Growth Project

Intro

For this task, I had a primary goal of building a social media account on Instagram, and a secondary goal of building and growing a Facebook Page. To fulfill these goals, I focus on three things: One, building a target audience; two, creating content to target the audience; three, creating ads that send the content to the target audience.

Building a Structure

Since Instagram is such a visually based platform, I focused on creating an account that could fully leverage more aesthetic posts - @curiosityfoundonline. I then decided a logical route to take would be towards a nature-based posts, where I could easily acquire stock images.

I created a Facebook page based on the same mentality and would then post some of the Instagram posts to the Facebook page. The page can be found by clicking here.

I then created 18 posts with stock images with basic text and hashtags that can garner more organic views of the posts. To help people become more inclined to follow the newly created account, I purchased 1,000 followers.

With the structure of the account finished, it could now start to grow. The growth from this point would rely on three things: One, targeted ads; two, target audience members that I follow, follow me back and; three, hashtags for people that follow related content.

Targeted Ads

Knowing who your targeted audience is, is the most important item to achieve meaningful growth. The quickest way to leverage this knowledge is to develop refined targeted ads that help spread brand awareness and encourage users to engage with your post and follow your accounts. To fund these ads, I talked with a friend that makes his own hidden gun shelfs and sells them online; we came to an agreement where he gave me $35 to advertise, and I would use $20 of it to sponsor a post that talked about the shelves he makes. Once the funds were acquired, it was now time to determine which posts would have the best odds of performing well as ads.

After creating the posts, I focused on following other nature-based accounts to get them to follow my account and like my posts. After a couple hours of following other accounts, I had a decent amount of engagement – primarily likes – from the accounts that followed me back. I used the engagement these posts had to determine which ones I would use as ads.

For each post I was going to advertise, I thought more about how I could refine the target audience to send it to. I then developed the tailored target audiences to send the posts to them.

KPIs

I focused on the following KPIs to determine what was performing well.

Instagram

- Likes: Easiest and most common way from someone to interact with a post

- Comments: Harder, but more meaningful post interaction
- Bookmarks: Not as common an interaction, but lets us know they plan to look at it in the future
- Engagement: The sum of Likes, Comments, and bookmarks
- Reach: The total amount of people the post reached, which gives more brand awareness
- Impressions: The number of times the post was viewed (similar to reach, but not unique views)
- Clicks: This was for people to click to the profile to follow
- Spend: The amount spent while advertising
- Followers: The sum of followers the account has

Facebook

- Page views: Total views of the page that I created
- Page Likes: Total number of people that like the page I created
- Post Reach: The number of people that received my posts
- Post Engagements: The amount of engagement people had with my posts
- Views: The number of video views my post had (not unique)
- 3 Second Video Views: The number of people that viewed a video for 3 seconds or less
- Quality %: The percent of people that viewed a video more than 3 seconds
- Minutes Viewed: The total amount of minutes spent watching a video
- Average Watch Time: The average amount of time someone watched the video
- Unique Viewers: The number of people that viewed the video
- Likes: The number of people that liked a post
- Comments: The number of people that commented on a post
- Shares: The number of times a post was shared with someone else
- Reactions: The number of reactions (happy, sad, etc.) someone had with a post
- Clicks: The number of clicks a post had to the page or website
- Reach: The total amount of people the post reached, which gives more brand awareness
- Impressions: The number of times the post was viewed (similar to reach, but not unique views)

Posts by Success

Instagram

The three best posts on Instagram where what I called Night Sky, Gun Shelf, and Mountains. (images below in order named) These posts had a combined reach of 5,203, a total engagement of 1,280, and total of 1,242 likes.

The total spend on Instagram was $16.74. That amount helped the posts reach 12,225 people, and generated 1,709 likes, 56 bookmarks, and 5 comments.

POST	LIKES	COMMENTS	BOOKMARKS	ENGAGEMENT	REACH	IMPRESSIONS	CLICKS	PROMOTED	SPEND
Night Sky	706	1	9	716	2648	2927	21	Y	$ 2.00
Gun Shelf	340	1	25	366	1559	1577	9	Y	$ 6.32
Mountains	196	0	2	198	542	669	1	Y	$ 1.16
Flowers	151	0	5	156	584	698	4	Y	$ 1.22
Phone Road	73	0	5	78	428	533	5	Y	$ 0.59
Waterfall	61	0	0	61	264	333	2	Y	$ 1.00
Macaw	49	0	1	50	4451	4927	15	Y	$ 2.03
Forest	38	0	0	38	383	385	0	Y	$ 1.18
Arches	28	3	9	40	70	108	2	N	$ -
Honeybee	27	0	0	27	1296	1301	8	Y	$ 1.24
Ocean	8	0	0	8				N	$ -
Girl in clouds	7	0	0	7				N	$ -
Roses	6	0	0	6				N	$ -
Eye	6	0	0	6				N	$ -
Pug	4	0	0	4				N	$ -
City	4	0	0	4				N	$ -
Hand	4	0	0	4				N	$ -
Art	1	0	0	1					
Total	1,709	5	56	1770	12,225	13,458	67		$ 16.74

Facebook

On Facebook, I simply utilized some of the posts that were on Instagram to create content for the page. I also created some separate ads to appear on Facebook to generate post engagement and increase the number of leads to my friend's website where people could purchase the shelves he makes.

For the three of the four ads I created, I focused on getting post engagement. With a spend of $2.75, I reached 2,093 people, garnered 340 engagements, and received 305 clicks to the Facebook page.

The Ad for the shelf had a total reach of 13,510, received 3386 engagements and total clicks of 1,615.

POST	REACH	LIKES	COMMENTS	SHARES	POST CLICKS	ENGAGEMENT	ENGAGEMENT %
Macaw	107	5	1	2	9	17	16%
New York	70	5	1	1	5	12	17%
Puppy	55	3	0	1	3	7	13%
Arches	3	4	1	0	1	6	200%
Night Sky	3	3	0	0	1	4	133%
Waterfall	3	3	0	0	0	3	100%
Phone Road	3	3	0	0	0	3	100%
Mountains	3	3	0	0	0	3	100%
Flowers	2	2	0	0	0	2	100%
Total	249	31	3	4	19	57	23%

POST	REACH	IMPRESSIONS	ENGAGMENT	REACTIONS	SHARES	CLICKS	SPEND	Cost Per Result
Shelf	13,510	15,254	3386	34	3	1,615	$15.27	$ 0.01
Forest	383	383	61	57	1	61	$ 0.60	$ 0.01
Dog	805	888	117	92	2	117	$ 0.84	$ 0.01
Dream	875	927	162	129	5	162	$ 1.27	$ 0.01
Total	15,573	17,452	3,726	312	11	1,955	$17.98	$ 0.01

Videos	Views	3 Sec Views	Quality %	Minutes Viewed	Average Watch Time	Video Length	Average Video Watch %	Unique Viewers	Post Engagement	Likes	Comments	Shares	Reactions	Clicks
Shelf	15,028	1854	88%	1,002	0:09	0:15	60%	13,153	38		1	3	34	1,391
Macaw	107	50	53%	17	0:10	0:52	19%	44	16	5	1	2	0	9
New York	69	33	52%	13	0:12	3:18	6%	30	11	5	1	1	0	5
Puppy	55	22	60%	5	0:05	0:06	83%	20	7	3	0	1	0	3
Total	15,259	1,959	87%	1,037	0:09	1:25	11%	13247	72	13	3	7	34	1408

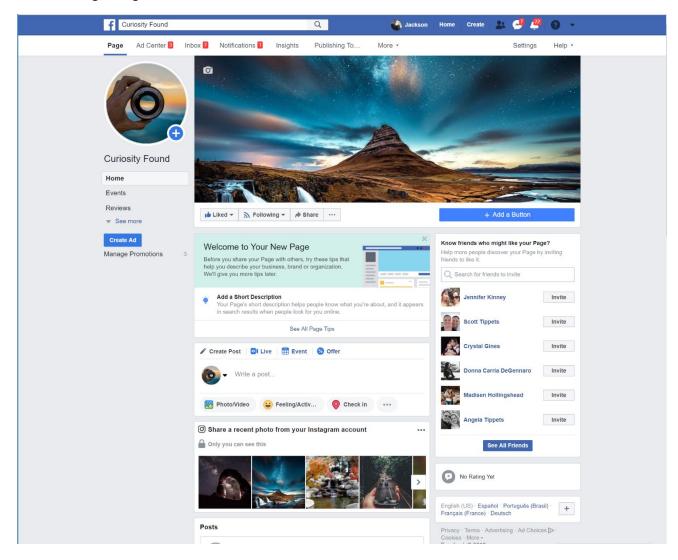## Final Stats

The final stats from this project yielded 1,503 followers for the Instagram account, 503 organic follows (50.3% increase versus paid followers), 1,709 Likes, A reach of 12,225, and 67 link clicks to the Instagram account.

The final stats for the Facebook page project yielded a reach of 16,756, 2,171 engagements, 1,037 minutes of video viewed, 1,955 clicks, and five page followers. The total amount of advertising spend for the combined projects was $34.72.

Facebook Page Image

Instagram Page Image