**Digital Marketing (MKTG-227-004)**

**Assignment #5**

Social Media Marketing Plan

Phase#5: Evaluation & Reflection

**Instructor:** Megan Patterson

**Prepared By:** Chirag Valand

Student, Saskatchewan Polytechnic

**Special Thanks,**

Megan Patterson

Lanoie Brie

Amit Lakhatariya

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**Evaluation**

I have evaluated the effectiveness of my campaign based on indexed KPIs and translated information into a chart which is easy to understand and summarize the results of my campaign. Below is the explanation and evaluation of my campaign results.

1. **Number of likes and follows:** For my mission, this was an extremely intriguing measurement to track and see which stage turned out to be the best. For my purposes, I saw a major inundation of new likes/follows on Facebook for the principal two or three weeks, however at that point it deteriorated and quit developing for the most part. On Instagram, I got a more modest introductory deluge, however at that point it continued to develop throughout the mission. Tragically, this number is more enthusiastically to follow over the long run as Instagram Insights is incredibly restricted, however you will see that Instagram wound up as the stage with the most elevated measure of devotees eventually (conceivably in light of the fact that my substance suits Instagram most). Execution on Twitter was tragically an extremely miserable issue, and I didn't see a lot of progress on this stage by any means. I wound up with a pitiful follow count, and it scarcely extended by any means past the underlying "flood". I will probably resign this record going ahead. As far as accomplishing my KPIs, just Instagram hit my objective, yet on the off chance that you consolidate likes/follows between each of the 3 records, in fact generally I hit my objective/really outperformed it as it would be over 123 follows joined. In this way, it truly relies upon your perspective. Here are a few graphs/pictures to show how this measurement performed.

**Chart, line chart

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**Chart

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1. **Retention over time (REACH):**

**Instagram report:**

**Graphical user interface, text, application

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Instagram reached up to 29 followers by posting regular inspirational posts and audience will guided through the time for following my posts on Facebook. However, I received very good feedback from Instagram where I succeeded in converting them to read my upcoming posts on time. my 10 second video posts got more reviews and comments than normal posts driven by the Canva.com where I found relatively best materials.

**Twitter:** I used twitter to attract the mature audience for following my insights where I have shared less posts to attract desired audience as I found more potential on Facebook and Instagram than any other platforms, I have generated mass aura of audience from Facebook and Instagram where I focused more during the time. In result I reached more than 100 people over the course in just 4 weeks.

Graphical user interface, text, application

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1. **Number of likes (and reactions) on posts:** This is a metric that I am again pleased with on all stages aside from Twitter. Instagram particularly performed exceptionally amazing in such a manner, for certain posts coming to as high as 50+ preferences, however, the normal falls around 30-40 preferences for every post. I think these are incredibly sound numbers thinking about the age of this record, and I anticipate proceeding to see this develop with steady satisfaction being created and acquiring new devotees. On Facebook, this is a little lower, yet fortunately reliable. What's more, with the lower devotee sum, these numbers seem OK. What's more, Twitter, we don't discuss Twitter. I remember to keep on expanding the quantities of preferences and responses on my posts, I ought to zero in on delivering the greatest photographs and recordings conceivable, put more exertion into the show, and keep a good arrangement of food-related and gaming related content. I saw the food posts played out significantly better compared to the gaming posts on Instagram too, which is extremely fascinating. Here are a few outlines and pictures to show how my mission did after some time

**Facebook: 29**

**Instagram: 14**

**Twitter: 20**

1. **Number of comments/replies on posts:** As I wished to increment remarks throughout the span of this mission, or possibly stay steady in having the option to get remarks by any means and draw in my crowd, I think this metric is a triumph. I had a couple of devotees reliably remark on my posts all through, and I got a sound measure of remarks from new individuals occasionally. Once more, Instagram and Facebook were effective in this measurement, reliably pulling in remarks all through, and Instagram raised this measurement, however, Twitter again was an exception and sadly a disappointment. I figure I did a truly great job in empowering remarks by posing a ton of applicable inquiries and requesting input reliably (asking adherents their thought process, what they like, and so on) Throughout my mission, this conveyed remarks consistently, and I truly delighted in drawing in with others on themes that I am enthusiastic about. Here are a few pictures for important information about how this KPI performed:

**Facebook:13**

**Instagram:7**

**Twitter:0**

1. **Number of Impressions:** This measurement was the greatest treat for me all through my mission. I surmise I was astonished to see exactly how far a ton of my posts and my record came to, and how very little of that means connections like preferences, follows, and so forth. Indeed, even on stages like Twitter, which didn't perform well by any stretch of the imagination, I got countless impressions, and my tweets were seen by many individuals. I'm speculating this is expected to hashtags (particularly on Twitter and Instagram, as these are the best there). On Facebook, this likewise would in general skyrocket at whatever point I would post an interactivity video. I observe this as particularly intriguing, as it proposes interactivity recordings are truly great for the Facebook calculation. To build this going ahead, I need to keep utilizing heaps of hashtags as well as exploiting the superior presentation that emerges from interactivity recordings on Facebook and keep on presenting those on acquiring high impressions. I likewise observed it particularly fascinating that Twitter's numbers were so high on this measurement, however, so coming up short on each other measurement, I accept this truly addresses exactly the way in which different Twitter is as a stage. A few applicable diagrams and pictures for this measurement can be found beneath:

**Facebook:115**

**Instagram:14**

**Twitter:**

**Chart, bar chart

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1. **Number of Clicks/ Reads on each blog post:** This measurement was very low, albeit this isn't exceptionally business as usual for me. It got going sort of solid, or if nothing else shockingly solid for a blog, for example, this at around 30 peruses per post yet wound up around 15 peruses per blog. Once more, considering I am a startup and don't have a faithful fanbase by any stretch of the imagination, that number isn't awful, yet I trust as I proceed with this that number beginnings developing instead of bringing down. I figure I could deal with carrying more traffic to my site by advancing it undeniably erring on my online entertainment pages and referencing it frequently as opposed to ignoring it aside from one time per week. This is only a thought; notwithstanding, I don't know whether this would mean an expanded number of perspectives on this substance. Tragically, this intends that while I started my mission hitting my objective, I didn't keep up with this, so this is the kind of thing that I would put more spotlight on if I somehow managed to run this once more, as well as pushing ahead. I accept the decrease in interest can be ascribed to both the way that the establishments being addressed turned out to be less famous as I went on, as well as me not advancing the real composed blog entries enough. The following are screen captures of how much peruse and enjoyment I got on each blog entry in the sequential request of most seasoned to freshest posts (you can see the decrease in interest that I wish to address:
2. **Number Of Shares on my posts:** Sadly, I have very little information on this KPI, as I didn't get a great deal of offers and retweets. In any case, I got few offers and retweets. On Twitter, all through my mission, I seldom got any, yet as you can see from the underneath diagram, certain tweets reverberated to the point of getting few retweets:

**Calendar

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Table

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