

MARKETING AND DIGITAL MEDIA STRATEGIES

OBJECTIVES

- Our target was to get as much attention as we can through various ways like youtubing, social media posts and tweeting.
- We need to make everyone aware of what we are up to and make them think that this is something big.

TARGET AUDIENCE

- Our target audience is one the most versatile audience. We targeted the youth and tech driven people as most of the part we do here in this team excites the youth for the same and we use tech like 3D printing and CAD, CAM which has their community as well.

PLATFORMS AND TOOLS USED

- We used Instagram as our main platform for our advertisement and we used tools such as shout outs from different account and building an email list on which every time we post a new information. We mail the accounts on this list for further attention.
- We also used YouTube, twitter and Facebook to advertise our team and flinschools.

DIFFERENT STRATEGIES AND RESULTS

- First, we did as prescribed in the training session like reposting and adding 2-3 stories a day will help growing our account on any platform.
 - We ended up getting inactive followers from that.
- Then we decided to grow in a different way. We posted original posts and we started tagging companies and adding hashtags like #sponsors, #weneedsponsors.
 - We started following people in our niche and we ended up getting active followers.

ACHIEVEMENTS

- We reached around 130 followers on Instagram and we had multiple scenarios of getting celebrities and getting views up to 2154 accounts.
- Our hashtags got us one of the sponsors. Lenovo reached out to us from the posts. They are sponsoring us; they came to know from the Instagram posts we made.

TOP POSTS

Our top posts are the ones of the posts from the sponsors as we advertise that as heavily as we can and f1 in schools posts



**PROFILE
HIGHEST
STORY
VIEW**



Where work & leisure unite

Liked by sarvpriya_adarsh_ and 122 others

2 DAYS AGO

Add a comment...

Post

speed_atom_ [Edit Profile](#)

18 posts 131 followers 185 following

Speed Atom
F1 IN SCHOOLS
Team manager @sarvpriya_adarsh_
Sponsorship manager @ayushupad_
CAD Engineer @ab.hay816
Chief Engineer @shashwat5822


our journey

[POSTS](#) [IGTV](#) [SAVED](#) [TAGGED](#)



STATS AND INSIGHTS

The dashboard displays the Instagram Insights for the account @SPEED_ATOM_. It includes sections for Content, Activity, and Audience.

Content Overview: 4 posts and stories you shared this week (-3 vs. Dec 12 - Dec 18). Posts: 131 followers (+16 vs. Dec 12 - Dec 18). Growth: Overall 16, Unfollowed You 6, Followed You 22. Story Archive: Shows a grid of 15 stories from Nov 24 to Dec 30.

Activity Discovery: Accounts reached from Dec 19 - Dec 25. Reach: 197 (+74 vs. Dec 12 - Dec 18). Impressions: 717 (+28 vs. Dec 12 - Dec 18). Interactions: 69 Actions taken on your account from Dec 19 - Dec 25.

Audience Top Locations: Lucknow, Delhi, Gurgaon, London, Mumbai. **Gender:** 42% Women, 58% Men. **Age Range:** All, Men, Women. **Followers:** Hours, Days.

CONTENT

Overview i

4 posts and stories you shared this week
-3 vs. Dec 12 - Dec 18

Posts

[See all](#)



131 followers

+16 vs. Dec 12 - Dec 18

Growth i

[See Posts](#)

Overall

16

Unfollowed You

6

Followed You

22



ACTIVITY

Discovery i

197

Accounts reached from
Dec 19 - Dec 25



Reach

197

+74 vs. Dec 12 - Dec 18

Impressions

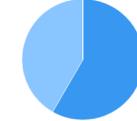
717

+28 vs. Dec 12 - Dec 18

Profile Visits



Gender i



42%

Women

58%

Men

Age Range i

Followers i

