



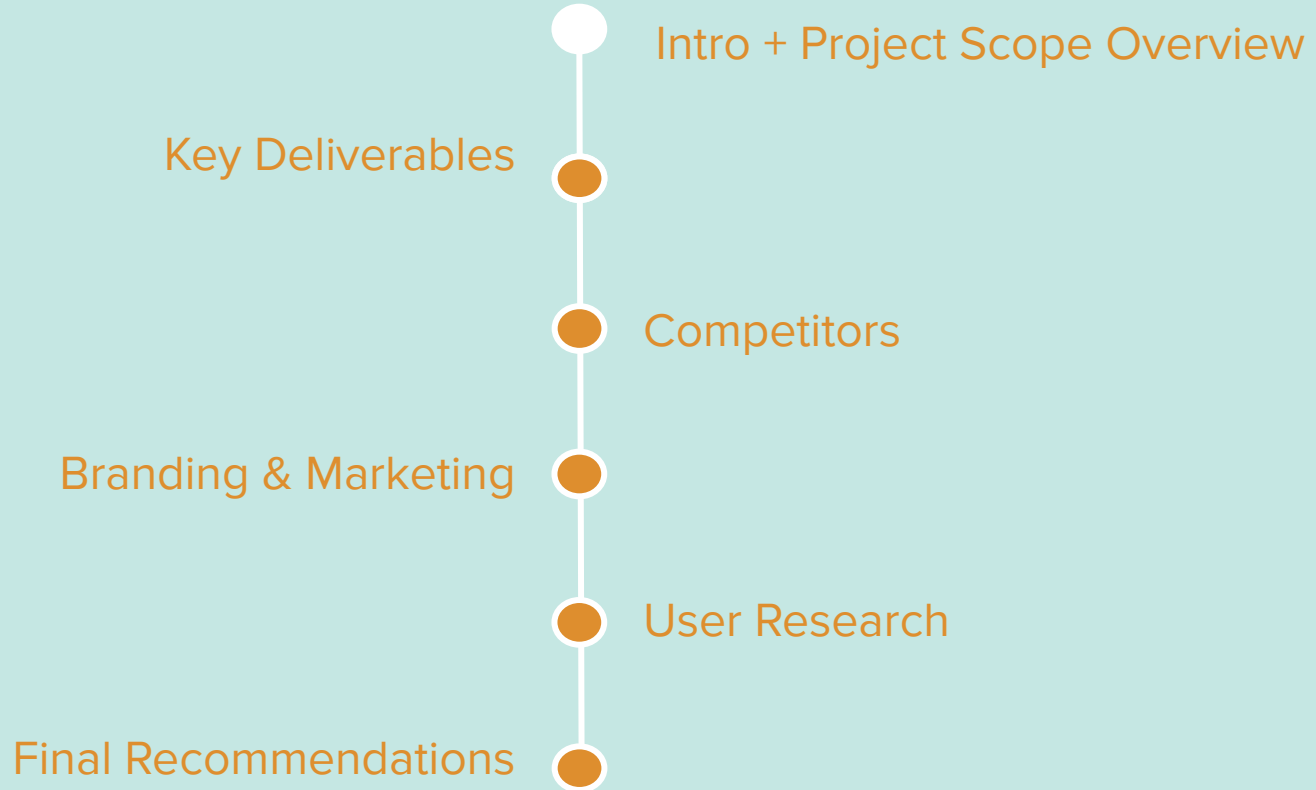
7804

LIVIE & LUCA  
WOMEN

Final Project Presentation

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# Presentation Agenda



# Project Scope Overview



## Marketing Plan

**Analyze** data from **existing** social media marketing strategies.

**Create** spreadsheets of **influencers**

**Campaign** and **advertising**



## Customer Personas & Value Propositions

Develop **engagement profiles** for **core** customers

Develop **value propositions** for key stakeholders

**Create** a guidesheet to **reach** out to influencers



## Benchmark Competitors

Benchmark **external competitors** that have similar products

Understand **how** to launch a women's line

E.g. Vionic, Everlane, Birdies, Rothys



## User Research

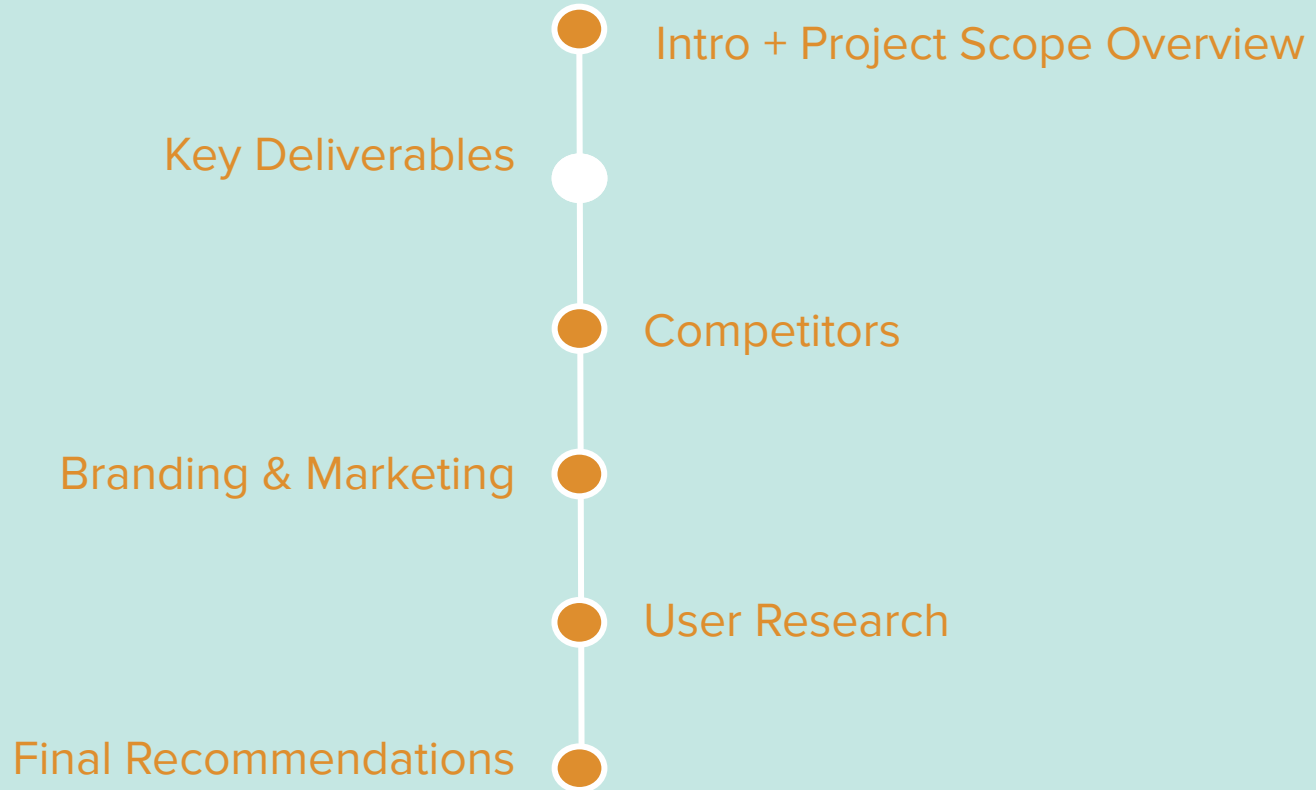
**Conduct** surveys for **focus groups** and other customers

Understand their **interests** and **concerns** about the launch

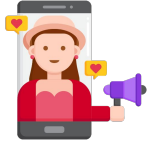
Analyze **survey results** and **provide** feedback

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# Presentation Agenda



# Key Deliverables



## INFLUENCERS

**Identified influencers** that fall under the following categories: moms, professionals, travelers, and seniors.

Created a **ranking system** and an excel spreadsheet with **contact information** so that L&L can initiate these partnerships.



## BENCHMARK

Interviewed the **CEO** of **Vionic**, one of L&L's top competitors.

Gained insights on **marketing budget**, product differentiations, fast paced growth, and how to **enter** an already extremely saturated **market**.



## SURVEYS

Created and distributed **two surveys**: one for already **acquired customers** and another to understand the **general market**.

Data from surveys will help L&L with **pricing** and demand for **different shoe styles**.



## TRADEMARK

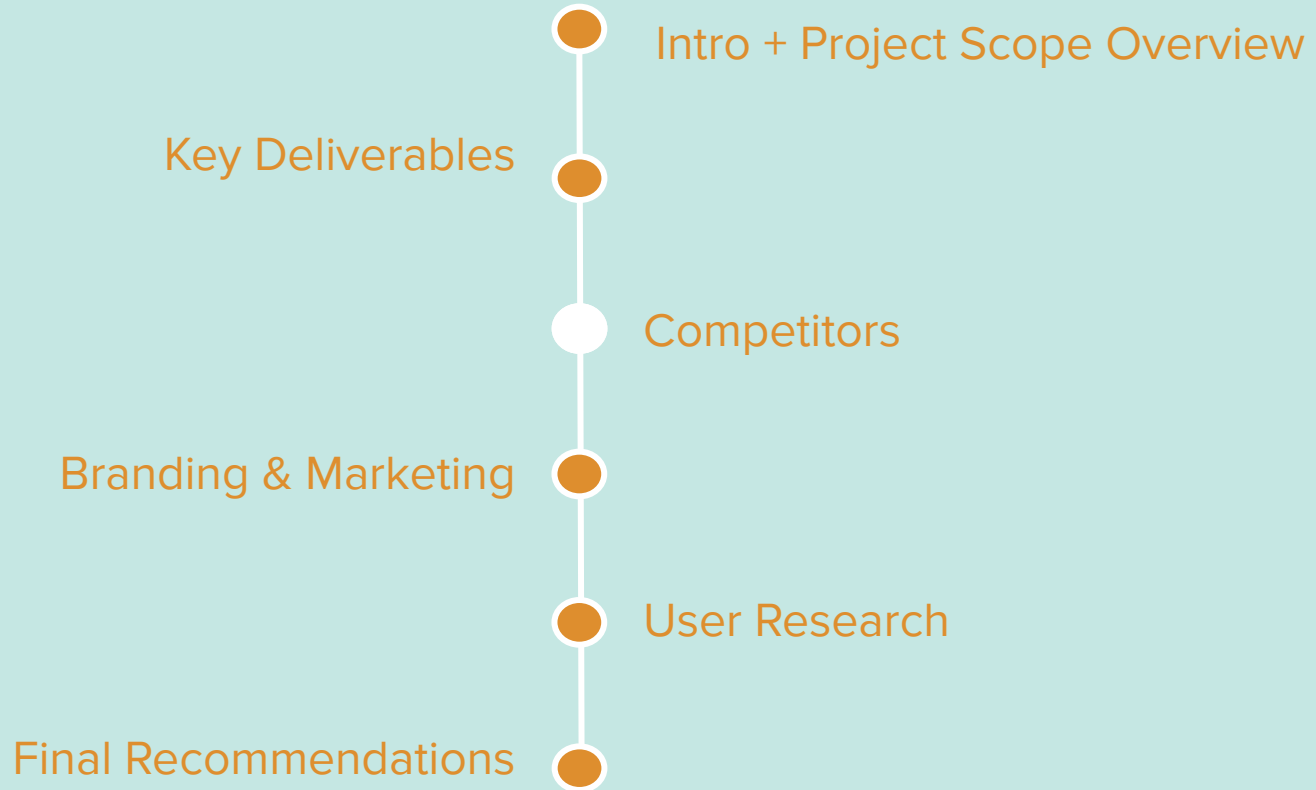
L&L currently has **not trademarked** their shoes. Their kids line is currently being **copied** and sold in **China**.

Explain why **trademark** is integral in **protecting** both the **longevity of L&L** children's line and new women's line.

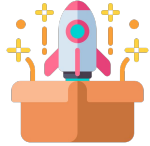
Livie & Luca should create more **partnerships** with **influencers** that fall under the four personas we created, utilize insights of benchmarking, **expand** their **women's line** based off of survey responses, and **trademark their shoes**.

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# Presentation Agenda



# Benchmarking Competitors



## NEW PRODUCT LAUNCH



Understand and **foreshadow** the potential **complications** with launching a new product line



## MARKETING STRATEGIES



Isolate **effective marketing strategies** for competitors that have both a **children's** and **women's shoe line**



## PRICING STRATEGIES



What are **competitors pricing strategies**? What are their profit margins, cost of manufacturing, sales price, and quantity sold.

# Benchmarking Competitors: Value Propositions

|                   | Price | Selection | Sustainability | Brand Recognition |
|-------------------|-------|-----------|----------------|-------------------|
| L&L Women         | ✓     | ✗         | ✗              | ✗                 |
| Vionic            | ✓     | ✓         | ✗              | ✗                 |
| Rothy's           | ✓     | ✓         | ✓              | ✓                 |
| Johnston & Murphy | ✓     | ✓         | ✗              | ✗                 |
| Everlane          | ✓     | ✓         | ✗              | ✓                 |
| Cole Haan         | ✓     | ✓         | ✗              | ✓                 |



# Meeting With Vionic

VIONIC®

## Bruce Campbell Founder/CEO

Founded Vionic in the hopes of creating a **revolutionary women's shoe**. Vionic grew quickly, doubling its revenue every year, which led to an **acquisition** of Vionic at **\$360 M** by Caleres.

### INSIGHTS

Vionic created a **product** that **didn't exist** in the women's shoe market: **shoes with internal medical orthotics**.

**Marketing budget** needs to be **12-16% of net sales** for a small growing company, 20% for medium, and not exceed 25%.

**Maintaining relationships** with every aspect of the business helped Vionic **gain respect** and **traction** with partners

### TAKEAWAYS

In order to gain traction L&L needs to **develop a shoe** product that **doesn't** already **exist in the market**.

L&L's current **marketing budget** is only 10% of net sales and needs to **increase 12-16%** in order for the **women's line to gain popularity**.

L&L needs to have **positive relationships** with people at **every level** of the business. so people are more likely to help during hard times.

Livie & Luca needs to focus on developing **unique product**, **increasing** their **marketing budget**, and maintain positive relationships in order to **ensure** the **success** of the **women's line**.

# B2B Partners



## THE WALK SHOP

The Walk Shop is a store located in **Berkeley** with a rich history that began in **1930**. Their motto is "**Comfort. It's our specialty.**"

L&L should **partner** with the **Walk Shop** because it aligns with L&L's **target value proposition** of being **comfortable**.



## SHOES ON SOLANO

Shoes on Solano specializes in **quality fashion shoes that feel as good as they look** and have multiple stores in Berkeley.

Partnering with Shoes on Solano would allow L&L to **sell** their **products** in a store that specializes in both **comfort and fashion**.



## TOOTSIES

The **owner** of Tootsies is a **mother herself** and is prideful of owning a **local shop** in **Oakland** that caters to her customers.

L&L should form a relationship with the owner as she is a mother who works in the shoe industry and could **provide valuable insights**.

Vionic discussed the importance of selling shoes through every avenue. Therefore it is important for the Livie & Luca women's line to **expand beyond e-commerce**. **Livie & Luca** is a brand **founded** in the **Bay Area** and should partner with local shops to help **increase local sales**.

# Key Takeaways in terms of Benchmarking



## MARKETING BUDGET



Increase marketing budget **from 10%** of sales to **12-16%** of sales each month to allow for **brand recognition**, allowing L&L to gain **traction**



## EXPAND VALUE PROPOSITIONS



Most of L&L's competitors have **two** of the propositions that sets them apart: **Price, Selection, Sustainability, and Brand Recognition** so in order for L&L to compete, **expanding** their value propositions would be a step in the **positive** direction



## UNIQUE PRODUCT



Provide customers with a **unique experience** to compete with their competitors to create what's not on the market



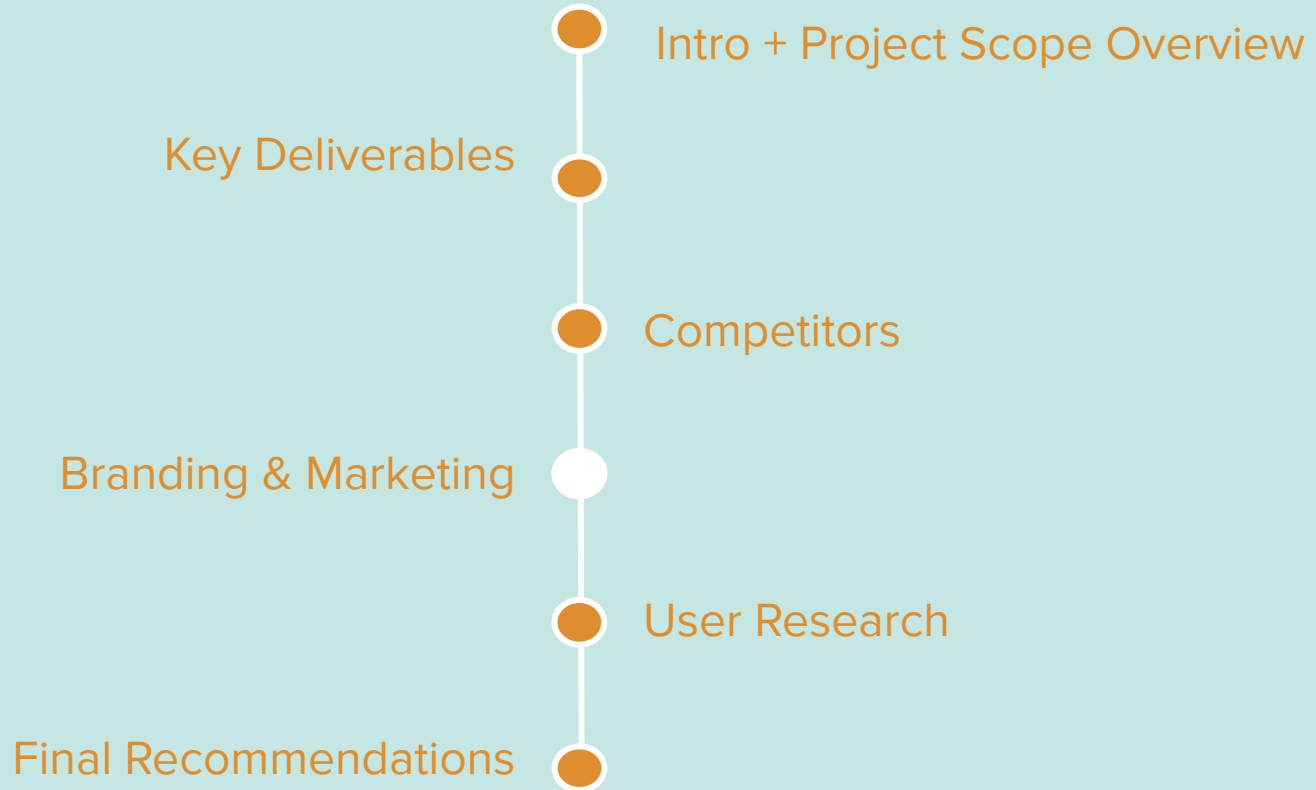
## MULTIPLE CHANNELS



Because L&L is still a small business in the works of **growing**, selling women's shoes from **B2B** will **aid** L&L in reaching to **more** individuals

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# Presentation Agenda



# Why Colorful Logos are Important



## COLORS TRIGGER EMOTIONS

Tells a **story** and displays the companies **values**

Grabs the customers' **attention** for 10 seconds so they can **memorize** it

Establishes an **emotional** connection



## BRAND RECOGNITION

**Differentiates** from other companies

Fosters **brand loyalty**

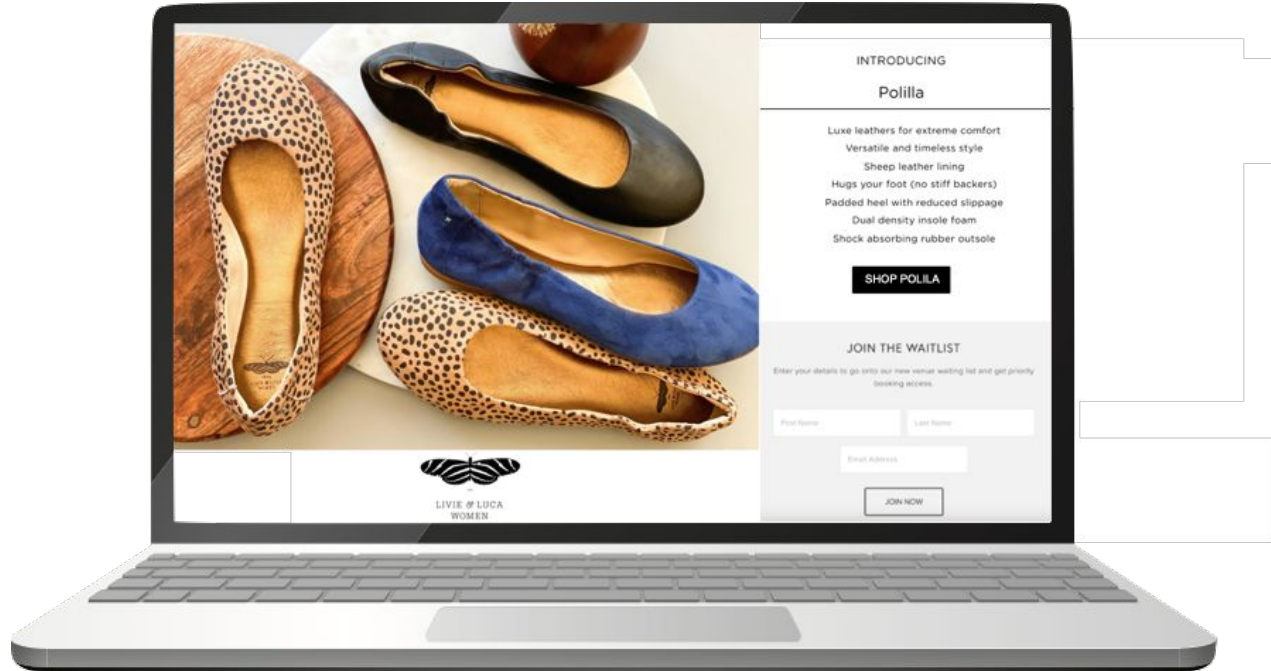
The **goal** is to **convince** new and future **customers to buy** Livie & Luca's women's shoes **over its competitors**

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# Logo Mockups



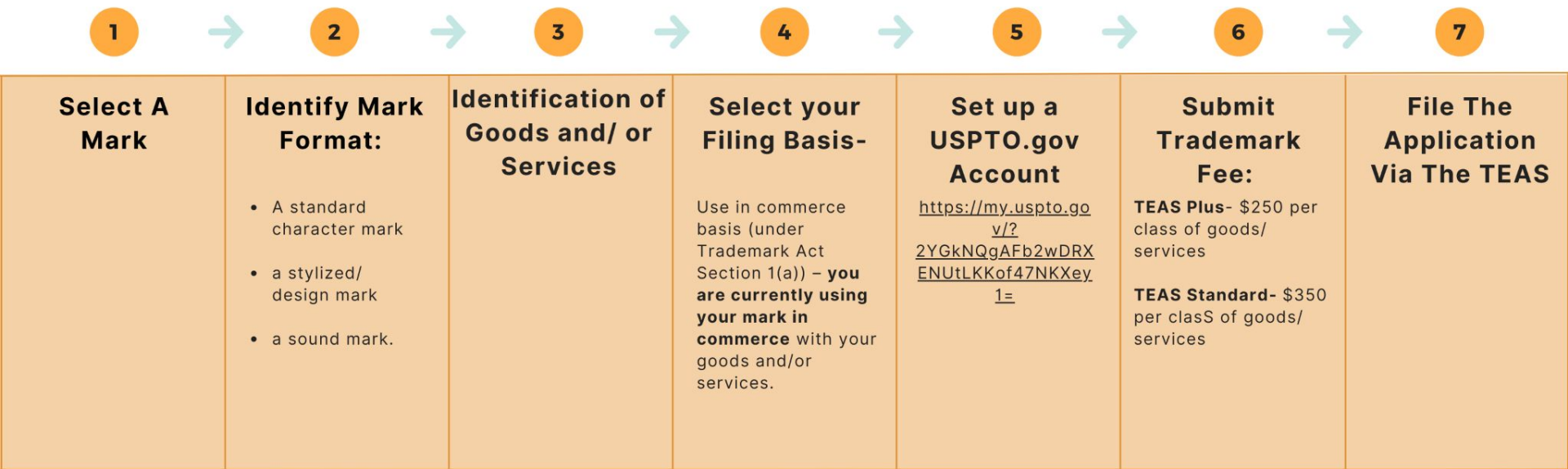
# Redesign Landing Page And Add Join The Waitlist Tab



This landing page provides an option for customers to **join the waitlist** and this keeps the **excitement/suspense** going. Customers who are interested in the women's' line will be notified when new items will be released.

# Getting Ready to Apply for a Trademark

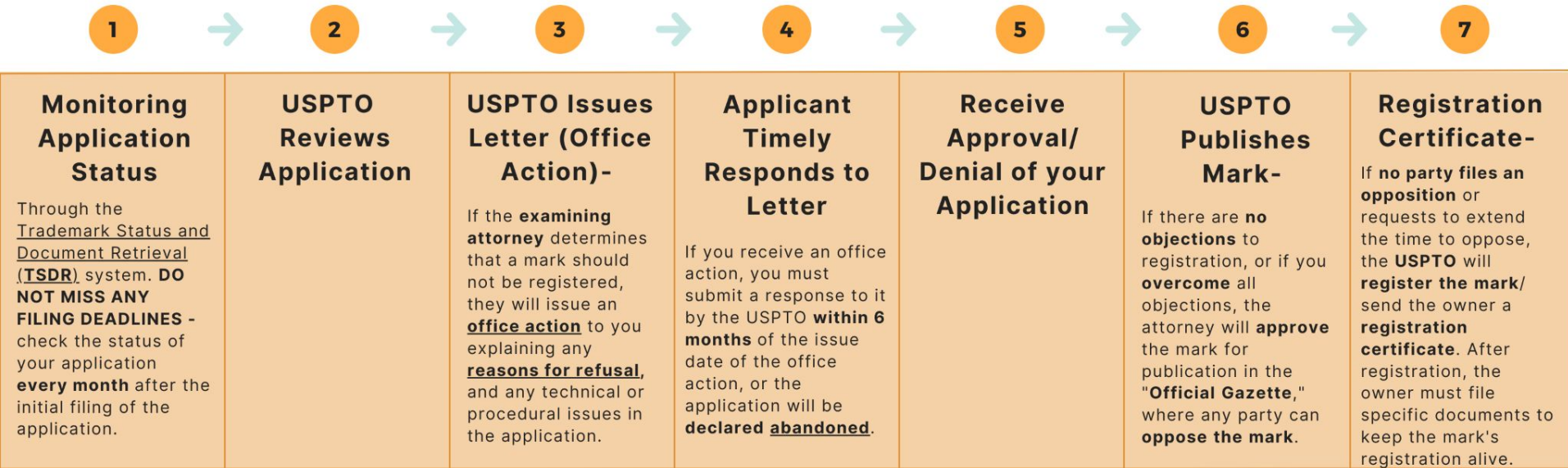
## 7 Steps for Getting Ready to Apply





# After Submission of Trademark Application

## 7 Steps After Submitting the Application



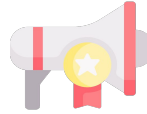
# Separate Brand Identity



## TARGET AUDIENCE

L&L's current target audience is women with children that **already** purchase kid's shoes

In order to expand the current customer base to **professionals, seniors, travelers**, etc., L&L has to use its **social media presence** to reach a **greater** audience



## BRAND AWARENESS

L&L's brand is **recognized** for its kids shoes

L&L should not only be recognized for the kids shoes, but also their **women's line** so it can get more **traction** and **promote** awareness of its **comfort** and **flexibility**



## CONTENT

L&L uses the **same** instagram for kids **and** womens

The **kids and womens** content needs to be **separated** in order for L&L to gauge a larger audience and **promote** its **brand**

Whether L&L decides to separate into its sister brand, Polilla in the future or remain L&L Women, it is **important** for the social medias to be **separate** to gain a much **larger audience**, **raise** brand **awareness**, and **create** content **specifically** for the **women's** line

# Separate Brand Identity



Currently, there isn't a clear distinction in brand identity, which puts a huge strain on L&L's existing brand and resources, and further leads to brand dilution.

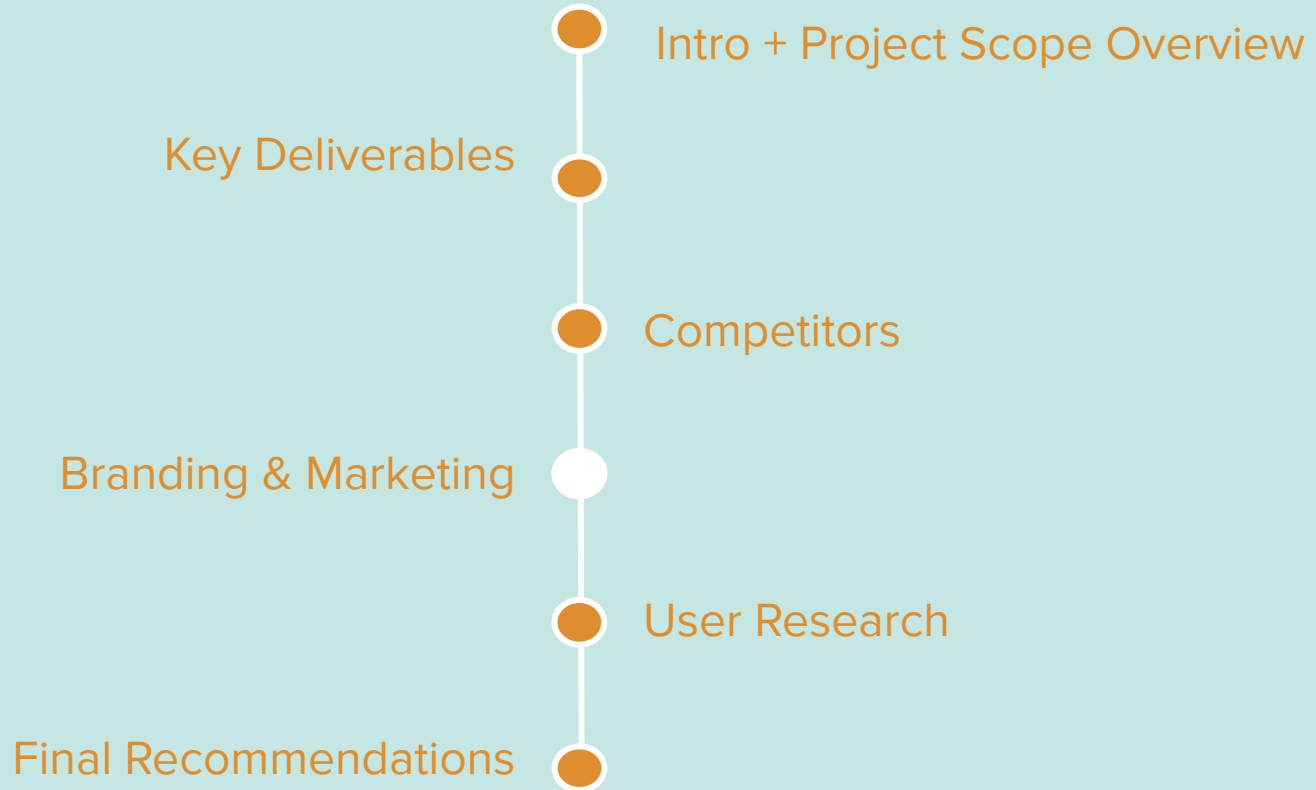


Founded in 2005, L&L has established itself as a high quality children's shoe brand. As L&L expands its product offerings to include women's shoes, L&L should concentrate efforts towards marketing to prevent cannibalization

Whether L&L decides to create a sister brand for its women's shoe line (**Polilla**) or be branded as **L&L women**, it is **paramount** for the women's shoe line to have its **separate brand identity**

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# Presentation Agenda



# Lifetime Customers



## CHILDREN

Currently L&L consumers are mostly children. L&L has done **extremely well in this market**

Global Children's Footwear Market Size Worth **\$52.9 Billion** by 2025.



## JUNIORS

Children's feet grow at different rates and L&L should **cater towards early adolescents**

Footwear spending averages near **\$300 a year for teens**, with Vans and Crocs gaining popularity as part of the VSCO girl fashion trend



## WOMEN'S

**Adolescent** consumers can slowly **transition** into the **women line** as they mature into an adult

Global market value of women's footwear is forecasted to reach ~**\$220 billion** by 2027

In order to **incentivize** loyalty among its customers there needs to be a **clear rewards system**. The goal should be to adopt L&L's children's consumers into **lifetime customers**.

# We created 3 customer personas for Livie & Luca to target



## PROFESSIONALS

Professionals that are **constantly on their feet** are ideal customers

Target teachers, doctors, and other workers that need to look put together while still being comfortable



## MOTHERS

Currently, Livie and Luca's customers are **mothers buying from their kids shoes**

Leverage current customers, that are mothers because they are busy and could benefit from an **every day flat**



## WOMEN ON THE GO

**Women** who are **traveling** and constantly and constantly on the go need a staple flat

Livie and Luca's shoes are perfect for traveling - they are lightweight, making them **easy to pack**



**High Quality**



**Customer Experience**



**Versatility**



**Comfort**



**Women Empowerment**



**Timeless**

Livie & Luca should target professionals that are on their feet, current mothers, and women on the go, to help make their **flats known** for being a **lightweight, comfy, everyday shoe**.

# Professionals



## Professionals Campaign

### Create a Hashtag and Tag L&L

Create a hashtag campaign to gain traction for the new women's line catered towards professionals.

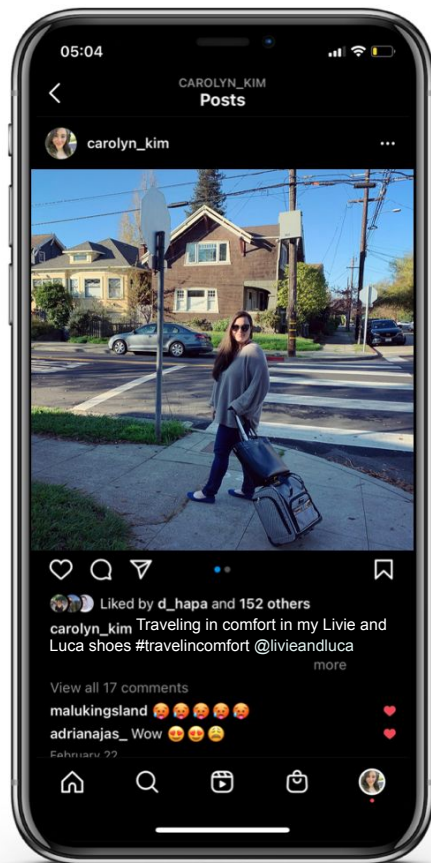
With Covid-19 leverage **healthcare workers** who are on their feet. **#savinglivescomfortably**

### Incentivize Followers

Have healthcare workers post themselves working in their shoes and tag a fellow doctor.

A **percentage** of **revenue** during this campaign should be **donated to covid relief**.

# Travelers



## Professionals Campaign

### Create a Hashtag and Tag L&L

Create a hashtag campaign to gain traction for the new women's line catered towards professionals.

Leverage **traveling** women who are always on their feet and need lightweight, comfortable, and easy to pack shoes. **#travelincomfort**

### Incentivize Followers

Enter to win a free pair of shoes!

- Tag 1 friend
- Tag Livie and Luca



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# Social Media and Marketing Strategies



Facebook is driving sales: Instagram has only generated **7.8%** of sales in 2021

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**Lack of interaction** with  
followers on Instagram

Focus on **Engagement**

Too many Instagram stories can  
lead to **spam**

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Age range of potential  
customer base tends to be  
a **Facebook user rather  
than Instagram**

30 - 45 year old women

Instagram tends to have a  
**younger audience**

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Facebook vs Instagram  
**Algorithm**

Favors Facebook **posts at top of  
feed**

# Influencer Personas



## MOTHERS

**Moms** that already promote Livie & Luca's childrens shoe line have the **trust** of their **followers**.

Mom influencers should **leverage** the **success** of the **kids line** when promoting the new women's line.



## TRAVELERS

Women who travel are constantly **on the go** and on their feet. Livie & Luca's flats are extremely **portable**.

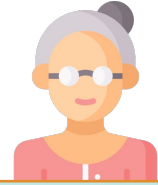
Travel influences can highlight the shoes while exploring the world. Their Livie & Luca's **shoes** are their **best travel buddy**.



## PROFESSIONALS

Professionals that are **on their feet 24/7** and still need to look **stylish** are ideal working women influencers.

Working women influencers can highlight how their **shoes help** them be **successful** and **comfortable**.



## SENIORS

**Baby boomers** is the largest generation and make up **73M** of the US population.

Senior influencers are gaining traction and can help highlight the fact that you can **stay stylish** and **age gracefully**.

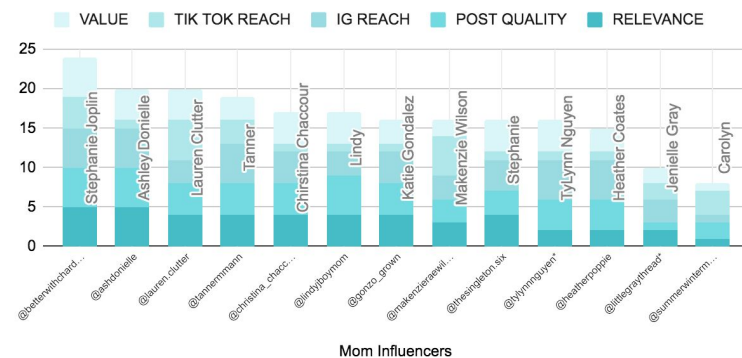
Livie & Luca should utilize influencers to help promote the new women's line because customers have a tendency to trust and by products based on peer recommendations.

# Influencer Ranking System

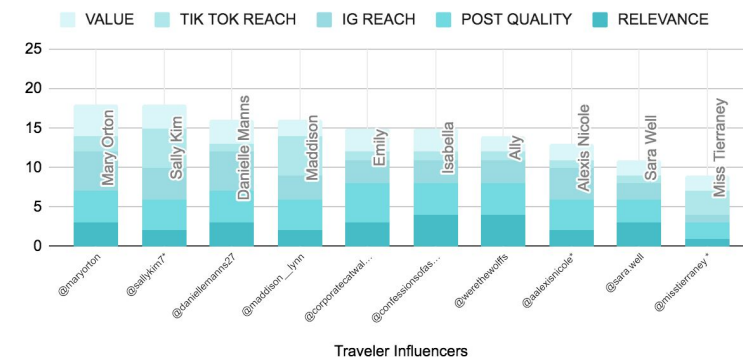
|   | Relevance                               | Quality of Posts/<br>Engagement                                       | Instagram Reach      | Tik Tok Reach        | Value  |
|---|---|---|----------------------|----------------------|--|
| 1 | No promotion of any shoes               | Not visibly engaged at all  | 0 - 5k followers     | 0 - 5k followers     | No value to L&L, very unlikely to result in shoe purchases           |
| 2 | Expressed/post about womens flats       | 50 or less likes with few comments                                    | 5k - 10k followers   | 5- 10k followers     | Very limited value, unlikely to result in shoe purchases             |
| 3 | Partnered once for minimal time         | 100 or less likes with 20 or so comments                              | 10k - 50k followers  | 10k - 50k followers  | Some value, potential for shoe purchases                             |
| 4 | Partnered several times                 | Semi-frequent posting + follows related accounts                      | 50k - 100k followers | 50k - 100k followers | Valuable, would likely result in shoe purchases                      |
| 5 | Promotes shoe brands specifically flats | Very involved/ does giveaways/ partnerships / receives 100 + comments | 100k + followers     | 100k + followers     | High value, effective and would very likely result in shoe purchases |

# Influencer Personas

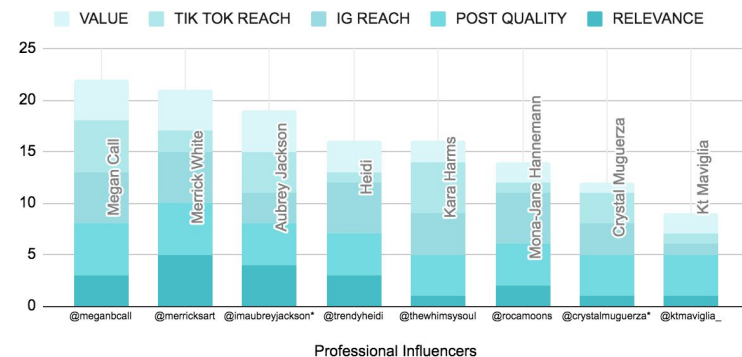
## MOMS



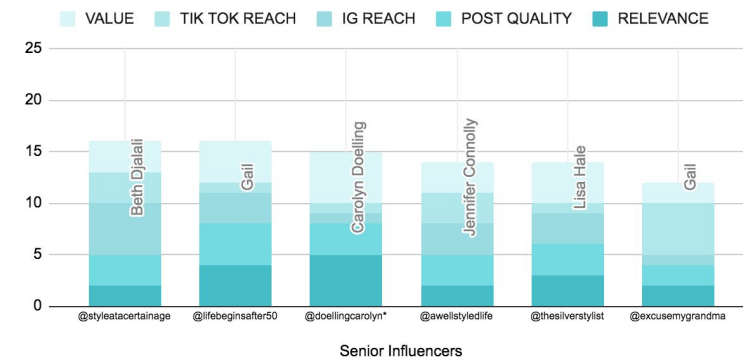
## TRAVELERS



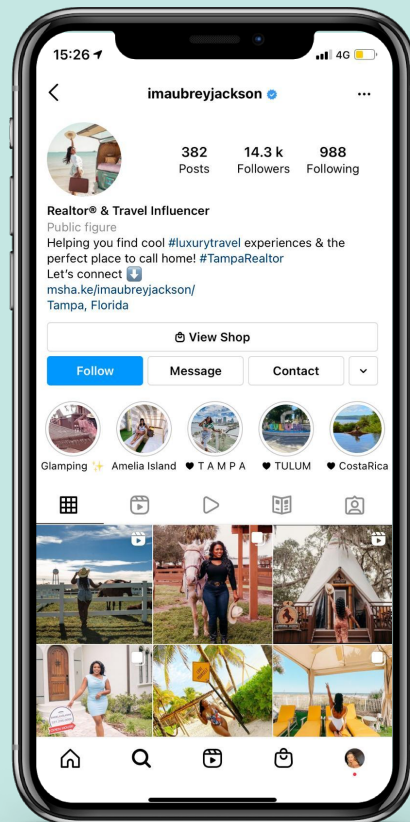
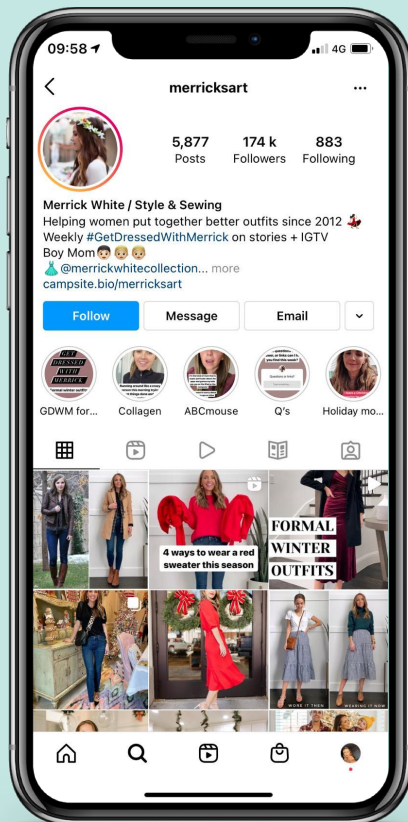
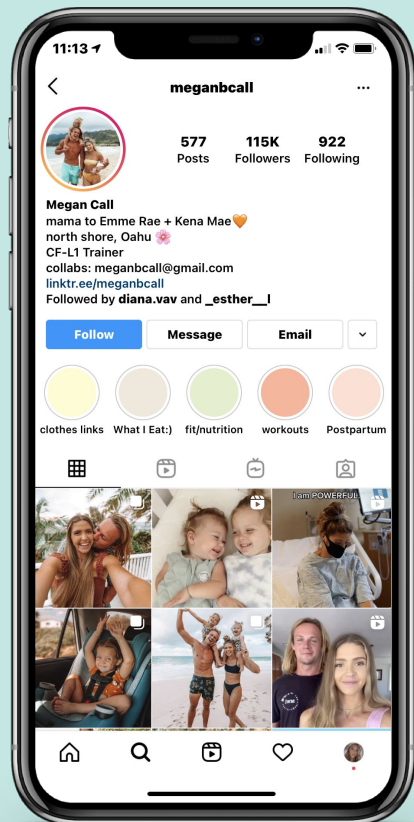
## PROFESSIONALS



## SENIORS



# Top 3 Travel Influencers



# Top 3 Travel Influencers



**MEGAN CALL**

**Travel and Mom.**  
High following on Instagram  
and Tiktok.

Brand partnerships - clothes.  
Aesthetic feed and **high  
engagement** - Q&As.



**MERRICK WHITE**

Travel and Mom.  
**High following** especially on  
Instagram

Brand partnerships - clothes  
**Posts about shoes.**

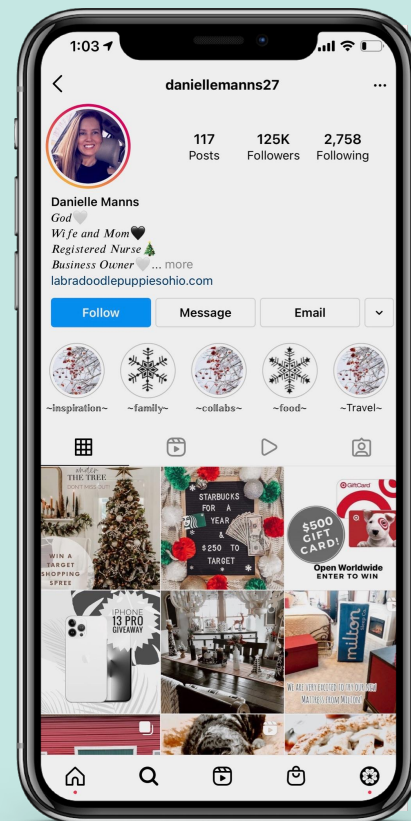
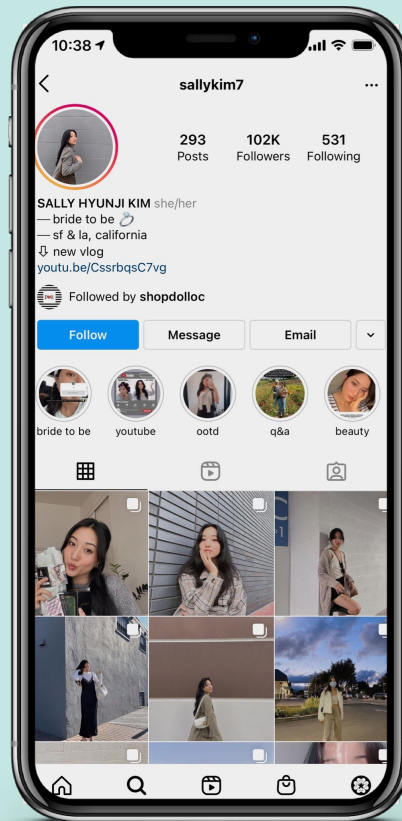
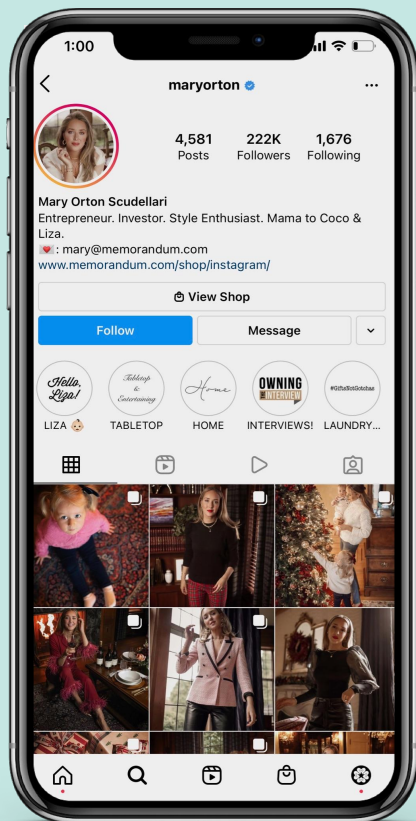


**AUBREY JACKSON**

Travel and Realtor.  
**POC influencer.**

**Brand partnerships** - hotel  
stays, food.

# Top 3 Professional Influencers



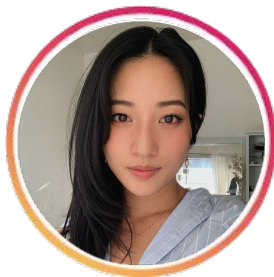
# Top 3 Professional Influencers



**MARY ORTON**

Posts outfit inspo, travel/  
lifestyle pictures, **would  
match with her kids**

**Working professional**, does  
brand partnerships



**SALLY KIM**

**Posts fashion and outfit  
inspo**, collaborations with  
other brands

Does brand partnerships,  
posts a lot of **professional  
attire** pictures



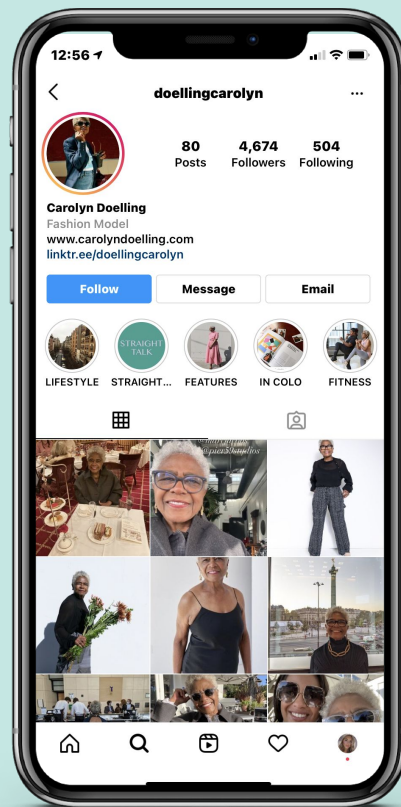
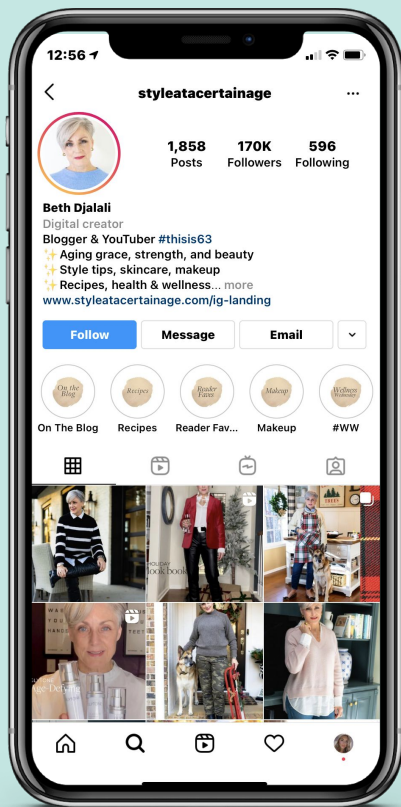
**DANIELLE MANNS**

**Posts fashion, lifestyle, outfit  
inspo**, collaborations with  
other brands

Is a **registered nurse**- always  
on her feet



# Top 3 Senior Influencers



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# Top 3 Senior Influencers



**BETH DJALALI**

Blogger, **working professional**, posts outfit and style inspo, lifestyle, travel photos.

Does brand partnerships, very active, **always on her feet**



**GAIL**

**Fashion blogger**, posts daily outfit inspo, always on her feet

Does brand collaborations, has been an **influencer for 6+ years**

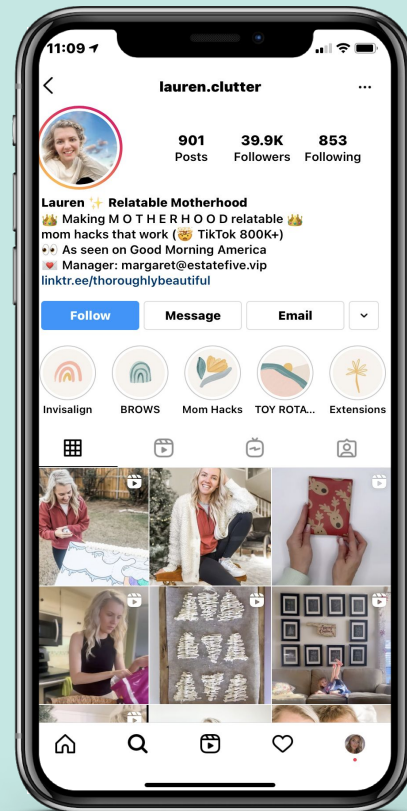
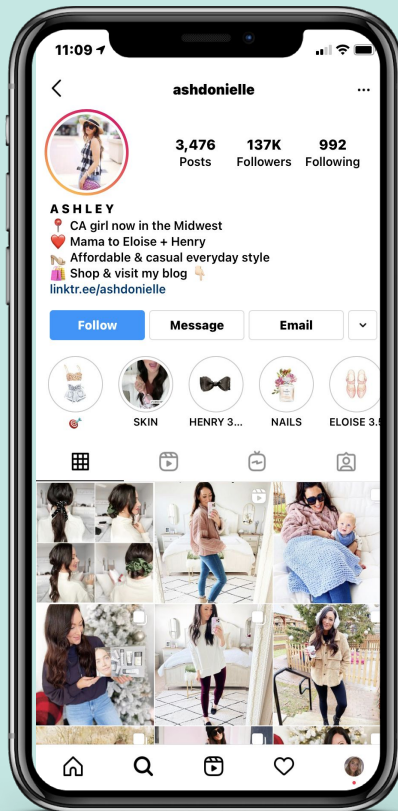
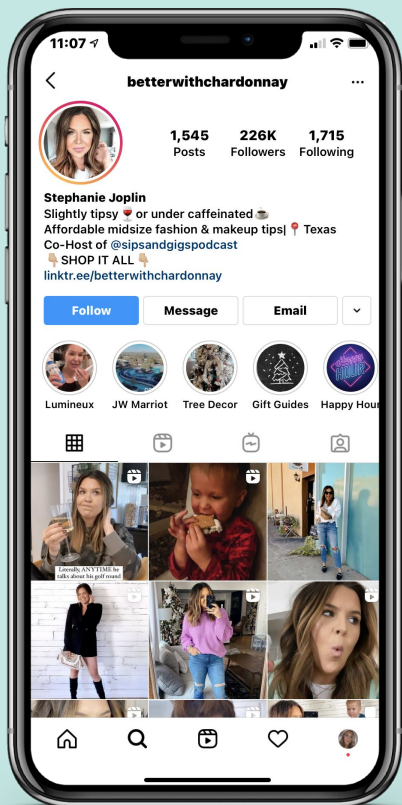


**CAROLYN DOELLING**

Posts outfit and **style inspo**, lifestyle, travel photos

A **fashion model**, does brand partnerships

# Top 3 Mother Influencers



# Top 3 Mother Influencers



**STEPHANIE JOPLIN**

Posts fashion tips & **matching outfits with her husband and kids**

Has **promoted shoes** before, flats in particular



**ASHLEY DONIELLE**

Has an extremely **large Instagram reach**

Has a lot of potential value for L&L because of her **high follower engagement**



**LAUREN CLUTTER**

Posts a **lot of childrens' promotions** & it would be easy to promote kids shoes

Also promotes beauty and fashion products & **mom tips**

# Spreadsheet of Influencers

| INFLUENCERS              | NAME                | RELEVANCE | POST QUALITY | IG REACH | TIK TOK REACH | VALUE | TOTAL |
|--------------------------|---------------------|-----------|--------------|----------|---------------|-------|-------|
| @betterwithchardonnay    | Stephanie Joplin    | 5         | 5            | 5        | 4             | 5     | 24    |
| @meganbcall              | Megan Call          | 3         | 5            | 5        | 5             | 4     | 22    |
| @merrick sart            | Merrick White       | 5         | 5            | 5        | 2             | 4     | 21    |
| @ashdonielle             | Ashley Donielle     | 5         | 5            | 5        | 1             | 4     | 20    |
| @lauren.clutter          | Lauren Clutter      | 4         | 4            | 3        | 5             | 4     | 20    |
| @tannermmann             | Tanner              | 4         | 4            | 5        | 3             | 3     | 19    |
| @lmaubreyjackson*        | Aubrey Jackson      | 4         | 4            | 3        | 4             | 4     | 19    |
| @maryorton               | Mary Orton          | 3         | 4            | 5        | 2             | 4     | 18    |
| @sallykim7*              | Sally Kim           | 2         | 4            | 4        | 5             | 3     | 18    |
| @christina_chaccour      | Christina Chaccour  | 4         | 4            | 4        | 1             | 4     | 17    |
| @lindyjboymom            | Lindy               | 4         | 5            | 3        | 1             | 4     | 17    |
| @gonzo_grown             | Katie Gonzalez      | 4         | 4            | 4        | 1             | 3     | 16    |
| @makenzieraewilson       | Makenzie Wilson     | 3         | 3            | 3        | 5             | 2     | 16    |
| @thesingleton.six        | Stephanie           | 4         | 3            | 4        | 1             | 4     | 16    |
| @trendyheldi             | Heidi               | 3         | 4            | 5        | 1             | 3     | 16    |
| @thewhimsysoul           | Kara Harms          | 1         | 4            | 4        | 5             | 2     | 16    |
| @daniellemanns27         | Danielle Manns      | 3         | 4            | 5        | 1             | 3     | 16    |
| @maddison__lynn          | Maddison            | 2         | 4            | 3        | 5             | 2     | 16    |
| @styleatacertainage      | Beth Djalali        | 2         | 3            | 5        | 3             | 3     | 16    |
| @lifebeginsafter50       | Gail                | 4         | 4            | 3        | 1             | 4     | 16    |
| @tylynnnguyen*           | TyLynn Nguyen       | 2         | 4            | 5        | 1             | 4     | 16    |
| @heatherpoppie           | Heather Coates      | 2         | 4            | 5        | 1             | 3     | 15    |
| @corporatecatwalker      | Emily               | 3         | 5            | 3        | 1             | 3     | 15    |
| @confessionsofasuperager | Isabella            | 4         | 4            | 3        | 1             | 3     | 15    |
| @doellingcarolyn         | Carolyn Doelling    | 5         | 3            | 1        | 1             | 5     | 15    |
| @awellstyl edlife        | Jennifer Connolly   | 2         | 3            | 3        | 3             | 3     | 14    |
| @thesilverstylist        | Lisa Hale           | 3         | 3            | 3        | 1             | 4     | 14    |
| @rocamoons               | Mona-Jane Hannemann | 2         | 4            | 5        | 1             | 2     | 14    |
| @werethewolffs           | Ally                | 4         | 4            | 3        | 1             | 2     | 14    |
| @aalexisnicole*          | Alexis Nicole       | 2         | 4            | 4        | 1             | 2     | 13    |
| @crystallmuguerza*       | Crystal Muguerza    | 1         | 4            | 3        | 3             | 1     | 12    |
| @excusemygrandma         | Gail                | 2         | 2            | 1        | 5             | 2     | 12    |
| @sara.well               | Sara Well           | 3         | 3            | 2        | 1             | 2     | 11    |
| @littlegraythread*       | Jenielle Gray       | 2         | 1            | 3        | 2             | 2     | 10    |
| @ktmaviglia_             | Kt Maviglia         | 1         | 4            | 1        | 1             | 2     | 9     |
| @misstieraney *          | Miss Tieraney       | 1         | 2            | 1        | 3             | 2     | 9     |
| @summerwintermom         | Carolyn             | 1         | 2            | 1        | 3             | 1     | 8     |

[Influencer Ranking Excel](#)

| Color Key     |  |
|---------------|--|
| Moms          |  |
| Travelers     |  |
| Professionals |  |
| Seniors       |  |
| *POC          |  |

## EXPLANATION

### 1. Total (Point Value)

Influencers are ranked based on the criteria developed in the ranking system & totaled up. The highest ranking influencers are at the top.

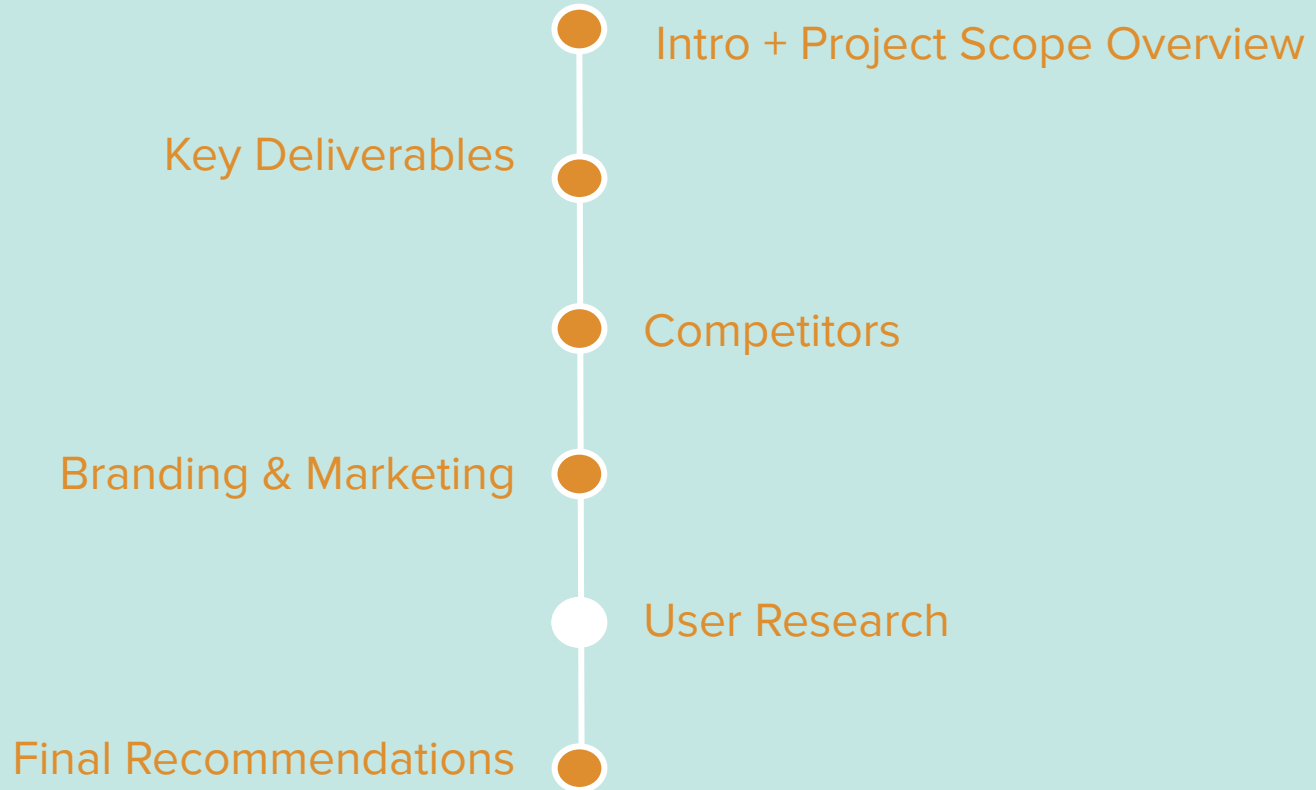
### 2. Color Coding

Influencers are color coded based on their influencer persona category.

### 3. POC influencers are starred

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# Presentation Agenda



# External User Research Questions & Goals



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Survey Responses

## TOPICS

### DEMOGRAPHICS

*Understand where customers are coming from*

### BUYING HABITS

*Understand the consumers buying habits especially through social media marketing*

### PRICING

*Understand how much customers are willing to pay*

### COMPETITORS

*Understand consumer trends in terms of L&L's competitors*

Potential Livie & Luca Women's Shoes Buyers

Two separate surveys to focus on current and potential customers

Sent through social media platforms using Qualtrics

## QUESTIONS

*"Do you identify as female?"*

*"What is your age and what state do you live in?"*

*"Have you bought a product through a social media influencer?"*

*"How often do you buy a new pair of shoes?"*

*"How much are you willing to pay for these 3 flats?"*

*"What price-point on average do you spend on shoes?"*

*"What brands do you usually buy shoes from?"*

*"What value propositions do you look for when buying shoes?"*



# External Survey Results



## Location

**91.14%** of respondents are from **California**

**7** respondents located **outside of the US**



## Demand

The most popular shoe styles are **sneakers** (34.67%), **sandals** (14.67%), and **booties** (13.33)

**12** respondents were interested in **purchasing flats**



## Price

**\$47.60** is the average price respondents are willing to pay for L&L flats

Minimum Average was **\$20** and Maximum Average was **\$125**



## Desirability

**56.41%** of respondents most value comfort and **28.21%** most value style when purchasing shoes

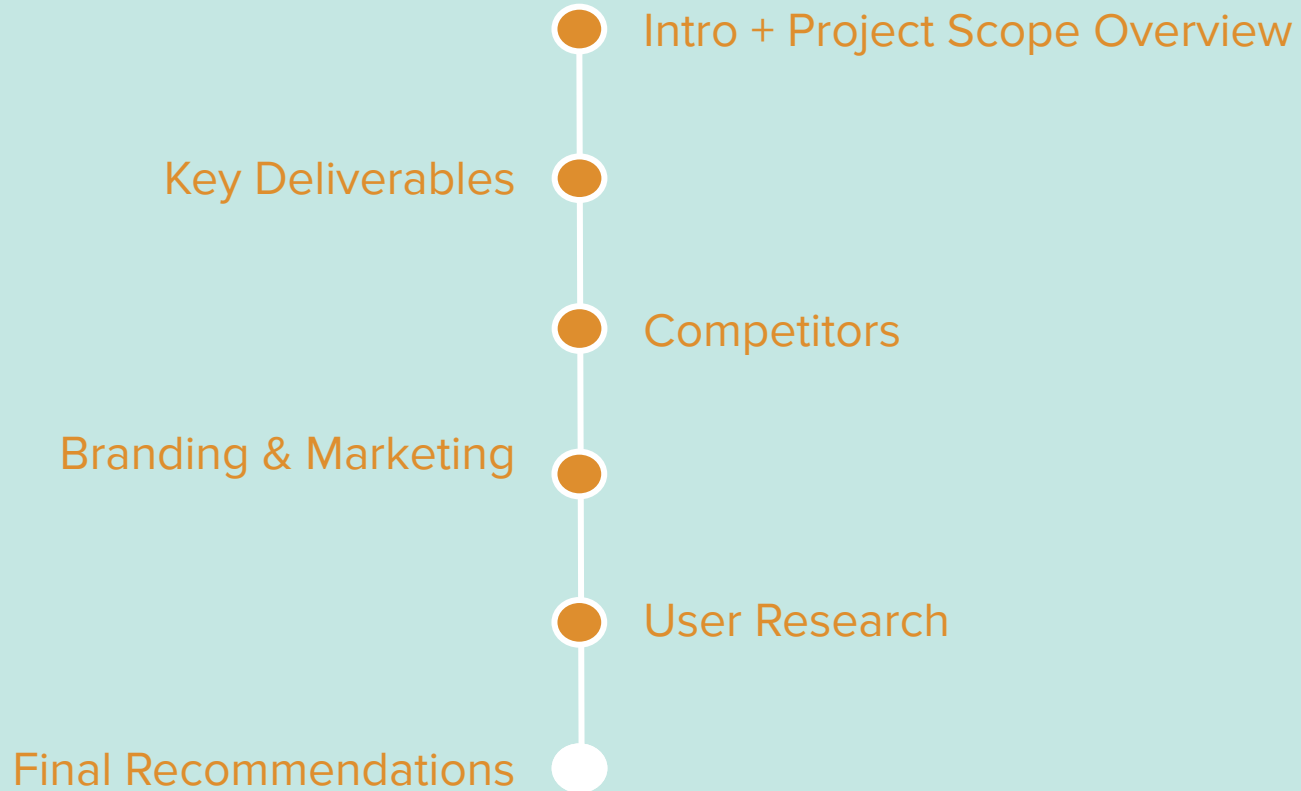
**Majority** of respondents **purchase** shoes **semi-annually**

Overall, the survey results indicate that **younger people (ages 18-24)** have a **lower price point**, and are **interested** in what's **trending**, **comfortable**, and **stylish**.



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# Presentation Agenda



# Recommendations



## MARKETING BUDGET



Increase marketing budget **from 10%** of sales to **12-16%** of sales each month



## TRADEMARK THEIR SHOES



Get Polilla trademarked through [uspto.gov](https://www.uspto.gov) to **protect the brand name** and logo on the shoes. Submit the TEAS plus application for only \$250.



## PRODUCT DIFFERENTIATION



Provide customers with a **unique experience**, **increase brand recognition** through innovative marketing and developing pricing strategies



## PARTNER WITH INFLUENCERS



Based on the influencer ranking for each of the 4 target customers, **reach out to the influencers** and maintain a good relationship with them.



## SURVEY RESPONSES



Develop a plan to **implement survey feedback** from current and potential customers

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# What We Learned

1

It is important to **communicate** with the client for the **best** outcomes. We found it helpful to send out **weekly agendas** and **summaries** before and after each meeting to keep us **organized** and for us to have more of an **open** communication with L&L.

2

Throughout the semester, we found learning about **Google Analytics** super useful. This gave us an opportunity to really look **behind the scenes** and gain **insight** into Livie & Luca's **statistics** and **marketing** analysis.

3

As students, it was a learning experience on how a company launches a **new product**. Gained **insightful** knowledge on how **decisions** get made.

4

Through the meetings, not only did we learn a lot about the shoes, but through benchmarking different competitors, we were also able to learn so much about the **shoe industry**.



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LIVIE & LUCA  
WOMEN

Thank You!

# Appendix

- Fit Finder Analytics found on Princess Polly:  
[https://www.fitanalytics.com/fit-finder?utm\\_term=fit%20finder&utm\\_campaign=AW\\_NU\\_US\\_CL\\_Brand\\_e\\_n\\_GSN\\_DTMB\\_CPC\\_Exact&utm\\_source=adwords&utm\\_medium=ppc&hsa\\_acc=1469216329&hsa\\_cam=2064779708&hsa\\_grp=76941147315&hsa\\_ad=519407507745&hsa\\_src=g&hsa\\_tgt=kwd-336378541572&hsa\\_kw=fit%20finder&hsa\\_mt=e&hsa\\_net=adwords&hsa\\_ver=3&gclid=Cj0KCQiAzMGNBhCyARIsANpUkzPHA2JGb9yQdfX3RFU1aJCwm0ycDDb5VDrJoaVoMy9HVXnw1IS-J4waAsyiEALw\\_wcB](https://www.fitanalytics.com/fit-finder?utm_term=fit%20finder&utm_campaign=AW_NU_US_CL_Brand_e_n_GSN_DTMB_CPC_Exact&utm_source=adwords&utm_medium=ppc&hsa_acc=1469216329&hsa_cam=2064779708&hsa_grp=76941147315&hsa_ad=519407507745&hsa_src=g&hsa_tgt=kwd-336378541572&hsa_kw=fit%20finder&hsa_mt=e&hsa_net=adwords&hsa_ver=3&gclid=Cj0KCQiAzMGNBhCyARIsANpUkzPHA2JGb9yQdfX3RFU1aJCwm0ycDDb5VDrJoaVoMy9HVXnw1IS-J4waAsyiEALw_wcB)
- Instagram Statistics to maximize engagement:
  - Post 2x a week
  - Post stories 2x a day
  - There is a sweet spot, some sources say to post up to once a day. The important thing is to keep things interesting to keep your followers wanting more
- You can post more than this, but you want to be careful with over posting because this can cause a decrease in engagement

Sources: [How Often to Post to Social Media in 2021](#), [9 Tips to Improve Your Instagram Engagement](#), [23 Powerful Tips to Increase Instagram Engagement in 2021](#)