

# **CAT - 3 PROJECT**

## **THE LIFESTYLE DECORS**

### **Team Members:**

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### **Introduction:**

Today's generation is moving towards luxury, so we have chosen a home decor. The home decors business has become one of the fastest growing businesses and we wanted to take part in the growth of the business by benefitting both our customers and ourselves.

We have used various social media platforms to promote our business and to analyse the impressions made through online marketing.

### **Digital Marketing channels:**

- Twitter
- Instagram
- Facebook

### **Procedure:**

- Create a website for your business.
- Create a calendar and add tasks for the future and mark it as done once completed.
- Create a mail ID for your business, and create various social media platforms for promotions.
- Connect your website to google analytics and add appropriate keywords to your business site.
- Create eye-catching posters to attract a greater number of customers in social media.
- Share your social media platforms links.
- Then analyze the reach of your contents and pages in social media.

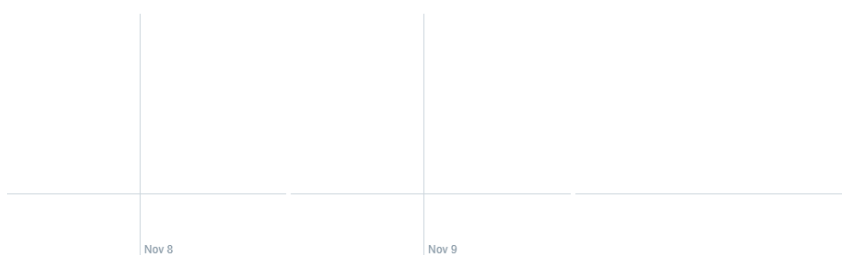
**Website Link:** <https://thelifestyledecors.godaddysites.com/>

## Twitter Analysis:

[https://twitter.com/lifestyle\\_2710](https://twitter.com/lifestyle_2710)

In Twitter, we have got the second most no. of reach and impressions. We have tweeted our posters with relevant caption on it and used necessary hashtags which were related to the posts, and those that of the hashtags that were trending at the time. This could make a great impact on the impressions that have got through our campaign.

Your Tweets earned **103 impressions** over this **3 day** period



**YOUR TWEETS**  
During this 3 day period, you earned **56 impressions** per day.

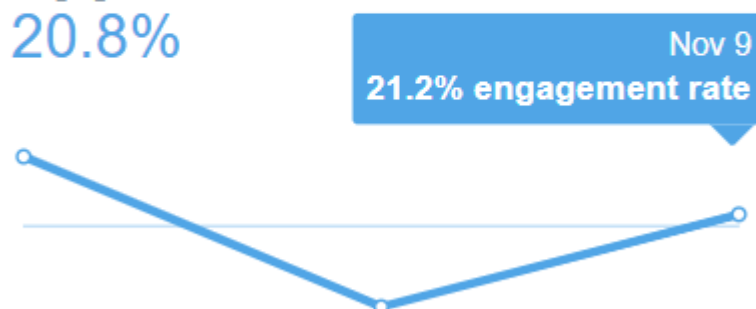
Our twitter page has earned the total of 103 impressions in the last 3 days.

## Engagements

Showing 3 days with daily frequency

Engagement rate

**20.8%**



Page engagement rate has been increased from 20.8% to 21.2%

Retweets without comments

2



On average, you earned **1 Retweets without comments** per day

Our tweets has been retweeted 2 times a day






Likes

31



On average, you earned **10 likes** per day

Our tweets has earned 10likes per day and a total of 14 likes

	<b>The Lifestyle Decors</b> @lifestyle_2710 · 1h Huge variety of Designs in home decors!!  Shop now at : <a href="https://thelifestyledecors.godaddysites.com">thelifestyledecors.godaddysites.com</a> <a href="https://pic.twitter.com/FC3Y1oNwbl">pic.twitter.com/FC3Y1oNwbl</a>  <a href="#">View Tweet activity</a>	—	2	—
	<b>The Lifestyle Decors</b> @lifestyle_2710 · 2h 🎃 make your home the spookiest with Halloween special decors...  #decor #HalloweenHavoc #Halloween2022 #style #ceramics #SpecialOffer #spooky #HomeDecor #Pumpkin #Step #skeleton #decoration #artmoots #wallhanging #thelifestyle <a href="https://pic.twitter.com/34emplBSK0">pic.twitter.com/34emplBSK0</a>  <a href="#">View Tweet activity</a>	19	4	21.1%
	<b>The Lifestyle Decors</b> @lifestyle_2710 · 2h Design your home with what you want 🌟  #decor #art #decorstyle #Trending #flipkartbigbilliondays #wood #ceramics #wallpaper #wallpainting #mandalaart #HomeDecor #interiordesign #quality #stylistshop #reels #shorts #lifestyle <a href="https://pic.twitter.com/GGso36VdjZ">pic.twitter.com/GGso36VdjZ</a>  <a href="#">View Tweet activity</a>	15	3	20.0%
	<b>The Lifestyle Decors</b> @lifestyle_2710 · Nov 8 🏺 Hand-made Italian Ceramic Vases 🛒 Shop at: <a href="https://thelifestyledecors.godaddysites.com">thelifestyledecors.godaddysites.com</a> #decor #art #decorstyle #amazonfinds #amazongreatindianfestival #flipkartbigbilliondays #wooden #ceramics #wallpaper #mandalaart #homedecor #interiordesign #quality #education #reels #short #lifestyle <a href="https://pic.twitter.com/IRYCLNvxJW">pic.twitter.com/IRYCLNvxJW</a>  <a href="#">View Tweet activity</a>	66	8	12.1%
	<b>The Lifestyle Decors</b> @lifestyle_2710 · Nov 7 Painting is the silence of thought and the music of sight🎨  Buy beautiful wall paintings 🗣️ Only at The Lifestyle Decors!  🛒 Shop at: <a href="https://thelifestyledecors.godaddysites.com">thelifestyledecors.godaddysites.com</a>	68	17	25.0%

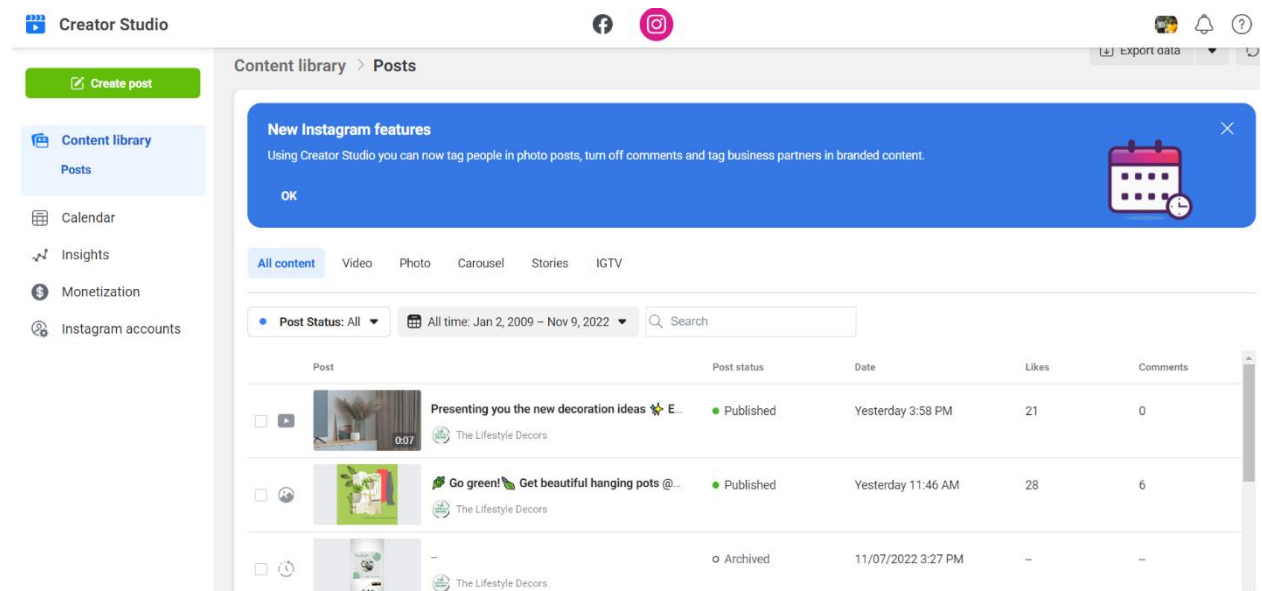
Total engagement rate of all posts, and total impressions.

## Instagram Analysis:

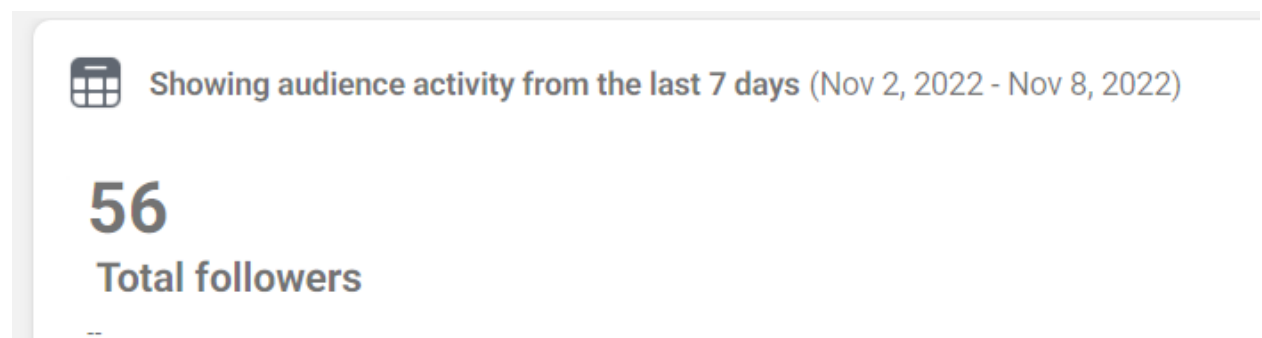
<https://instagram.com/thelifestyledecors>

In Instagram, we had the most reach in the means of profile visits, impressions in comparison with other social medias such as facebook and twitter. We have implemented a strategy of using relevant hashtags and tagging the related Instagram accounts while posting. When we used relevant hashtags and tagged related accounts, we have got many impressions, in which we have got around 80% of reach through hashtags.

## Instagram:



This figure represents all the posts that have been posted by us in Instagram. This report has been generated from **Creator Studio**.



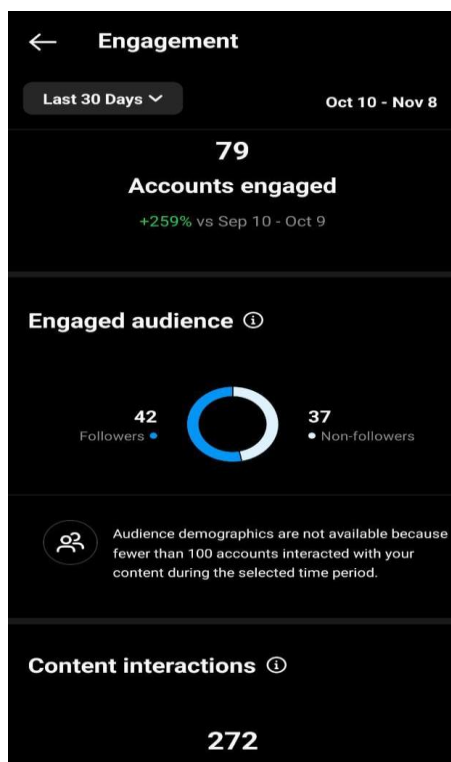
Total no. of followers gained in Instagram

<b>4 Website visits</b> <small>▲ 4 from previous 7 days</small>	<b>56 Profile visits</b> <small>▲ 54 from previous 7 days</small>	<b>0 Calls</b> <small>▲ 0 from previous 7 days</small>
<b>0 Texts</b> <small>▲ 0 from previous 7 days</small>	<b>0 Emails</b> <small>▲ 0 from previous 7 days</small>	<b>0 Get direction</b> <small>▲ 0 from previous 7 days</small>

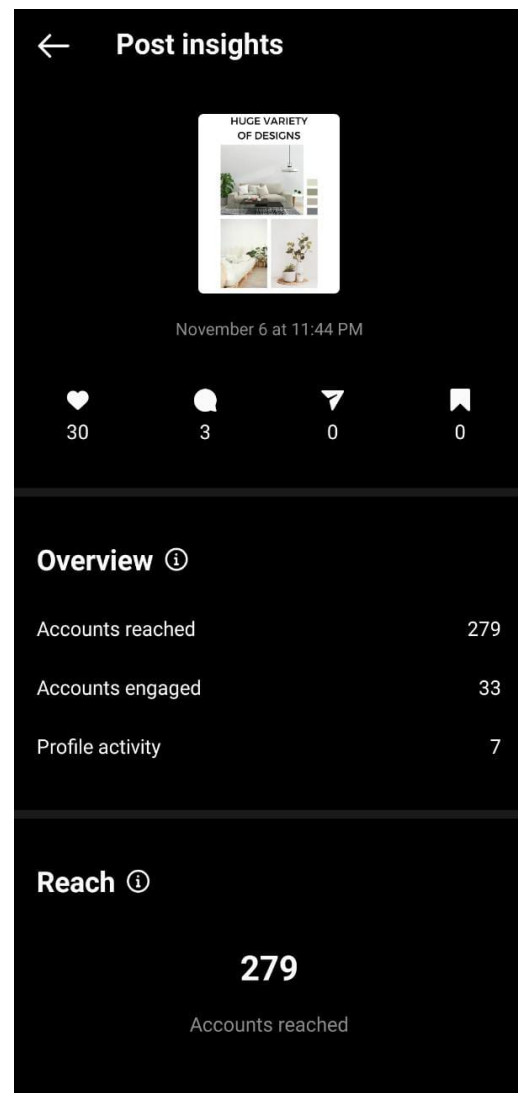
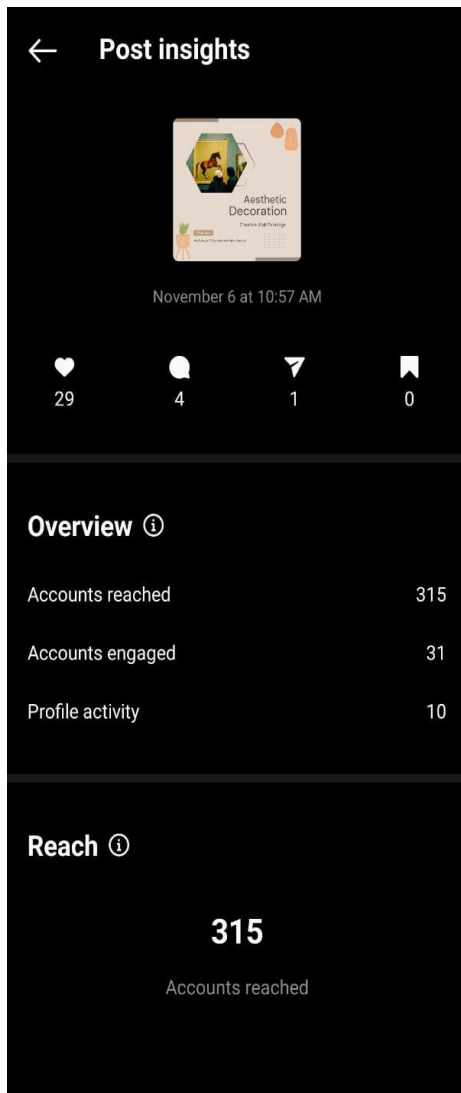
The total no. of profile visits



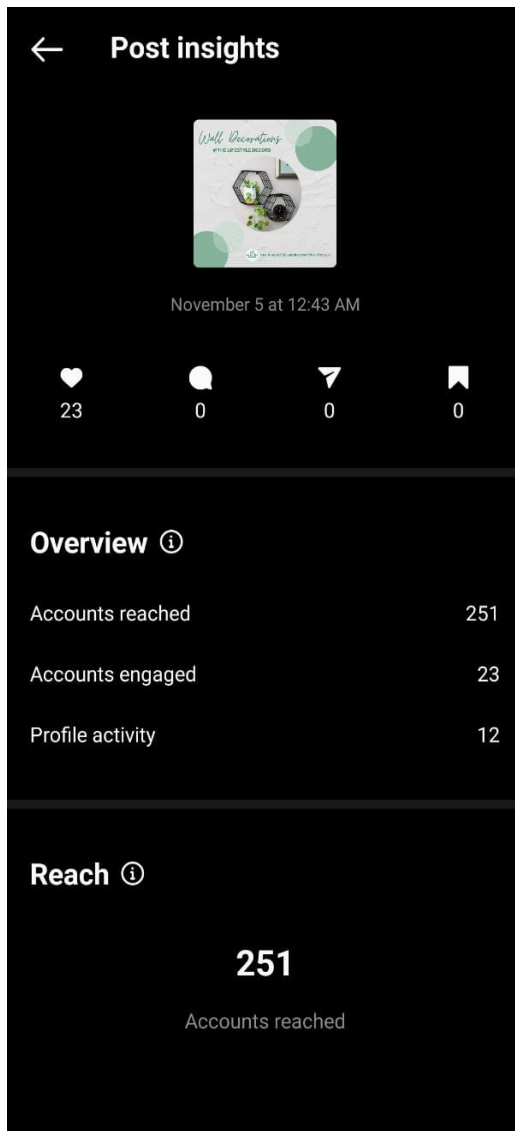
We have got a reach of 511 accounts, and 1k+ impressions



79 accounts have engaged in our contents, which was 259% greater than last month

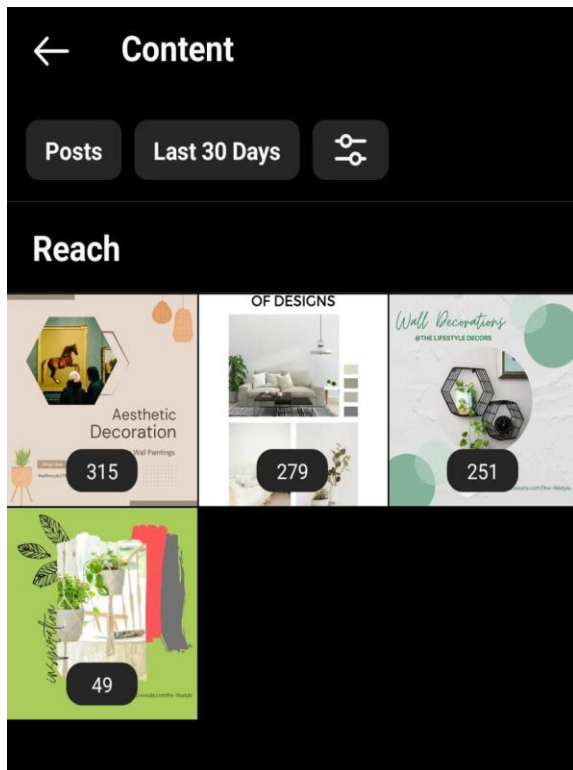


These were the total no. of reach in posts separately.



This graph shows the total accounts reached in last 30 days. We have got 713 accounts reach in which 665 of them were non-followers.





All the posts sorted based on the reach gained.

Our wall painting poster has gained the maximum reach of 315 accounts











<b>Impressions</b>	<b>1,540</b>
<b>Profile Activity</b> ⓘ	<b>128</b>
Profile Visits	122
Website Taps	6

Total impressions gained was 1540. Profile activity gained was 128 accounts in which 122 were profile visits

## Facebook Analysis:

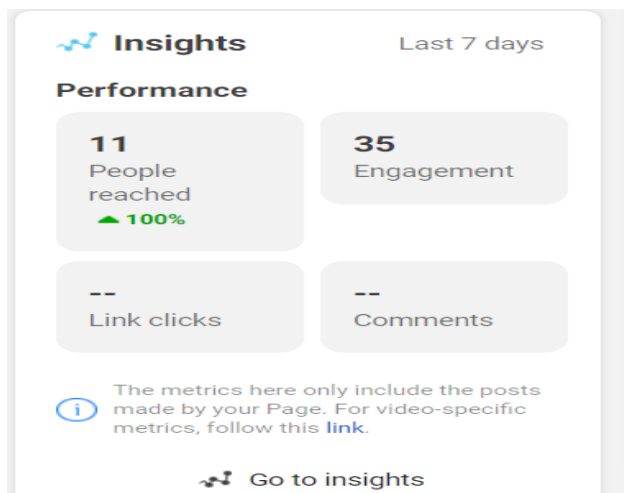
<https://www.facebook.com/thelifestyledecors>

In Facebook we have got very less reach compared to other social media platforms. We have used many hashtags as implemented in twitter and Instagram, but it has not resulted a much, so we should use some other strategies to increase the reach. We should use tags in more related manner and that is trending at that phase of time, this might help us to get more reach and impression.

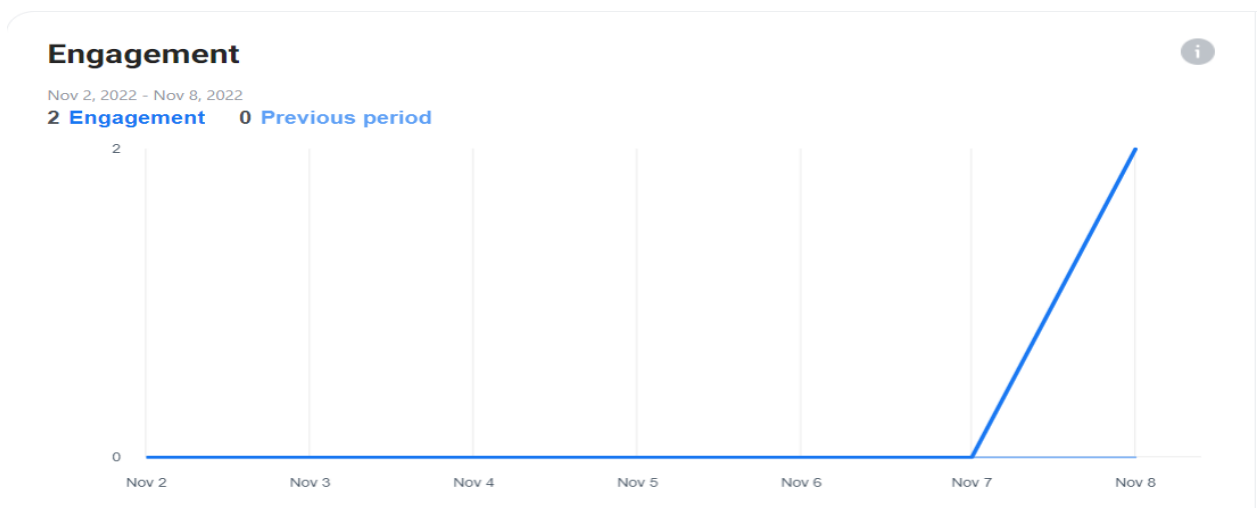
Recent posts		Last 7 days		Posts ▾	
		<b>Final Hours. The Halloween S...</b> Today 8:58 PM The Lifestyle Decors	-- Distribution	-- Views	<b>0</b> Engagement
		<b>Presenting you the new decor...</b> Yesterday 9:10 PM The Lifestyle Decors	-- Distribution	-- Views	<b>2</b> Engagement
		<b>Presenting you the new decor...</b> Yesterday 4:32 PM The Lifestyle Decors	-- Distribution	<b>1</b> Views	<b>3</b> Engagement
		<b>Painting is the silence of t...</b> 11/07/2022 11:54 AM The Lifestyle Decors	-- Distribution	-- Views	<b>7</b> Engagement
		<b>Design your home with what ...</b> 11/07/2022 11:50 AM The Lifestyle Decors	-- Distribution	-- Views	<b>8</b> Engagement

[Go to published tab](#)

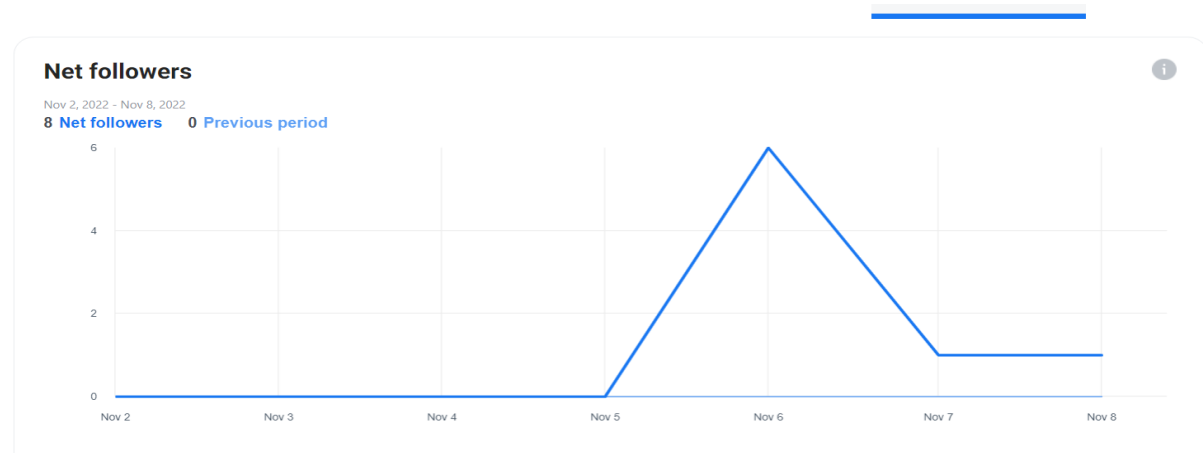
The list of all posts posted in Facebook.



The insights of Facebook, that consists of the total people reached which was 11. This is why we have failed our marketing campaign in Facebook



We have got only 2 accounts engaged with us.



Our net followers has increased and then reduced suddenly.

# Digital Marketing Calendar:

The Lifestyle Decors

TD

go

N

dh

Share

Customize

Overview

List

Board

Timeline

Calendar

Workflow

Dashboard

Messages

Files

+ Add task

☑ All tasks

≡ Filter

↕ Sort

⋮

Task name	Assignee	Due date	Priority	Status	
▼ To do					
☑ Promoting the website in social media platforms		Today – Nov 10	High	On track	
☑ Update website contents	go gowthambalaji344@gmail.com	Nov 7 – 9			
☑ Keep track on the insights	TD The Lifestyle Decors	Nov 8 – 11			
☑ Create video ads	dh dharunprudhiv8@gmail.com	Nov 6 – 7			
☑ Write blogs	N Navika M.S	Nov 6 – 7			
Add task...					
▼ Doing					
☑ Create Posters	go gowthambalaji344@gmail.com	Today – Nov 6	High	On track	
Add task...					
▼ Done					
☑ Website Creation	TD The Lifestyle Decors	Today – Nov 8	High	On track	
Add task...					
▼ Untitled Section					

The Lifestyle Decors

TD

go

N

dh

Share

Overview

List

Board

Timeline

Calendar

Workflow

Dashboard

Messages

Files

1 task completed today

☑ All tasks

≡ Filter

↑

To do

+

⋮

Doing

+

⋮

Done

+

⋮

Untitled Section

+

⋮

☑ Promoting the website in social media platforms

High On track

Today – Nov 10

3

☑ Update website contents

go

Nov 7 – 9

☑ Keep track on the insights

TD

Nov 8 – 11

☑ Create video ads

dh

Nov 6 – 7

☑ Write blogs

N

Nov 6 – 7

☑ Create Posters

High On track

go

Today – Nov 6

+ Add task

☑ Website Creation

High On track

TD

Today – Nov 8

+ Add task

+ Add task

## **Suggestions:**

Analyzing overall insights of the campaign, we could say that our business campaign has mostly resulted in a positive way, as we have got more views and reaches in our website when we have posted content related to our business.

In our future campaigns,

- We should add keywords that are most related to our business.
- We might shift to another social media platform to get more reach, such as YouTube and LinkedIn.
- This may increase the promotion of the business.
- In Facebook, we should add more related hashtags and tag the related accounts. We can also add some inorganic ads such as paid ads.