

Inside a Tech Influencer's Instagram

Performance Analysis





TechSphere Guru 



273
posts

303k
followers

0
following

Punam Godugula

Video Creator

Let's build greatest tech community on the planet

Follow

Message

Email

Insights



likes

652k



comments

17k



shares

117k



saves

112k

Interactions

Profile Visits

448k

Discovery

9,000,000

accounts reached

97.4% weren't following you

Follows

231k

Reach

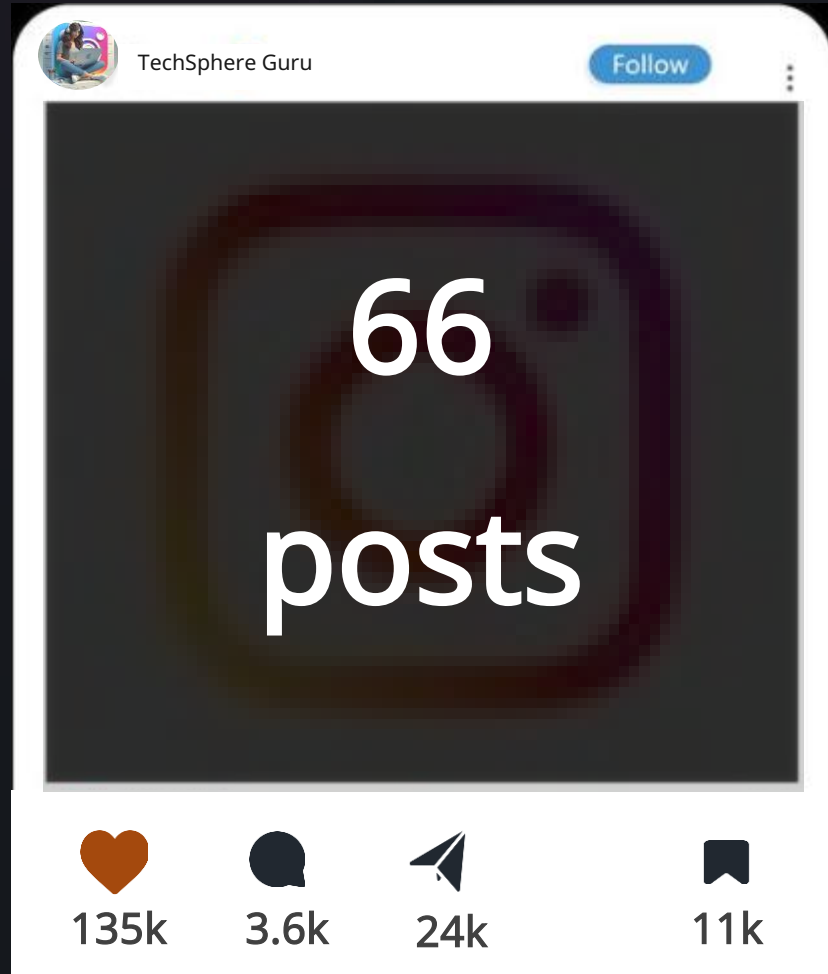
9M

Impressions

22M

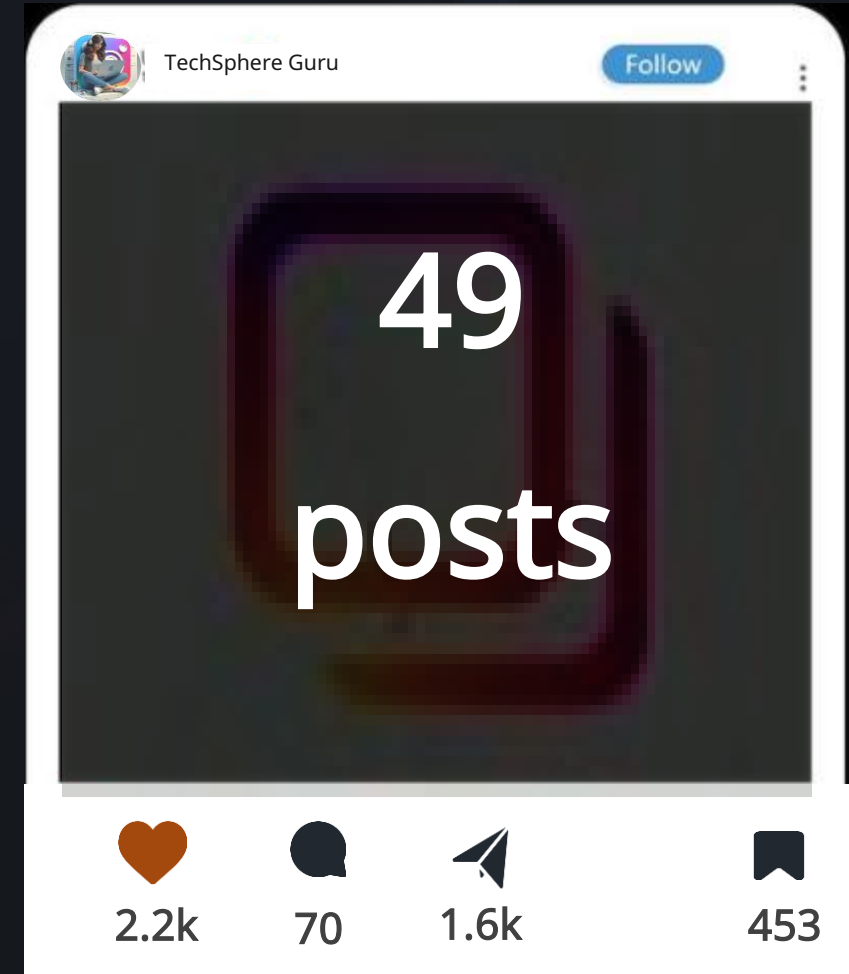
IG Singles

- single-image posts



IG Carousels

- Multiple images/videos (upto 10) in single post



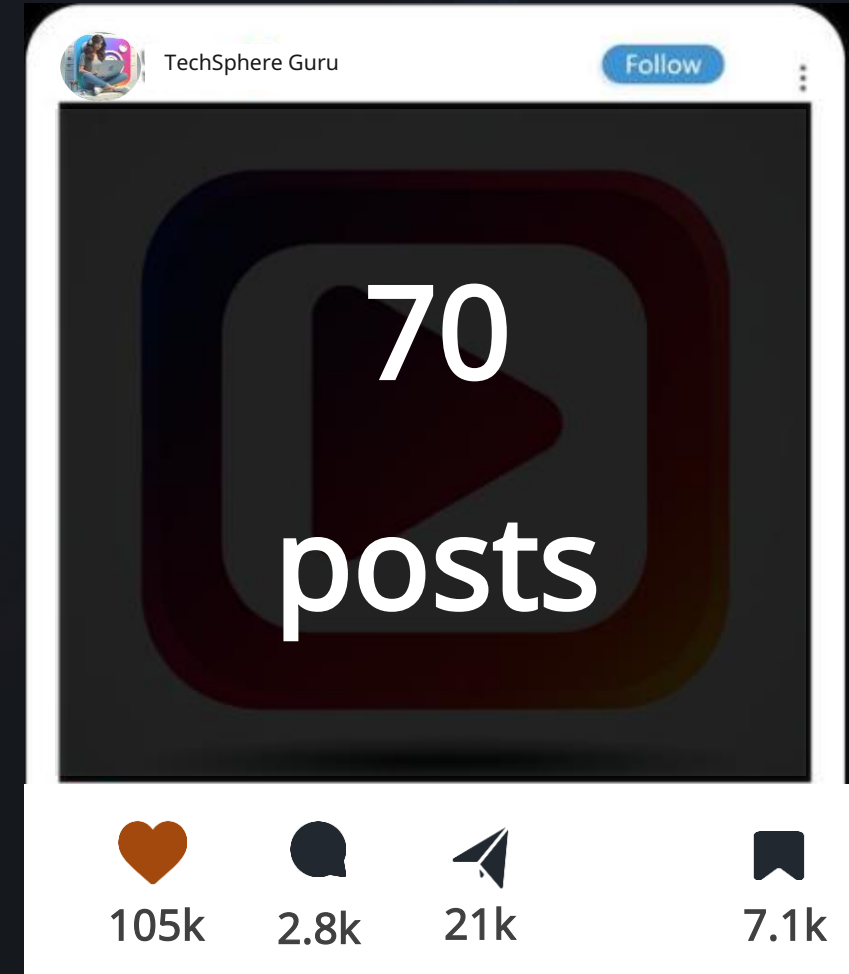
IG Reels

- Short, engaging **video content** (up to 90 seconds long) designed for discovery and virality



IG Videos

- Longer-form video content that appears in the feed or as standalone posts



Impressions



The total number of times your posts have been viewed, including multiple views from the same user.

Example :

If your tech tutorial post was viewed 1,000 times by 800 unique users (some users watched multiple times):

- Total Impressions: 1,000
- Unique Users: 800

Analysis Value

- Indicates content visibility and potential reach
- Helps identify which tech topics generate the most viewer interest
- Useful for comparing performance across different content types (tutorials vs. news vs. reviews)
- Reveals peak engagement times for your tech audience

Reach



The number of unique accounts that have seen your post atleast once.

Example :

If your tech review post appeared on 5,000 unique users' feeds:

- Reach: 5,000 users
- Even if some users saw it multiple times, they're only counted once

Analysis Value

- Shows true audience size
- Helps evaluate content distribution effectiveness
- Useful for measuring audience growth over time)

Engagement Rate by Reach



The percentage of people who interacted with your post (likes, comments, saves) compared to those who saw it.

Example :

If your tutorial post had:

- Reach: 10,000
- Likes: 800
- Comments: 150
- Saves: 50 Total Interactions: 1,000 Engagement Rate = $(1,000 / 10,000) \times 100 = 10\%$

Analysis Value:

- Better for evaluating individual post performance
- More accurate for content optimization
- Useful when content reaches non-followers through hashtags or explore page

$$\text{Engagement Rate by Reach} = (\text{Total Interactions} / \text{Reach}) \times 100$$

Profile Visit to Follow Rate



The percentage of profile visitors who convert to followers.

Example :

If your tech page had:

- Profile Visits: 1,000
- New Followers: 150 Profile to Follow Rate = $(150 / 1,000) \times 100 = 15\%$

Analysis Value:

- Indicates profile optimization effectiveness
- Helps evaluate bio and profile content
- Identifies areas for profile improvement

$$\text{Profile to Follow Rate} = (\text{New Followers} / \text{Profile Visits}) \times 100$$

Content Share Rate



The percentage of viewers who share your content with others.

Example :

If your tech news post had:

- Reach: 20,000
- Shares: 400 Share Rate = $(400 / 20,000) \times 100 = 2\%$

Analysis Value:

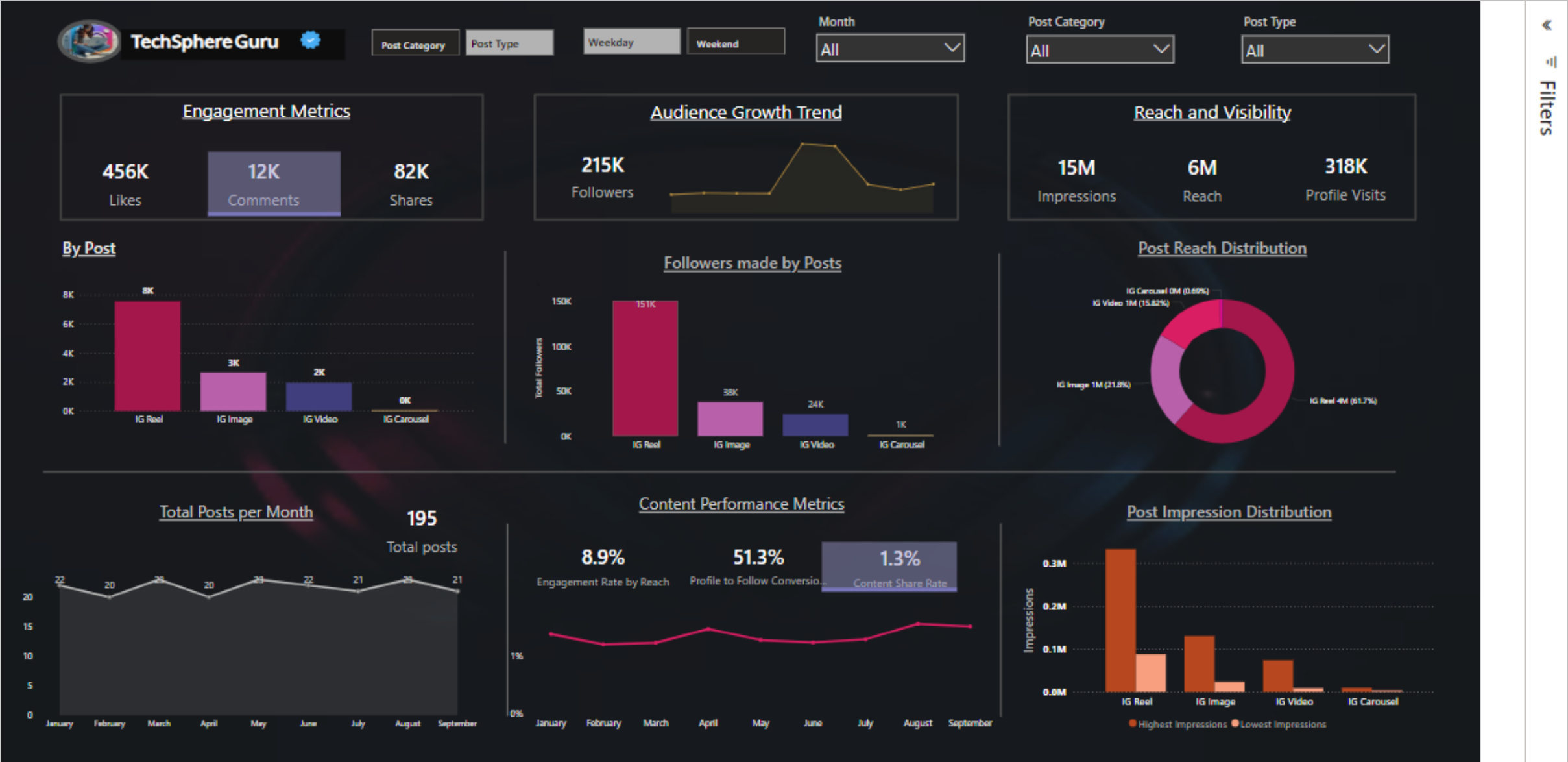
- Indicates content virality potential
- Shows which topics resonate most with audience
- Helps identify shareable content characteristics

$$\text{Share Rate} = (\text{Number of Shares} / \text{Post Reach}) \times 100$$

POWER BI DASHBOARD



Power BI Dashboard



INSIGHTS



Content Performance:

- Engagement metrics are really good with 456K likes, 12K comments, and 82K shares
- Reel content is significantly above all other types of content regarding engagement
- Hierarchy of content according to performance: Reels > Images > Videos > Carousel posts

Audience Metrics:

- Currently at 303K followers and the growth is somewhat fluctuated
- Impressions (15M), Reach (6M), and Profile Visits (318K): This indicates strong visibility but a comparatively lower profile visit-to-impression conversion rate.

Distribution Pattern:

- Post Reach Distribution is dominated by Reels at around 61%
- Images make up around 20-25% of reach.
- Videos and Carousels comprise smaller percentages of reach

Content Strategy Insights:

- Content posting schedule is pretty steady at about 21-22 posts per month
- 8.9% engagement rate from reach is very healthy
- 51.3% profile-to-follow conversion is pretty high, meaning profiles are well optimized
- 1.3% content share rate means good viral potential

Recommendations

1. Content Strategy

- Allocate resources to creating engaging and trendy IG Reels, as they contribute most to reach, impressions, and follower growth.
- Leverage trending audio and challenges for Reels to drive higher visibility and engagement.
- Use IG Stories for polls, Q&A, and behind-the-scenes content to boost interaction and engagement.
- Respond to comments and DMs promptly to foster community engagement and build loyalty.
- A/B test different styles, tones, and content types to see what resonates most with the audience.



2. Engagement Enhancement

1. Comment Generation Strategy
 - End content with question hooks
 - Create debate-worthy tech comparisons
 - Respond to comments within first hour
 - Use polls in stories to drive discussion
2. Share Rate Improvement
 - Create more "save-worthy" technical guides
 - Design shareable infographics
 - Add "Share this with a developer friend" CTAs
 - Create content series that builds anticipation.



3. Growth Acceleration

1. Profile Optimization
 - Update bio weekly with latest tech trend.
 - Organize highlights by technology category
 - Pin top-performing posts monthly
2. Reach Expansion
 - Cross-promote with complementary tech accounts
 - Leverage trending tech topics within 24 hours.
 - Optimize hashtag strategy.



4. Review the Content

- Top 3 best performing posts analysis
- Worst 3 posts analysis
- Hashtags effectiveness review.
- Audience growth pattern analysis
- Content theme performance review.



THANK YOU