

Instagram Growth Campaign – PM Simulation Report

1 Project Overview

This project simulates structured planning and execution of a 30-day Instagram marketing campaign using Trello.

It focuses on campaign lifecycle management from strategy to analytics.

2 Campaign Objective

To simulate a structured content workflow aiming for 25% growth in engagement within 30 days.

3 Methodology Used

- Kanban workflow model
 - Content lifecycle management
 - KPI tracking
 - Deadline-based execution
 - Agile monitoring approach
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4 Project Phases Implementation

Initiation

- Defined target audience (18–25 students & professionals)
- Conducted competitor analysis
- Defined KPIs

Planning

- Created content calendar
- Structured reel & carousel topics
- Designed hashtag strategy

Execution

- Content production
- Editing & design
- Caption drafting

Monitoring & Controlling

- Weekly analytics tracking
- Engagement analysis
- Optimization planning

Closure

- Performance evaluation
 - Campaign insights documentation
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5 Workflow Structure

Strategy → Content Planning → Production → Scheduling → Analytics → Completed

6 Key PM Skills Demonstrated

- Campaign structuring
 - Cross-functional coordination
 - KPI monitoring
 - Agile workflow execution
 - Performance analysis
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7 Key Learning

This project enhanced understanding of digital campaign management using structured project management methodologies.