

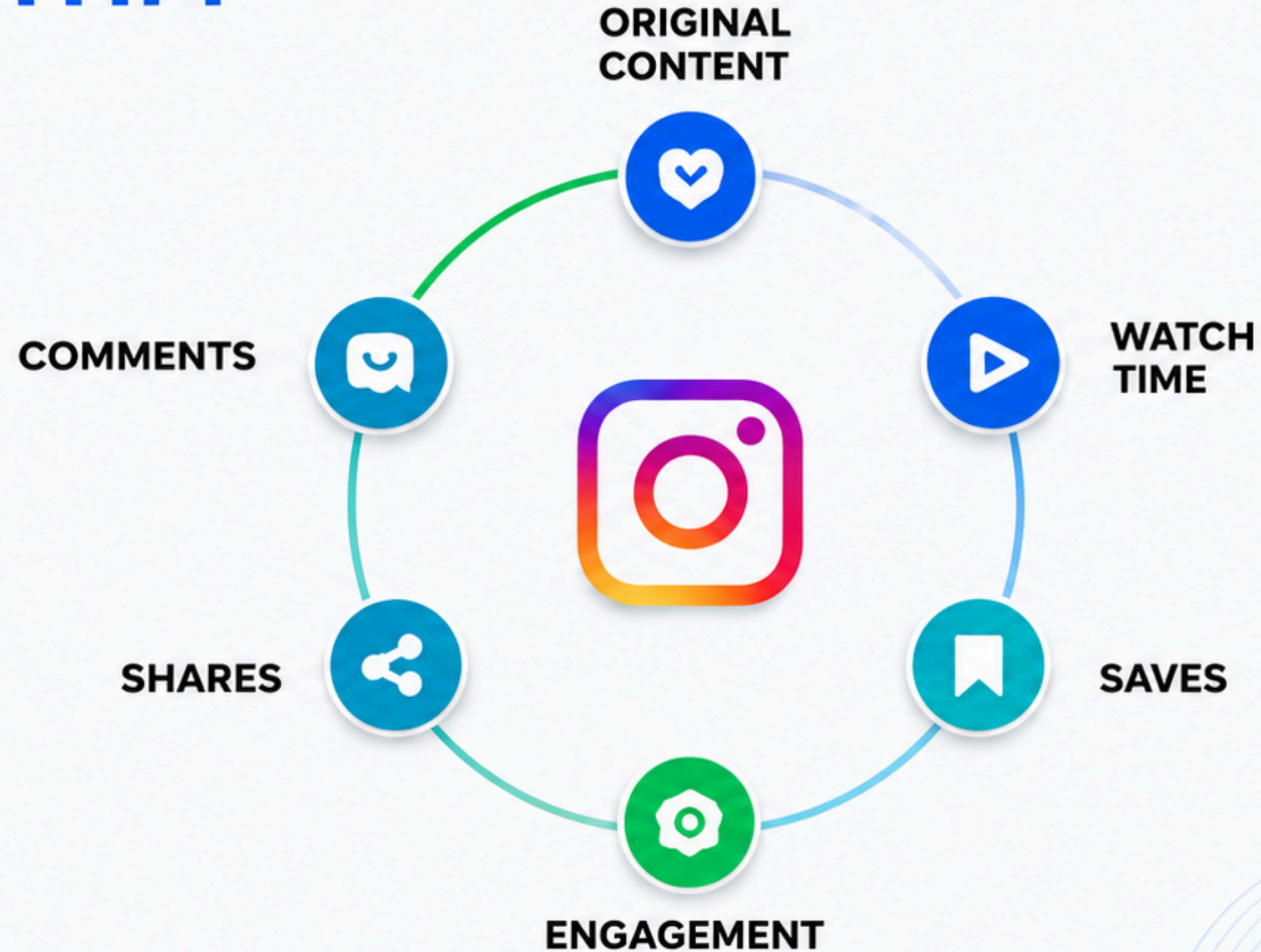
INSTAGRAM GROWTH STRATEGY

FOR
THE DAILY THREADS

Presented by
ZIYA DIGITAL MARKETING

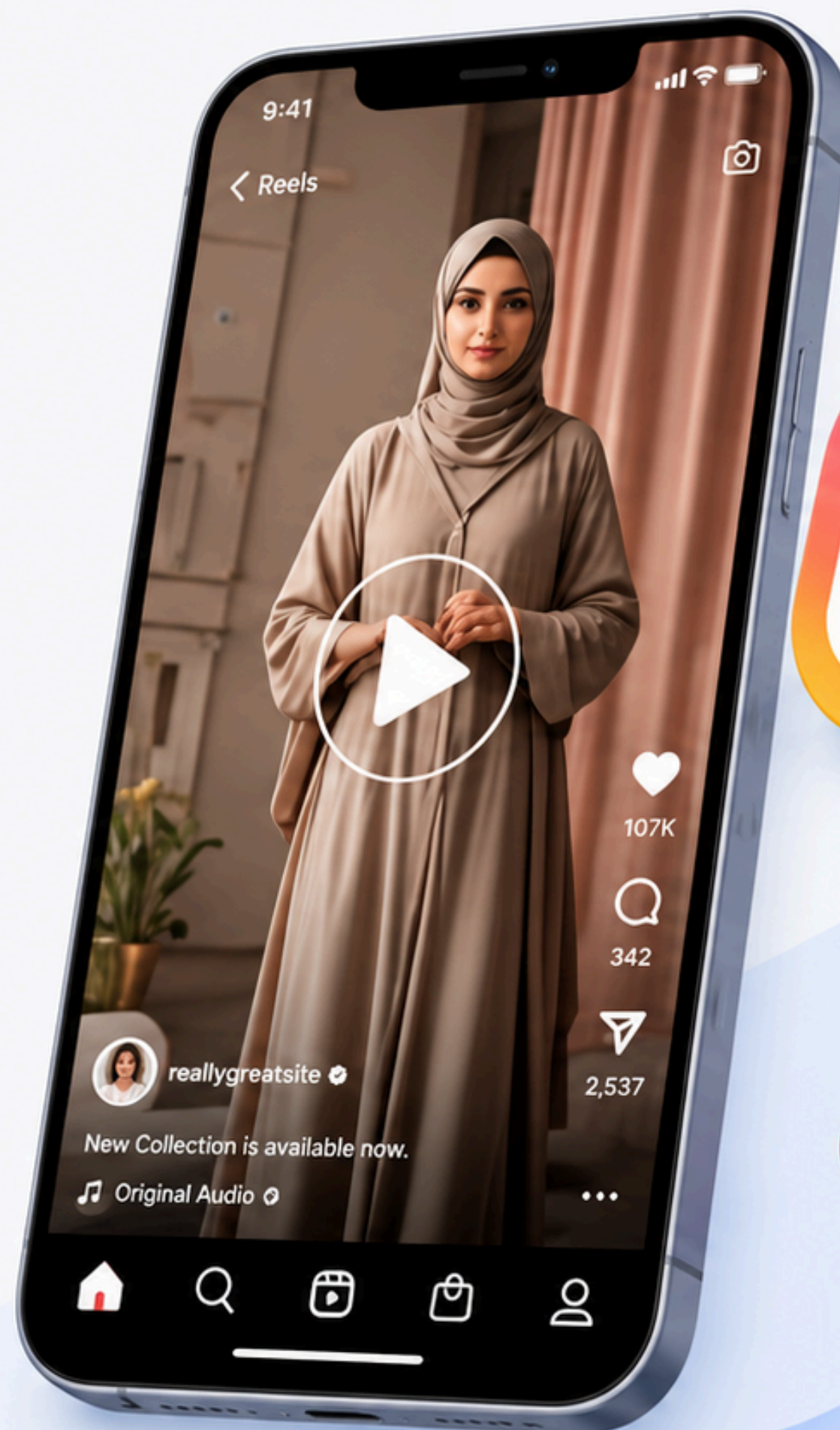


ABOUT INSTAGRAM ALGORITHM



REELS STRATEGY

- ✓ Daily 1 – 2 Reels
- ✓ 7 – 20 Seconds
- ✓ Strong Hook
- ✓ Trending Audio
- ✓ HD Video Quality



CAROUSEL STRATEGY

- ✓ 5 Ways to Style an Abaya
- ✓ Before & After
- ✓ New Arrivals
- ✓ Fashion Tips
- ✓ Save-worthy Content

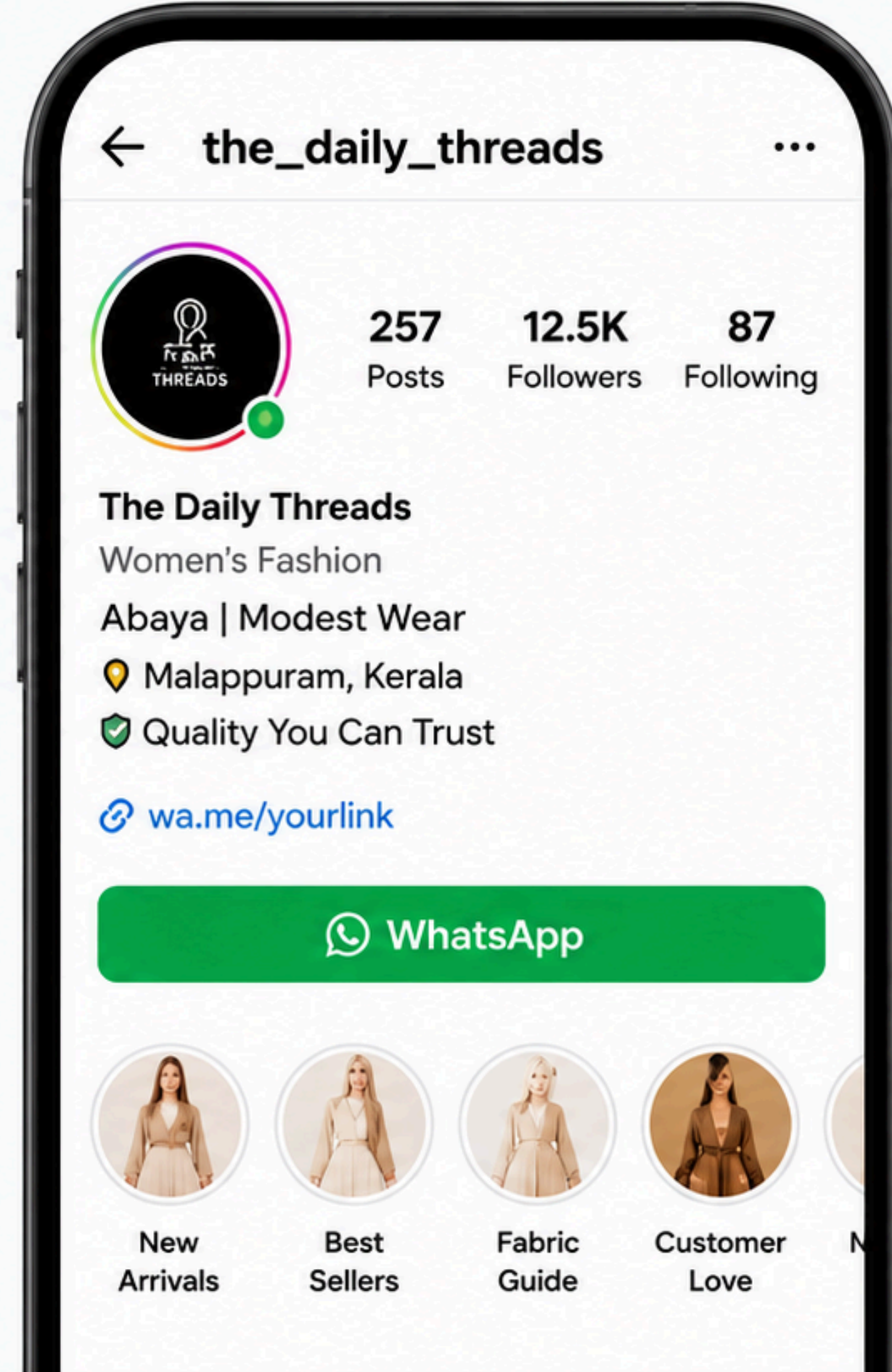


WEEKLY CONTENT CALENDAR

MON	TUE	WED	THU	FRI	SAT	SUN
						
New Arrival	Styling Tips	Customer Review	Behind the Scenes	Trending Reel	Offer	Lifestyle Shoot

PROFILE OPTIMIZATION

- ✓ Professional Bio
- ✓ WhatsApp Button
- ✓ Location
- ✓ Website
- ✓ Highlights



HASHTAG STRATEGY

8 – 12 Relevant Hashtags

#TheDailyThreads

#KeralaFashion

#Malappuram

#ModestFashion

#AbayaStyle

#HijabFashion

#IndianFashion

#OOTD

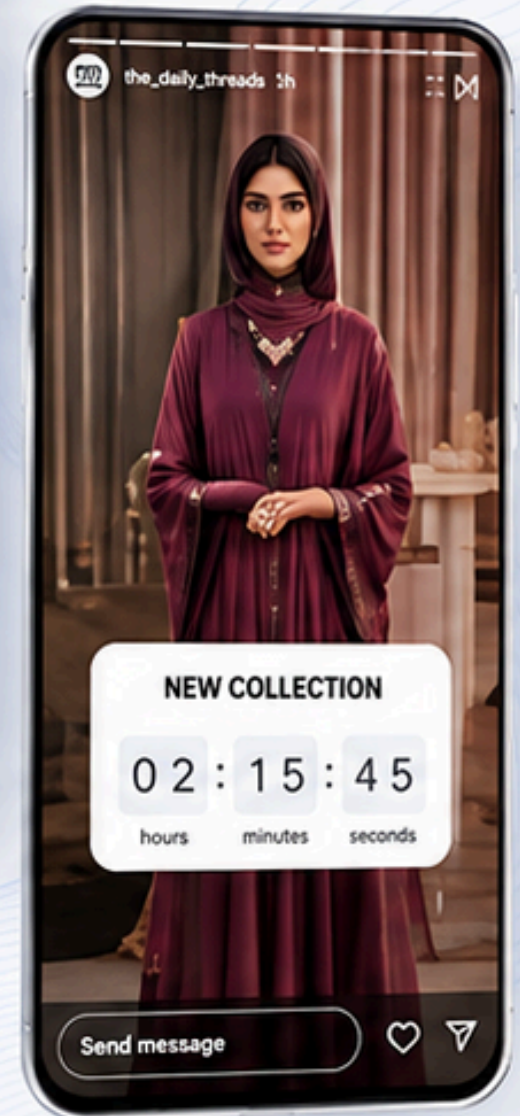
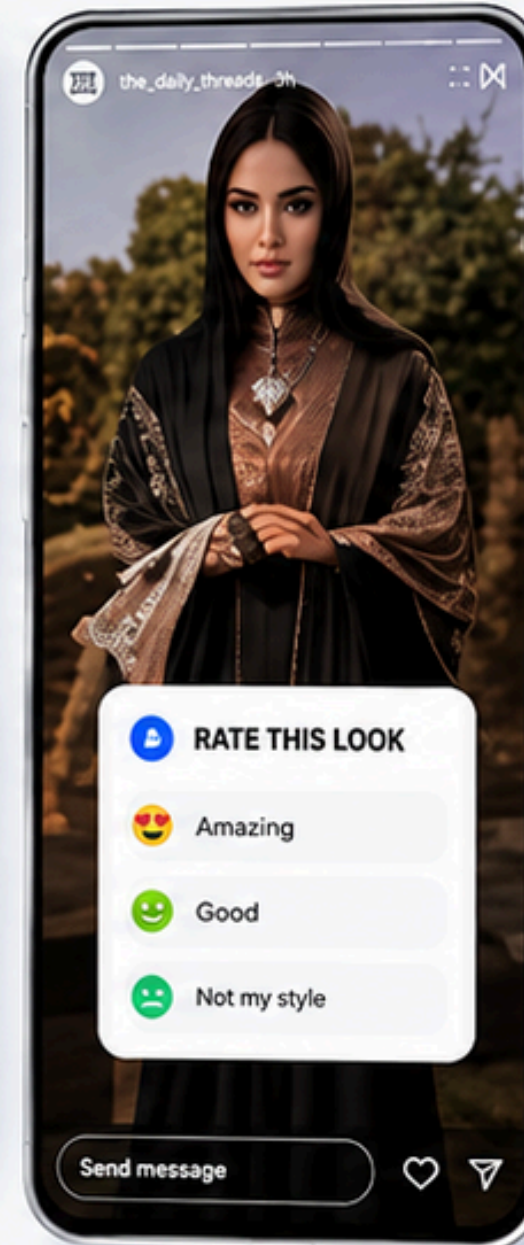
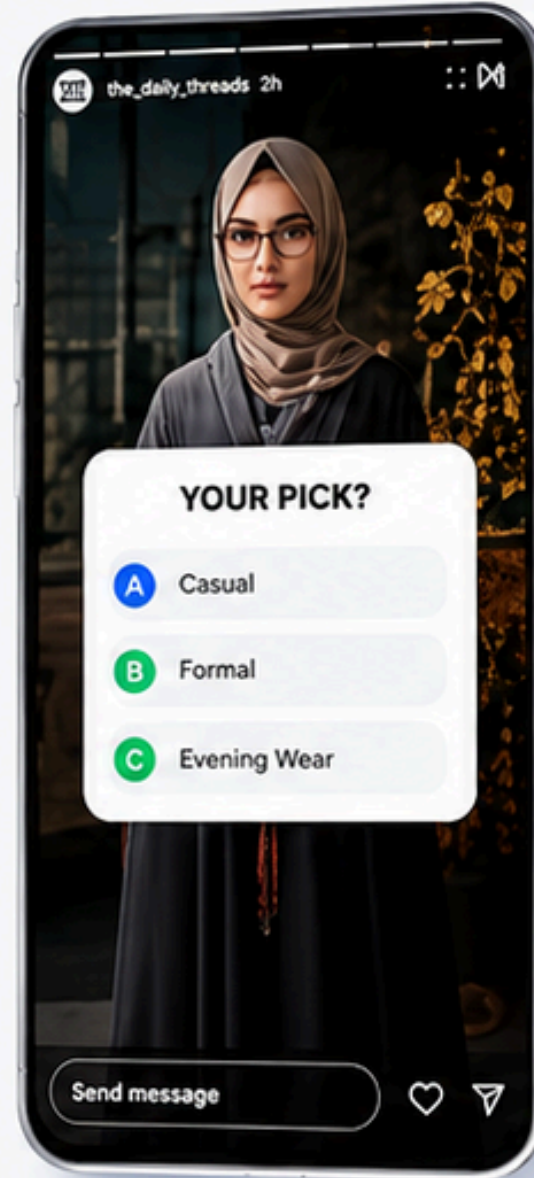
#FashionReels

#NewCollection



STORIES STRATEGY

- ✓ Daily Stories
- ✓ Poll
- ✓ Question
- ✓ Countdown
- ✓ Behind the Scenes
- ✓ Customer Feedback



ENGAGEMENT STRATEGY

-  Reply Every Comment
-  Comment on Similar Pages
-  Share Customer Photos
-  Collaborations
-  Community Building



BEST POSTING TIME

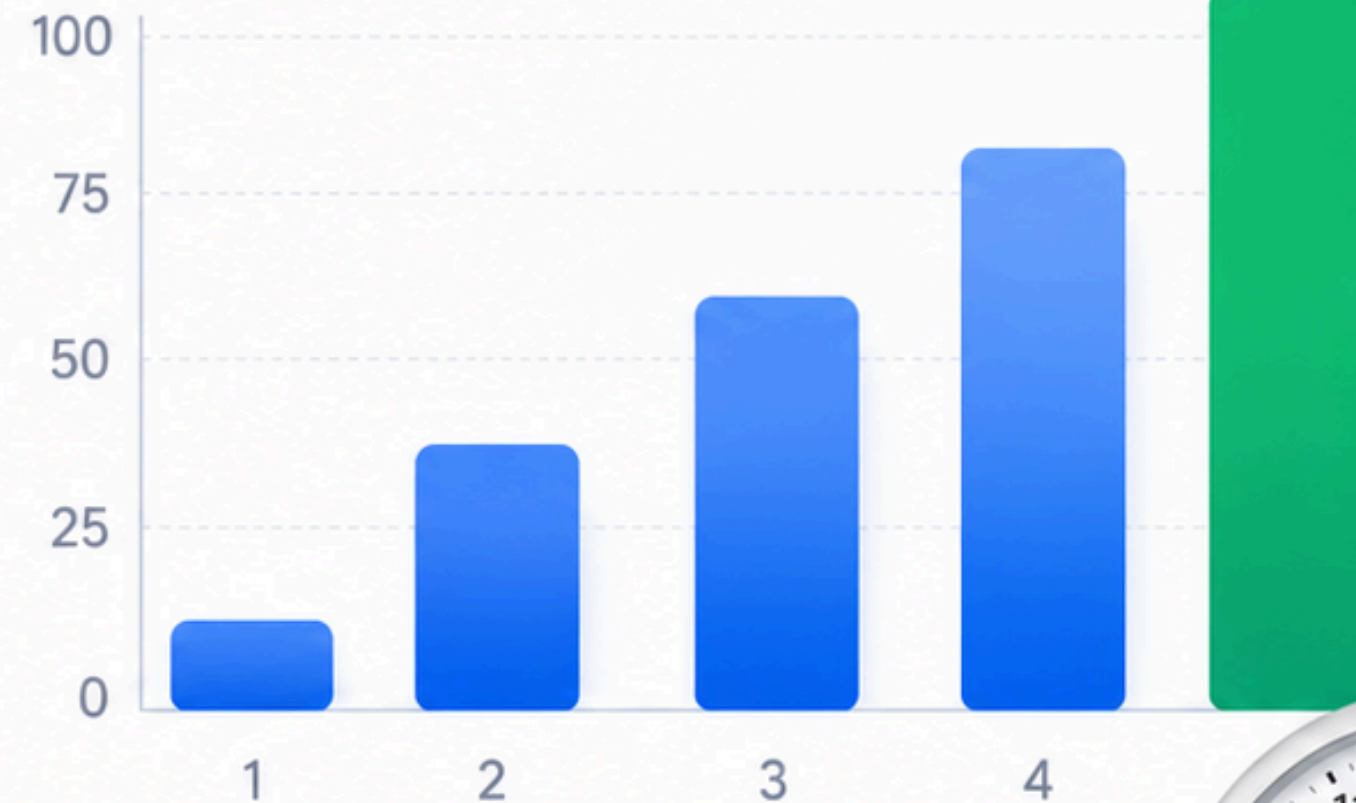


MORNING
9 – 11 AM



EVENING
6 – 9 PM

Instagram Insights



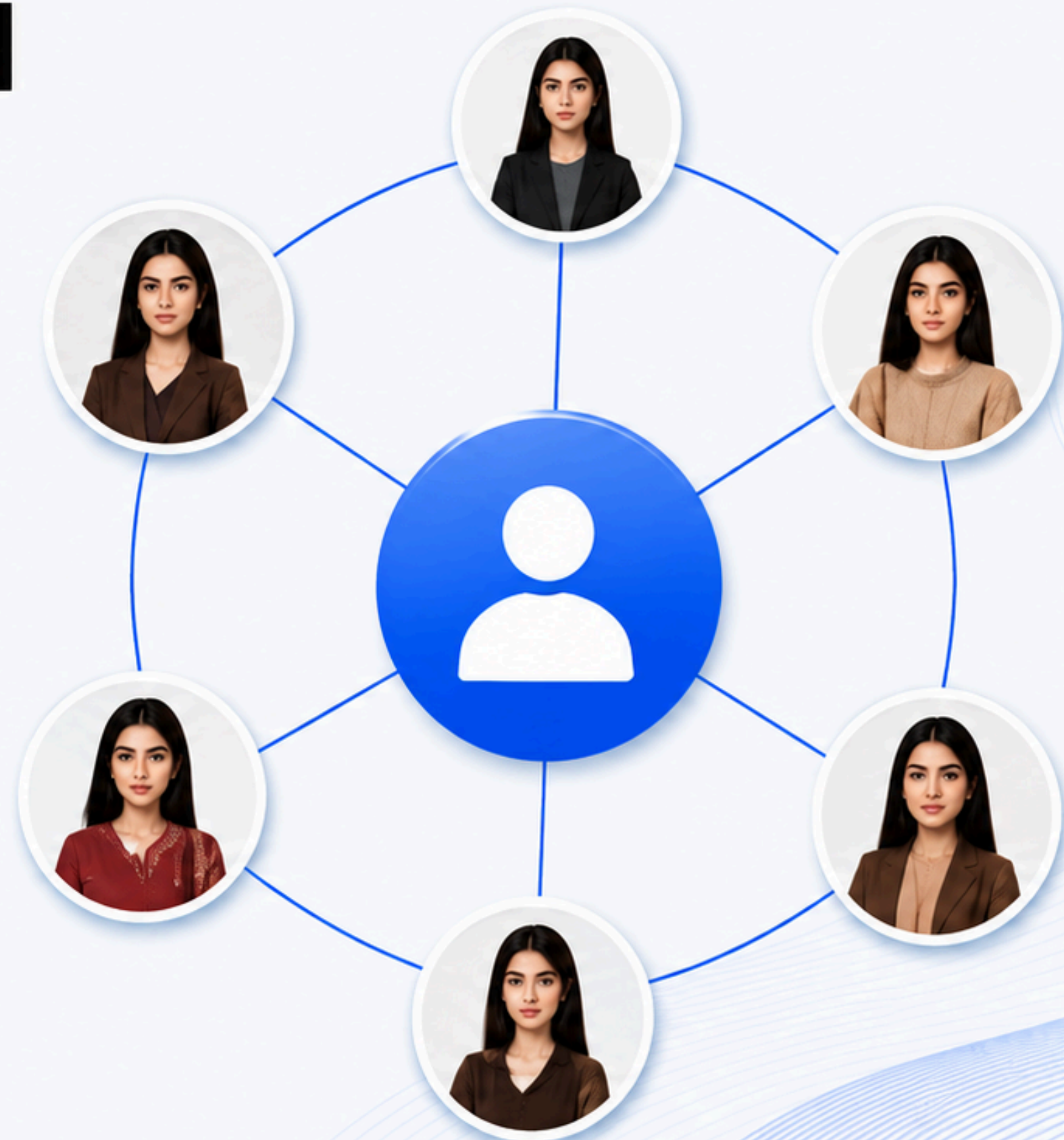
ORIGINAL CONTENT STRATEGY

- ✓ No Reposting
- ✓ Original Photos
- ✓ Original Videos
- ✓ Professional Editing
- ✓ Brand Identity



COLLABORATION STRATEGY

-  Fashion Influencers
-  Boutiques
-  Makeup Artists
-  Bridal Pages
-  Local Creators



30-DAY GROWTH PLAN

- 60 Reels
- 12 Carousel Posts
- Daily Stories
- 30 Days Consistency
- Morning Engagement (15 Min)
- Evening Engagement (15 Min)

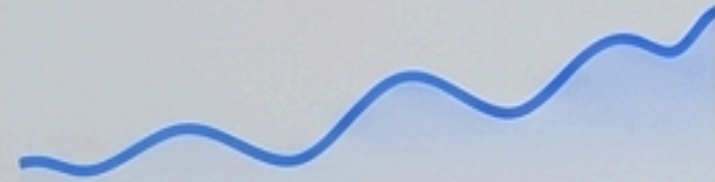


EXPECTED RESULTS

-  Higher Reach
-  More Followers
-  Better Engagement
-  More Profile Visits
-  More Sales
-  Growing Brand Awareness

Reach

125K +85%



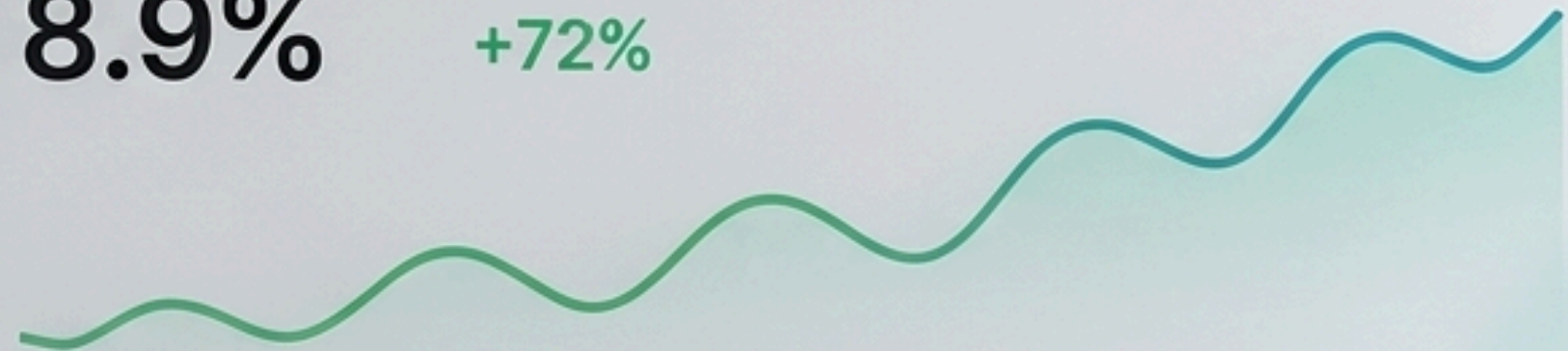
Followers

24.7K +65%



Engagement

8.9% +72%



THANK YOU!

Presented by

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“Growing Brands Digitally”

