PROJECT SUMMARY REPORT

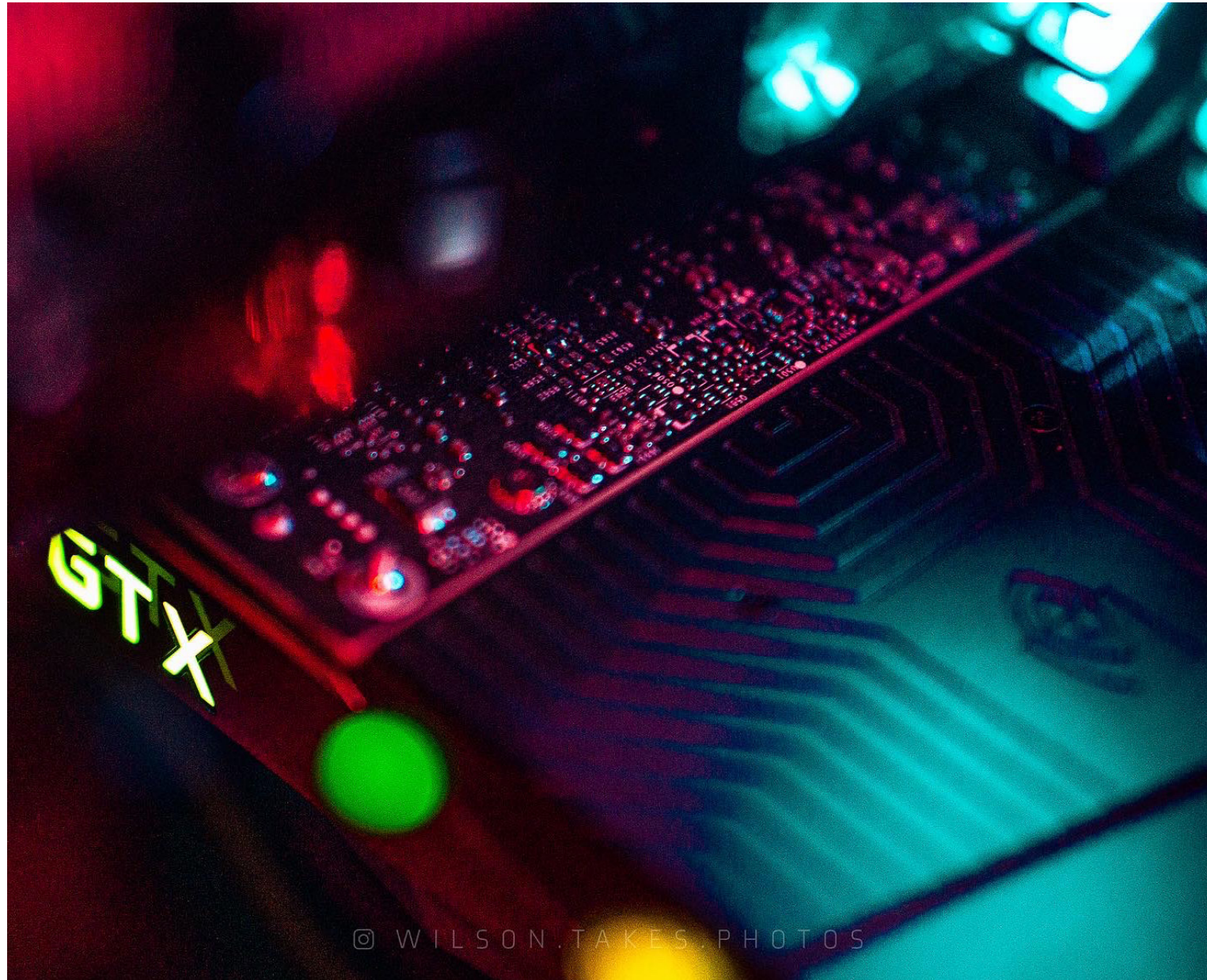Wilson Takes Photos

FALL 2019

CONTENTS

BACKGROUND

BEGINNING

Wilson Takes Photos started on instagram in March of 2019. It was just a place for me to start sharing the projects I was working on as part of my photography minor.

BEFORE BRANDING

At the start of this semester (September 2019), the channel had 63 followers with an average engagement rate of about 18%. I was posting about once a week or every other week. My plan was to upgrade my social media presence with a coherent and professional looking brand.
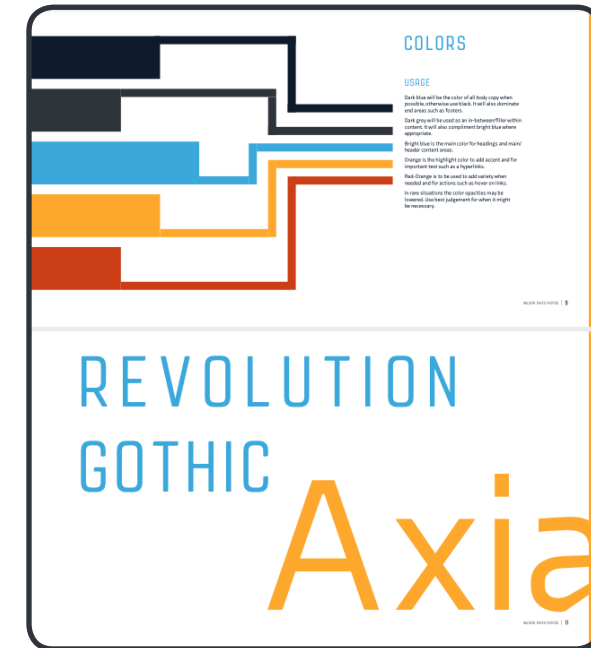
BRANDING

STYLE GUIDE

I created a style guide for the brand so that it would be familiar and consistent to the audience. I selected typefaces, colors, and proper use of signature/logos. This also outlines goals and who the target audience consists of.

VALUE

The value of the brand is to provide interesting and inspiring creative photography. The goals of these images are to keep the audience entertained, to offer print sales or portrait shoots, and to educate others on the process of making the art.

AUDIENCE

I split the audience into three categories of people. The first and main are observers. This covers everyone that wants to enjoy the creative art I share. The next category are clients. These are people mainly looking for a portrait photographer to hire. The last category are fellow artists. These are people that do what I do and would like to learn from my process. These are all people in an age range of about 16-30.

POSTS

STATS

I posted 17 times to instagram which were also echoed to a Facebook page. Creative photos, before and after processes, surreal and practical PSD breakdowns, and portraits are what made up the content. The best preforming posts were portraits, likely because they related most with the majority of my current followers.

CONSISTENT PATTERN

I improved my posts by coming up with a consistent pattern: every other post being a creative photo, and the other alternating between video tutorial/ process and portraits. This created a recognizable theme so the audience knows what to expect next and how to easily find what they want to see most on my profile.
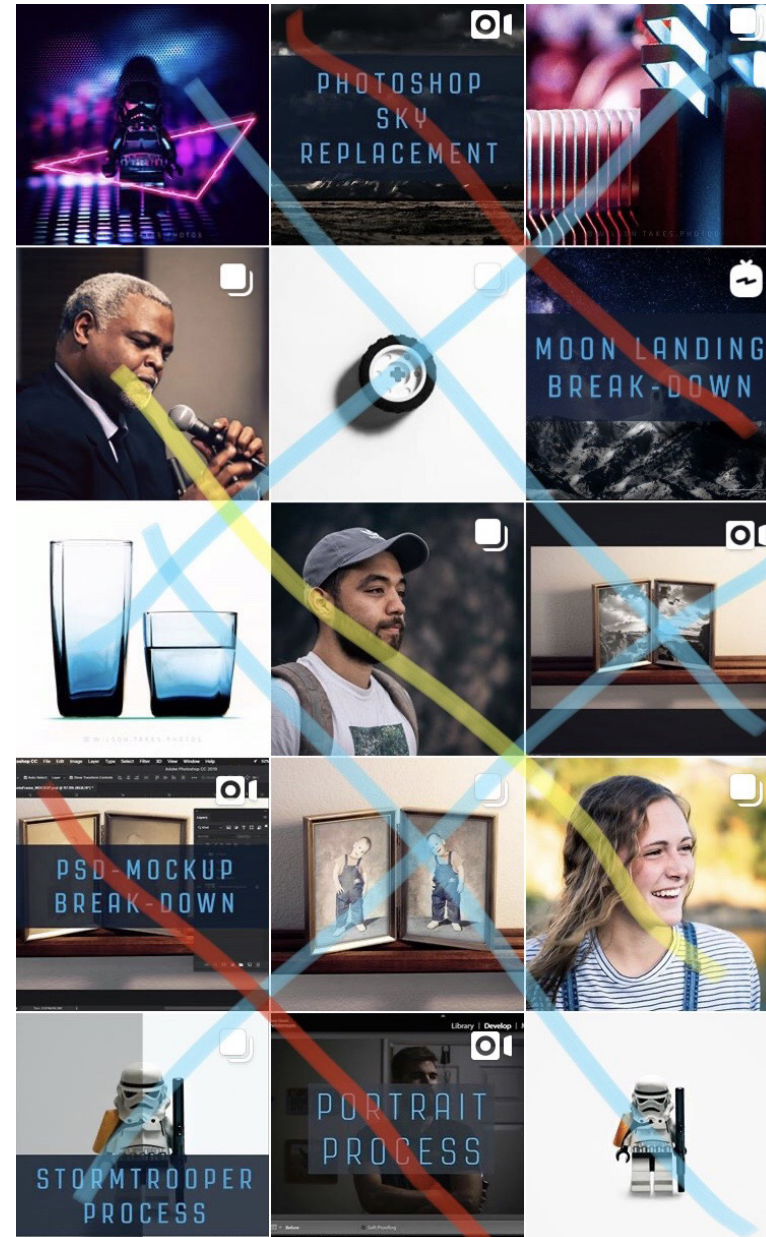
ADS

PERFORMANCE

Three ads were ran on instagram for five days at one dollar per day. One was focused on the local community: Rexburg. The other two were more broad and focused on Photoshop composites and tutorials.

The ads brought about 3 new followers and dozens of likes on each post. Dozens of people visited my profile after seeing an ad. Account reach was around 1.7 thousand each day the ads were running. Organic reach is typically from 50-100 accounts per post.

The most effective ad was the Rexburg one. Local ads seem most likely to have a positive return on investment. This is the direction I would go if I were to run ads in the future.

Posted on 11/09/19, 4:45pm

♥ 68   💬 0   🔖 0

Interactions

0
Promotion Clicks

Messaging Conversations Started   0
0% from promotion

Visit Profile   13
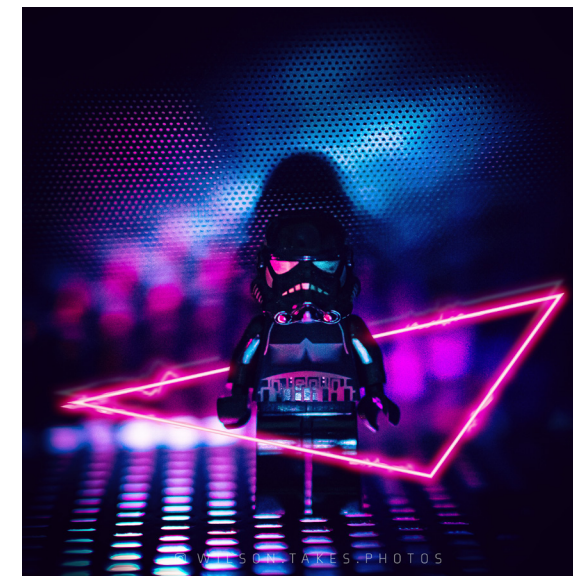53% from promotion

Discovery

392
People reached
89% weren't following you
58% came from your promotion

Impressions   559
47% from promotion

Follows   1

GROWTH

STATS

Average engagement rate on Instagram increased to about 20%. This engagement is measured by likes, saves, profile visits, etc. Follower count went up to 78.

Only my mom engaged with my Facebook posts. I felt like Facebook was a waste of time from the beginning. It is difficult to get any organic reach and engagement these days, unless you are a good meme page. Facebook will be abandoned by Wilson Takes Photos from this time forward.

PROGRESS

I realized how important it was to keep posting things regularly and to engage with your audience. My channel has been improving by establishing a consistent brand that can be identified from the profile page. I am making more regular posts with my own voice and expression. I learned more about who my audience is and what content the respond to the most. I'm really happy with how my Instagram profile looks and the direction it is headed.

FUTURE PLANS

STORIES

I didn't like stories since they just disappear after a day, but I see now how they can help keep an audience connected with you. I am planning on ways that I can start using that feature regularly. I will post polls to get feedback on posts. I will start a collection of highlights which will consist of iPhone macros, before-after, and prints.

REDDIT

I posted the post to the right (Lasertrooper) on the subreddit: r/SonyAlpha and it had an excellent result. It received more than five times as much up-votes as it did in likes on Instagram. The post got eight comments in which I was able to engage with by replying. This is a community where people are not afraid to comment and have conversations. This will be an effective medium for the growth of Wilson Takes Photos and a good replacement for Facebook as my second channel.