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### **1.PROJECT OVERVIEW AND PURPOSE:**

This project involves leveraging Instagram as a marketing platform to promote our burger shop and attract more customers. We aim to use engaging content, strategic posting, and effective branding to increase our online presence and drive foot traffic to our establishment.

Project Objectives:

Brand Visibility: Raise awareness of our burger shop among our local and surrounding community.

Customer Engagement: Encourage interaction with our Instagram page through likes, comments, and shares.

Customer Conversion: Attract potential customers to visit our shop and make purchases.

Menu Highlights: Showcase our best-selling burgers and special offers.

### Scope of Work:

The project scope encompasses the following:

Creation of visually appealing images and videos featuring our burgers and restaurant ambiance.

Consistent posting schedule on Instagram, including Stories and regular feed posts.

Utilization of local hashtags and location tags to target potential customers.

Engagement with followers through responding to comments and direct messages.

### Project Timeline:

The campaign will run continuously, with daily and weekly content updates and promotions.

### Budget and Resources:

Funds will be allocated for photography, social media advertising, and potential collaboration with local influencers. In-house staff will handle content creation and posting.

### Stakeholders:

Restaurant Owner

Marketing Team

Content Creators

Restaurant Staff

Local Influencers (if applicable)

### Methodology and Approach:

We will create mouthwatering content featuring our burgers, highlighting their taste and presentation. Content will be accompanied by compelling captions, special offers, and engaging stories to entice potential customers.

## IDEATION AND PROPOSED SOLUTION:

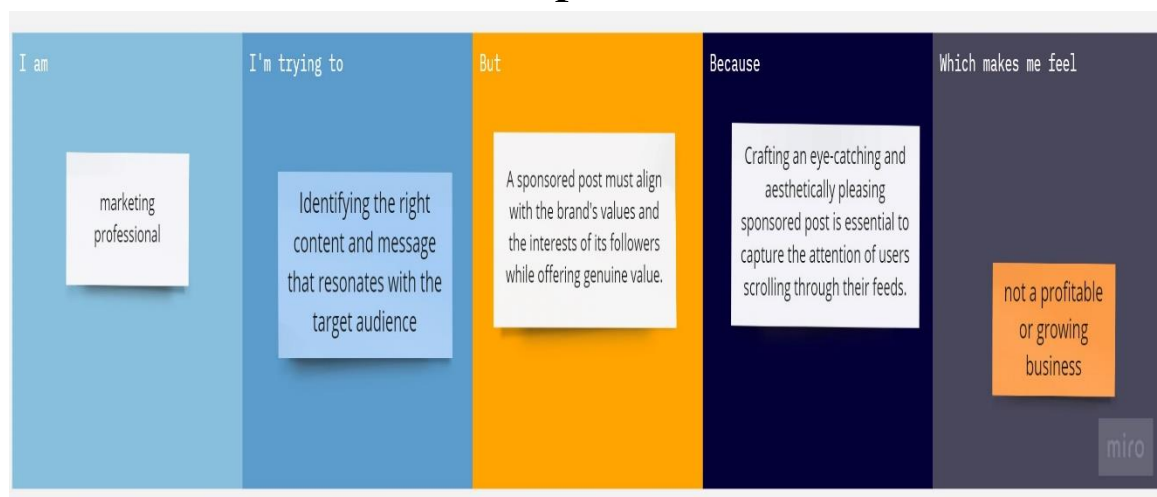
## PROBLEM STATEMENT:

In the age of digital marketing, businesses are constantly seeking effective ways to leverage social media platforms like Instagram to engage with their target audience and promote their products or services. Creating a compelling and impactful sponsored post for Instagram presents several challenges, including:

1. **Content Relevance:** Identifying the right content and message that resonates with the target audience is a critical challenge. A sponsored post must align with the brand's values and the interests of its followers while offering genuine value.
2. **Visual Appeal:** Instagram is a visually-driven platform. Crafting an eye-catching and aesthetically pleasing sponsored post is essential to capture the attention of users scrolling through their feeds.
3. **Engagement and Conversion:** A sponsored post's success is not merely determined by likes and comments but by its ability to convert engagement into meaningful actions, such as website visits, product purchases, or sign-ups.
4. **Budget Allocation:** Effective sponsored posts require a thoughtful allocation of the advertising budget. Determining the right balance between creative production costs, ad spend, and audience targeting is crucial.
5. **Adherence to Platform Guidelines:** Instagram has specific guidelines for sponsored content that businesses must adhere to. Violating these guidelines can result in post removal or account penalties.
6. **Measuring ROI:** Evaluating the return on investment (ROI) of a sponsored post is essential. Determining key performance indicators (KPIs) and tracking them accurately can be challenging.
7. **Audience Targeting:** Identifying and reaching the most relevant Instagram users is critical for the success of a sponsored post. Businesses need to make informed decisions about demographics, interests, and behaviors to maximize engagement.

Addressing these challenges is crucial for creating a sponsored post on Instagram that not only captures the attention of the target audience but also drives meaningful actions, ultimately contributing to the brand's overall marketing objectives. This project aims to develop a comprehensive strategy and execution plan to overcome these challenges and create impactful sponsored posts on Instagram.

Problem statement in template form:



## **EMPATHY MAP:**

### **Brainstorm & Idea Prioritization Template:**

Our HungerMania Restaurant is all about delighting your taste buds and offering a unique culinary journey. This season, we've chosen to highlight our iconic signature dish that's been a local favorite for years. Get ready to embark on a flavorful adventure as we present our culinary masterpiece, expertly crafted by our passionate chefs. But that's not all! We're also pulling back the curtain and giving you a sneak peek behind the scenes. Join us in our bustling kitchen, where the magic happens, and meet the talented chefs who pour their heart and soul into every dish. Additionally, we want to share the voices of our cherished customers. Their authentic testimonials and rave reviews truly reflect the extraordinary dining experiences we offer. Keep an eye on our feed as we unveil these stories, and don't hesitate to engage with us in polls and Q&A sessions. HungerMania is not just a restaurant; it's a community of food lovers. Stay tuned for more mouthwatering moments with us.

### **STEP1: : Team Gathering, Collaboration and Select the Problem Statement**



## Brainstorm & idea prioritization

Our HungerMania Restaurant is all about delighting your taste buds and offering a unique culinary journey. This season, we've chosen to highlight our iconic signature dish that's been a local favorite for years. Get ready to embark on a flavorful adventure as we present our culinary masterpiece, expertly crafted by our passionate chefs.

🕒 10 minutes to prepare

🕒 1 hour to collaborate

👤 2-3 people recommended



### Before you collaborate

Understanding our audience is key to creating an engaging sponsored post for HungerMania Food Shop on Instagram. Our audience consists of food enthusiasts always on the hunt for mouthwatering and convenient dining options. They actively explore Instagram for culinary inspiration, following local food bloggers, and interacting with visually captivating food posts.

#### A Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

#### B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

#### C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →



### Define your problem statement

What problem are you trying to solve? Frame your problem as a **How Might We** statement. This will be the focus of your brainstorm.

🕒 5 minutes



### Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.

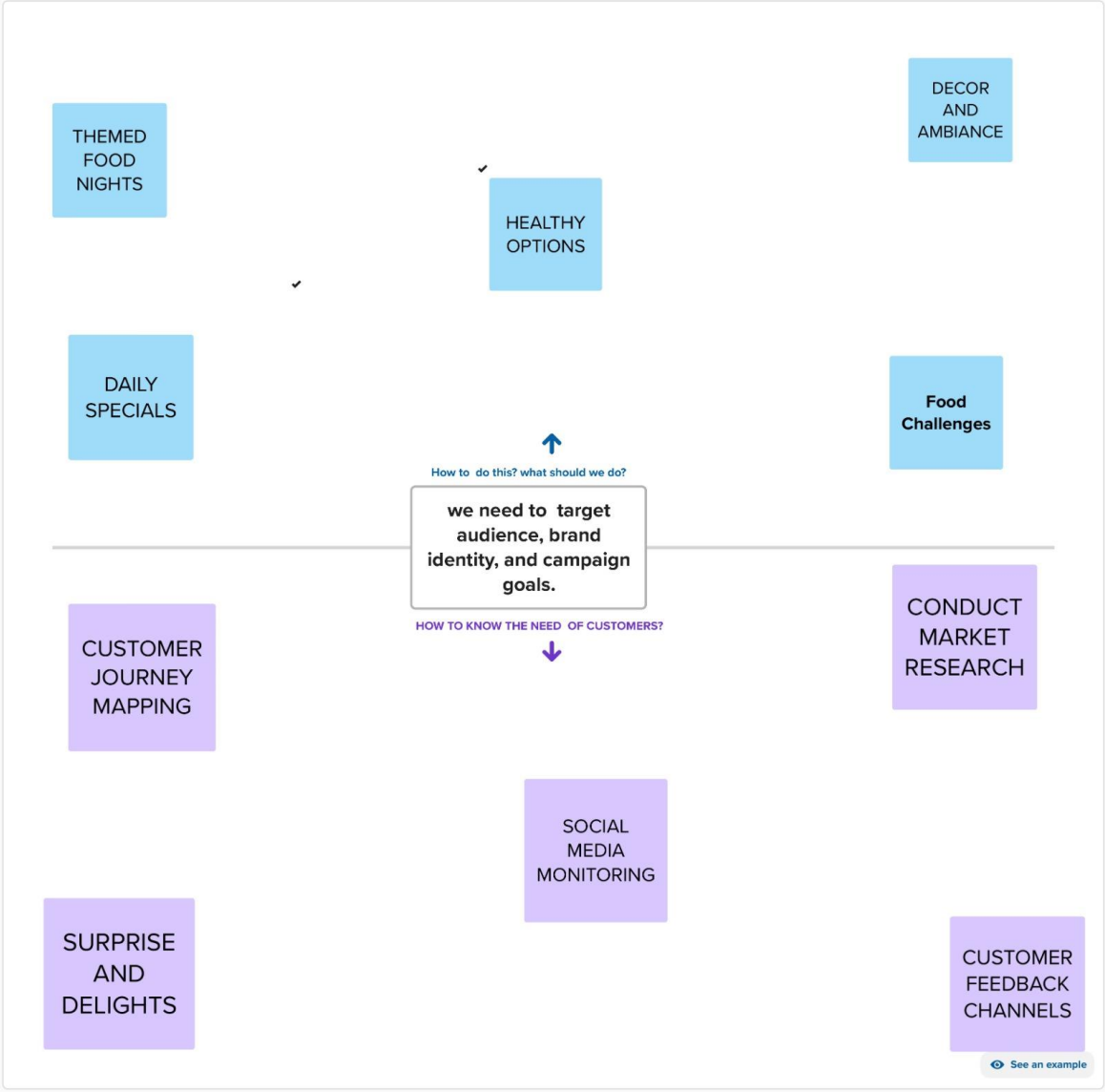


Go for volume.



If possible, be visual.

# STEP2 : Brainstorm, Idea Listing and Grouping

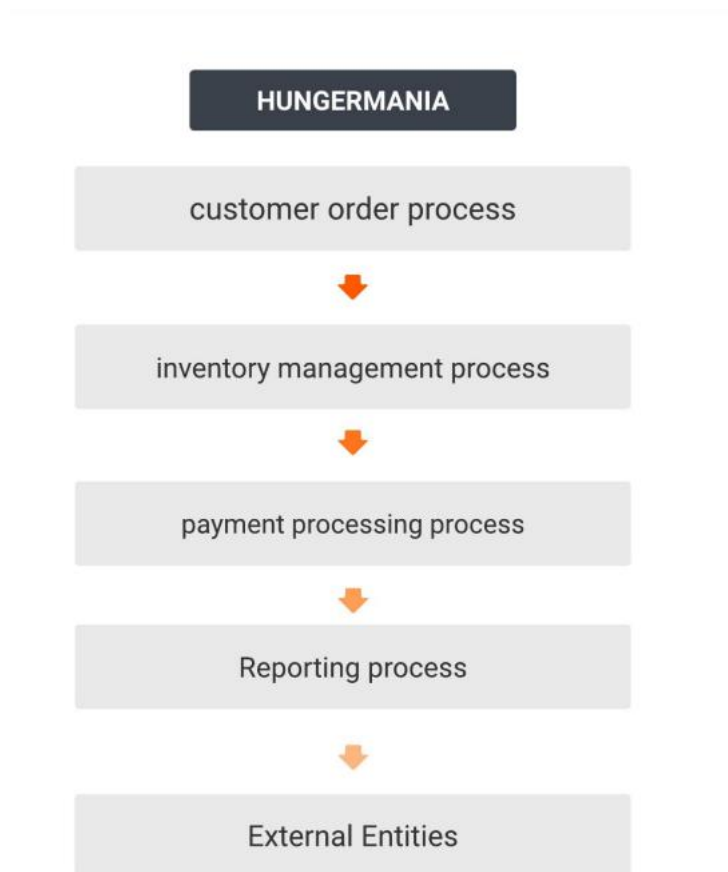




CloudFront, Azure CDN, or Google Cloud CDN to deliver menu item images and other static content quickly to customers. Monitoring and Analytics: • Implement monitoring and analytics solutions (e.g., AWS CloudWatch, Azure Monitor, Google Cloud Monitoring) to track the performance of your application and gain insights into customer behavior. Backup and Disaster Recovery: • Regularly back up your data and implement a disaster recovery plan using cloud-based backup and recovery services. Compliance and Data Protection: • Ensure your application complies with relevant data protection and security regulations, particularly if you handle sensitive customer information. Deployment Strategy: • Implement a deployment strategy that minimizes downtime during updates, such as blue-green deployments or canary releases. Training and Support: • Provide training for your team on managing the cloud-based system and offer customer support for any technical issues. Cost Management: • Continuously monitor your cloud costs and adjust your resources to optimize spending. Marketing and Customer Communication: • Promote your online ordering system.

## PROJECT DESIGN:

### DATAFLOW DIAGRAM:

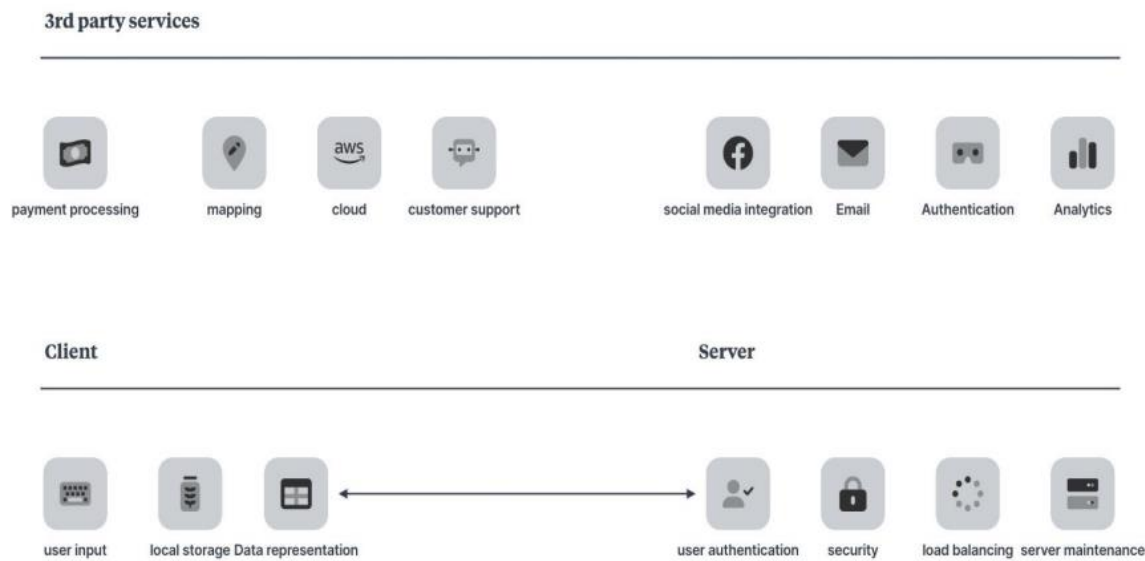


## SOLUTION AND TECHNICAL ARCHITECTURE:

Functional Requirements: Following are the functional requirements of the proposed solution. FR No. Functional Requirement (Epic) Sub Requirement (Story / Sub-Task) FR-1 Online Ordering System User Registration and Login Browse menu Add to cart Checkout and payment Payment confirmation FR-2 In store dining Customer registration Point Accumulation Rewards redemption FR-3 Inventory Management Stock tracking Supplier Management FR-4 Customer Feedback Feedback submission Feedback analysis Non-functional Requirements: Following are the non-functional requirements of the proposed solution. FR No. Non-Functional Requirement Description NFR-1 Usability User-friendly





interfaces for easy ordering and dining experience.



CODING AND SOLUTIONING:







## Hunger Mania

0 followers · 0 following

[Edit](#)
[View tools](#)
[Promote Profile](#)

[Posts](#)
[About](#)
[Followers](#)
[Photos](#)
[Videos](#)
[Groups](#)
[More](#)

### Intro

NAAN MUDHALVAN PROJECT  
It's a food shop...  
We are specialized in burgers


[Edit bio](#)

What's on your mind?

[Live video](#)
[Photo/video](#)
[Reel](#)


### Posts

[Filters](#)
[Manage posts](#)



[Home](#)
[Friends](#)
[Groups](#)
[Marketplace](#)

[Find friends](#)
[Messages](#)
[Notifications](#)



### Hunger Mania

### Intro

NAAN MUDHALVAN PROJECT  
It's a food shop...  
We are specialized in burgers

[Edit bio](#)

Profile · Digital creator

[Promote Profile](#)


[Edit details](#)

[Add hobbies](#)

[Add featured](#)

### Photos


[See all photos](#)



### Friends

[See all friends](#)


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### Hunger Mania

23h · 6

Hunger for a burger! Don't miss out on our mouthwatering deal and HUNGER MANIA! Indulge in burger bliss with our irresistible offer!! Grab a 🍔 at a unbeatable price 🍷






[Home](#)
[Friends](#)
[Groups](#)
[Marketplace](#)

[Find friends](#)
[Messages](#)
[Notifications](#)

## Create new ad

### Goal

What results would you like from this ad?




**Automatic**  
Let Facebook select the most relevant goal based on your settings.

[Change](#)

### Ad creative

How do you want your ad to look?



**We found 1 error**  
Invalid Phone Number. Please enter a valid phone number.

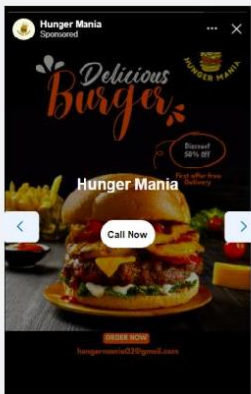
### Description

Of course! Here's a short intro for your offer at Hungermania:

🍔 Hungry for savings? Check out our irresistible offer at Hungermania!

At Hungermania, we're not just about great food – we're about great deals too. For a limited time, enjoy [describe the offer, e.g., 'Buy One, Get One Free' on select dishes, or 'Happy Hour Specials' on drinks] that will tantalize your taste buds and keep your wallet happy.

### Ad preview



By clicking Publish, you agree to Meta's [Terms & conditions](#)

[Need help?](#)
[Publish](#)

Search Facebook

Find friends

Your ad will be published today and run for 7 days ending on Oct 26, 2023.

Daily budget

Actual amount spend daily may vary

Estimated 963 - 2.8K Accounts Center accounts reached per day

₹ 90.00

₹83.60

₹5,000.00

Placements

Recommended

Advantage+ placements

Let us maximize your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.

Meta Pixel

No pixel

Estimated daily results

Accounts Center accounts reached

963 - 2.8K

Link Clicks

27 - 78

Payment summary

Your ad will run for 7 days.

Total budget

₹ 630.00 INR

₹90.00 x day x 7 days.

Total amount

₹ 630.00 INR

We use data about you and your ad account to assess eligibility for and to provide you with more ad billing and spending options. [Learn more](#)

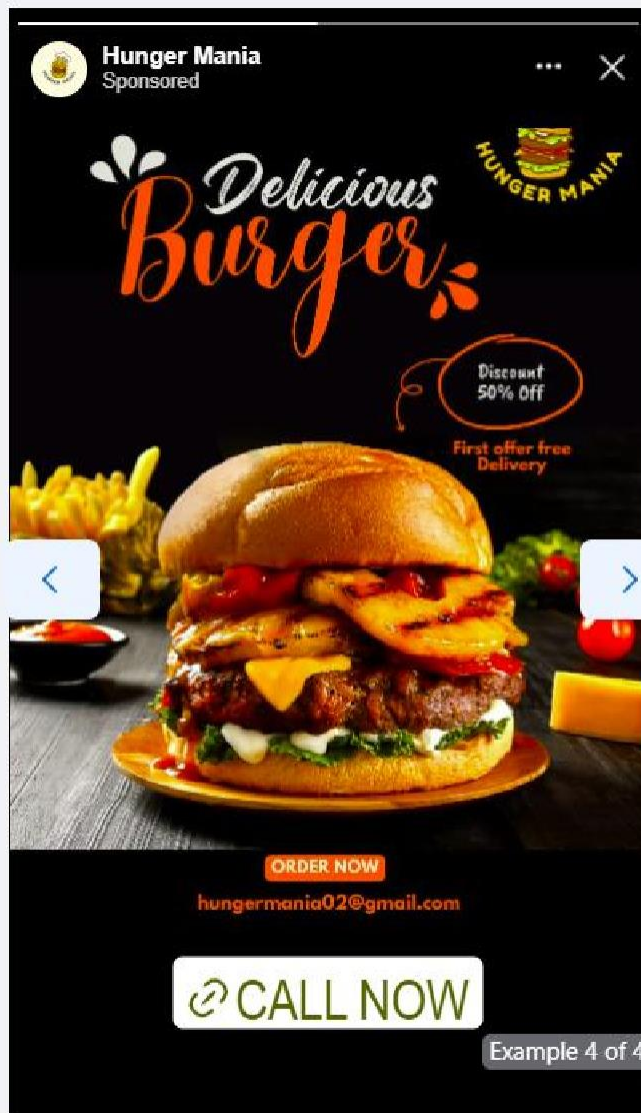
By clicking Publish, you agree to Meta's Terms & conditions.

Need help?

Publish

# Sponsored posts:


Ad preview



Need help?

Publish

...




**Hunger Mania**  
Sponsored

...

X

*Delicious*  
**Burger**



Discount  
50% Off

First offer free  
Delivery


**Hunger Mania**

Call Now

>

ORDER NOW

[hungermania02@gmail.com](mailto:hungermania02@gmail.com)





Explore



Hunger Mania  
Sponsored



Close

Reels



Delicious  
Burger



Discount  
50% Off

First offer free  
Delivery



Hunger Mania  
Sponsored

ORDER NOW

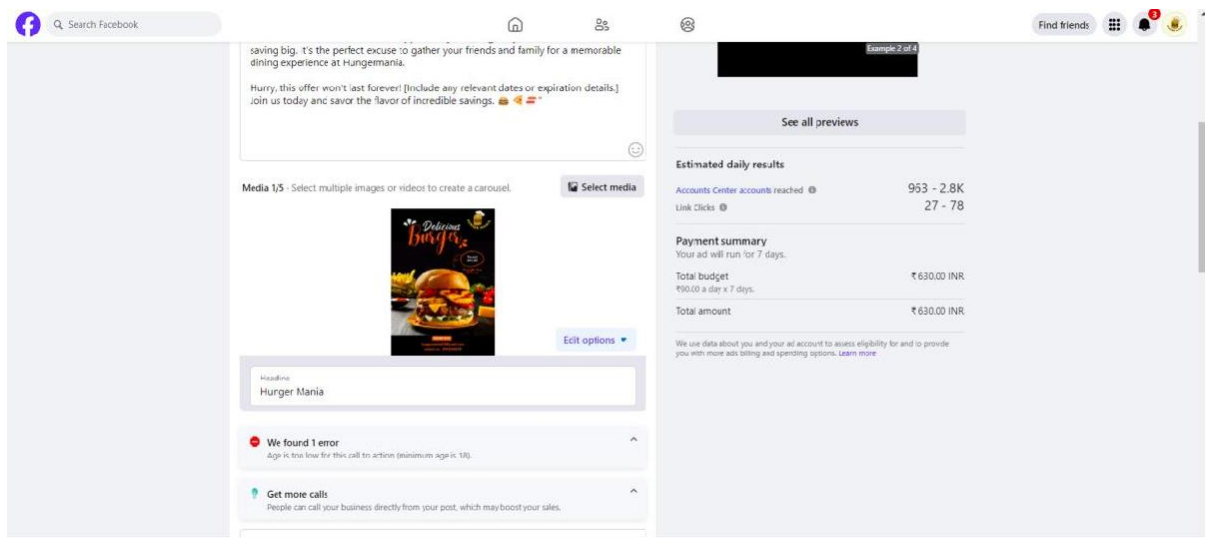
[hungermania02@gmail.com](mailto:hungermania02@gmail.com)

Call Now



Of course! Here's a short intro for your offer  
at Hungermania:... more





## RESULTS: PERFORMANCE METRICS

**Follower Growth:** Monitor the increase in your Instagram followers before, during, and after the campaign. A growing follower count indicates an expanded audience.

**Engagement Rate:** Calculate the engagement rate by dividing the total number of likes, comments, and shares by the total number of followers. A higher engagement rate indicates more active and interested followers.

**Impressions and Reach:** Track the total number of times your posts were seen (impressions) and how many unique accounts saw your content (reach). This helps measure your campaign's visibility.



**Website Traffic:** Use tools like Google Analytics to monitor the amount of web traffic coming from your Instagram profile. Specifically, track how many visitors view your menu, location, and contact information.

**Click-Through Rate (CTR):** If you include links to your website or menu in your Instagram bio or posts, monitor the CTR to see how many users are clicking through to your website. Calculate it by dividing the number of clicks by the number of impressions.

**Conversion Rate:** Measure how many Instagram followers actually visited your burger shop and made a purchase. You can do this by setting up specific tracking for Instagram-generated sales or by conducting surveys.

**Post Performance:** Analyze which individual posts, images, or videos performed best in terms of likes, comments, and shares. This information can help you understand what type of content your audience prefers.

**Hashtag Performance:** Keep an eye on the performance of specific hashtags you use in your posts. Determine which hashtags are generating the most visibility and engagement.

**Stories Engagement:** For Instagram Stories, track metrics like views, interactions (replies, polls, questions), and swipe-up rates (if applicable). Stories can be particularly effective for promoting limited-time offers and

specials.

**Audience Demographics:** Understand your audience better by examining demographic data such as age, gender, location, and interests. This data can help you refine your targeting and content strategy.

**Customer Feedback:** Pay attention to customer reviews, comments, and direct messages. Feedback, whether positive or negative, can provide valuable insights and help you make improvements.

**Return on Investment (ROI):** Calculate the return on investment by comparing the revenue generated from the campaign to the overall campaign costs. This metric helps you determine the cost-effectiveness of your Instagram promotion.

**Competitive Analysis:** Evaluate how your campaign's performance compares to competitors or similar businesses in your industry.

Regularly monitor these performance metrics during and after your Instagram promotion to assess its effectiveness and make necessary adjustments to your strategy. Instagram Insights, which is built into the platform, can provide much of this data. Additionally, third-party analytics tools can offer more detailed insights into your Instagram campaign's performance.

## ADVANTAGES:

**Visual Appeal:** Instagram is a highly visual platform, making it ideal for showcasing the visual appeal of your burger creations. High-quality images and videos can entice potential customers.

**Engagement:** Instagram's interactive features, such as likes, comments, and shares, allow for direct engagement with your audience, building a sense of community and loyalty.

**Targeted Advertising:** Instagram offers robust targeting options, allowing you to reach a specific audience based on factors like location, interests, and behaviors, thus maximizing the effectiveness of your promotions.

**Hashtags:** Effective use of hashtags can expand the reach of your content to a broader audience and increase discoverability.

**Storytelling:** Instagram's Stories feature enables you to tell short, engaging stories about your burger shop, share behind-the-scenes content, and promote limited-time offers effectively.

**User-Generated Content:** Encourage customers to share their experiences with your burgers and location by tagging your account or using specific hashtags. This can generate authentic content and social proof.

Analytics: Instagram provides insights into your campaign's performance, helping you understand what works and what needs improvement.

Cost-Effective: Instagram can be a cost-effective advertising option compared to traditional marketing channels.

#### DISADVANTAGES:

Algorithm Changes: Instagram frequently updates its algorithms, which can impact the visibility of your posts and require adaptation to stay relevant.

Competition: The platform is saturated with businesses and influencers, making it challenging to stand out and gain followers' attention.

Time-Consuming: Maintaining an active and engaging Instagram presence requires consistent effort, content creation, and community management, which can be time-consuming.

Content Quality: High-quality imagery and creative content are essential on Instagram, and maintaining this standard can be a challenge for some businesses.

Limited Linking: Instagram has limited options for linking to external websites, which can hinder the direct conversion of users into customers.

Negative Feedback: Negative comments and reviews are visible to the public. Managing online reputation is crucial, and negative feedback can impact your brand.

Algorithmic Feeds: Instagram uses an algorithm to determine the order in which posts appear in users' feeds. This means your posts may not always be seen in chronological order.

Dependence on Visuals: If your business relies heavily on visual appeal, Instagram is a great fit. However, if your offerings are not highly visual, it may not be as effective.

#### CONCLUSION:

In conclusion, while Instagram can be a powerful platform for promoting a burger shop, it also comes with its own set of challenges. The advantages, such as its visual nature, engagement potential, and targeting options, can be harnessed effectively with a well-planned strategy. However, businesses need to be aware of the disadvantages, including the need for consistent effort and competition, and take steps to mitigate them.

#### FUTURE SCOPE:

The future scope for a project aimed at promoting a burger shop on Instagram is promising, as the platform continues to evolve and adapt to new trends and user behaviors. Here are some potential future developments and

opportunities for this project:

**Evolving Instagram Features:** Instagram regularly introduces new features and tools. Stay updated with these changes and explore how they can be integrated into your promotional strategy. Features like Reels, Shopping Tags, and IGTV could become more prominent and offer new ways to showcase your burgers.

**Innovative Content:** The future may bring new content formats and trends. Be prepared to experiment with innovative content, such as 360-degree photos, virtual reality experiences, or interactive filters, to engage your audience in fresh and exciting ways.

**AI and Automation:** Utilize artificial intelligence and automation tools to streamline content creation and management. This could include using AI for chatbots, content recommendations, or data analytics to better understand your audience.

**E-commerce Integration:** As Instagram enhances its e-commerce capabilities, you might have the opportunity to sell burgers, merchandise, or vouchers directly on the platform. Ensure your e-commerce strategy aligns with these developments.

**Augmented Reality (AR) and Virtual Reality (VR):** If AR and VR become more integrated into social media platforms like Instagram, consider how you can create immersive experiences related to your burger shop, such as virtual tours or interactive menu presentations.

**Community Building:** Focus on building a strong and engaged Instagram community around your brand. Encourage user-generated content, host interactive events, and foster relationships with your followers to build long-term loyalty.

**Sustainability and Ethical Practices:** As consumers become more conscious of sustainability and ethics, consider how you can highlight your burger shop's commitment to eco-friendly practices, locally sourced ingredients, and responsible food preparation.

**Localized Marketing:** Tailor your Instagram content to target local audiences more effectively. Leverage geotagging, location-based hashtags, and collaborations with local influencers to drive traffic to your physical location.

**Omnichannel Strategy:** Explore how Instagram fits into your broader marketing strategy, including interactions with other social media platforms, your website, and in-person promotions.

**Data Analytics and Personalization:** Utilize advanced data analytics to gain a deeper understanding of your audience's preferences. Use this data to personalize your content, offers, and engagement strategies.

**Sustainability Initiatives:** Consider how you can align your burger shop with sustainability and eco-friendly initiatives. Promoting environmentally responsible

practices can resonate with socially conscious customers.

Partnerships and Collaborations: Explore opportunities for partnerships with influencers, other local businesses, or food-related brands to expand your reach and credibility.

Crisis Management: Be prepared for potential crises or negative events that could affect your online reputation. Develop a robust crisis management strategy to address any challenges effectively.

GITHUB AND PROJECT VIDEO DEMO LINK:

GITHUB LINK:

[https://github.com/mahadevi02/creating\\_sponsored\\_post\\_on\\_instagram/tree/main](https://github.com/mahadevi02/creating_sponsored_post_on_instagram/tree/main)

VIDEO LINK: <https://drive.google.com/file/d/1zYbWCV0wksb-owkEDB0feySsr24Sn8h/view?usp=drivesdk>