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Self-Made Assignment - Digital Marketing

Instagram Marketing

Design a complete marketing strategy using Instagram for a business of your choice. Include brand setup, profile creation, content (post, Reel, Story), and a 5-day content plan. Also suggest an ad campaign, influencer collaboration, and engagement strategy. Finally, analyze which content works best and how you will improve low engagement.

Task 1: Brand Setup

Choose or create a business (real or imaginary).
Write:

- Brand Name:
- Category (fashion / food / fitness / etc.):
- Target Audience: (age, location, interests)
- Main Goal (choose 2):
 - Awareness
 - Engagement
 - Sales

Task 2: Professional Profile Creation

Create a business profile:

- Username:
 - Bio (3-4 lines with CTA):
 - Profile Picture Idea:
 - Highlight Names (any 3):

Task 3: Content Creation (Core Task)

1. Feed Post (Photo/Carousel)

Topic:

- Caption (4-5 lines):
- 8-10 Hashtags:

2. Reel Plan (Important)

Topic:

- Hook (first 3 seconds):
- What happens in video:
- Audio/Trend:
- CTA (Call-to-action):

3. Story Plan (2 Slides)

- Slide 1 idea:
- Slide 2 idea (with poll/question sticker):



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Task 4: 5-Day Content Calendar

| Day | Content Type | Topic |
|-------|--------------|-------|
| Day 1 | | |
| Day 2 | | |
| Day 3 | | |
| Day 4 | | |
| Day 5 | | |

Use mix of:

- Reels
- Feed posts
- Stories

Task 5: Engagement Strategy

Write briefly:

- How will you increase likes and comments?
- Give 2 Story interaction ideas (poll, quiz, etc.)
- How will you reply to customers in DMs?

Task 6: Instagram Ads Plan

- Create a simple ad:
- Ad Type: (Reel / Story / Carousel)
- Target Audience:
- Budget (example ₹300/day):
- Ad Caption:
- Visual Idea:

Task 7: Influencer Idea

- Type: (micro influencer / local influencer)
- What they will promote:
- Why they are suitable:

Task 8: Analysis (Thinking-Based)

Answer:

- Which content type will perform best and why?
- What will you do if your posts get low engagement?
- Why are hashtags important?

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