

CASE STUDY



O₂ IAS ACADEMY



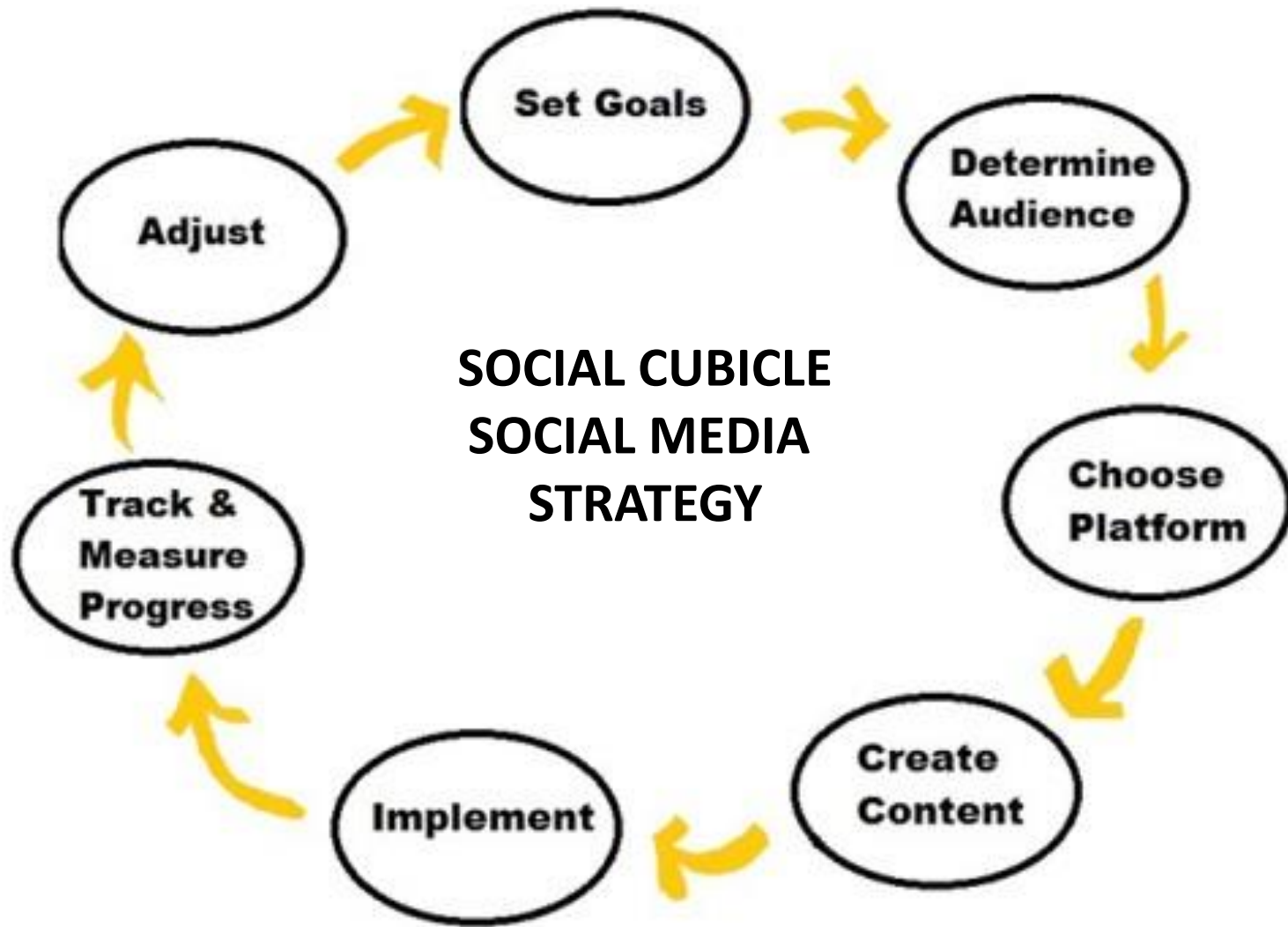
CLIENT OBJECTIVES

- Increase brand awareness
- Drive traffic to website
- Generate new leads
- Grow revenue (by increasing sign ups or sales)
- Engaging post for likes, shares and comments.
- Effective social media customer service
- Increase reach, impression and views on daily content

OUR CHALLENGES

- Turning followers into customers
- Managing time and productivity
- Creating an effective cross-channel strategy
- Increasing reach through shares
- How to be different from competitors
- The constant decrease of organic reach
- Providing ROI from Social Media

OUR STRATEGY



GROWTH REPORT

Export Data

Page summary Last 28 days

Results from 11 Oct 2019-7 Nov 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone and activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

10 October - 7 November

2

Total actions on Page 100%



Page Views

10 October - 7 November

134

Total Page views 212%



People viewed **212%** more of the page's profile

Page Previews

10 October - 7 November

9

Page previews 800%



Page Likes

10 October - 7 November

123

Page likes 2975%



Page likes increased by **2975%**

Post reach

10 October - 7 November

12,688

People reached 8415%



The number of people who saw post grow by **8415%**

Post reach

10 October - 7 November

Get story insights

Insights on how your Page's recent stories have performed.

[Learn More](#)

Recommendations

10 October - 7 November



We have insufficient data to select recommendations.

Post engagement

10 October - 7 November

696

Post engagement 1889%



People interaction with our post increased by **1889%**

Videos

10 October - 7 November

14

3-second video views 133%



Page followers

10 October - 7 November

129

Page followers 3125%



3125% increase in Followers

Orders

10 October - 7 November

0

Number of orders 0%



FOLLOWERS ANALYTICS

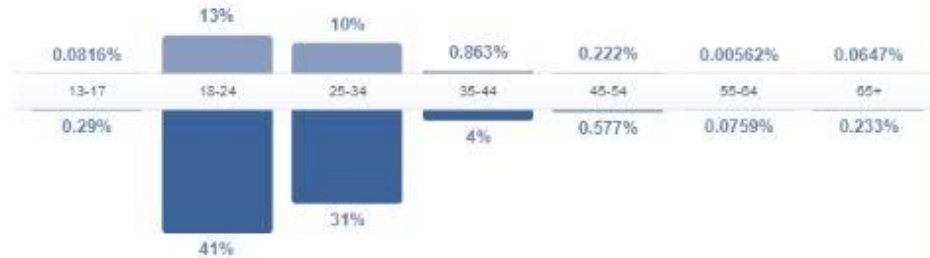
The people who follow your Page. This number is an estimate.

Women

24%
Your followers

Men

76%
Your followers



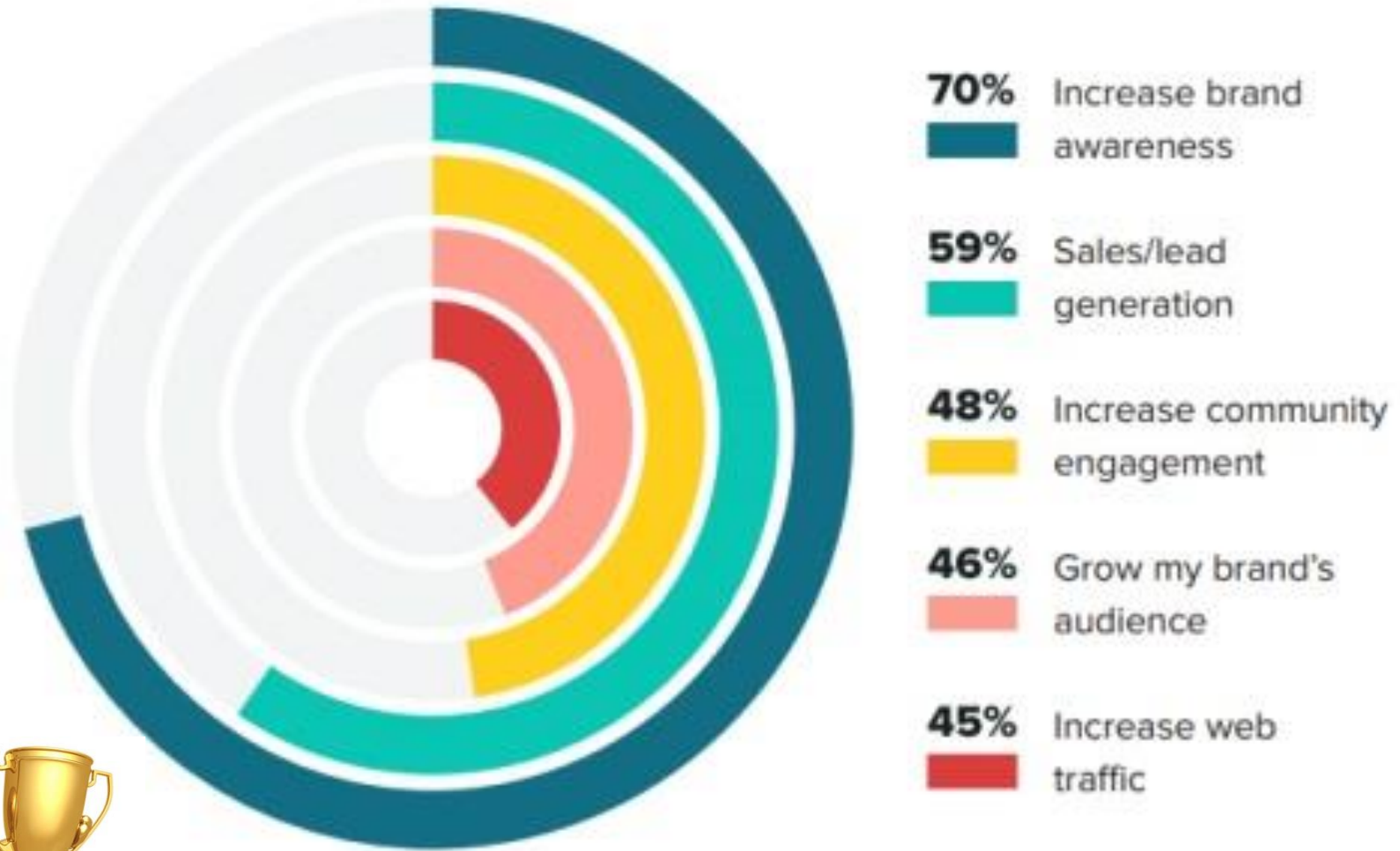
Country	Your followers	City	Your followers	Language	Your followers
India	34,089	Chandigarh, India	7,817	English (UK)	18,042
Canada	551	Jammu, Jammu and K...	2,643	English (US)	14,504
Australia	156	Shimla, Himachal Prad...	1,533	Hindi	1,991
United Arab Emirates	111	Delhi, India	1,321	Punjabi	849
United States of America	93	Patiala, Punjab region, ...	1,239	English (India)	47
Nepal	60	Mandi, Himachal Prade...	959	Urdu	29
Bangladesh	52	Srinagar, Jammu and ...	885	Bengali	21
New Zealand	40	Mohali, Punjab region,	873	Gujarati	9
Malaysia	33	Ludhiana, Punjab regio...	576	Nepali	7
Saudi Arabia	28	Ambala, Haryana, India	560	Spanish	6

See more


24% of page followers women

76% of page followers men


OUR ACHIEVEMENT




CONTENT THAT GOES VIRAL

 **O2IASAcademy** Boosted: N/A
 Dec 3 2019 3:32PM

- Khudiram Bose was a freedom fighter, who was born on 3rd December 1889. He was a Bengali Indian re...


 **O₂ IAS ACADEMY**

BIRTH ANNIVERSARY OF YOUNG REVOLUTIONARY





- Khudiram Bose was a Bengali Indian Revolutionary who opposed British Rule.
- Khudiram, along with Prafulla Chaki, attempted to assassinate a British judge, Magistrate Douglas Kingsford.
- At the time of his hanging, Khudiram was 18 years, 8 months, and 11 days old.
- He was one of the 2nd youngest revolutionaries of India.

17 Engagement +86%
 10 👍 0 💬 7 🔄
 +83% -100% +105%


 **O2IASAcademy** Boosted: N/A
 Dec 15 2019 9:00AM

National milk sample safety quality survey has been released by A) WHO B) Ministry of Health and F...


 **O₂ IAS ACADEMY**




13 Engagement +42%
 7 👍 0 💬 6 🔄
 +28% -100% +76%

 **O2IASAcademy** Boosted: N/A
 Nov 29 2019 12:02PM

A #fallstreak hole is a large gap, usually circular or elliptical, that can appear in cirrocumulus o...

 **O₂ IAS ACADEMY**

DID YOU KNOW



A FALLSTREAK HOLE is a large gap, usually circular or elliptical, that can appear in cirrocumulus or altocumulus clouds. Such holes are formed when the

13 Engagement +42%
 6 👍 0 💬 7 🔄
 +10% -100% +105%



**Social media is not just an activity;
it is an investment of valuable
time and resources**