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Class: BE

Div: C1

Batch: C12

Roll no: 2003054

Group no: 9

Assignment 8

* Problem Statement:

Design the creative content for promotion of your business on social media platform.

* Theory:

Every small business should invest in social media marketing to promote their business & boost online visibility. A few benefits of social media marketing are as follows:

- i) Cost-effectiveness: Social media marketing & advertising is cost-effective. Organic promotion of social media content requires only time. You can set a budget for as low as \$1.00/day on Facebook.
- ii) More exposure: Marketing your business on social media allows you to reach more people. Engaging content will likely be shared, helping you increase online visibility.
- iii) Boost brand awareness: As more & more users join social media, brand awareness can be increased by

targeting a particular section of user who would relate to the brand the most.

- iv) Drive traffic to business websites: Almost all social media platforms provide options to link your brand website, e-commerce website or mobile applications. This drives sales as users get influenced to visit these pages which in turn drive business.
- v) Increased credibility: Posting engaging & educational content can increase your credibility, helping new customers learn that you are a thought leader whom they can trust.

* Instagram Brand Marketing.

- Instagram is a social media platform where users can choose to either have a public, private account or between a personal/professional account as well.
- Professional accounts are best suited for brands as they display insights about:
 - audience
 - content posted
 - Reach
 - Location
 - Best posting times, etc.

* Insights about reels posted include:

i) Accounts reached:

No. of unique accounts that have seen your reel on screen at least once, whether or not your reel was played.

ii) Plays:

No. of times your reel starts to play or replay after an impression is already counted.

iii) Initial Plays:

No. of times your reel starts to play for the first time in a reel session. Defined by plays of 1ms or more.

iv) Replays:

No. of times your reel starts to play again after initial play.

v) Watch time:

Total amount of time your reel was played, including time spent replaying your reel.

vi) Average watch time:

Average amount of time spent playing your reel.

$$= \frac{\text{watch time}}{\text{no. of initial plays}}$$

vii) Followers: How many accounts started following you from your reel.

Khushi Bhatia – 2003020
Yash Dalwani – 2003040
Etash Dorwani – 2003048
Ananya Garg – 2003054
Group No. 9
Dated: 20-03-2024

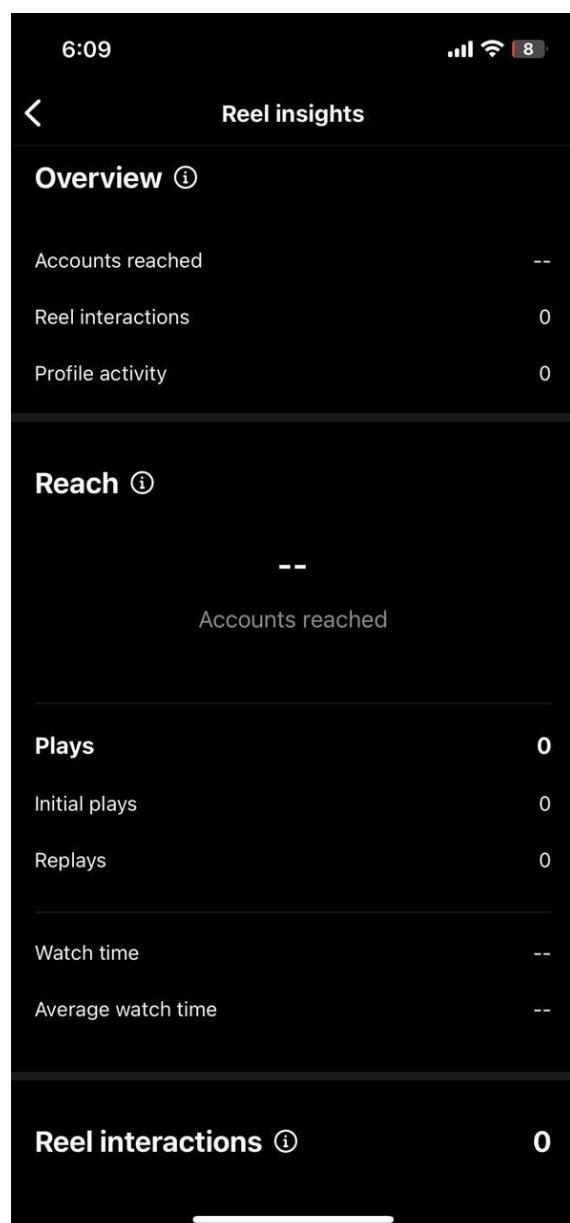
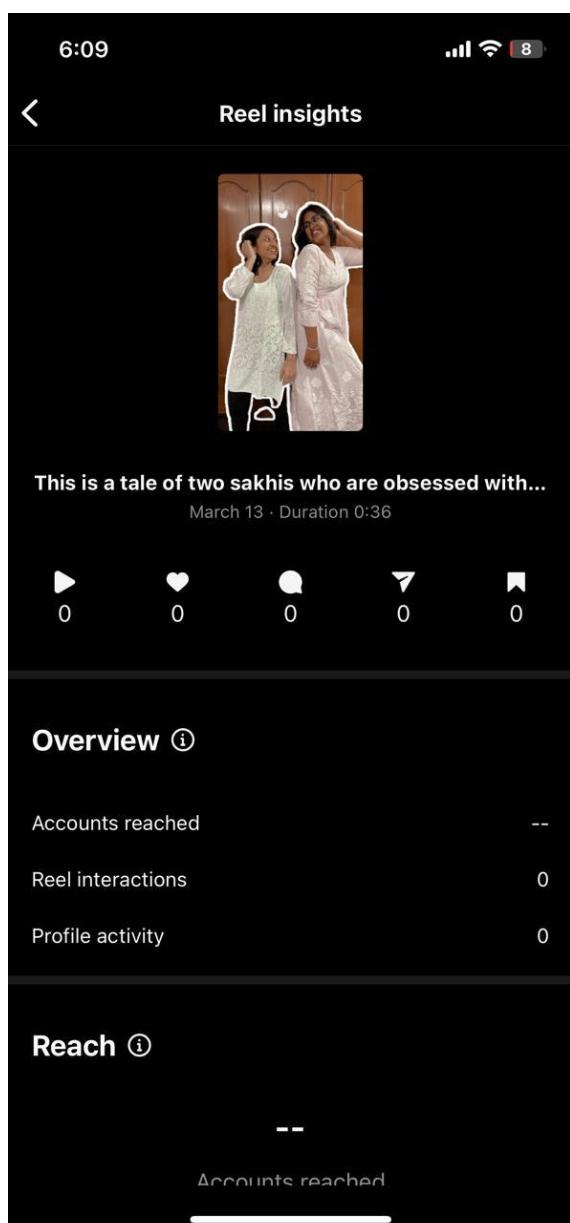
SMA Assignment – 8

Link for Instagram Post:

https://www.instagram.com/reel/C4e5J_LLLZ2/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFIZA==

We have made an Instagram post for advertising about a small business selling Chikankari Apparels.

Following below are the insights on the post right after it had been posted:



6:10

Reel insights

Accounts reached

Plays	0
Initial plays	0
Replays	0
Watch time	--
Average watch time	--
Reel interactions ⓘ	0
Likes	0
Comments	0
Shares	0
Saves	0
Profile activity ⓘ	0
Follows	0

Now, below given are the insights into the post after a few days of it being online.

8:08 4G 68%

Reel insights



Tale of two best friends who are in love with wear...
March 13 · Duration 0:36

3721 178 43 55 8

Overview ⓘ

Accounts reached	1,554
Reel interactions	284
Profile activity	9

Reach ⓘ

1,554
Accounts reached

8:08 4G 68%

Reel insights

Accounts reached	1,554
Reel interactions	284
Profile activity	9

Reach ⓘ

1,554
Accounts reached

130 Followers • 1,424 Non-followers

Plays

Initial plays	2,049
Replays	1,672

Watch time 7 hr 44 min 59 sec

Average watch time 13 sec

Reel interactions ⓘ

284

