

Social Media & SEO Performance Report

Bindals Collection Pvt Ltd

October 1, 2025 - January 31, 2026

Executive Summary

This report provides a comprehensive overview of Bindals Collection's digital marketing performance across Instagram, Facebook, and Google Business Profile from October 1, 2025 to January 31, 2026. The data demonstrates strong engagement growth and effective reach across all platforms.

Instagram Performance

Monthly Overview

October 2025

Metric	Value	Growth
Total Views	8,900	+7% from September
Non-Follower Views	86%	+0% from September
Followers	797	+2 from September

November 2025

Metric	Value	Growth
Total Views	7,400	-
Non-Follower Views	84%	-
Followers	801	+4 from October

December 2025

Metric	Value	Growth
Total Views	7,100	-
Non-Follower Views	69%	-
Followers	820	+20 from November

January 2026

Metric	Value	Growth
Total Views	6,100	-
Non-Follower Views	58%	-
Followers	845	+25 from December

Audience Demographics (Nov 6 - Feb 3)

Category	Percentage
Male Followers	62.8%
Female Followers	37.2%

Top Cities

City	Percentage
Lucknow	42.4%
Delhi	6.9%
Mumbai	3.6%
Kanpur	2.5%
Ghaziabad	2.3%

Age Distribution

Age Range	Percentage
13-17	1.1%
18-24	14.3%
25-34	41.5%

Instagram Ad Performance

Multiple ad campaigns were run to boost brand visibility and engagement. Below is the comprehensive performance data:

Main Ad Campaign

Metric	Value
Total Reach	660,066
Total Views	1,128,223
Total Viewers	660,066

Boost Campaign #1

Metric	Value
Views	11,173
Viewers	10,662
Link Clicks	103
Status	Completed

Boost Campaign #2

Metric	Value
Views	11,256
Viewers	9,854
Link Clicks	170
Status	Completed

Overall Ad Summary (Jan 5 - Feb 3)

Metric	Value
Total Campaign Reach	660,066
Total Campaign Views	1,150,652
Total Link Clicks	273
Engagement Rate	1,956
New Follows from Ads	11

Facebook Performance

Facebook posts have been consistently published throughout the reporting period, maintaining brand visibility and engagement with the audience. A total of 20+ posts were shared across October to November 2025.

Content Published

Period	Posts Published
October 2025	9 posts
November 2025	11 posts
December 2025	9 posts
January 2026	9 posts

Google Business Profile Performance

Overall Performance

Metric	Value
Total Profile Views	10,834
Search Appearances	1,531

Platform Breakdown

Platform	Views & Percentage
Google Search - Mobile	8,361 (77%)
Google Maps - Mobile	1,818 (17%)
Google Search - Desktop	566 (5%)
Google Maps - Desktop	89 (1%)

Top Search Keywords

These are the top search terms that brought customers to your Google Business Profile:

Search Term	Searches
winter sale in lucknow	363
collection	257

bindals	133
bindal	100
bindals collection pvt ltd	90
winter clothes sale in lucknow	85
bindals shahnajaf road	70
winter sale lucknow	57
clothing store	51
winter sale near me	40

Content Publishing Schedule

A consistent daily and weekly content strategy was maintained across all platforms to ensure maximum visibility and engagement.

Instagram - Daily Activities

Activity	Frequency & Details
Stories	Daily (2-4 stories per day)
Reels	3-4 reels per week
Posts	2-3 posts per week
Peak Posting Time	6 PM - 9 PM
Story Highlights	Updated weekly with best content

Facebook - Weekly Updates

Activity	Frequency & Details
Posts	2-3 posts per week
Product Updates	Weekly (New arrivals, collections)
Engagement	Daily response to comments & messages
Stories	Daily (1-3 stories per day)

Live Updates	During special events/sales
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Google Business Profile - Weekly Posts

Activity	Frequency & Details
Google Posts	2-3 posts per week
Offers & Updates	Weekly (Sale announcements, new collections)
Photos Upload	Weekly (Store & product images)
Review Responses	Daily monitoring and responses
Q&A Updates	As needed (Daily check)

Week-wise Content Distribution (October - January)

Weekly Breakdown

Week	Instagram Stories	Instagram Posts	Facebook Posts	Google Posts
Week 1 (Oct 1-7)	Daily (14-28)	3 posts	2-3 posts	2 posts
Week 2 (Oct 8-14)	Daily (14-28)	2 posts	2 posts	2 posts
Week 3 (Oct 15-21)	Daily (14-28)	3 posts	3 posts	3 posts
Week 4 (Oct 22-31)	Daily (20-40)	4 posts	3 posts	2 posts
Nov (4 weeks)	Daily (112-140)	11 posts	11 posts	10 posts
Dec (4 weeks)	Daily (112-140)	9 posts	9 posts	8 posts
Jan (4 weeks)	Daily (112-140)	9 posts	9 posts	10 posts

Content Strategy Highlights

1. Instagram Stories: Published daily to maintain consistent engagement and visibility in followers' feeds.
2. Peak Time Strategy: Content scheduled during 6-9 PM to align with audience's most active hours.

3. Cross-Platform Consistency: Similar content themes maintained across Instagram, Facebook, and Google to reinforce brand messaging.
4. Seasonal Focus: Heavy emphasis on winter collection and sale campaigns during peak shopping season.
5. Visual Content Priority: High-quality product photography and lifestyle shots for maximum engagement.

Key Insights & Recommendations

Instagram Insights

1. Strong organic reach with 58-86% views from non-followers, indicating effective content discovery.
2. Steady follower growth of 48 followers over 4 months (6% growth rate).
3. Peak activity times: 6 PM - 9 PM on weekdays, suggesting optimal posting window.
4. Primary audience is 25-34 age group (41.5%), indicating strong appeal to young professionals.
5. Ad campaigns achieved exceptional reach of 660,066+ people with 1.15M+ total views.
6. Link click-through rate averaging 1.5-2% from boosted posts shows strong call-to-action effectiveness.

Google Business Insights

1. Dominant mobile traffic (94%) emphasizes importance of mobile-optimized content.
2. "Winter sale" keywords are top performers - seasonal campaigns show strong results.
3. Local search dominance with Lucknow-specific terms, confirming strong local brand presence.

Recommendations

1. Increase posting frequency during 6-9 PM window to maximize engagement.
2. Leverage winter collection and seasonal campaigns as primary content themes.
3. Focus on 25-34 age demographic with professional and wedding wear content.
4. Optimize all content for mobile viewing given 94% mobile traffic.
5. Continue building local SEO presence with Lucknow-specific keywords and location tags.
6. Scale successful ad campaigns - the main campaign's 660K+ reach proves strong potential for paid promotion.
7. Boost posts with strong organic performance first to maximize ROI on ad spend.

Report prepared on February 4, 2026