

# Project Result

## What You'll Find Inside This PDF Overview >>

- 1) **Type of post-** First, the type of post will be described—whether it's promotional, informational, or engagement-focused.
- 2) **Brief Summary-** Next, a brief summary will be given, explaining what the post is about and the goals aimed to achieve.
- 3) **Screenshots & Results-** Finally, screenshots of the post will be shown along with key results like engagement, reach, likes, comments, or conversions.

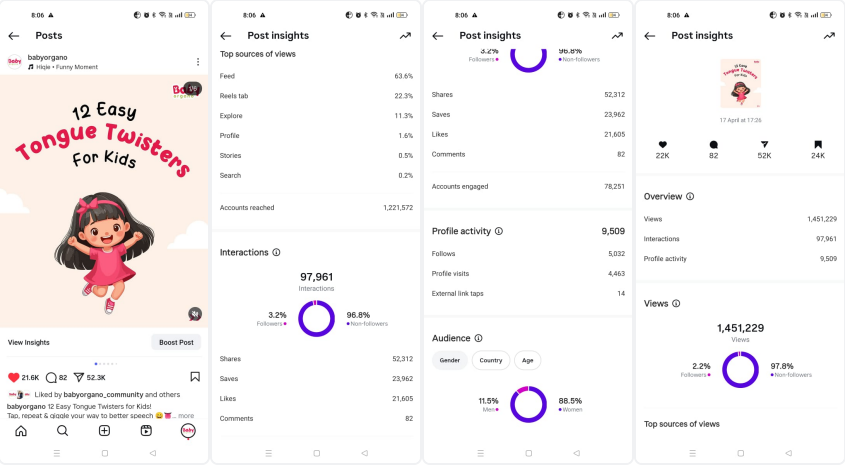
### Post 1

**Type of post:**  
Easy Tongue Twister For Kids- Carousel

**Brief Summary:**

- The point of the easy tongue twister content was to reach BabyOrgano's core audience, which is parents.
- It also aimed to connect with relevant people who are not yet followers.
- Overall, the content was designed to increase engagement and awareness among this target group.

### Screenshot:



**Link of the post:** [https://www.instagram.com/p/DIi\\_sVOTkCL?img\\_index=1](https://www.instagram.com/p/DIi_sVOTkCL?img_index=1)

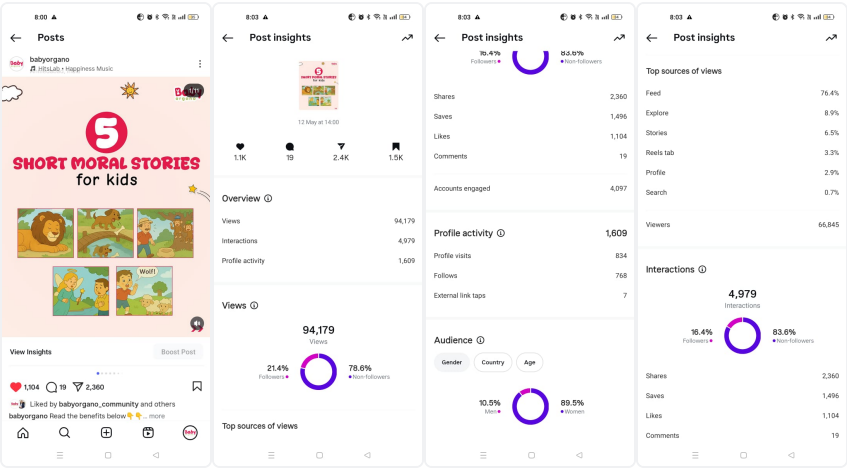
### Post 2

**Type of post:**  
5 Moral Stories- Carousel

### Brief Summary:

- Content targeted parents of children aged 2–5 with clear, valuable, and impactful messages presented concisely.
- Focused on creating engaging and purposeful content that connects with the audience.
- Developed captions that emphasized the benefits of moral stories to add meaningful value.

Screenshot:



Link of the post: [https://www.instagram.com/p/DjAAQQtct6/?img\\_index=1](https://www.instagram.com/p/DjAAQQtct6/?img_index=1)

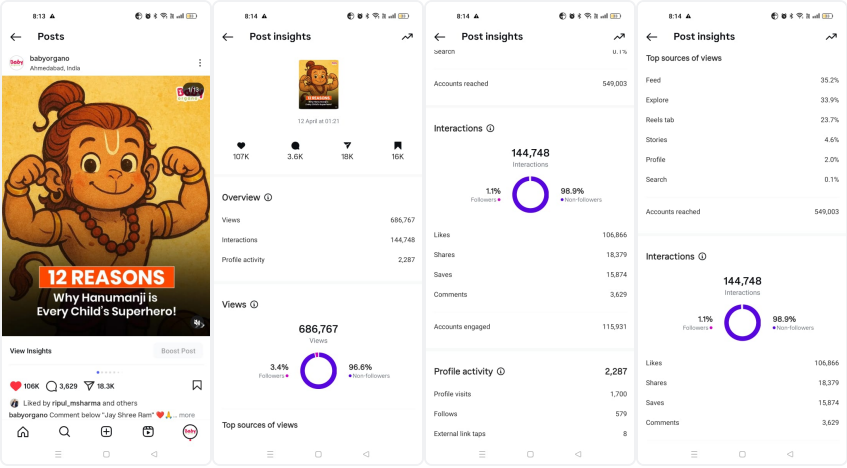
Post 3

Type of post:  
5 Hanuman Jayanti- Carousel

Brief Summary:

- The post used an educational approach to stand out from typical festival content and better engage the audience.
- Focused on Hanuman Ji’s childhood to create relatable and meaningful content for children.
- Targeted parents as the primary consumers, considering the content’s relevance to their children.

Screenshot:



Link of the post: [https://www.instagram.com/p/DIUZT9LI6YL/?img\\_index=1](https://www.instagram.com/p/DIUZT9LI6YL/?img_index=1)

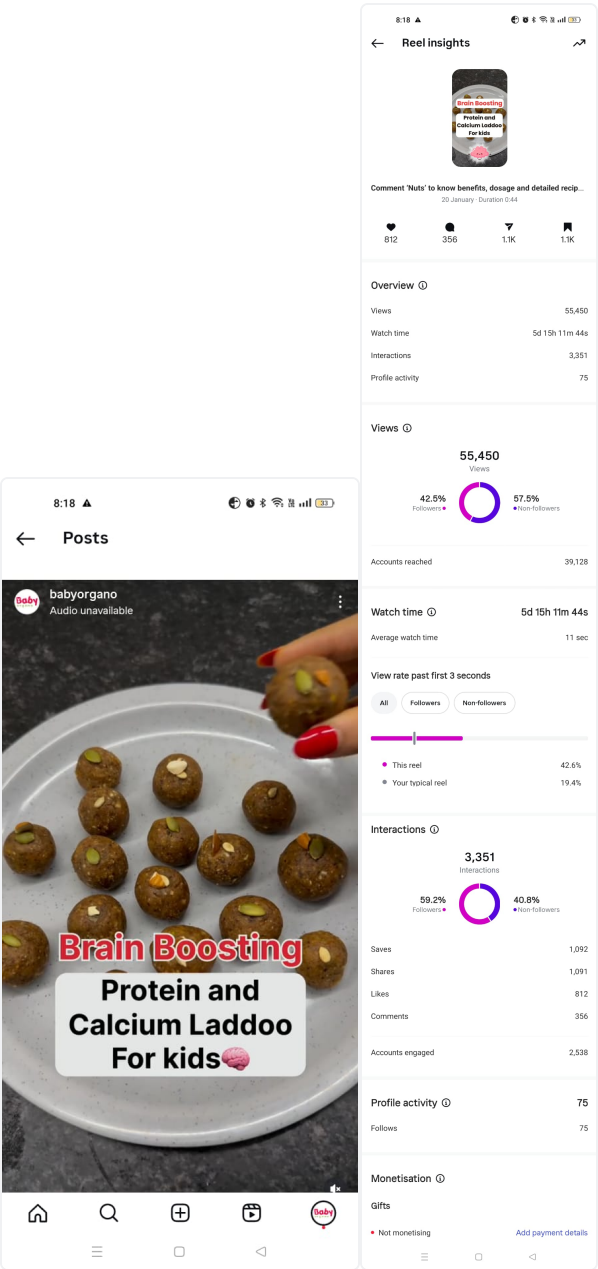
Post 4

Type of post:  
Ladoo home remedies-Reel

**Brief Summary:**

- This reel concept was developed because our Ayurvedic company focuses on home remedies, a key interest among our target audience.
- We created home remedy content that resonated well and engaged viewers effectively.
- We integrated Many Chat automation to capture customer contacts, which helped boost revenue organically through this content.

**Screenshot:**



Link of the post: <https://www.instagram.com/reel/DFDQ3IJNlx7/>

**Post 5**

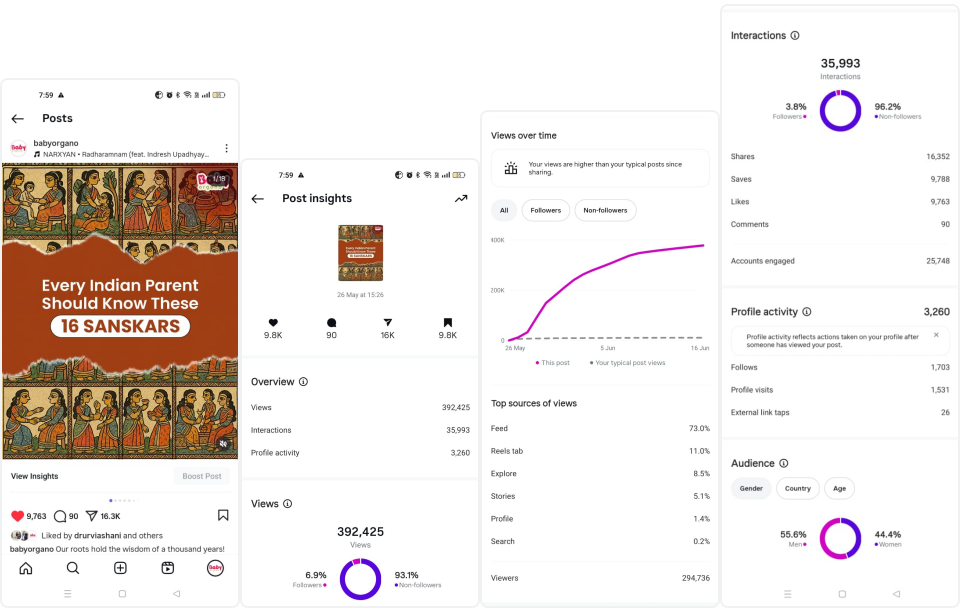
**Type of post:**  
16 Sanskar- Carousel

**Brief Summary:**

- Content focused on the 16 sanskars to showcase the brand’s core Ayurvedic values in a culturally relevant way.

- Aimed to educate parents about holistic upbringing, extending learning beyond just product usage.
- Reinforced the message that the brand goes beyond products by offering meaningful, value-driven content.

Screenshot:



Link of the post: [https://www.instagram.com/p/DKHM89rNbiZ/?img\\_index=1](https://www.instagram.com/p/DKHM89rNbiZ/?img_index=1)

Product Launch & Strategy

- Generic content was used initially for the product launch to attract a broad audience, which resulted in very good engagement.
- The grid design was carefully maintained according to the product’s color scheme to ensure visual consistency.
- This approach helped create brand recognition while appealing to a wide range of potential customers.

