

# Instagram Growth Campaign – PM Simulation Report

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## 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.

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## 2 Campaign Objective

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

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## 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

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## **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.