram posts. Popular songs like "Game on Jumbo, Gotta Go Faster - Kolektivo per city" dominated but shifted in 2023. Spain's top songs include "A Travel Through Time - Giulio Cercato," "All About You - Global Genius," and "Dance With Me - Alex Blue." Jumbo and Giulio Cercato are commonly used singers. Incorporating music can boost fan engagement.

Song	Artist	Number repeats	Number Hashtags	hashtags
A Travel Through Time	Giulio Cercato	1	1	#CopaDelRey
All About You	Global Genius	1		
Dance With Me	Alex Blue	1	1	#AltaLaFrente
Dishing It Up	Global Genius	1		
Do You (feat. Laura Williams & Jason Kendall)	Secret Agent 23 Skidoo	1	2	#OTD, #RealFootball
Make Me Feel	Giulio Cercato	1	2	#InsideRCCelta, #RealMadridCelta
Now Or Never	Giulio Cercato	1	5	#LaLigaEnDAZN, #LaLiga, #futbol, #RealMadrid, #DAZN
Stuck (Instrumental)	Jazmine Robinson	1		
The Titan	Jumbo	1	1	#AurreraReala
<b>Total</b>		<b>9</b>		

Songs distribution



Moreover, it's noteworthy that posts featuring songs commonly include at least one hashtag, effectively extending their reach and engagement on social media platforms. Incorporating music can thus serve as a powerful tool to enhance fan engagement and increase the overall impact of football clubs' Instagram posts.

Overall, incorporating music in Instagram content can enhance the emotional connection with fans and increase post interaction.

## Top cities publishers

City	Total music
Madrid, Spain	24
Puerto Real, Spain	11
Barcelona, Spain	10
<b>Total</b>	<b>45</b>

# INSTAGRAM MARKETING INSIGHTS FOR LA LIGA FOOTBALL CLUBS



## 1. ERR (ENGAGEMENT RATE RATIO)

1. Elche had the highest average and median ERR, but this can be attributed to the presence of only one post. This outlier could skew the overall analysis of ERR for the teams.
2. The general range of average ERR across the teams in La Liga was 0.00-0.03, indicating that most teams had relatively similar engagement rates. However, Elche exceeded this range.
3. The first three teams with ERR values of 119, 111, and 81 were significantly higher than the subsequent values around 40, implying differences in content strategy and audience connection.
4. Beyond an ERR value of 35, the difference in post amounts between 2021, 2022, and 2023 becomes less significant, suggesting a potential saturation point in engagement based on ERR values.

Biographies and Verification:

5. Out of the 1,257 profiles analyzed, only one team, Barcelona, lacked a biography on their Instagram profile. Having a complete and engaging biography can help provide important information to followers and potential fans.
6. Similarly, only one team, Elche, was not verified on Instagram. Verification provides authenticity and trustworthiness to the team's profile, which can be valuable for their online presence.



## 2. CONTENT TYPE

7. In 2021, photo posts accounted for 20.74% of the content, while video content and clips were less popular at 5.46% and 0.66%, respectively.

# INSTAGRAM MARKETING INSIGHTS FOR LA LIGA FOOTBALL CLUBS

8. In 2022, there was a significant increase in clips content, rising to 5.61% from 0.37%, indicating a shift in content preferences towards shorter and dynamic formats.
9. By 2023, clips became the most popular format at 9.69%, surpassing both photo and video, further reinforcing the preference for short and engaging content.
10. Higher ERR correlates with more clips posts, suggesting that this content format is effective in driving engagement.
11. In 2022, the influence of ERR on content types becomes more balanced, with photo format leading until an ERR of 10, after which all types converge at similar levels.



## 3. POSTING FREQUENCY AND TIMING

12. There is a consistent increase in the number of posts each year, with a significant surge in the first half of 2023, indicating football clubs' growing recognition of the importance of an active Instagram presence.
13. Each year exhibits the highest amount of posts during the last quarter, coinciding with the culmination of the football season, transfer window activities, festive season excitement, award ceremonies, and end-of-year reflections.
14. There is a recurring trend of decreased post numbers during June, likely due to international competitions resulting in fewer club-related updates during this period.
15. December shows lower post volumes due to the holiday season when people focus on festive celebrations and personal engagements.
16. The lowest amount of posts is observed on the 31st of each month, with posting activity peaking around the 4th and 5th days, suggesting clubs prefer to post earlier in the month.

# INSTAGRAM MARKETING INSIGHTS FOR LA LIGA FOOTBALL CLUBS

17. The most popular hours for posting occur around 12 pm to 1 pm and 7 pm to 9 pm (Spain time), with two distinct peaks in activity each day.
18. The early morning hours between 3 am and 5 am (Spain time) are the most popular for interactions, indicating that fans engage with posts during these hours.
19. The period from 3 pm to 8 pm (Spain time) experiences a plateau in activity, while there is a significant increase in posts, interactions, and modifications from 8 pm to 12 am.

## 4. CONTENT STRATEGY

20. Successful posts are influenced by factors such as content format, with carousels and clips generating higher engagement and interactions compared to other formats.
21. Posts with concise messaging, fewer symbols, and less text tend to perform better, suggesting that clubs should focus on visually striking posts with impactful messages to optimize audience engagement.
22. Posts with music tend to be favored by some European football clubs, including Bhuj, Bologna, and Leverkusen. Incorporating popular songs and singers can boost fan engagement.
23. Posts featuring songs commonly include at least one hashtag, extending their reach and engagement on social media platforms.
24. The analysis reveals that popular posts tend to remain unchanged over the years, indicating that successful content strategies have been identified by football clubs.
25. Incorporating music in Instagram content can enhance the emotional connection with fans and increase post interaction. This strategy can be a powerful tool to enhance fan engagement for football clubs.

# SUGGESTIONS: ENCHANTING ENGAGEMENT AND FOLLOWER GROWTH

## 1. LEVERAGING ENGAGING STORYTELLING

Crafting compelling narratives around club history, player stories, and behind-the-scenes content can captivate the audience, foster emotional connections, and encourage interactions.

## 2. EMBRACING LIMITED-TIME OFFERS

Implementing exclusive promotions, discounts, or limited-edition merchandise releases can create a sense of urgency and encourage followers to engage, purchase, and share the offers with their networks.

## 3. COLLABORATING WITH INFLUENCERS

Partnering with relevant influencers and content creators who resonate with the target audience can expand the club's reach, attract new followers, and stimulate engagement through collaborative campaigns or sponsored content.

## 4. UTILIZING INSTAGRAM SHOPPING

Taking advantage of Instagram's shopping features enables clubs to tag and showcase products within their posts, simplifying the purchasing process and providing a seamless shopping experience for followers.

## 5. BUILDING AN ACTIVE COMMUNITY

Encouraging follower participation through contests, challenges, polls, and user-generated content campaigns fosters a sense of community and increases engagement levels.