

BRAND BUILDING THROUGH STRATEGIC SOCIAL MEDIA MARKETING & MANAGEMENT ON INSTAGRAM

AT A GLANCE



B ROYAL ACADEMY is an all-girls private school in Jacksonville, FL. It is a safe place thoughtfully designed for girls, creativity, and the cultivation of excellence. B Royal Academy comprises Performing Arts, Mentorship, and a Biblically-based foundation, perfectly infused with the academic structure your child needs to succeed.

L.E.A.D. MEDIA was brought on board to improve B ROYAL ACADEMY'S presence on Instagram over a three month period. The goal was to expose their community to this new private school experience and their enrollment process. During this period the academy wanted to enroll 40 new students and the goal was reached before the conclusion of our campaign.

STRATEGIC CONTENT / POSTING / AND ADS

B Royal Academy provided L.E.A.D. MEDIA with pictures that provided an inside look at the experiences happening within their school. The pictures showcased life in the class room, performance arts practice, as well as high quality performance shots. These images and also a high quality corporate video were used to project B Royal Academy's brand message to the Jacksonville Community.

During this time, we posted 3 posts a week and implemented approximately 10 ads a month that focused on driving traffic to B Royal Academy's Instagram profile and also the enrollment landing page.

3 MONTH PERFORMANCE INSIGHTS

In month one the foundation was laid:

22, 115 accounts reached | 44,013 Impressions | 410 Interactions | 437 Profile Visits | 42 Website Clicks | 55 New Followers.

In month two we built on to the foundation:

10,687 accounts reached | 18,942 Impressions | 471 interactions | 108 profile visits | 31 website clicks | 29 new followers.

In month three we maintained and continued growth:

15,236 accounts reached | 35,097 Impressions | 679 interactions | 81 profile visits | 213 website clicks | 44 new followers.

TOTAL INSTAGRAM GROWTH IN 3 MONTHS:

48, 038 accounts reached | 98, 052 Impressions | 1,560 interactions | 626 profile visits | 286 website clicks | 128 new followers.



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