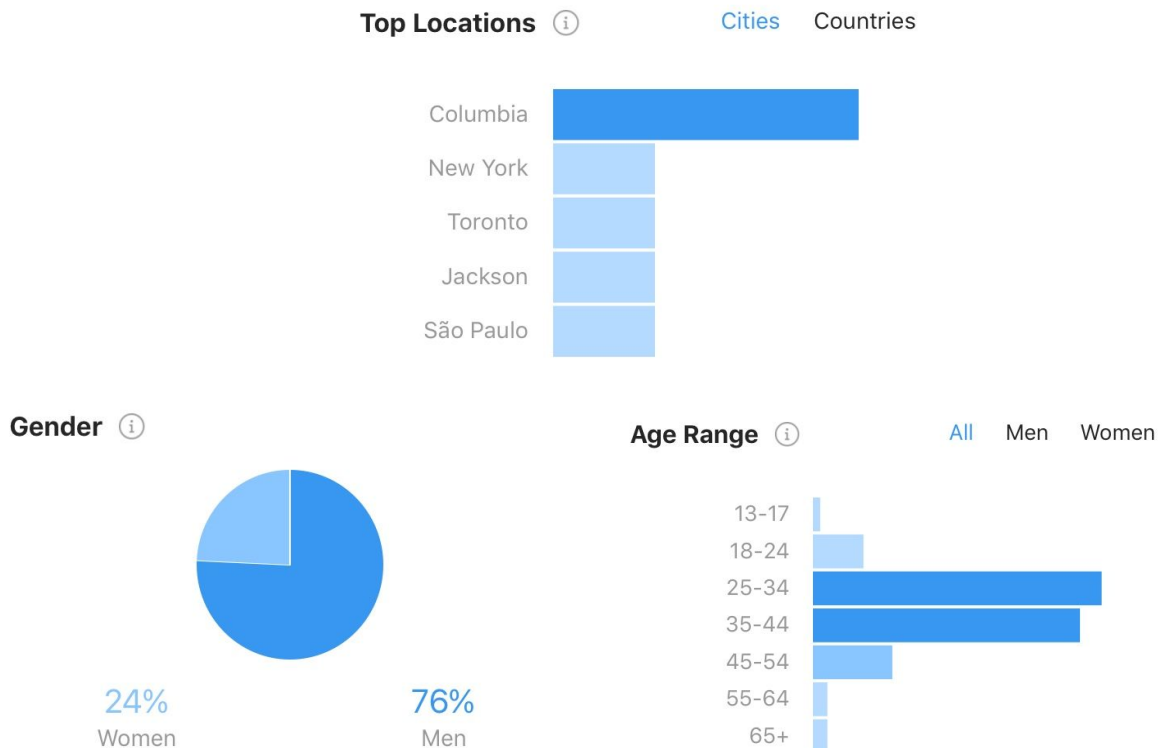


## Feudum Final Recommendations Written Report

Feudum's current state (as of 5/6/19), is as follows: 99 posts, 811 followers, and following 365 other accounts. Of Feudum's Instagram followers, three percent (approximately 24 accounts) derive from Columbia, MO, where you are currently headquartered. New York, Toronto, Jackson, and São Paulo are all tied behind Columbia with one percent of its followers (approximately 8-9 accounts per city) being from these other areas. That being said, the majority/remaining 93% of the account's followers are from other various cities throughout the world. This data shows that Feudum does indeed have some sort of international audience beyond the States, via Instagram. This social media platform in particular is great for branching out and reaching a more diverse, and even foreign, audience because its visual-heavy content breaks language barriers.

So, with some improved and consistent Instagram marketing tactics, my goal is to deliver a higher volume of traffic to the account to increase consumer exposure, knowledge, and funding/purchases for Feudum.

According to [research](#), Instagram's primary age range usually falls between 18-29, however, Feudum's follower age is a bit older with 25-34 and 35-44 being the primary audience. 76% of the 811 (616-617) are male and 24% (194-195) are female. There are by no means any "disadvantages" to having an older audience, in fact, the same source points out that "an older audience may be more likely to back your Kickstarter campaign since they have more discretionary income." (This also being a potential reason as why Feudum's Kickstarters have continued to done very well).



As for the different aspects of Feudum's Instagram account and my research and recommendations regarding each matter,, I thought it would be easy to break them down in seperate sections:

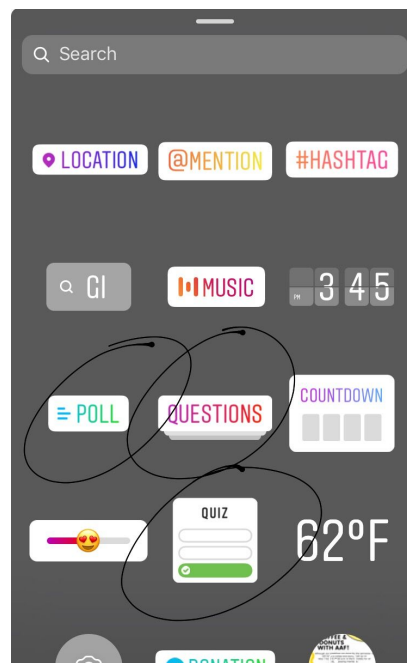
Instagram Bio/Description: (<https://sproutsocial.com/insights/instagram-tips/>)

- Should be clean and neat/easy to read and follow along with. It is essential to include a branded hashtag to encourage tagging and sharing among your followers.
- Business Profile should be turned on to appear as a more professional account. It is turned on, and set to “Board Game.”
- Great that clickable link is in the Instagram’s bio— this encourages promotion and outreach to other Feudum outlets.

**A well-thought-out Instagram Bio/Description is crucial because it is one of the first thing a viewer sees regarding a company’s Instagram page. This being said, it should accurately reflect the brand as a whole.**

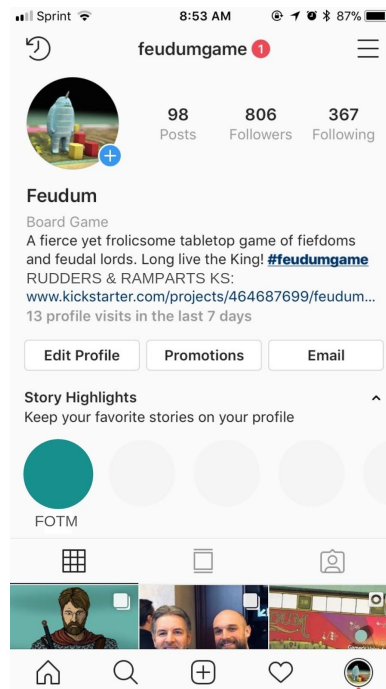
Instagram Stories/Highlights (<https://sproutsocial.com/insights/instagram-tips/>)

- Instagram stories are some of the most popular content right now— “users cannot get enough of today’s time-sensitive, “self-destruct” style content.” (That’s why snapchat is such a popular social platform in this day and age).
- Stories are a great way to boost quick, interactive engagement among the brand and the consumers
  - Can easily be done through features such as Instagram polls, question/response stickers, or quiz stickers



- Start utilizing Instagram Highlights!!!
  - Through saving Instagram stories to your bio’s highlights section so that they can be continuously viewed (photo below for example), I recommend that Feudum creates a series or two (i.e. “Feudum Fan of the Week/Month,” featuring a frequent player of the game, or “BTS (behind the scenes) with the Feudum Family,” a more laid-back, sit-down

video with you and your team to discuss some exciting things that might be happening in the future).



## How do I add a story to my Story Highlights?

You can add stories to appear on your profile as highlights, even after they disappear. Highlights appear below your profile photo.

To add a story to a highlight:

1. Go to your profile and tap **Story Highlights** below your username and bio.
2. Tap **+**.
3. Tap to select the story or stories you want to add to highlights, then tap **Next**.
4. Choose a cover photo and enter a story name for your highlight, then tap **Add** (iPhone) or **Done** (Android). You can add more photos or videos to your highlight at any time by tapping **Edit Highlight**.

Note: Stories you add as highlights remain visible as highlights until you remove them, even after the original story has disappeared. Keep in mind that those you've allowed to see your story can also see your highlights. Learn more about [privacy settings for stories](#).

<https://help.instagram.com/813938898787367>

**“The beauty of stories is that there’s no expectation for them to be polished. Snapshots and various videos/selfies show off your brand in the real world can be put together in no time.”**

### Instagram Posts

- In order to keep followers from mindlessly scrolling past Feudum’s posts when looking through their Instagram feed, the pictures must be bright and detail-oriented.

- Posts should be a variety of the classic, intricate, board-game shots, with a mix of people seen playing the board game. [Research](#) shows that the board game community loves the human aspect of watching people enjoy the act of board gaming.

**\*\*Always feel free to refer back to the content marketing portion of this report in regards to content creation/potential scheduling for Feudum’s Instagram, as well as other social media platforms.**

#### Instagram Captions (<https://sproutsocial.com/insights/instagram-tips/>)

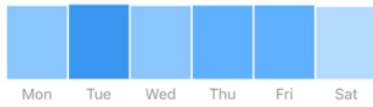
- Captions serve as an opportunity to not only show off brand’s voice, but also as a chance to encourage engagement or instill a call-to-action.
- So, in the comments section, feel free to:
  - Point people in the direction of your bio link for greater outreach
  - Ask questions
    - (i.e. “We want to know, what is YOUR favorite thing about Feudum is? Comment below to...”)
  - Utilize “tag-a-friend” posts to encourage conversation between users, as well as new traffic to your page
    - (i.e. ...“Tag a friend who could use the new Rudders and Ramparts expansion pack!”)
  - Use hashtags for potential traffic to page/posts
    - “The two big functions of hashtags are making your posts searchable while also encouraging hashtag shares among your audience.”

#### When to Post

- According to Feudum’s Instagram insights, Tuesday, Thursday, and Friday are prime posting days because that is when posts tend to get the most interaction from followers.
- As for times of those day, 9am, 12pm, and 3pm would be recommended because of their dense follower engagement.
- And if you’re willing to put a little money into your Instagram campaign, I would also recommend promoting some posts. Post promotions are Instagram’s form of paid advertising. If interested, I recommend starting small and maybe promoting a single post every other week, while continuously checking its engagement. Here is a helpful article from [Hootsuite](#) that breaks down more information in regards to moving forward with promoting posts.

Followers ⓘ

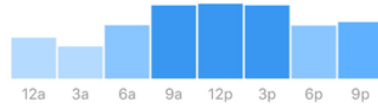
Hours Days



Followers ⓘ

Hours Days

< Tuesdays >



Followers ⓘ

Hours Days

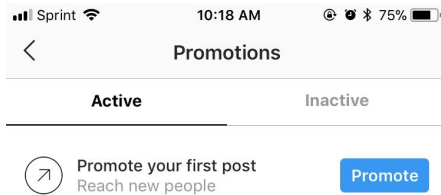
< Thursdays >



Followers ⓘ

Hours Days

< Fridays >



Create Promotion

Overall, Feudum already does a lot of great things with its account, one main thing being consistently liking comments or responding to questions/statements. One final recommendation I would give to Feudum would be to highlight your Instagram account across your **entire** digital realm, including: other social accounts, the end of emails, near the top of your website's homepage. The Instagram outreach should not just live solely on its own social platform, but throughout every single one.