

## 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.