# Marketing Analytics Proposal

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## Objective

To analyze and interpret marketing performance data across platforms (Facebook, Instagram, LinkedIn, Email), identify key trends, and provide actionable insights to support audience growth, engagement, and strategic planning.

## Please review and select the areas of analysis you're most interested in:

### Email Marketing

* ☐ Trends in open rates and click-through rates (CTR) over time

→ What is the average open and click rate, and how do they trend over time?

* ☐ Best-performing email campaigns – content and structure

→ Which email campaigns had the highest CTR, and what made them successful?

* ☐ Timing analysis – best days/times to send emails

→ Are there specific times/days when recipients are more likely to engage with emails?

* ☐ Suggestions to improve subject lines and engagement

→ Which subject lines led to better open rates?

### Facebook

* ☐ Top-performing posts and engagement patterns

→ Which Facebook posts had the highest engagement?

* ☐ Analysis by content type (video, photo, link, reels)

→ How do reels vs photos vs links perform?

* ☐ Posting frequency vs. engagement trends

→ Are we posting too often or too little?

* ☐ Recommendations for boosting reach and interactions

→ What content types generate the most shares, likes, and comments?

### Instagram

* ☐ Reel vs Story vs Photo performance

→ What kind of content drives the most reach and engagement on Instagram?

* ☐ Follower growth over time

→ How has our follower count changed month-over-month?

* ☐ Day/time analysis for optimal posting

→ When is the best time to post to get the most interaction?

* ☐ Identification of most engaging content themes

→ What content topics lead to high engagement?

### LinkedIn

* ☐ Follower and visitor trend analysis

→ How has our LinkedIn presence grown over time?

* ☐ Post performance and engagement trends

→ What kinds of posts are driving the most engagement?

* ☐ Visitor demographics breakdown

→ What is the demographic profile of our visitors?

* ☐ Content and strategy comparison with competitors

→ How do we compare to similar organizations on LinkedIn?

### Competitor Benchmarking (LinkedIn)

* ☐ Follower counts and growth comparisons

→ Are we ahead or behind in terms of follower growth and engagement?

* ☐ Engagement levels of similar organizations

→ How does our engagement compare to competitors?

* ☐ Content themes and strategies being used by competitors

→ What content themes are our competitors using that we are not?

* ☐ Opportunities to differentiate or adopt proven practices

→ Are there strategies from competitors we could adopt or improve on?

### Cross-Platform Insights

* ☐ Compare engagement and reach across platforms

→ Which platforms are driving the most overall value?

* ☐ Identify most successful campaigns/content types overall

→ What campaigns worked best across all platforms?

* ☐ Recommendations for content calendar optimization

→ How can we improve our posting schedule?

* ☐ Seasonal or event-based engagement trends

→ Are there months or events with more engagement than others?