



SOCIAL MEDIA

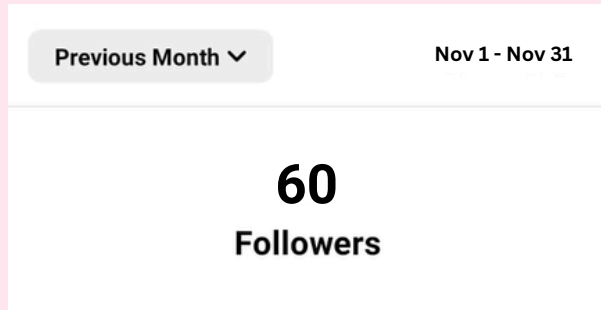
CASE STUDY (TRAVELINGO TOURS)

20 DEC 23 - 31 DEC 23

LET'S START !!!

INSTAGRAM

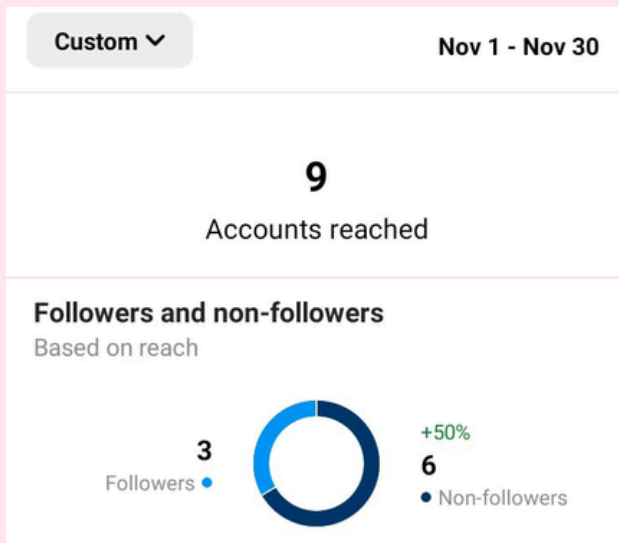
1 TO 30TH NOVEMBER Followers



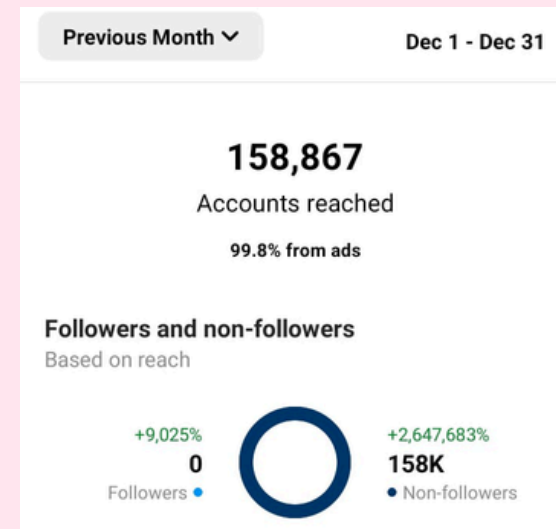
1 TO 31ST DECEMBER Followers



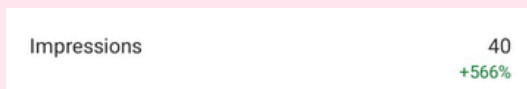
Account Reach



Account Reach



Account Impression



Account Impression



INSTAGRAM

1 TO 30TH NOVEMBER Account Engagement

Custom ▾

Nov 1 - Nov 30

5

Accounts engaged

Followers and non-followers

Based on accounts engaged



Profile Visits

Profile activity ⓘ

vs Oct 2 - Oct 31

11
+450%

Profile visits

11
+450%

1 TO 31ST DECEMBER Account Engagement

Previous Month ▾

Dec 1 - Dec 31

3,941

Accounts engaged

Followers and non-followers

Based on accounts engaged



Profile Visits

Profile activity ⓘ

vs Nov 1 - Nov 30

5,549
+50,345%

Profile visits

5,549
+50,345%

BRIEFING



Objectives

- To use social media Platforms to aware people and add curiosity amongst Youngster.
- Use instagram ads to reach more people and build Trust.
- Build a consistent brand identity through visually appealing content.



Challenges

- Had challenges while shooting and editing the sponsors videos.
- Identifying and reaching the right audience was difficult.



Strategies

- Invested in a paid promotion and collaboration with sponsor.
- Showcase whole event day by day to build trust an add curiosity amongst youngster.
- Utilized analytics tools to understand our audience and tailor content to their preferences.

RESULTS

- **Organic** as well as **paid** reach increased by **average 97%** in 1 month i.e. from 1st November 2023 to 31st December 2024.
- Instagram **Followers** increased in 1 month from 60 to 397 i.e we have gained 337 **Followers**.
- More than **50+** queries from **Instagram** in the past 1 month.