



INSTAGRAM

CASE STUDY

THE INSTAGRAM ALGORITHM HAS CHANGED WITH THE DEVELOPMENT OF REELS. HERE IS A CASE STUDY ON IMPLEMENTING REEL STRATEGIES.



BACKGROUND:

A client who is a fertility and hormone coach was attempting to increase following and conversions. Two weeks prior to implementing this strategy Ignite Your Verve redid her website, implemented processes to streamline her business and worked on four new offers.

After a strategy call discussing reels and providing insight on the strategy we should use, these were the results that started flooding in within 72 hours.

Utilizing reels allowed us to go VIRAL. One reel even reaching 2 million views and gaining 8,000 followers in under 6 weeks.

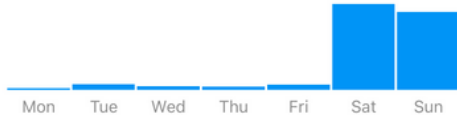
ANALYTICS:

Last 7 Days ▾

Accounts Reached

54,866 accounts

+1,093.5% vs Apr 12 - Apr 18



Accounts reached from Apr 19 - Apr 25

Impressions 101,440
+574% vs Apr 12 - Apr 18

Account Activity 2,999

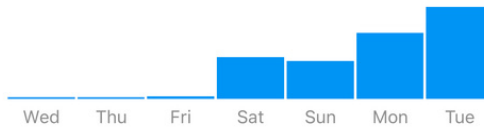
Profile Visits 2,859
+882.4% vs Apr 12 - Apr 18

Website Taps 134
+570% vs Apr 12 - Apr 18

Accounts Reached

153,341 accounts

+3,331.2% vs Apr 13 - Apr 19



Accounts reached from Apr 20 - Apr 26

Impressions 282,343
+1,891.6% vs Apr 13 - Apr 19

Account Activity 9,372

Profile Visits 8,901
+2,435.8% vs Apr 13 - Apr 19

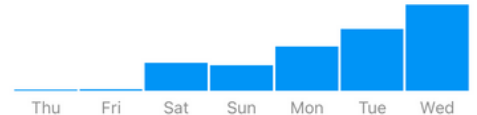
Website Taps 442
+2,226.3% vs Apr 13 - Apr 19

Last 7 Days ▾

Accounts Reached

227,529 accounts

+4,278.9% vs Apr 15 - Apr 21



Accounts reached from Apr 22 - Apr 28

Impressions 421,151
+2,773.7% vs Apr 15 - Apr 21

Account Activity 14,640

Profile Visits 13,925
+3,757.3% vs Apr 15 - Apr 21

Website Taps 673
+3,858.8% vs Apr 15 - Apr 21

Last 7 Days ▾

Accounts Reached

259,611 accounts

+4,651.2% vs Apr 16 - Apr 22



Accounts reached from Apr 23 - Apr 29

Impressions 487,108
+2,981% vs Apr 16 - Apr 22

Account Activity 16,691

Profile Visits 15,855
+3,767% vs Apr 16 - Apr 22

Website Taps 788
+4,277.7% vs Apr 16 - Apr 22

Last 7 Days ▾

Accounts Reached

294,234 accounts

+6,248% vs Apr 17 - Apr 23



Accounts reached from Apr 24 - Apr 30

Impressions 560,426
+3,410.1% vs Apr 17 - Apr 23

Account Activity 18,786

Profile Visits 17,780
+3,773.6% vs Apr 17 - Apr 23

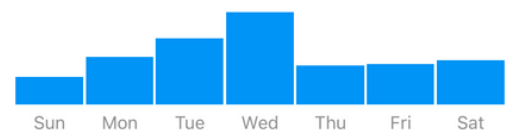
Website Taps 945
+4,400% vs Apr 17 - Apr 23

Last 7 Days ▾

Accounts Reached

305,920 accounts

+880.6% vs Apr 18 - Apr 24



Accounts reached from Apr 25 - May 1

Impressions 585,859
+938.9% vs Apr 18 - Apr 24

Account Activity 19,621

Profile Visits 18,501
+1,102.9% vs Apr 18 - Apr 24

Website Taps 1,047
+1,561.9% vs Apr 18 - Apr 24

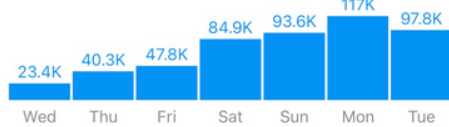
ANALYTICS:

Last 7 days

Accounts Reached

481,967 accounts

+111% vs Apr 27 - May 3



Accounts reached from May 4 - May 10

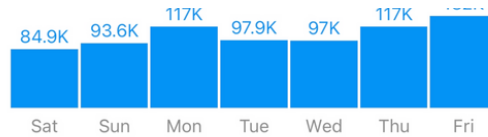
Impressions 615,094
+41.1% vs Apr 27 - May 3

Account Activity 6,555

Profile Visits 6,166
-54.8% vs Apr 27 - May 3

Website Taps 368
-55.8% vs Apr 27 - May 3

Email Button Taps 2
+100% vs Apr 27 - May 3

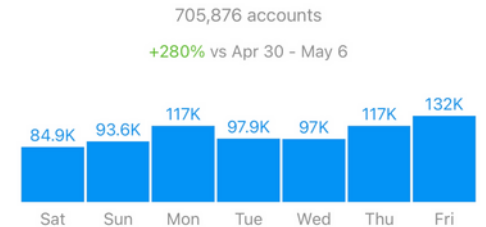


Accounts reached from May 8 - May 14

Impressions 846,321
+178% vs May 1 - May 7

Account Activity 15,758

Profile Visits 15,269
+136% vs May 1 - May 7



Accounts reached from May 7 - May 13

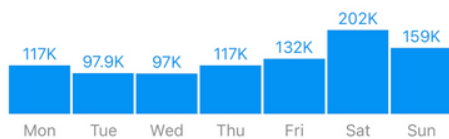
Impressions 846,150
+178% vs Apr 30 - May 6

Account Activity 15,757

Profile Visits 15,268
+136% vs Apr 30 - May 6

Website Taps 478
+4.1% vs Apr 30 - May 6

+196% vs May 2 - May 8



Accounts reached from May 9 - May 15

Impressions 1,030,090
+154% vs May 2 - May 8

Account Activity 17,799

Profile Visits 17,202
+254% vs May 2 - May 8

Accounts Reached

1,327,602 accounts

+508% vs Mar 18 - Apr 16



Accounts reached from Apr 17 - May 16

Impressions 2,112,938
+656% vs Mar 18 - Apr 16

Account Activity 45,360

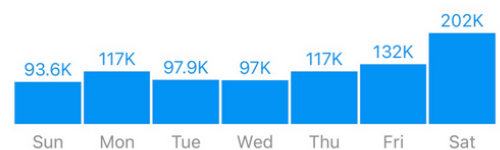
Profile Visits 43,155
+1,998% vs Mar 18 - Apr 16

Website Taps 2,094
+1,305% vs Mar 18 - Apr 16

Accounts Reached

817,305 accounts

+257% vs May 2 - May 8



Accounts reached from May 9 - May 15

Impressions 962,261
+191% vs May 2 - May 8

Account Activity 17,036

Profile Visits 16,499
+209% vs May 2 - May 8

Website Taps 528
+55.7% vs May 2 - May 8

Email Button Taps 2
-- vs May 2 - May 8

FOLLOWER GROWTH:

Follower Breakdown

2,576 followers

+33.7% vs Apr 12 - Apr 18

Growth

Overall	650
Follows	670
Unfollows	20



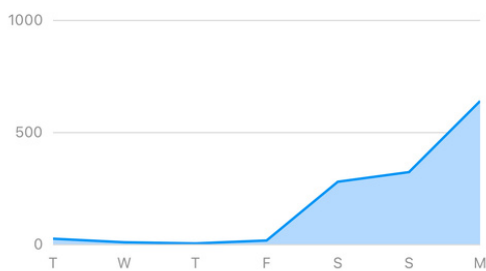
Follower Breakdown

3,105 followers

+70.8% vs Apr 13 - Apr 19

Growth

Overall	1,288
Follows	1,315
Unfollows	27



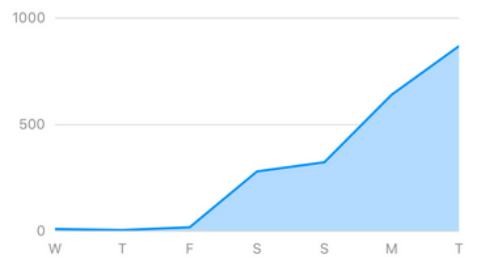
Follower Breakdown

4,620 followers

+85.5% vs Apr 14 - Apr 20

Growth

Overall	2,130
Follows	2,178
Unfollows	48



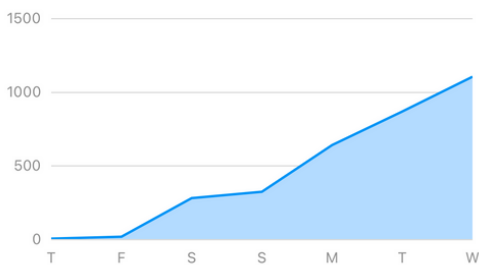
Follower Breakdown

5,047 followers

+176.8% vs Apr 15 - Apr 21

Growth

Overall	3,224
Follows	3,296
Unfollows	72



Follower Breakdown

6,183 followers

+155.1% vs Apr 18 - Apr 24

Growth

Overall	3,760
Follows	3,869
Unfollows	109



Follower Breakdown

7,339 followers

+12.3% vs Apr 26 - May 2

Growth

Overall	807
Follows	984
Unfollows	177





OVERALL RESULTS:

5,775,982 impressions

289,341 account actions

26,242 profile visits

4,026 website clicks

8,266 new followers

92 consults

224 new FB group members

346 new emails