 **ANAGHA CHANDRAN**

DIGITAL MARKETING

**INSTAGRAM FOLLOWER : 2927 FACEBOOK FOLLOWER: 8849**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| DATE | REACH | VISIT | CONTENT INTERACTION | FOLLOWERS | LINK CLICKS |
| 26/02/24 | 331 | 9 | 12 | 2.9K | 0 |
| 27/02/24 | 412 | 13 | 7 | 2.9K | 0 |
| 28/02/24 | 485 | 13 | 7 | 2.9K | 0 |
| 29/02/24 | 284 | 18 | 4 | 2.9K | /0 |
| 04/03/24 | 2.8K | 113 | 183 | 2.9K | 0 |
| 05/03/24 | 303 | 4 | 18 | 2.9K | 0 |
| 06/03/24 | 154 | 20 | 2 | 2.9K | 0 |
| 07/03/24 | 306 | 6 | 6 | 2.9K | 0 |
| 08/03/24 | 237 | 10 | 10 | 2.9K | 0 |
| 11/03/24 | 240 | 44 | 17 | 2.9K | 0 |
| 12/03/24 | 662 | 88 | 33 | 3K | 0 |
| 13/03/24 | 202 | 62 | 5 | 3K | 0 |
| 14/03/24 | 349 | 39 | 2 | 3K | 0 |
| 18/03/24 | 291 | 17 | 21 | 3K | 0 |
| 19/03/24 | 261 | 21 | 17 | 3K | 0 |
| 20/03/24 | 359 | 14 | 9 | 3K | 0 |
| 21/03/24 | 420 | 30 | 33 | 3K | 0 |
| 25/03/24 | 559 | 29 | 50 | 3K | 0 |
| 26/03/24 | 193 | 18 | 8 | 3K | 0 |
| 27/03/24 | 272 | 31 | 12 | 3K | 00 |
| 28/03/24 | 646 | 48 | 56 | 3K | 0 |
| 01/04/24 | 450 | 20 | 19 | 3K | 0 |
| 02/04/24 | 223 | 18 | 20 | 3K | 0 |
| 03/04/24 | 194 | 10 | 6 | 2.9K | 0 |
| 04/04/24 | 111 | 6 | 0 | 2.9K | 0 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| DATE | REACH | VISIT | INTERACTION | FOLLOWER | CLICK |
| 26/02/24 | 88 | 17 | 5 | 8.8K | 0 |
| 27/02/24 | 34 | 41 | 4 | 8.8K | 0 |
| 28/02/24 | 46 | 63 | 4 | 8.8K | 0 |
| 29/02/24 | 31 | 43 | 1 | 8.8K | 0 |
| 04/03/24 | 995 | 162 | 38 | 8.8K | 0 |
| 05/03/24 | 267 | 35 | 21 | 8.8K | 0 |
| 06/03/24 | 78 | 19 | 2 | 8.8K | 0 |
| 07/03/24 | 133 | 29 | 4 | 8.8K | 0 |
| 08/03/24 | 69 | 20 | 1 | 8.8K | 0 |
| 11/03/24 | 92 | 72 | 0 | 8.8K | 2 |
| 12/03/24 | 947 | 97 | 82 | 8.8K | 1 |
| 13/03/24 | 262 | 34 | 8 | 8.8K | 0 |
| 14/03/24 | 129 | 40 | 3 | 8.8K | 0 |
| 18/03/24 | 367 | 11 | 33 | 8.8K | 0 |
| 19/03/24 | 265 | 35 | 26 | 8.8K | 0 |
| 20/03/24 | 285 | 26 | 22 | 8.8K | 0 |
| 21/03/24 | 1.3K | 93 | 24 | 8.8K | 0 |
| 25/03/24 | 1.6K | 110 | 43 | 8.8K | 0 |
| 26/03/24 | 657 | 61 | 8 | 8.8K | 0 |
| 27/03/24 | 441 | 62 | 22 | 8.8K | 0 |
| 28/03/24 | 1.2K | 116 | 65 | 8.8K | 0 |
| 01/04/24 | 1K | 71 | 18 | 8.8K | 0 |
| 02/04/24 | 728 | 81 | 22 | 8.8K | 0 |
| 03/04/24 | 512 | 76 | 9 | 8.8K | 0 |
| 04/04/24 | 252 | 52 | 3 | 8.8K | 0 |

INSTAGRAM OVERVIEW FACEBOOK OVERVIEW

**26/02/24 – MONDAY**

* Create poster for Instagram and Facebook(6)
* Create content for Instagram post
* Learning- Photoshop & Illustrator

**27/02/24 - TUESDAY**

* Create Story Design and Content for Instagram and Facebook
* Made content for Instagram Video
* Post Story on Instagram and Facebook
* Work on Graphic designing

REACH : 151

IMPRESSION : 157

INTERACTION : 4

LIKES : 4

**28/02/24 – WEDNESDAY**

* Create Video for social media post
* Post story on Instagram and Facebook
* Work on Graphic designing (Mock Up Section )
* Did analysis on Instagram & Facebook

REACH :109

IMPRESSION : 111

INTERACTION : 6

LIKES : 6

**29/02/24 – THURSDAY**

* Create poster for social media (2)
* Did analysis on Instagram & Facebook
* Work on Graphic designing
* Story analysis

REACH : 6

IMPRESSION : 79

INTERACTION : 4

LIKES : 3

**04/03/24 – MONDAY**

* Create poster for social media
* Start work for brochure
* Post Analysis (FB) ( Instagram)

REACH : 277 113

IMPRESSION : 279 127

INTERACTION : 10 16

LIKES : 10 14

**05/03/24 – TUESDAY**

* Create video for social media (Electricity Bill Payment)
* Brochure work Completed
* Analysis of Instagram insights
* Contribute ideas for event plan
* Send Instagram link through WhatsApp(organic marketing)
* Post Analysis (FB) (Instagram)

REACH : 159 98

IMPRESSION : 159 103

INTERACTION : 6 9

LIKES : 6 8

**06/03/24 – WEDNESDAY**

* Design post and content for Social Media (Electricity Bill payment post)
* Design post & content for Ramadan related social media post(2)
* Analysis Instagram story

REACH : 50

IMPRESSION : 1

INTERACTION : 1

LIKES : 7

**07/03/24 – THURSDAY**

* Design post & content for Ramadan related social media post(2)
* Information Post(Did You Know?)- 2
* Information Video
* Instagram Analysis and send link to friends

Before follower : 2926 After : 2941

* Instagram

REACH : …..

IMPRESSION : 321

INTERACTION : 5

LIKES : 5

**11/03/24 – MONDAY**

* Design Ramadan Opening Poster 3
* Design Ramadan Engagement poster 2
* Social media analysis – (Instagram , Facebook)

REACH : …..

IMPRESSION : 321

INTERACTION : 5

LIKES : 5

**12/03/24 – TUESDAY**

* Ramadan Design Poster (Benefits of Fasting)
* Ramadan Theme Design
* Ramadan Quiz Post
* Daily Post for Ramadan
* Instagram Analysis

**13/03/24 – WEDNESDAY**

* Ramadan Instagram content( answer the question)
* Ramadan Engagement Post
* Design Prevail group flyer ( Ramadan Design Poster (Advices Theme)
* CONSTRUCTION)
* ZITF Poster(Construction - 2)
* Instagram and Facebook Analysis

**14/03/24 – THURSDAY**

* Ramadan Daily Poster
* Posters posted on social media
* Ramadan engagement poster
* ZITF Post designed ( Mining -2)
* Instagram & Facebook Analysis

**18/03/24 – MONDAY**

* Ramadan Daily Poster
* Ramadan Engagement Poster(3)
* Air Tokens Poster(2)
* Instagram Analysis (content)

REACH : 305

IMPRESSION : 305

INTERACTION : 10

LIKES : 9

* Instagram & Facebook (Talkchart Middle East Analysis)

REACH : 43

IMPRESSION : 45

INTERACTION : 2

LIKES : 2

**19/03/24 – TUESDAY**

* Ramadan Daily Poster
* Ramadan Engagement poster
* Electricity Token Poster
* Instagram & Facebook (Talkchart Middle East Analysis)

REACH : 40

IMPRESSION : 42

INTERACTION : 3

LIKES : 3

**20/03/24 – WEDNESDAY**

* Ramadan Daily Poster
* Electricity token poster
* Instagram Story posted
* Instagram & Facebook Analysis
* Send Facebook page link for page growth

REACH: ………..

IMPRESSION: 15

INTERACTION:12

LIKES:3

* Analysis( Talkchart Middle East)

REACH: 188

IMPRESSION: 195

INTERACTION: 15

LIKES: 12

**21/03/24 – THURSDAY**

* Learn Coral Draw Designing Tool and made design with that
* Ramadan Daily Poster
* Mobile recharge token poster
* Instagram And facebook analysis

REACH: 2.1K

IMPRESSION: 2.1K

INTERACTION: 64

LIKES: 50

* Instagram And facebook analysis( Middle East)

REACH: 45

IMPRESSION: 47

INTERACTION: 6

LIKES: 6

* After the Analysis of each insights, they are parallaly moving so to overcome that , we have to run campaigns like TRAFFIC, ENGAGEMENT etc
* The other thing is, posting of real-time videos will give more results that normal designs.

**25/03/24 – MONDAY**

* Design Poster and content for a ramadan daily post(Day 15,16,17)
* Done Instagram analysis

REACH : 720

IMPRESSION : 720

INTERACTION …………

LIKES : 15

* Instagram analysis for middle east

REACH : 720

IMPRESSION : 720

INTERACTION …………

LIKES : 15

**26/03/24 TUESDAY**

* Design ramadan posters
* Electricity bill payment poster
* Hiring Post
* Instagram Analysis

REACH : 29

IMPRESSION : 31

INTERACTION 2

LIKES : 2

**27/03/24 WEDNESDAY**

* Posted Post and Story on both Talk chart pages
* Design Ramadan Post
* Design Eid Introduction post
* Reply messages in Middle East Instagram
* Page Analysis-official , middle east

REACH : 1.1K

IMPRESSION : 1.1K

INTERACTION : 15

LIKES : 16

**28/03/24 THURSDAY**

* Posted reels on Talkchart Pages
* Design Ramadan Post and create captions , Posted on social media pages
* Design Eid Introduction post day 2
* Instagram Analysis
* Made Letter Heads
* Page Analysis- official, middle east

REACH : 237 , 159

IMPRESSION : 320, 16

INTERACTION ……, 19

LIKES : 23 ,13

**Comparing to last week reach and impressions are more improved.**

**01/04/24 MONDAY**

* Posted Stories on Talkchart Pages (2)
* Designed Ramadan Daily poster
* Designed Ramadan engagement poster
* Eid Poster
* Designed e-Bill payment poster
* Worked on Instagram followers
* Page Analysis
* REACH : 1.3K , 73
* IMPRESSION : 1.4K , 119
* INTERACTION 8, 0
* LIKES : 22, 8

**02/04/24 TUESDAY**

* Posted Stories on Talkchart Pages
* Designed Ramadan daily poster and content
* Designed eid posters
* Designed ramadan engagement poster
* Page Aalysis
* REACH : 1k, 45
* IMPRESSION : 1K, 46
* INTERACTION 15, 3
* LIKES : 13, 3

**03/04/24 WEDNESDAY**

* Posted Stories on Talkchart Pages
* Designed Ramadan daily poster and content
* Designed Electricity bill related posters
* Designed borehole drilling posters
* Page Aalysis
* REACH : 102, 249
* IMPRESSION : 102, 397
* INTERACTION 15, 16
* LIKES : 13, 17

**04/04/24 THURSDAY**

* Posted Stories on Talkchart Pages
* Designed Ramadan daily poster and content
* Designed Eid posters
* Designed borehole drilling Poster
* Designed Ramadan engagement poster
* Designed ramadan posters for scheduling - 5
* Page Aalysis
* REACH : 173, 5
* IMPRESSION : 173, 24
* INTERACTION 2, 2
* LIKES : 2,2