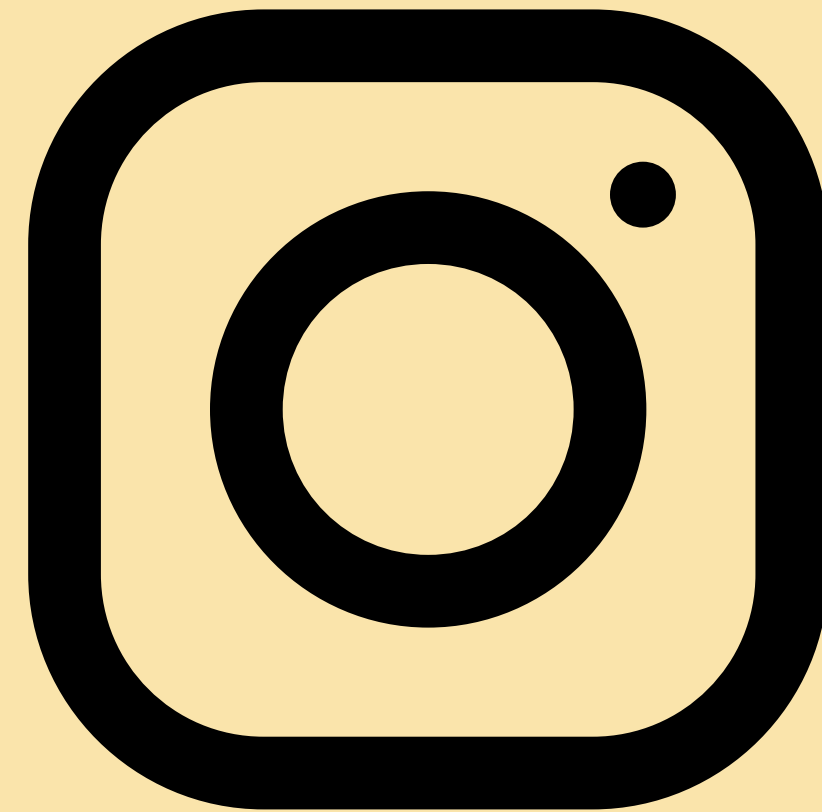


INSTAGRAM MARKETING CAMPAIGN



For: [@PETRONI.POV](#)

**Prepared by:
Josh Petroni**



AGENDA

- 3 GOALS
 - 4 STRATEGY
 - 5 TARGET AUDIENCE
 - 7 CAMPAIGN RESULTS
 - 10 POST-CAMPAIGN FOLLOWER DATA
 - 12 CONCLUSION
-



10/3/2023 - 11/3/2023

CAMPAIGN GOALS

1. **Gain 10,000 Followers with the @petroni.pov Instagram account** (Pre-campaign follower number: 90)
2. **Make 10,000,000 Impressions**

CAMPAIGN DURATION

- 32 Days, October 3rd – November 3rd, 2023

(END BUSINESS GOALS)

- Create revenue stream through subscriptions and digital media sales to social media audience
-

STRATEGY

- Repost videos that performed well on brand's TikTok account
 - Only create/repost content that connects with target audience
 - Post 5-7 times per week
 - Consistently interact with audience in the comment sections
 - Adjust hashtag and posting schedule based on best performing content
 - Use verbal and written calls to action (i.e. "hit the follow button")
-



TARGET AUDIENCE PERSONAS (Based on TikTok Audience)

Name: Alice
Age: 27
Education: Masters
Location: New York City
Relevant Interests: Theatre, period-piece literature
Household: Single

Name: William
Age: 30
Education: B.A.
Location: Missoula
Relevant Interests: Cinema, history, comedy
Household: Married

Name: Martha
Age: 33
Education: B.A.
Location: Fort Worth
Relevant Interests: Sitcoms, Disney, romcoms
Household: Married, 1 Child

Name: Maria
Age: 24
Education: B.A.
Location: Chicago
Relevant Interests: Travel, Theatre, Literature, Romcoms
Household: Single

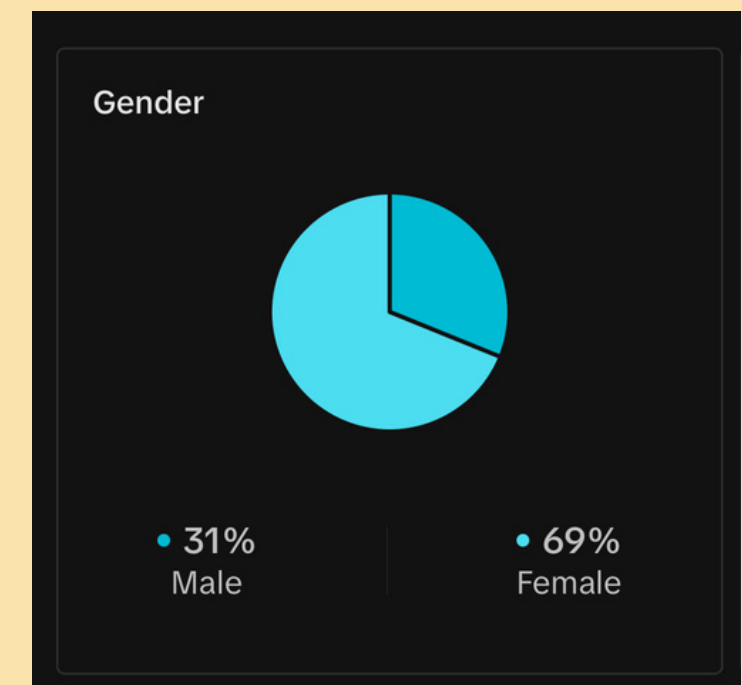
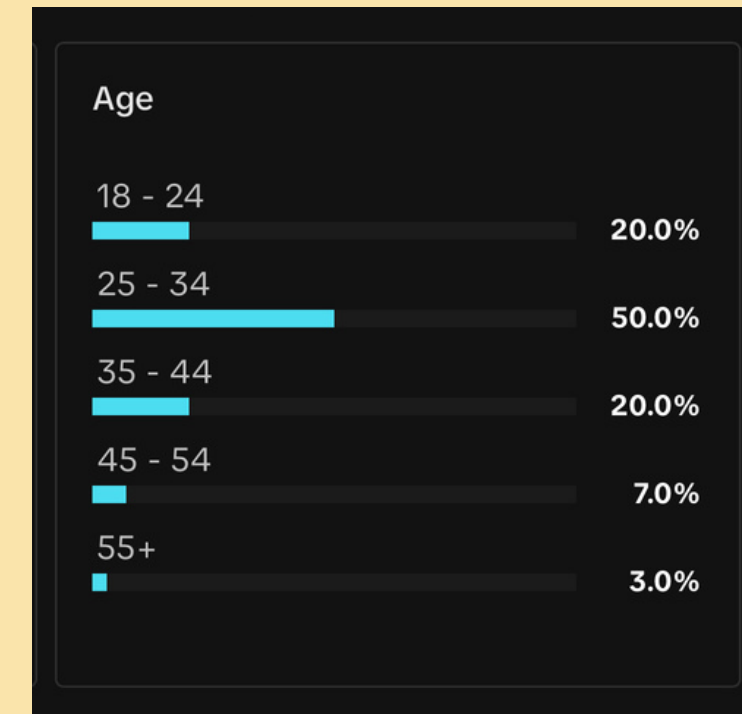
TARGET AUDIENCE OVERVIEW

Given that the brand has an established TikTok account it is easy to establish the target audience for the Instagram campaign. Based on follower analytics, 70% of the TikTok account's followers are female, while 30% are male. The largest age group demographic is 25-34, taking up 50% of the total followers. The next highest age groups are 18-24 year olds and 35-44 year olds, which separately make up 20% of followers.

By analyzing the content that performed best on TikTok (highest impressions, likes, shares) we can conclude that the audience responds best to videos involving: theatre, films from childhood, classic films, dating, literature, and comedy.

Nearly all viral videos shared the characteristic of being sarcastic, goofy, or generally comedic.

TikTok Analytics



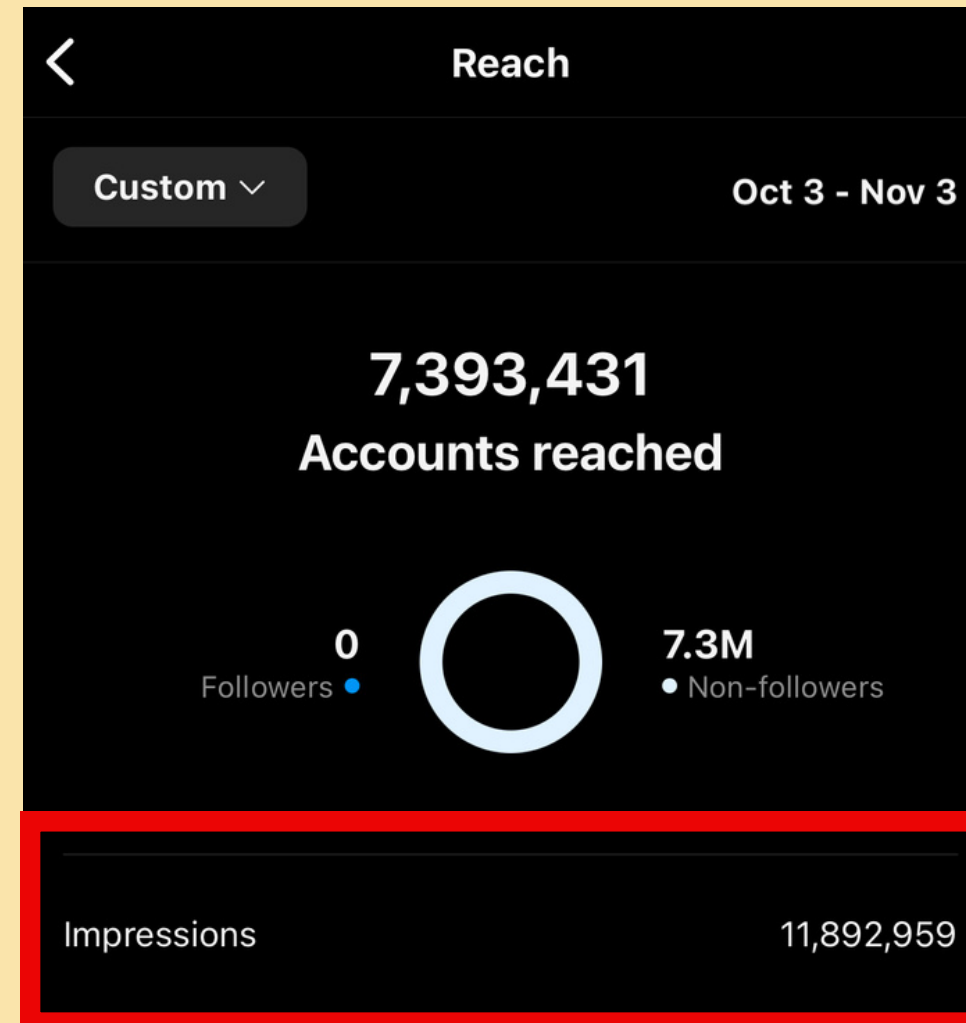
CAMPAIGN RESULTS

- 11,514 New Followers
- 11,893,000 Impressions
- 7,393,431 Accounts Reached

Goal 1 Met? **Yes**

Goal 2 Met? **Yes**

Instagram Analytics

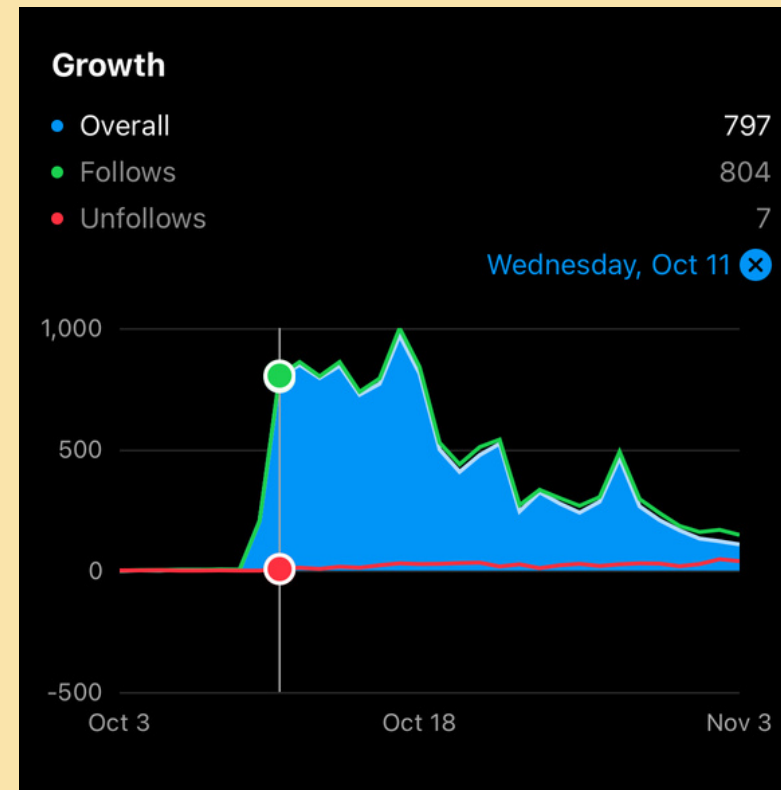


RESULTS ANALYSIS

Wednesday, October 11th is when followers began to rapidly increase with 804 Net follows that day.

Tuesday, October 17th had the largest daily amount of follows at 969 Net follows

From October 11th to October 17th, daily follows peaked and remained relatively stable. After the 17th, they began to decline





10/3/2023 - 11/3/2023

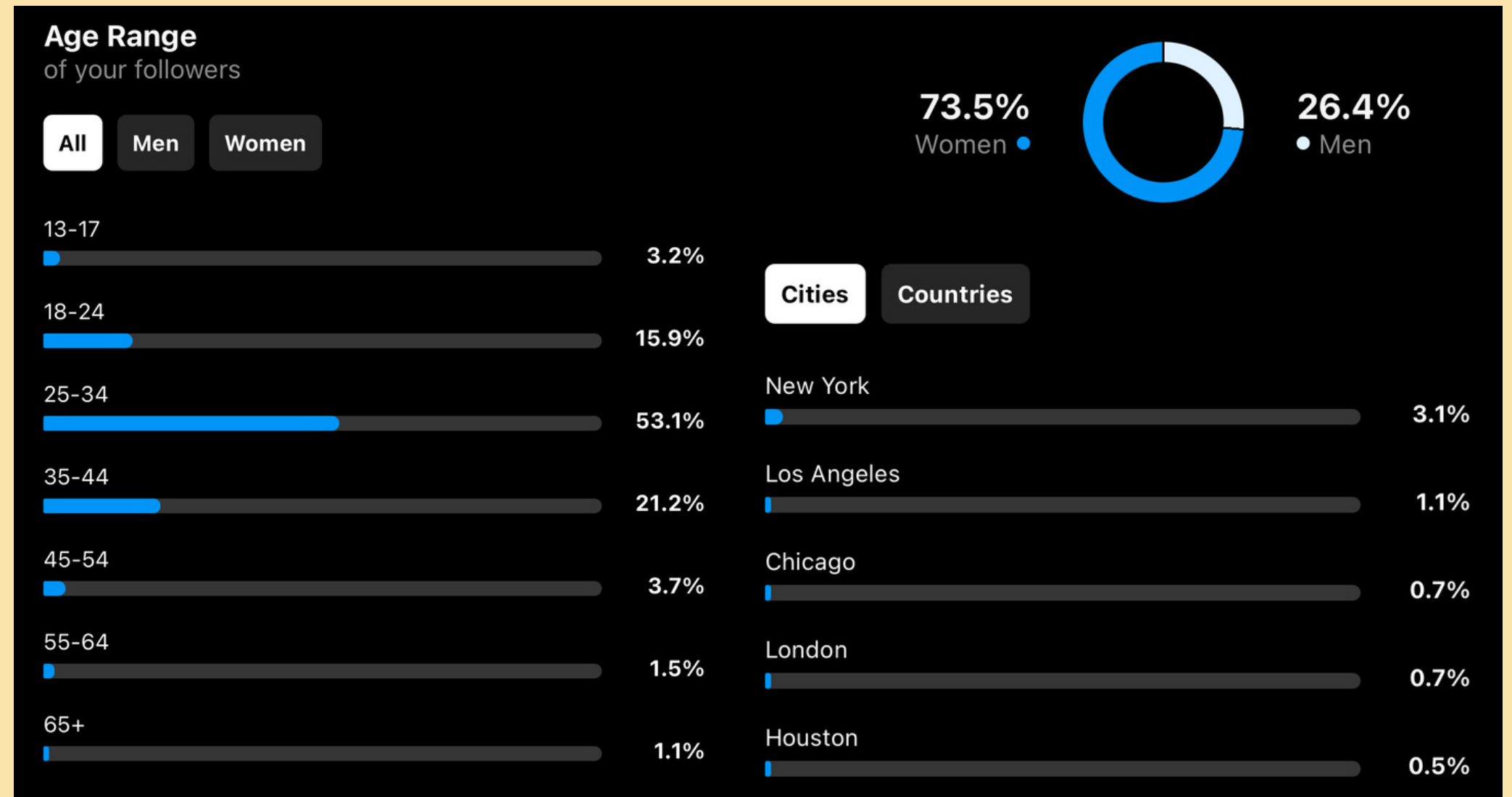
TOP PERFORMING VIDEOS (Out of 90 total videos)

Video	Theme/Subject	Date Posted	Views	Accounts Reached	Likes	Comments	Shares	Saves	Total Interactions
"Prince of Egypt Reaction"	Film, animated film, film reaction, musical	Saturday, October 7, 2023	7,237,914	5,021,480	572,691	8,466	196,365	51,853	811,044
"Sad Disney Movies"	Film, animated film, Disney, film reaction	Wednesday, October 4, 2023	2,973,307	1,539,221	135,577	3,029	82,122	9,508	204,437
"Tarzan Reaction"	Film, animated film, film reaction, musical, Disney	Tuesday, October 10, 2023	863,853	609,825	69,711	392	18,301	6,323	92,175
"Les Mis Reaction Joke"	Satire, film, musical, Broadway, film commentary	Saturday, October 21, 2023	786,522	596,997	41,857	240	21,964	3,945	67,707
"Maria in Musicals"	Satire, film, musical, Broadway, dating	Wednesday, October 11, 2023	824,675	586,185	44,223	767	18,461	3,258	66,458
"Muppets Les Miserables"	Satire, film, musical, Broadway, the muppets,	Wednesday, October 25, 2023	937,582	561,779	37,406	657	28,749	4,076	67,852
"Jack and Diane Chili Dog"	Satire, music, classic rock, skit	Tuesday, October 3, 2023	788,763	517,909	24,024	215	34,308	3,541	62,065
"Pride and Prejudice Dance Moves"	Satire, literature, period-piece, skit	Sunday, October 15, 2023	659,597	397,793	31,933	349	13,996	2,750	47,687
"Lizzy McGuire in Rome"	Satire, Disney, skit,	Friday, November 3, 2023	636,744	395,074	33,575	96	19,906	1,321	54,582

POST-CAMPAIGN FOLLOWER DATA

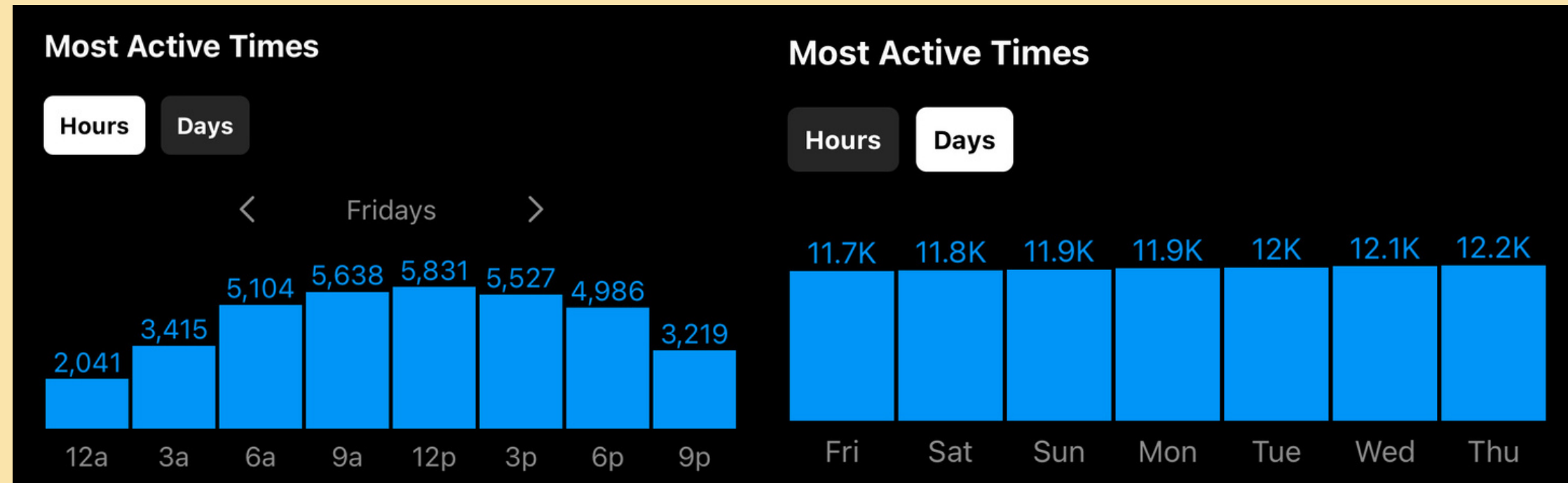
- The Instagram follower base attained through the campaign matches the TikTok follower base
- The majority of the followers are women between the ages of 25-34
- New York has the highest amount of followers by 2 percentage points.

Instagram Analytics



POST-CAMPAIGN FOLLOWER DATA

- Follower activity remains relatively unchanged when comparing days of the week
- Between 9AM to 3PM P.S.T. are the hours when followers are most active on Instagram





CONCLUSION

The campaign proved successful in attaining its goals and was beneficial in giving us data to improve social media content strategy.

While Instagram analytics did not provide data on which follows came directly from specific reels (videos), based on real-time observations during the campaign, we can conclude that the videos with the highest number of impressions were responsible for the majority of the follows.

It is also true that many Instagram users may not follow an account the first time they interact with a reel, but only after that account reappears multiple times in their feed. So, we can look to the top-performing videos as a whole when analyzing what led people to follow.

Based on the top 9 viral videos (out of a total of 90 videos posted) we can see clear similarities between them all, namely that they have a comedic or sarcastic undertone. More specifically they nearly all deal with the subject of films that the target audience is familiar with. Based on follower data, the target audience is mainly female millennials, so the movies that that demographic group is more likely to enjoy performed well as subject matter on Instagram.

Both musical Disney movies and Broadway musical-centric videos were among the top performing reels, highlighting the target audience's interest in musical theatre.

Aside from the previously stated subjects, the topic of dating inspired several interactions in the comment section. This is not surprising, as dating is a relatable topic for the 18-34 age demographic that makes up a majority of the brand's TikTok/Instagram audience. It's worth noting that dating was mainly presented as part of the punchline of a joke in the Instagram videos and was spoken about sarcastically.



10/3/2023 -11/3/2023

NEW STRATEGY BASED ON DATA AND OBSERVATIONS

- The type of content styles that performed well during the campaign should be the focus for all future content (funny, 20-60 second videos that involve topics like film, Broadway, and dating.
 - More videos should be made about films that drove a high amount of audience interaction (The Prince of Egypt, The Sound of Music, The Phantom of The Opera, Les Miserables, Disney classics)
 - For announcements and calls to action created in "Instagram Stories" it is best to post in the mid to late morning for immediate audience interaction as that is the time when followers are most active
 - Potentially will be beneficial to begin posting memes that correspond with high-performing content, since many followers share memes on their Instagram Stories
-