

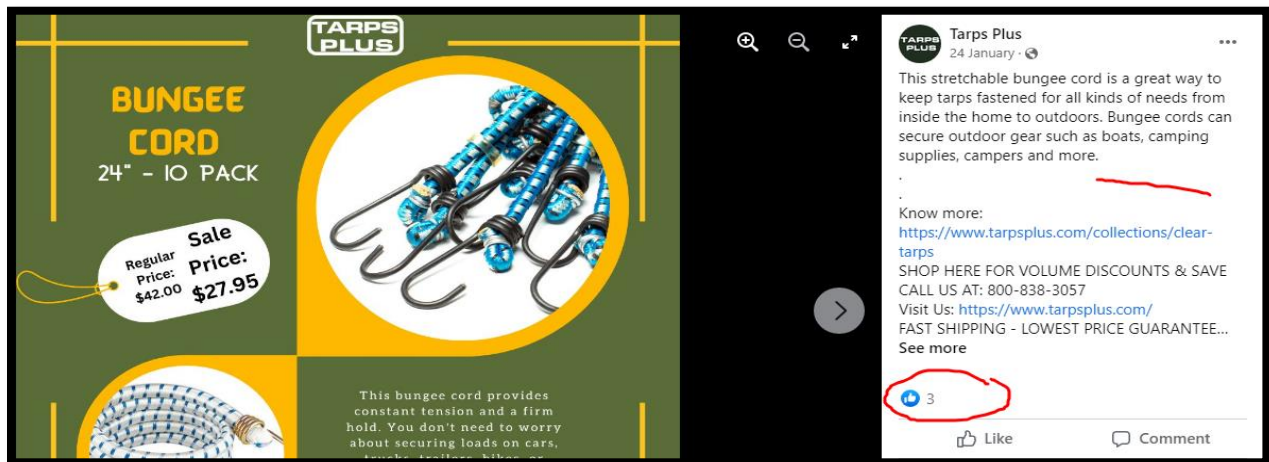


Social Media Case study for Tarps plus

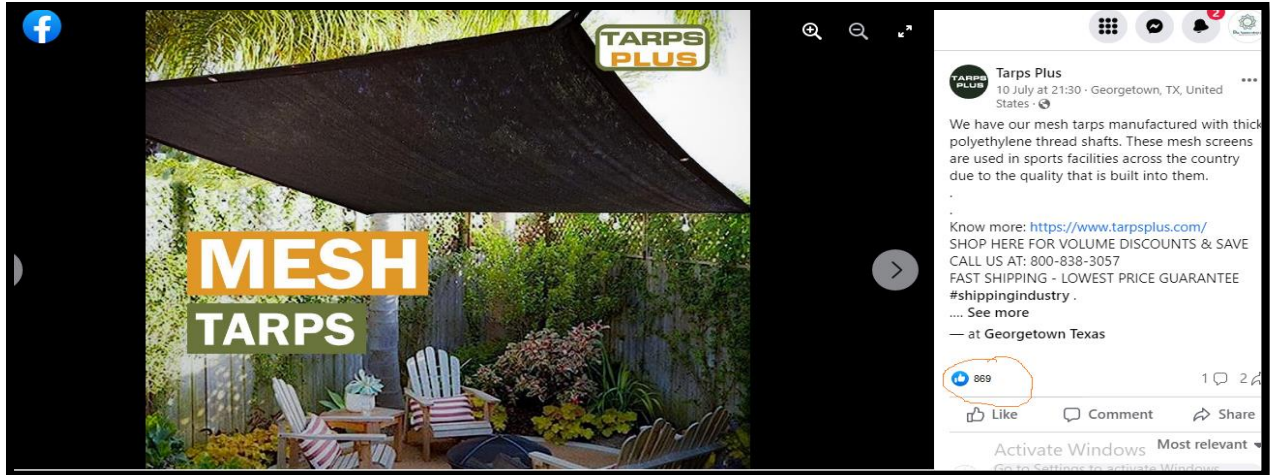
Introduction: Tarps Plus is a e-commerce site that sells started high volume tarp sales, offering only four colors of poly tarps. Due to the demand for high quality tarps and service, Tarps Plus started selling tarps of all types in large and small quantities. So, for increasing sales through social media presence Tarp plus approached me.

Challenge: I embraced the challenge of growing a relatively unknown e-commerce site by developing a unique and innovative strategy through brainstorming sessions. My expertise and creativity paid off as the Tarps plus became a respected seller in the E-commerce industry. I'm honored to have supported their growth journey and look forward to continuing to help businesses thrive.

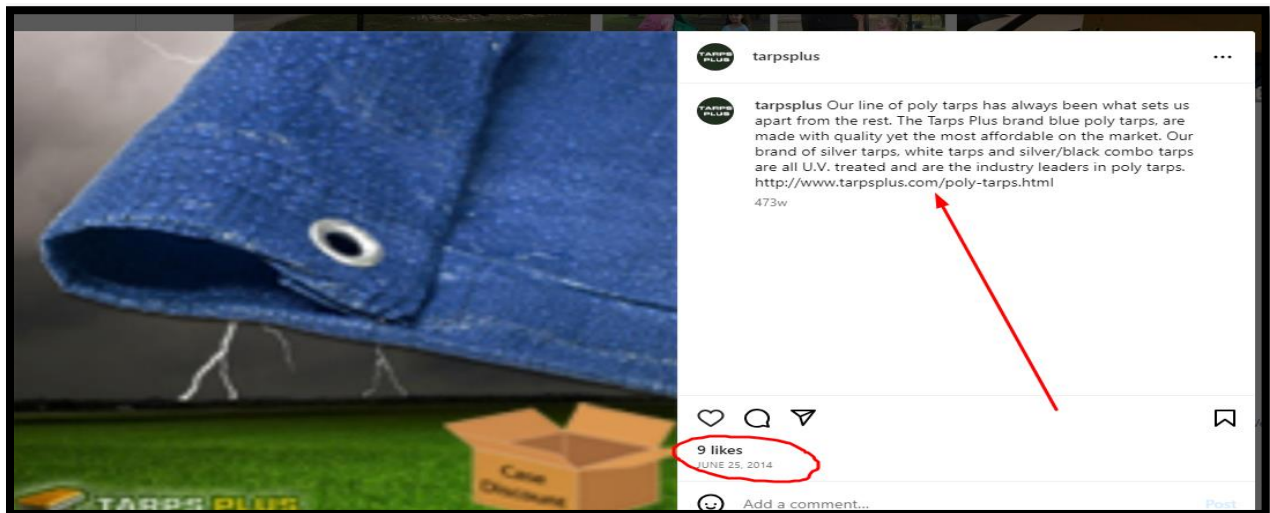
Face Book Challenge: The goal of the Face book Social Media Account Promotion Challenge is to increase the followers, engagement, and overall visibility on the platform. Over the experience of 7 years, I was able to implement various strategies to attract a larger and more engaged audience.



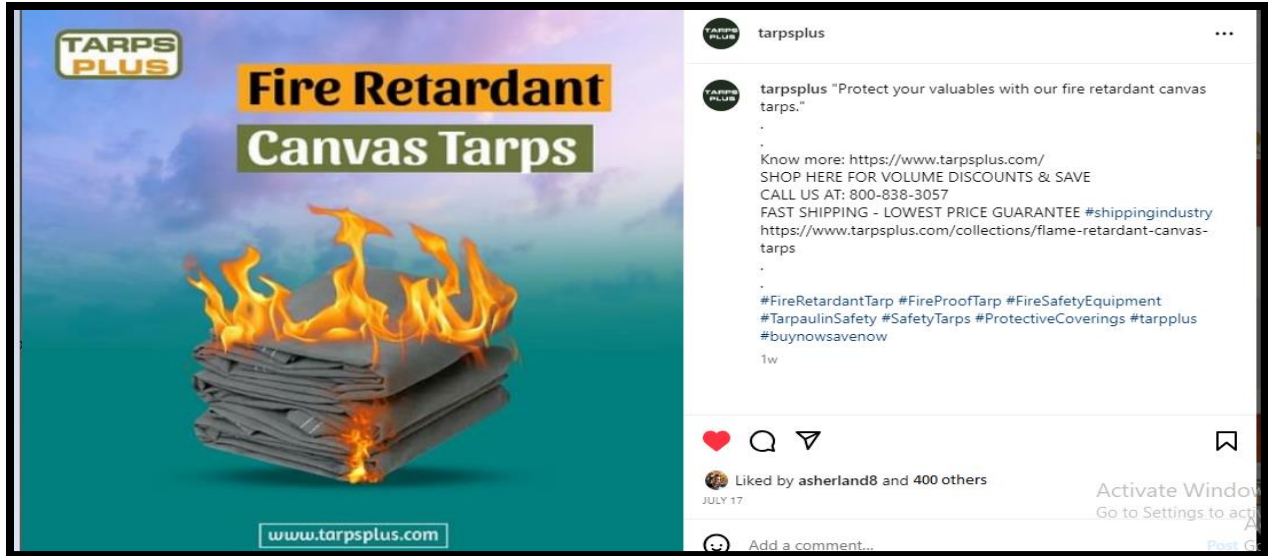
My Approach: I created a customized strategy for my client by showcasing their services with appealing graphics and emphasizing the importance of digital marketing for business growth. By targeting the right audience on Facebook and Instagram, I helped my client to connect with medium-sized business owners, managers, CEOs, and CXOs. My approach yielded impressive results, and I'm excited to continue supporting my client's growth journey.



Instagram Challenge: The "Instagram Social Media Account Promotion Challenge" is a month-long event that aims to boost your Instagram account's visibility, increase your follower count, and improve your overall engagement. Whether you're an aspiring influencer, a business owner, or simply someone looking to share their passion with the world, this challenge is for you!



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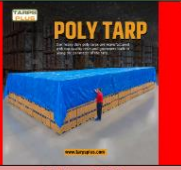
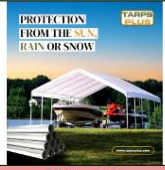




Solution & Process: I helped an E-commerce site increase their brand visibility with engaging and unique content that aligned with their audience's preferences and showcased the benefits of their services. My approach delivered real value and established a strong and distinctive brand identity.

To attain this objective, I propose a multi-dimensional qualitative and quantitative method to extract and analyze the content published by the brands and evaluate consumer-brand engagement in different contexts, including important live events. In practice, our method addresses the above objective by analyzing data collected from social media and responding to the following questions:

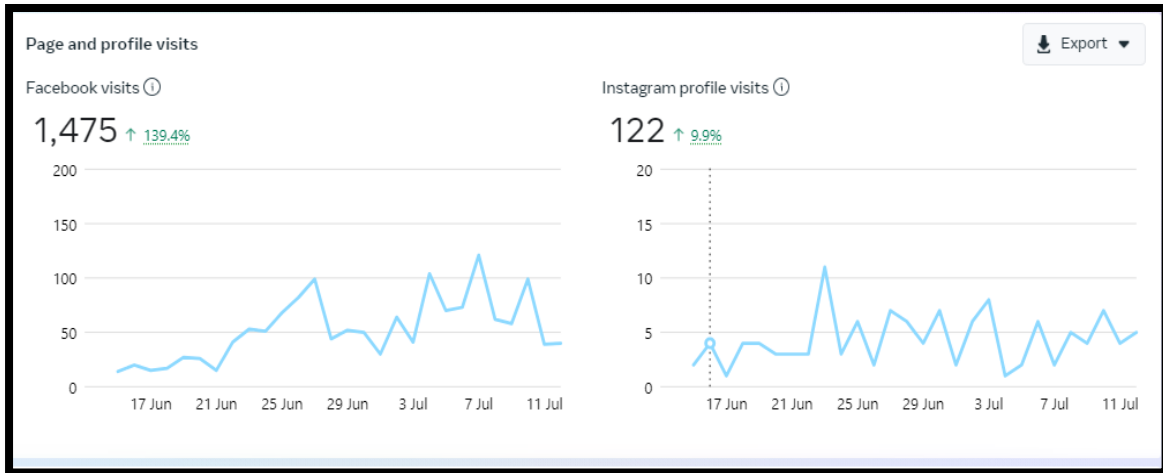
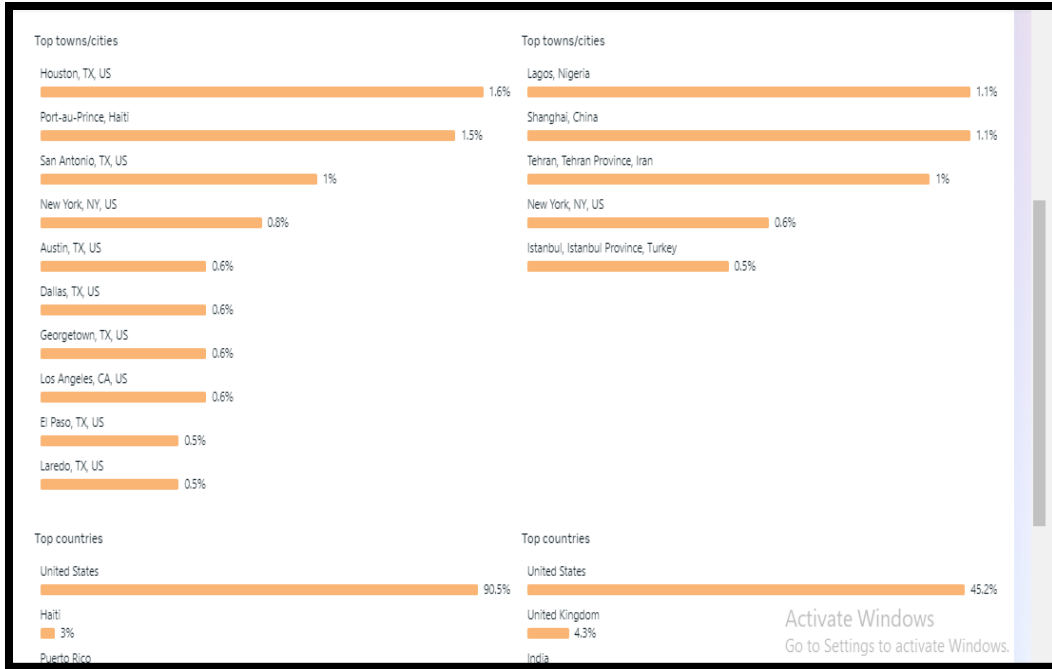
1. What is the frequency of posts by each brand?
2. Which roles are most used by the studied brands in their online content?
3. What are the most employed product categories by brands, and is there any relation between them and online users' engagement?
4. Who are the main targets of the products?
5. What are the context categories that are most emphasized by each brand?
6. How successful are the different brands in engaging users with their online content?
7. How do brands benefit from mentions and hash tags?

8. How successful are the brands in terms of attracting attention to their events?
9. How the events' posts are geographically distributed?

<https://docs.google.com/spreadsheets/d/1fBwhgKtT-ZxAn8duXjwfkN5kNBiHr5CK/edit?usp=sharing&ouid=101429390513197627064&rtpof=true&sd=true>

TARP PLUS: SOCIAL MEDIA CALENDAR						
May 2023						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
15 May 2023	16 May 2023	17 May 2023	18 May 2023	19 May 2023	20 May 2023	
	https://www.instagram.com/reel/CsSm4YuvU7D/?utm_source=ig_web_copy_link&igshid=MmJiY2l4NDBkZg==		https://www.instagram.com/reel/CsX-vpYJfsu/?utm_source=ig_web_copy_link&igshid=MzRIODBINWFIZA==			week off
22 May 2023	23 May 2023	24 May 2023	25 May 2023	26 May 2023	27 May 2023	
						

Results: I targeted a larger audience for my client in just one year by making their profile innovative and attractive, setting them apart from the crowd. I'm proud to have helped them achieve their goals with the right strategy and creativity and look forward to supporting their continued success.



Reach ⓘ

Compare your reach from this period to the previous one.

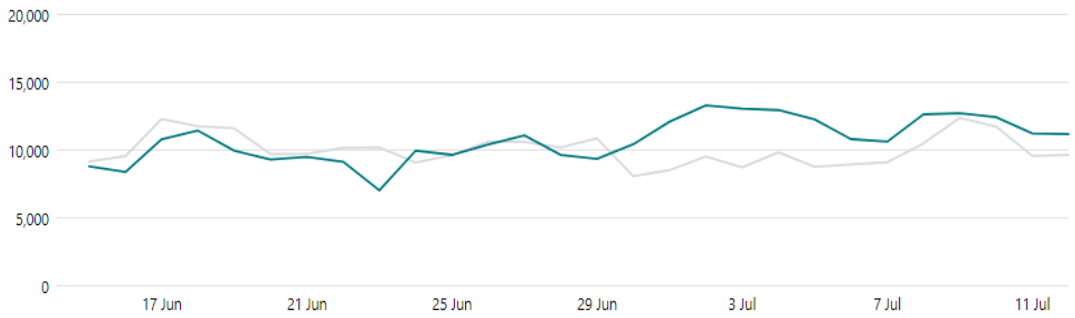
[See more about your content performance](#)

f Facebook reach ⓘ
158,817 ↑ 8.4%

@ Instagram reach ⓘ
12,546 ↑ 22.4%

📢 Paid reach ⓘ
0 0%

Daily Cumulative



Ways to help grow your reach

Activate Windows
