



SMO Case Study

50% GROWTH ON INSTAGRAM
IN 30 DAYS



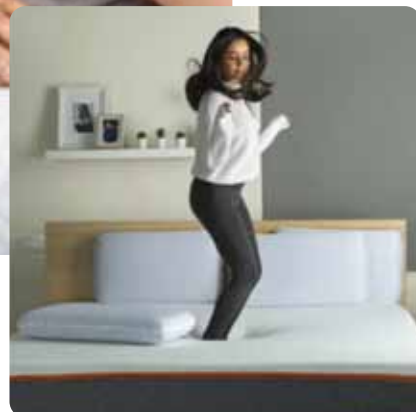
Kitchen



Pillows



Home Fitness



Mattress

Role

Social media manager for this brand.

Project Goal

Here's a case study based on the work we did for a newly launched ecommerce store. Our goal was to increase the followers to get the leads from Facebook & Instagram.

Intro of the client

The client's name is Krishna k from the USA. The job was "Looking for social media manager to managesocial media channels". We started working on this project on 14th December 2020 and currently, the project is ongoing.

About the Brand

SOLARA is based out of Silicon Valley USA with roots in India. They basically sell products like mattresses, pillows, kitchens and related to home fitness categories.

Client's Expectations

The core objective of the client was to enhance brand awareness on social media and converting social followers into qualified leads.



Challenges

The major challenge was to get the highest followers (100-150) and more leads on weekly basis. It was hard to meet these requirements as the account was fully new and we are not allowed to perform activities in bulk.



Our Strategy

It was very difficult to achieve new followers at the start. So for 2 weeks, we started working organically but didn't get the followers much. So, we changed our strategy and started running the competition like Giveaways, in which the client gives the gifts for free who participate in this competition and fulfill all the requirements.

Also, through boosting up the Giveaway posts, we got so many new followers in another 2 weeks because the audience likes to participate in such contests.

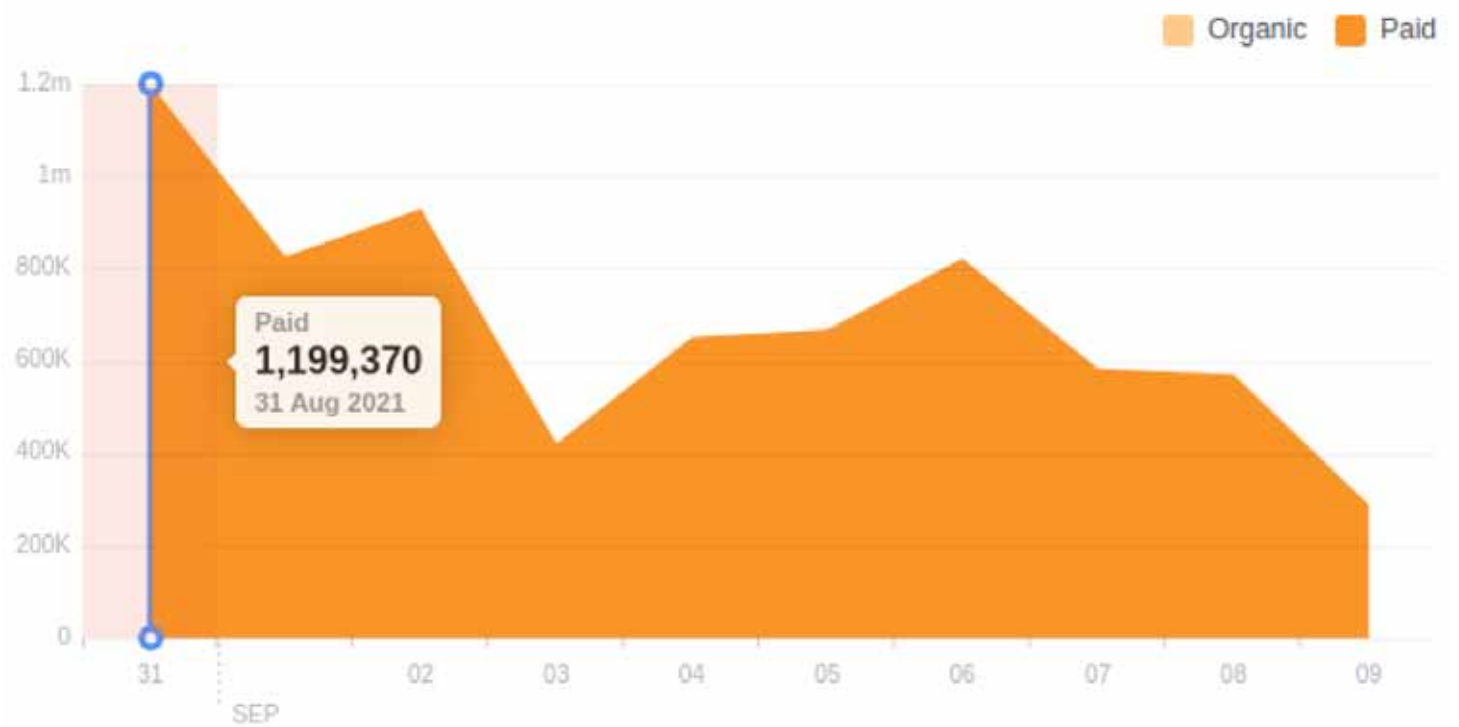
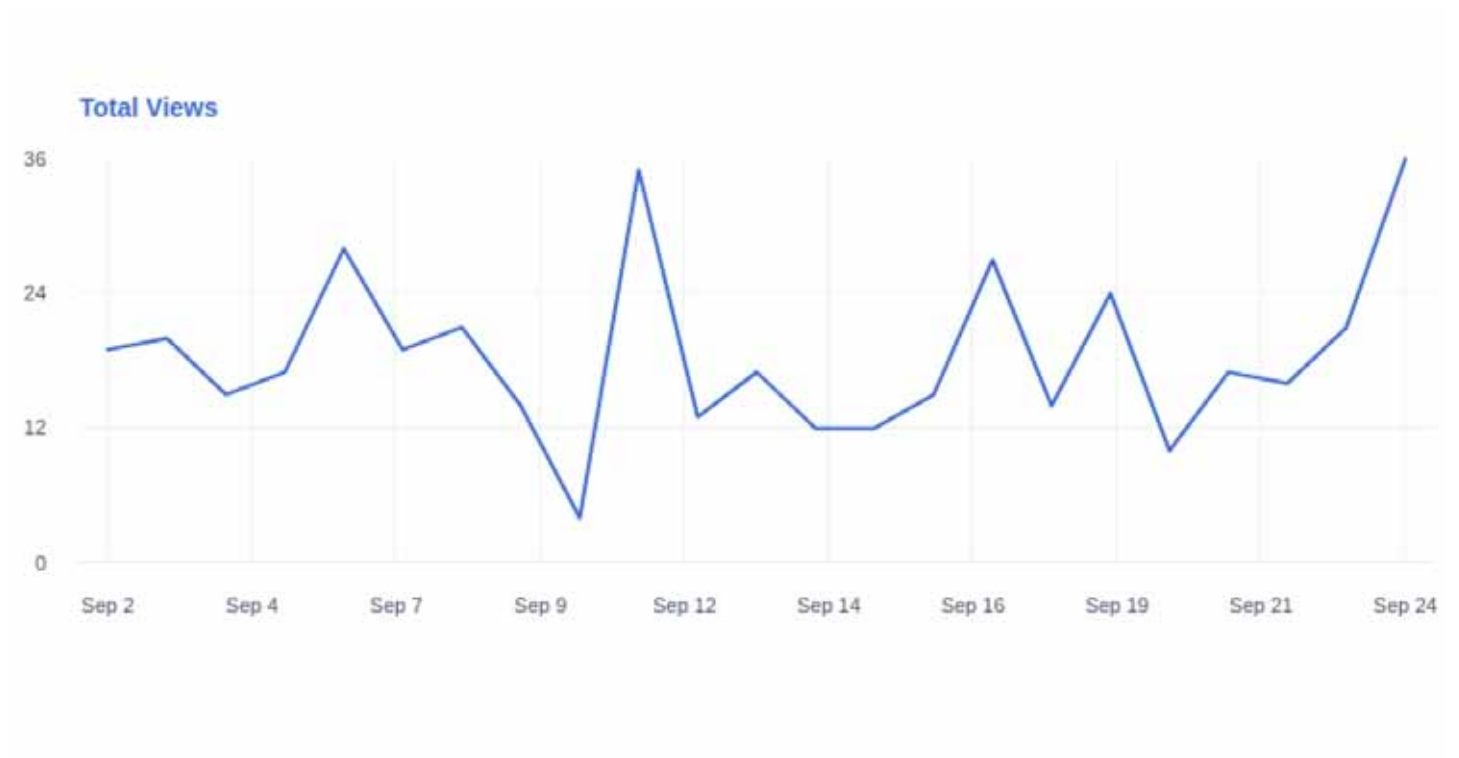
Our strategy was to run 1 giveaway every week for few weeks so that we can actually get the desired followers organically.



Activities that we perform on this account daily:

- Content creation for each social platform.
- Creation of engaging graphics.
- Research Trending hashtags for each post daily.
- Daily Creation of stories.
- Run the promotions for Giveaways.
- Work on engagement activities: likes & comments.
- Social listening and community management and engagement.

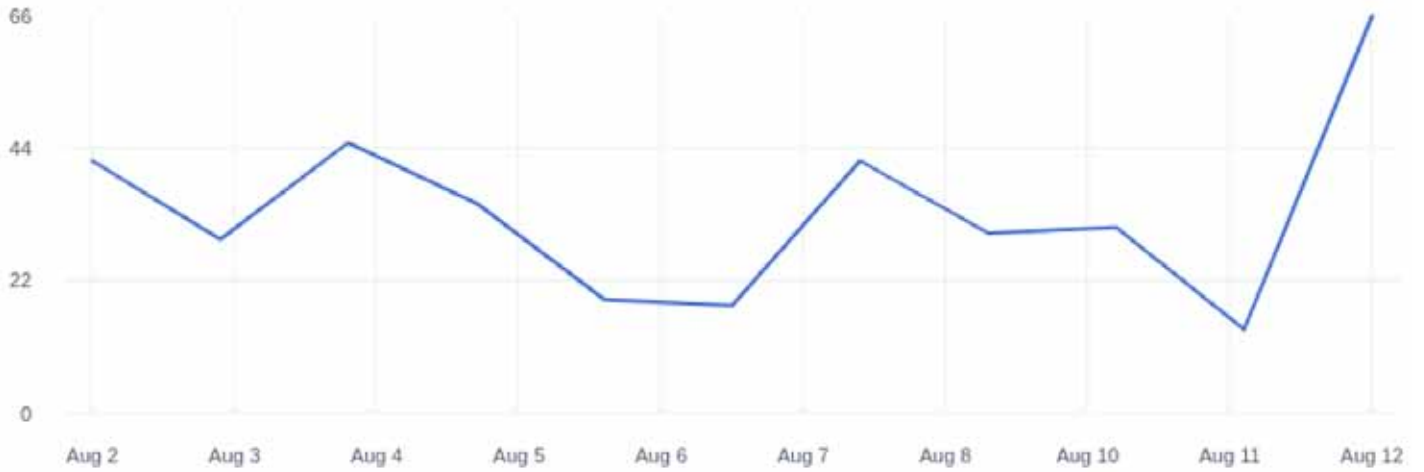
Results



Results

Total views By section

Total Views



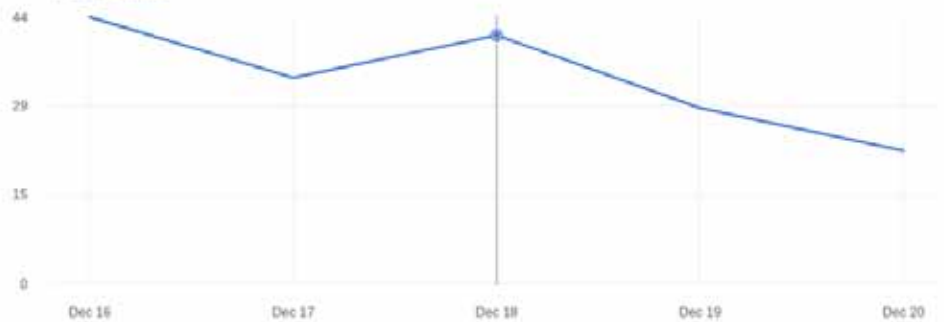
Solara Home - Page insights

Page insights

- Shops
- Likes
- Reach
- Page views**
- Actions on Page
- Posts
- Product-tagged posts

Total views By section

41 Total Views



Total people who viewed

By section By age and gender By country By city By device

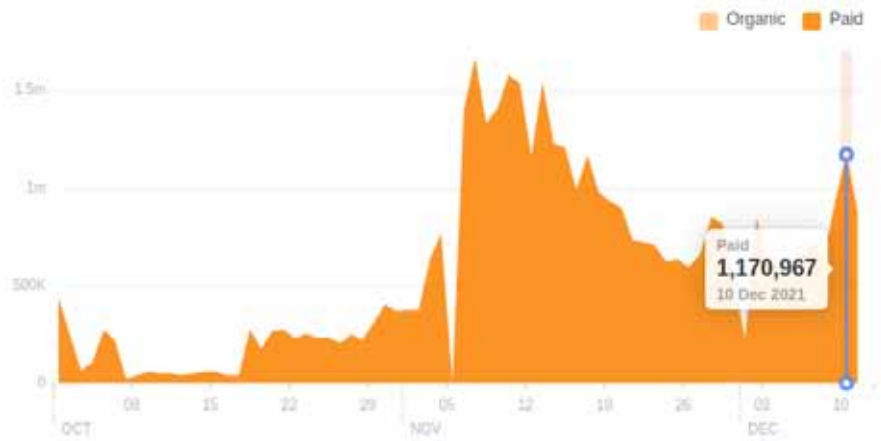
Results

Solara Home › Page insights

Page insights

- Overview
- Business Suite
- Creator Studio
- Followers
- Ads
- Shops
- Likes

The number of people who saw any of your posts at least once. This metric is estimated.



Recommendations

This chart shows the number of times that people have recommended your Page in posts and comments.

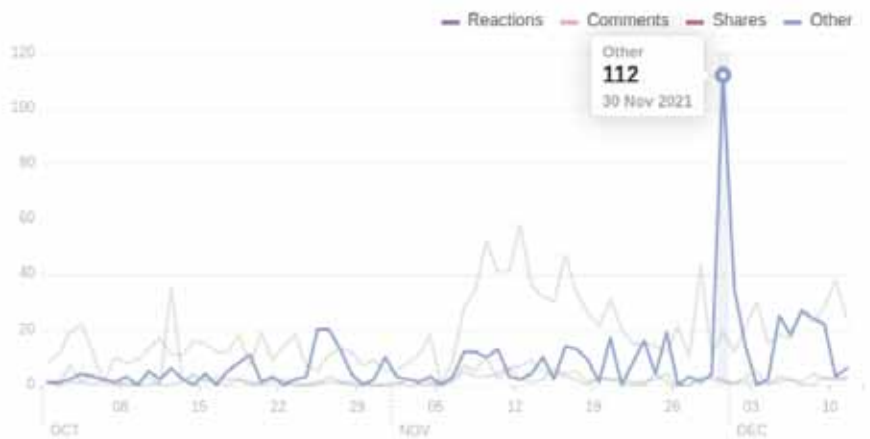
Solara Home › Page insights

Page insights

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Reactions, comments, shares and more

These actions will help you reach more people.



Reactions

Likes and other ways in which people react to your Page posts.

Before Starting the project



After 3 Months



After 6 Months



The screenshot shows the Instagram profile for 'solaraindia'. The profile picture is a circular logo with a sun and green leaves, and the word 'SOLARA' below it. The bio includes the text 'Solara India', 'Shopping & retail', and a description of their products. The follower count is highlighted with a red box.

solaraindia Follow ▾ ...

391 posts **6,546 followers** 344 following

Solara India
Shopping & retail
Designed for durability, crafted for comfort, and made for the finest sleep. SOLARA's mattresses & pillows are made of premium quality material 🍌
www.solara.in/collections/all-together/products/memory-foam-mattress-ortho...

Current Stats



The screenshot shows the current Instagram profile for 'solaraindia'. The profile picture is the same as in the previous screenshot. The bio is identical. The follower count is now 10.3k, highlighted with a red box. Below the bio is a menu of seven categories, each with an icon and a label.

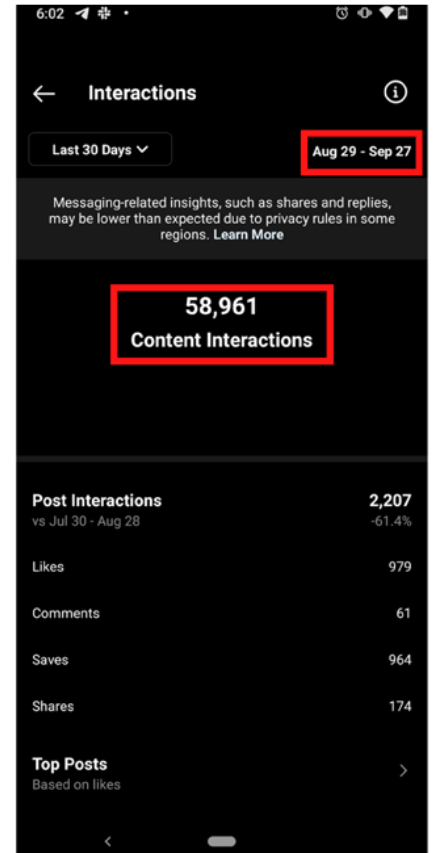
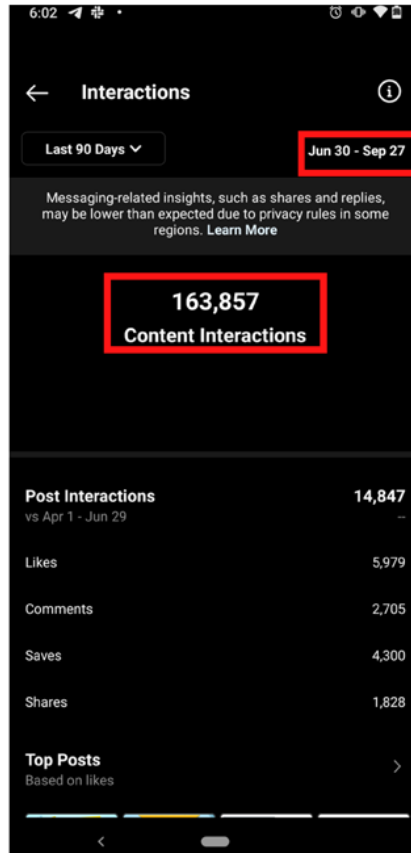
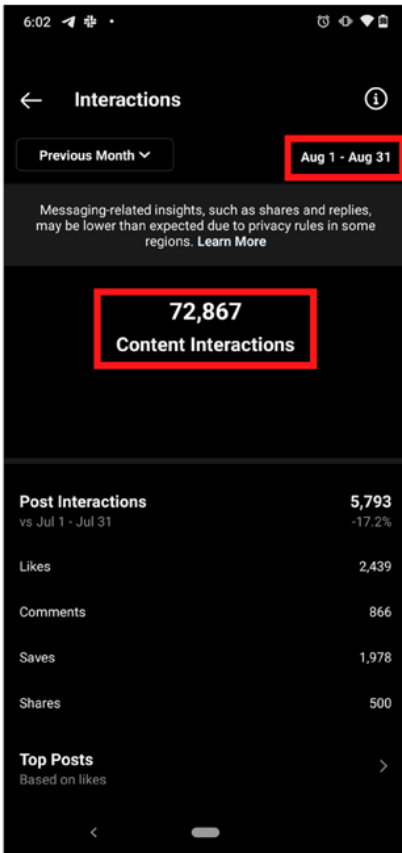
solaraindia Follow ▾ ...

513 posts **10.3k followers** 181 following

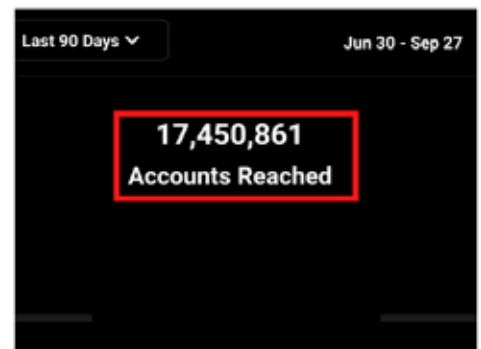
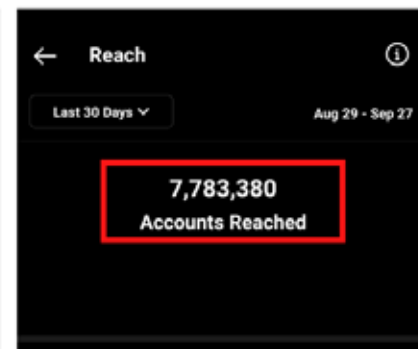
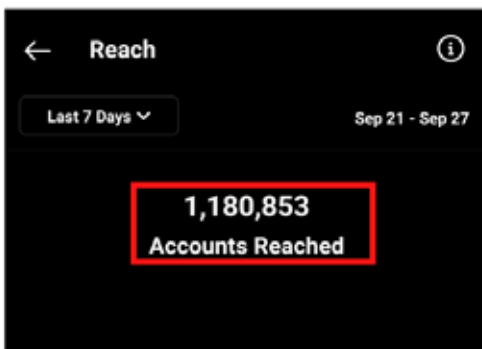
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- Sleep Tips
- Bamboo P...
- Home Kitc...
- Giveaways
- Mattresses
- Reviews
- Q & A

Content Interactions



Content Interactions



Content Interactions

Engagement

Custom ▾

Dec 1 - Dec 21

Messaging - related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions.



Reach

Custom ▾

Dec 1 - Dec 21





By using the described strategy, we were able to grow the Facebook & Instagram accounts by approximately 50% and generated traffic for the store resulted in sales.

We were confident about our strategy and after 1 year of hard work, we have reached 10.3k followers.

 SOLARA®