

A circular wreath of various botanical illustrations, including ferns, red and green leaves, orange flowers, and purple flowers, surrounding a central white circle.

Fabric Tales

Social Media Plan

Social Media



Agenda

Introduction

Instagram Statistical Analysis

Outstanding Compotator

Conclusion

Plan

Summary



Introduction

Fabric Tales is an Egyptian Clothing Brand Established to cover the need of Egyptian ladies for a brand that speaks their language and respects their culture.





Primary goals

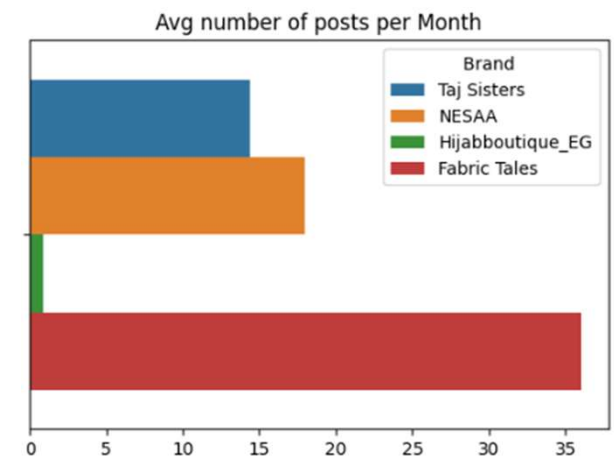
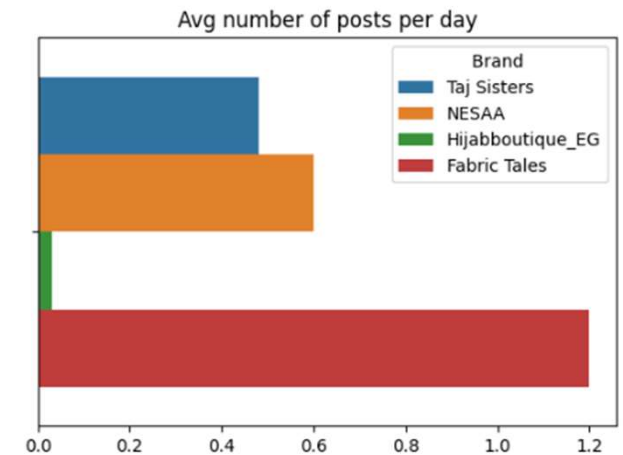
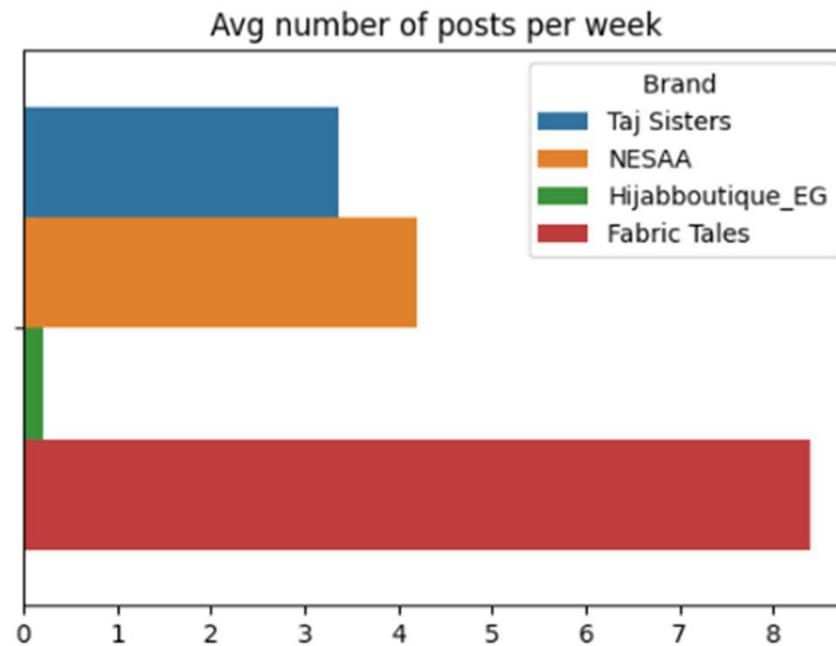
Social Media Plan for the Upcoming 3 months



Instagram Posting Comparison

Key Insights :

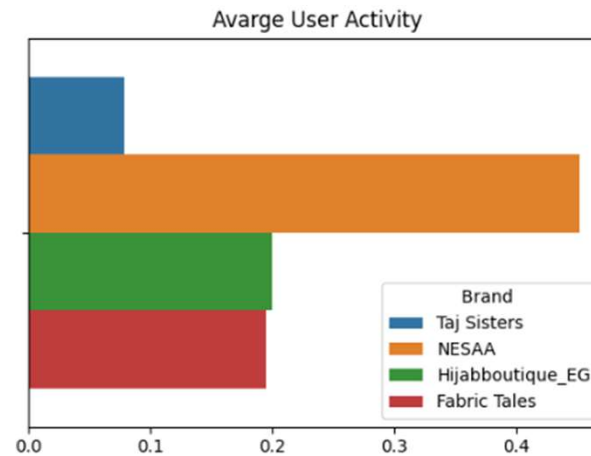
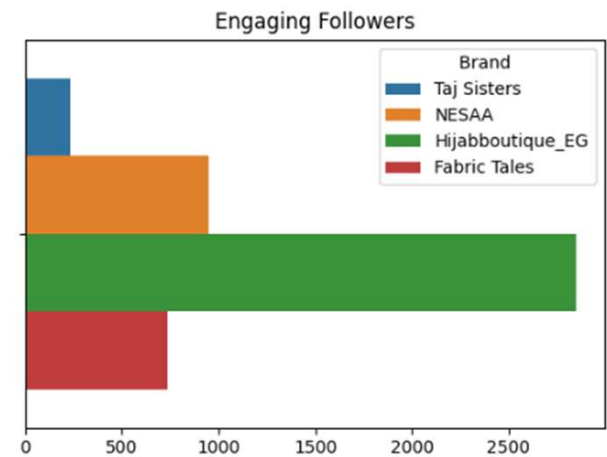
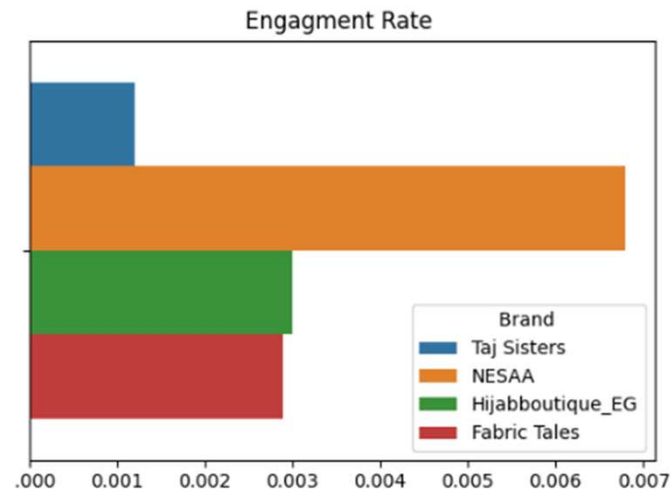
From the Graphs Represented we can spot that the posting rate is at least ok there is no need for increasing it and maybe we can even go for posting less in the upcoming months.





Engagement Analysis

- Engagement by Followers is misleading if we didn't consider the number of followers.
- Look at the Engagement Rate & User Activity.
- It's obvious that NESSA approach is more successful when it comes to Engagement.

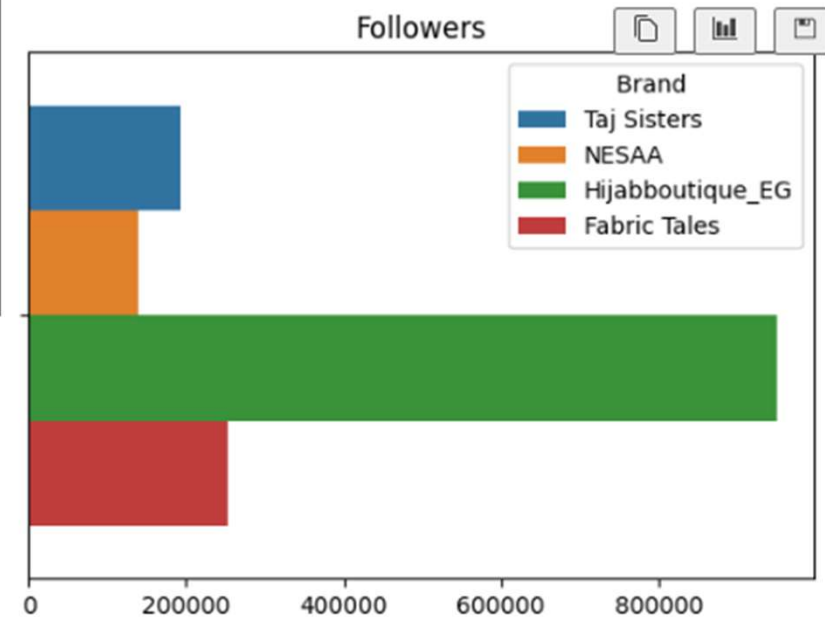
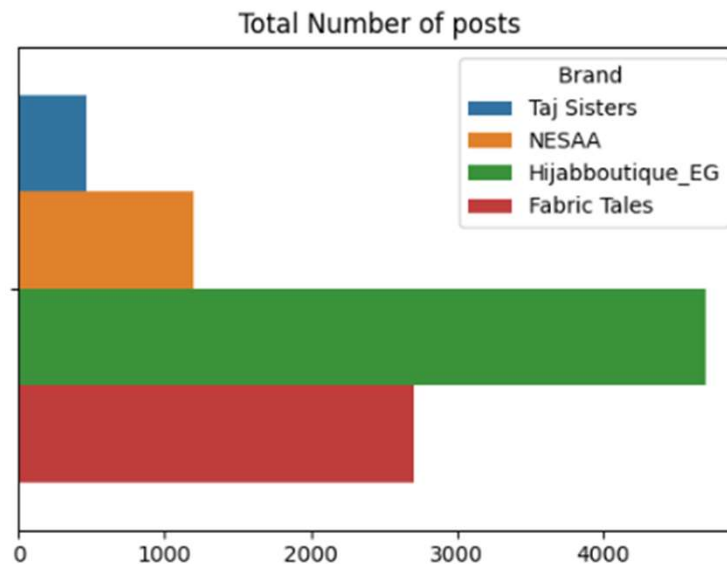


Overall Followers Analysis

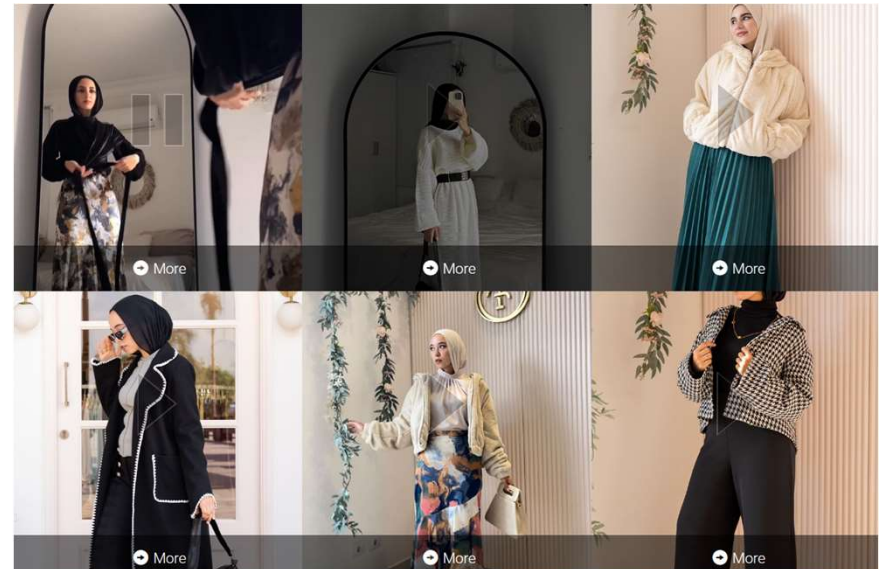
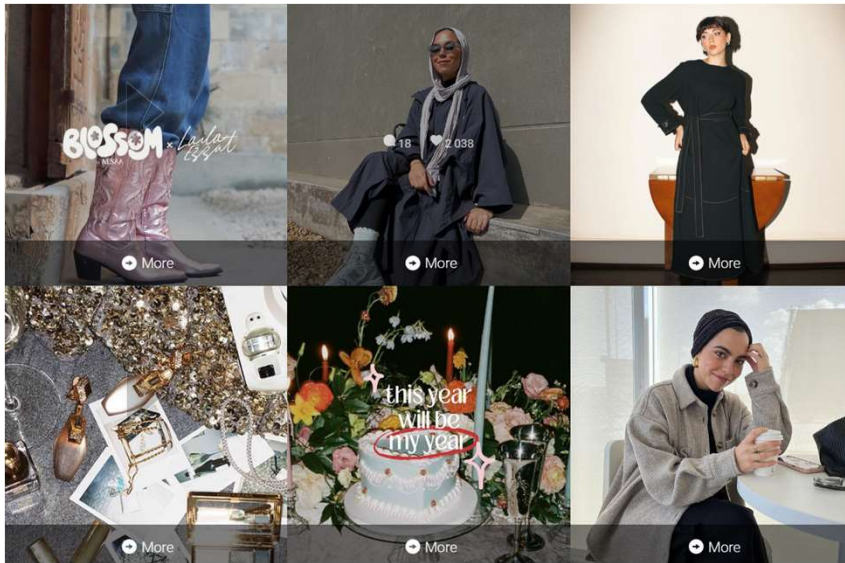
Key Insights :

Stating the obvious as the number of posts increase it seems that the number of followers increase

Note: Hijab boutique is not as active as other brands and those positive number could be during the years spent on social media by this brand.



Nessa Vs Fabric Tales



Top most
commented posts



Nessa Vs Fabric Tales

- We Can spot a different style in the posts from the first glance could this be the reason in engagement difference ?
- It's obvious that whatever the reason is we need to consider having more engaging post for Fabric Tales
- Although the avg number of posts per day for Nessa is less they get higher engagement rates



Top most
commented posts





“ Fabric Tales page health is good but we need More Engagement rates to over come the compotator . ”

Marketing Team



Posting General Plan



Number of posts per Week

From the Market avg we Recommended that staying between 4-7 posts in optimal increasing the number of posts was not followed by an engagement increase

Posts Type

We Recommend dividing the posts into 2 types our normal posting style maybe 3-5 posts. and another 2-4 posts with a more engaging style

Posting Time

From the 4 Analyzed Clothing Brand everyone came with a different posting date and time so we may ignore the date and time or choose a compotator to post at the same time frame.

Post Identity

I assume and this should be discussed.
The fairies are mostly calm with a pink background should we add another kind of posts ?

Ex :



Instagram Plan For Alex Branch





Summary

We Shall try some different kinds of posts to get more engagement over our Instagram posts we will start testing some hypothesis on posts type and kind the main goal for the upcoming days is to shift our audience to the big even happing in Alexandria The new branch Opening While we go through this pass we will still focus and remember that we can achieve more engagement."





Thank you



Mohab Radwan

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