SUGAR Cosmetics Instagram Performance Analysis Report (Q3/Q4 Data)

Date: November 14, 2025 **Prepared for:** Digital Marketing & Content Strategy Teams **Data Source:** Instagram Performance Dashboard (Data Range as per provided charts) **Average Engagement Rate:** 18.54%

Executive Summary

The overall Instagram strategy demonstrates exceptional content relevance, achieving a high Average Engagement Rate of 18.54%. However, optimization opportunities exist in content consistency and scheduling. Specifically, **Reels** and **Stories** outperform other formats on a per-post basis, and **Wednesday** is the optimal day for maximizing organic reach. By stabilizing posting volume and prioritizing high-performing formats and scheduling, Sugar Cosmetics can sustain and further enhance its leading market engagement.

1. Key Performance Indicators (KPIs) Overview

The high-level metrics confirm strong brand visibility and audience interaction.

Metric	Total Value	Insight
Total Reach	987M	Indicates significant overall exposure.
Total Likes	147M	Shows massive audience approval and positive sentiment.
Total Posts	22,717 (Approx.)	High volume posting strategy.
Avg. Engagement Rate	**18.54%**	**Actionable Strength:** This rate indicates that the content resonates strongly with the audience.

2. Strategic Recommendations by Content Dimension

2.1 Content Format Performance (Task 5)

Observation: Reels and Stories yield the highest average interaction per post. Reels specifically demonstrate the greatest retention value (Saves).

Post Type	Avg. Likes	Avg. Comments	Avg. Saves	Strategic Value
Reel	Highest	High	**Highest**	Strongest overall format for growth and retention.
Story	High	Highest	Low	Excellent for driving immediate conversation/feedback.
Image/Vide o	Moderate	Moderate	Moderate	Baseline performance, necessary but not exceptional.

Actionable Recommendation:

- **Reel-First Strategy:** Increase the share of Reels within the monthly content mix. Budget and creative resources should prioritize vertical video formats designed for educational, entertainment, or trending content, focused on driving saves.

- **Story Optimization:** Utilize the high comment rate in Stories to conduct market research, run Q&As, and gather immediate feedback from the audience.

2.2 Optimal Scheduling (Task 6)

Observation: There is a clear peak in average engagement mid-week, with a notable dip on weekends.

- **Peak Day: Wednesday** achieves the highest average engagement.

- **Low Days:** Saturday and Sunday show the lowest average engagement.

Actionable Recommendation:

- **Tiered Scheduling:** Reserve the highest-value posts (major announcements, high-production Reels, and product launches) for **Wednesdays**.

- **Weekend Shift:** Reduce high-effort content on Saturdays and Sundays. Instead, test different, less demanding content like user-generated content (UGC) features or relaxed, lifestyle posts to maintain presence without sacrificing top-performing resources.

2.3 Hashtag Analysis (Task 8)

Observation: The Top 10 hashtags (all driving >30% engagement rate) confirm the audience responds strongly to identity, value, and aesthetic messaging.

Actionable Recommendation:

- **Mandatory Inclusion:** Ensure that the top-performing hashtags are strategically and consistently applied to all relevant content to leverage existing audience segments.

- **Thematic Deep Dive:** Analyze the specific visual style and product focus of the posts associated with the highest-rated hashtags to create a style guide for future high-performing content.

3. Consistency and Funnel Analysis

3.1 Content Consistency (Task 2)

Observation: Posting volume is volatile, with significant peaks (e.g., May, June, August at >4,000 posts) and sharp troughs (e.g., April at ~1,600 posts).

Actionable Recommendation:

- **Resource Stabilization:** Implement a standardized weekly posting quota that ensures volume remains above 3,500 posts monthly. This smooths out potential algorithmic penalties associated with large swings in posting frequency. The current average quality is high (18.54% ER) and should be maintained alongside volume stability.

3.2 Engagement Funnel Breakdown (Task 7)

Observation: While total reach is strong (987M), the most significant drop-off occurs from **Reach** to **Likes**, and the conversion rate to long-term metrics (Shares/Saves) is lower.

- **Impressions (1.65B) → Reach (987M):** Standard drop-off.

- **Reach (987M) → Likes (147M):** Audience sees the content, but a significant portion does not execute the minimal effort action (Liking).

Actionable Recommendation:

- **Maximize Value Metrics:** Implement more explicit and frequent **Calls-to-Action (CTAs)** in captions and on-screen text to drive higher-value actions:

- *To increase Saves/Shares:* Use phrases like "Save this post for your weekend makeup look," or "Share this Reel with your bestie."

- *To increase profile visits:* Utilize CTAs like "Tap the profile link to shop this shade."

Conclusion

Sugar Cosmetics is successfully executing a high-engagement content strategy. The immediate path to growth involves formalizing the schedule around the **Wednesday peak**, shifting resources to **Reels** as the highest-value format, and leveraging the power of **high-performing hashtags**. Addressing posting volume stability and implementing direct CTAs for Saves and Shares will further optimize the