

Immerse Media

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Social Media Case Study

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Who Am I?

My name is **Jay Raja**. I'm a **Digital Marketing Specialist** from Leicestershire.

I've been doing Social Media Marketing and Management for over 5 years now, working with a number of clients in many different industries.

In this document, you will find some of the results I have achieved from working with my clients.

Want to replicate the same results? Get in touch with me.

You can catch me on email at jay@immersemedia.co.uk or on mobile at **+44 (0) 7908 549 702**.



Social Platform: Instagram

Date Started: April 2018 - 2019 Present

Instagram: [@LoopKingLaces](https://www.instagram.com/LoopKingLaces)



What They Do:

Loop King Laces are a luxury shoelace supplier for both B2B and B2C.

What We Decided:

Being a highly visual product, our marketing efforts were focussed on Instagram. The social platform is known for its imagery and naturally made sense to start our strategy here. On top of this, the research we carried out showed that Loop King Laces' target audience were all based on this platform.

How We Did It:

We decided that using Instagram influencers was the very best way to capture Loop King Laces' products whilst simultaneously building an audience from already established sneaker based Instagram accounts. This gave Loop King Laces immediate authority in the sneaker industry, raising awareness from both B2B and B2C clientele.





Instagram Metric Growth



Followers in April 2018
2,098

Followers in April 2019
19,164

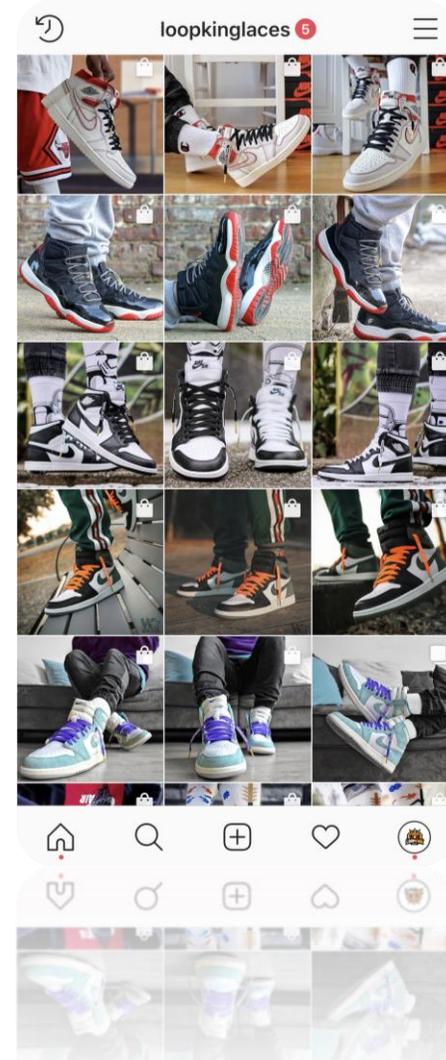
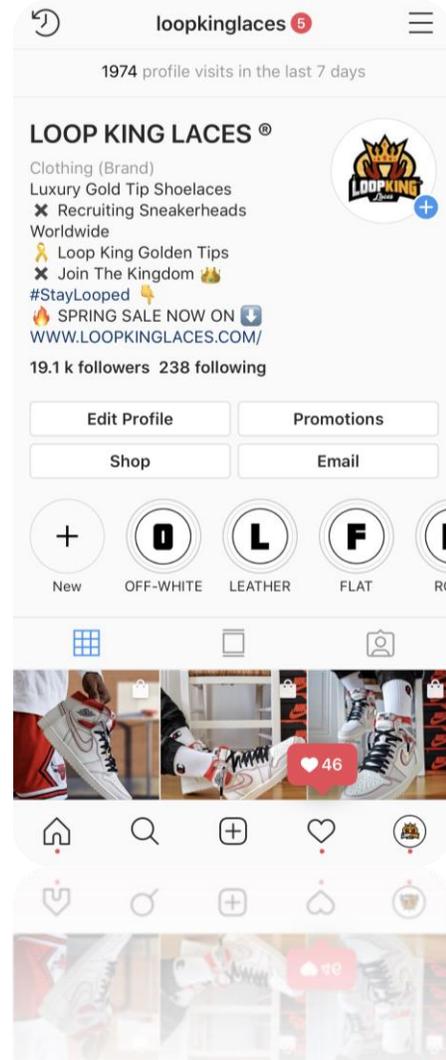
A huge increase in followers over a 12 month period was achieved by engaging with the customers of our top 5 competitors through systematic processes on a machine learning system. A 17,000+ increase in followers has been counted as a record in the shoelace industry over a full year.



Average Likes Per Post In April 2018
67

Average Likes Per Post In April 2019
613.6

Likes per post is a huge importance in perceived value for a business on Instagram. Understanding this, we performed manual interaction with target customers, liking their post and betting on them following us, and liking our posts back. This huge effort paid off and the results are easily visible.



Followers Gained Per Day

| DATE | | FOLLOWERS |
|----------------|-----|-----------|
| 2019-03-21 | Thu | - |
| 2019-03-22 | Fri | +52 |
| 2019-03-23 | Sat | +65 |
| 2019-03-24 | Sun | +69 |
| 2019-03-25 | Mon | +46 |
| 2019-03-26 | Tue | +45 |
| 2019-03-27 | Wed | +76 |
| 2019-03-28 | Thu | +112 |
| 2019-03-29 | Fri | +38 |
| 2019-03-30 | Sat | +67 |
| 2019-03-31 | Sun | +32 |
| 2019-04-01 | Mon | +40 |
| 2019-04-02 | Tue | +43 |
| 2019-04-03 | Wed | +36 |
| Daily Averages | | +57 |

Monthly Averages **+1,710**

Next Page For More Metrics



Instagram Metric Growth

Picture taken by Instagram Influencer

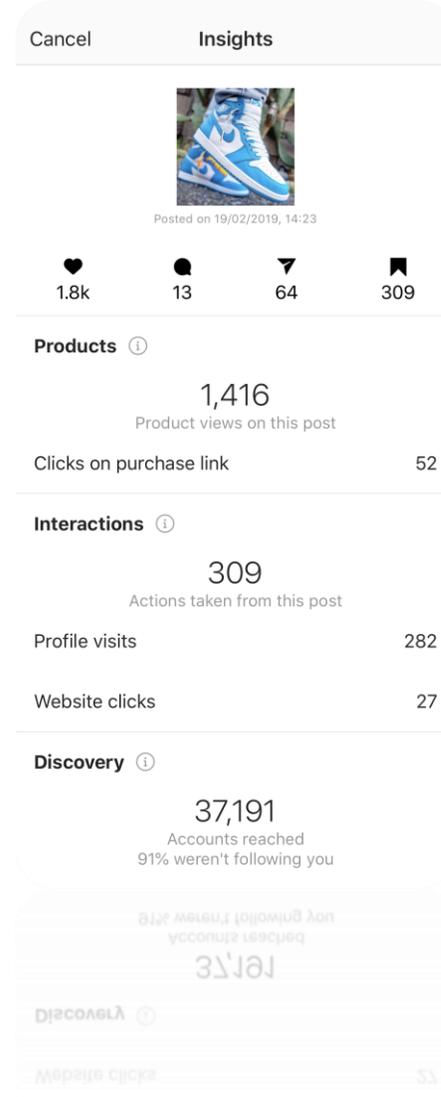
I developed a strategy to commission the influencer for taking the product pictures while also advertising it on their Instagram channel as well as on our own channel.

This gained us brand exposure as well as an automated strategy to our content on an expert level, making Instagram a user-generated platform for the business.

Caption for the post

We decided the caption for our posts would entail the type of sneaker the shoelaces were on, the product title, the influencer, and finally a branded hashtag which the company is now known for.

This is the guideline the business now sticks to for all posts after a tried and tested approach to different captions.



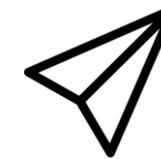
Metrics for One Post



1,778 People Liked



13 People Commented



64 People Shared



309 People Saved

This post led to **52** people clicking the "Purchase" link on Instagram.

As well as **27** people clicking straight to website from this one post.

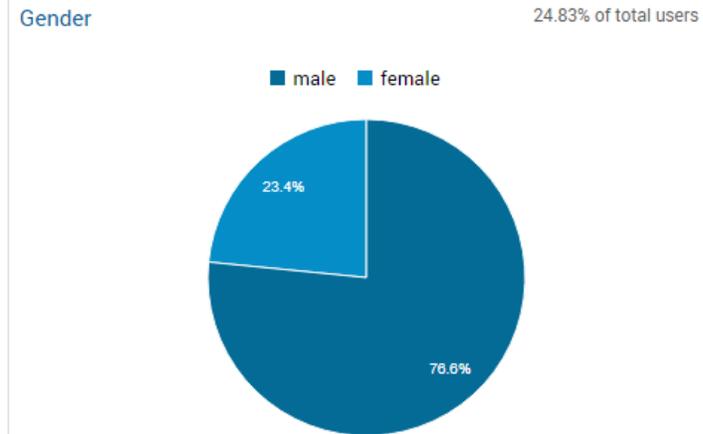
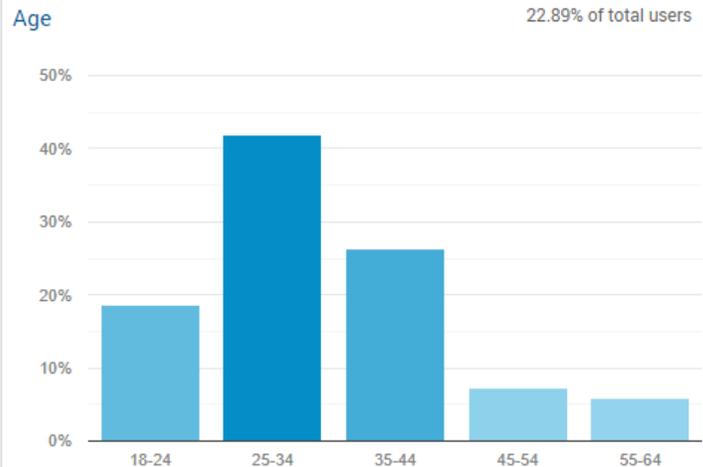
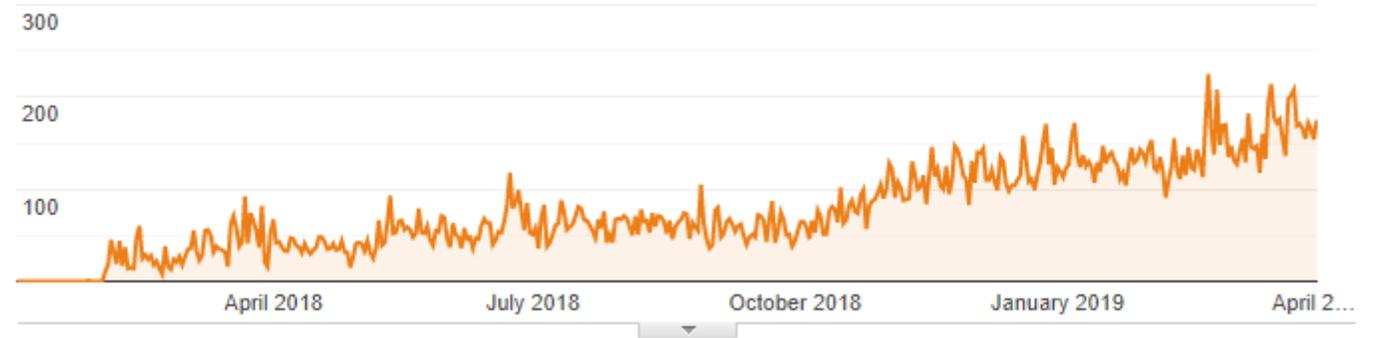
37,191 people had seen this post, where **91%** of those people were people new to the Instagram channel.



Website Stats

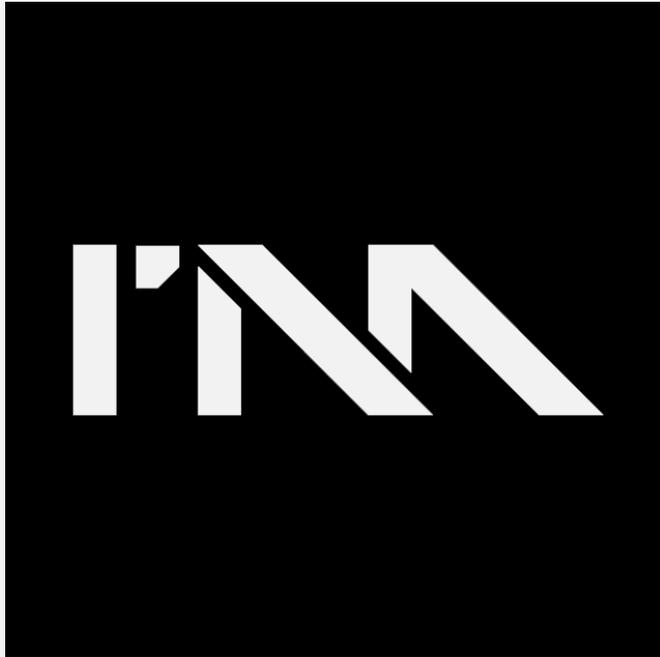
Growth in website traffic through Social Media

The graph on the right shows the growth in traffic for the website purely from social media since we started working with the company (April 2018), until the present day (April 2019). A huge increase that has led to thousands of conversions and an immense level of brand exposure, properly establishing this business.



Understanding the target audience

Using Social Media to drive traffic to the website, we understood the businesses target audience from tracking software Google Analytics. Translating this to the business helped them to understand the customers behind their products.



Thank You For Viewing

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Feel free to get in touch with me at
any time.

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