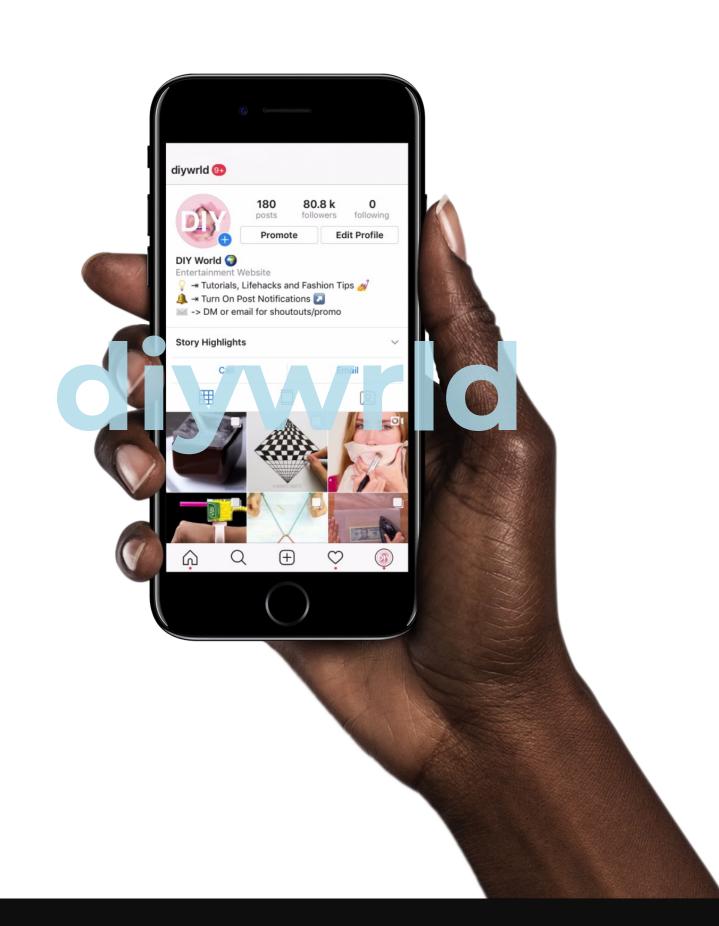
VIRAL INSTAS



Overview

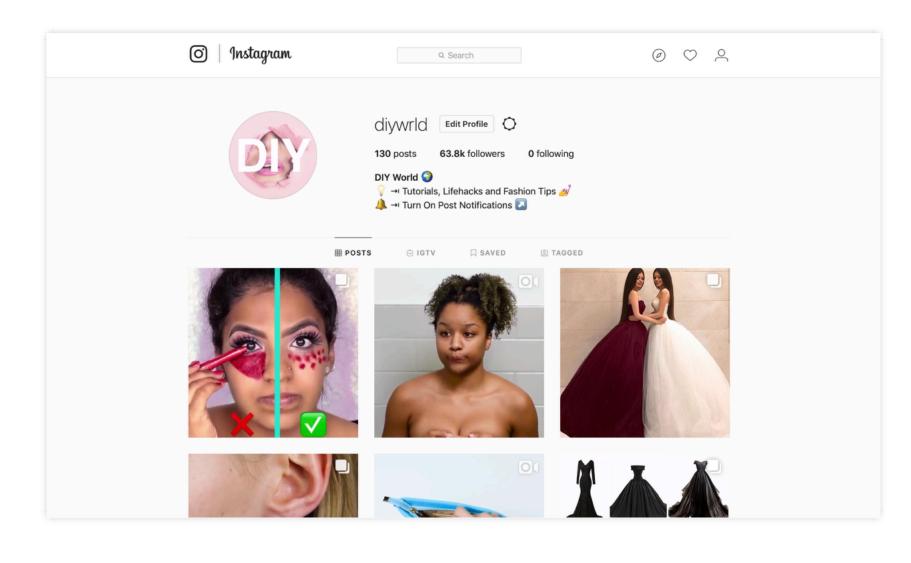
The client had aspirations of growing their current audience to put DIY e-commerce products in front of, for their upcoming ecommerce store. In addition to developing the required knowledge of the product/ industry, this plan consisted of finding 10 pieces of DIY content to curate, daily, that was currently performing above average in terms of engagement within the niche. (which included finding and posting content that recently started going viral in the DIY niche with call to actions encouraging engagement and new follows, along with relevant hashtags that worked in correlation with the account's size and engagement ratio.)

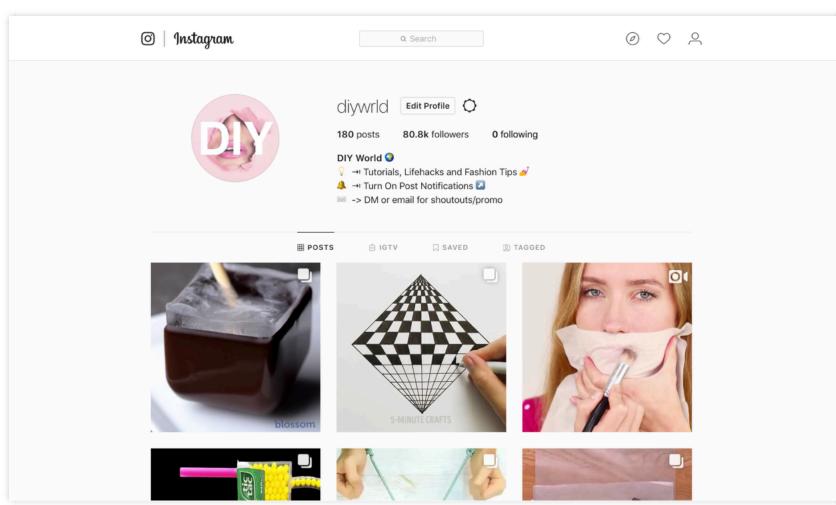
Results

This resulted in an increase of 17,212 followers related to the DIY niche and a increase in engagement on a already well managed account while under management for the period of one month. The client was pleased with the results and opted to instead resell the account to another party.

Niche

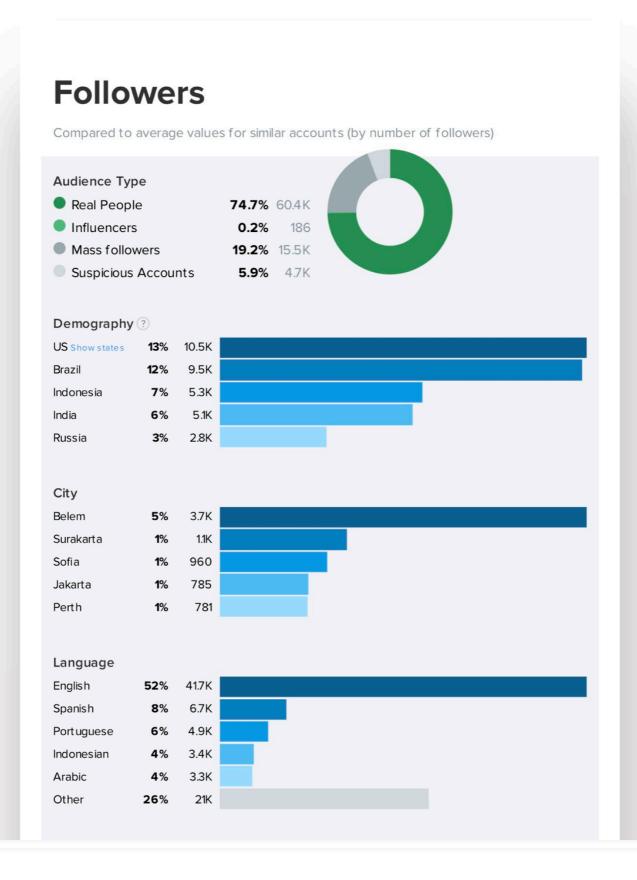
DIY

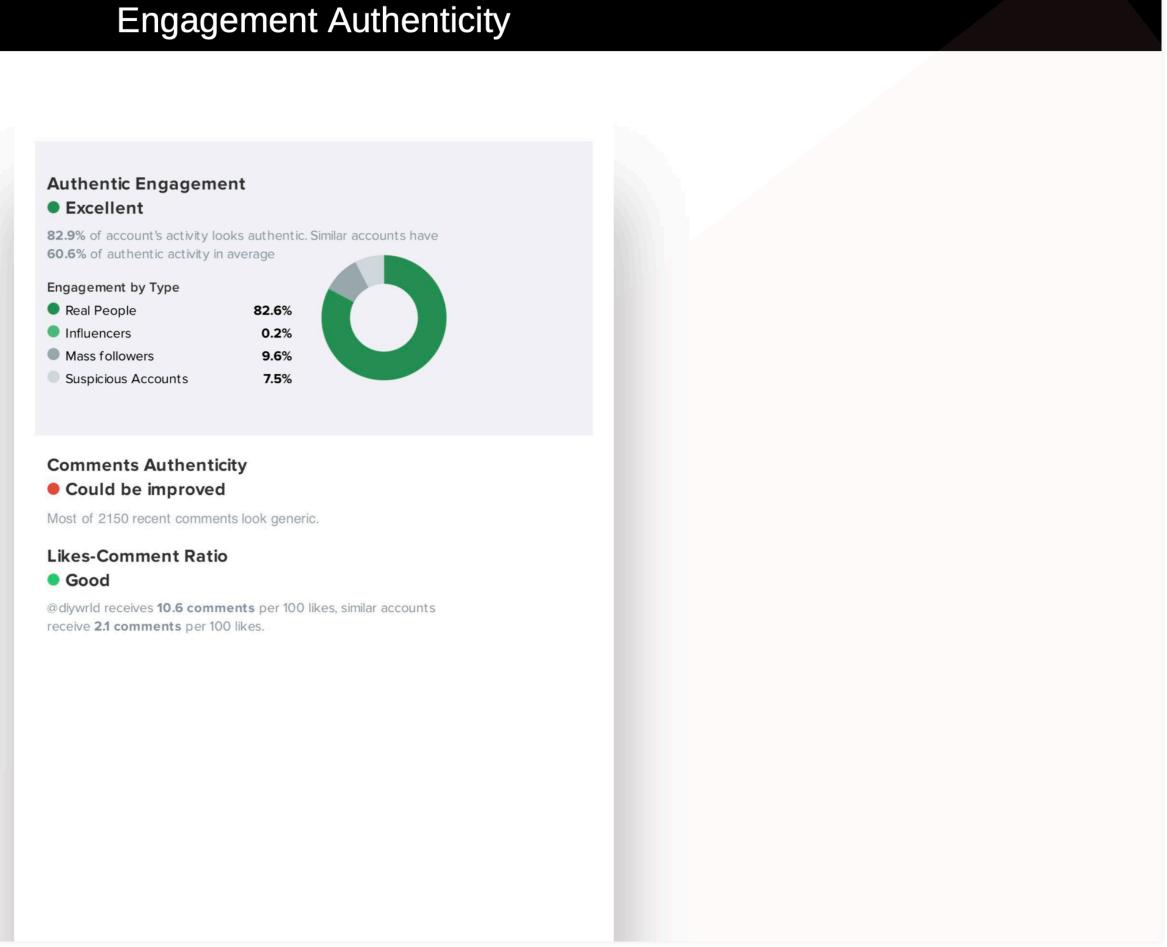




Growth Age Male 31% Female 69% 0.38% 0.73% 0.14% 0.05% 0.03% 0% 45-54 13-17 **Followers Reachability** Excellent 80.8% of followers have less than 1500 followings, similar accounts have 61.8% in average **Followers Quality** Excellent 74.9% of followers look authentic, similar accounts have 53.3% of authentic followers on average Followers & Following +16,958 followers last 4 weeks +20.98% 80k -1k -1. Oct

Follower Quality







View all 146 comments

 \Diamond



