

# Social Media Growth Case Study for @iamjayakishori

Focused on Engagement, Reach, and Views



## Data-Driven Strategy and Organic Growth

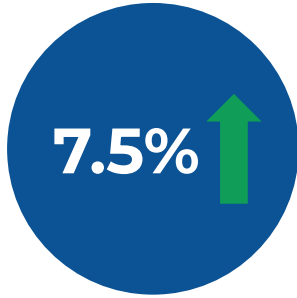
# Overview

Handle: @iamjayakishori | Project Duration: 1 Year (Prominent strategy shifts in the last year)

01	MAIN OBJECTIVE	Maximize engagement, reach, and video views organically using data-driven content strategies.
02	CATEGORY	Personal Brand (Spiritual and Motivational)
03	LAST YEAR FOCUS	Significant shifts made to change positioning, enhance engagement and reach by analyzing audience demographics.

# Key Metrics Focus (Engagement, Reach, Views)

## ENGAGEMENT



Grew from 3.8% to 7.5%

## LIKES PER POST



Increased from  
100K to 250K post

## COMMENTS PER POST



Shifted from 1500  
to 5000+ per post

## SHARES PER POST



Jumped from 5000  
to 12000 indicating  
shareability

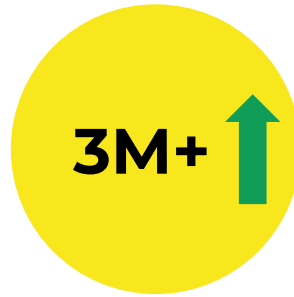
# Reach and Views

## REACH



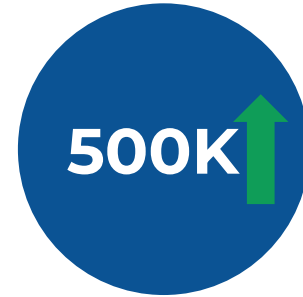
Increased from 15M to 35M, a 133% rise.

## REEL VIEWS



From 500K Reel views to 3M per Reel on avg., some reels surpassed 8M.

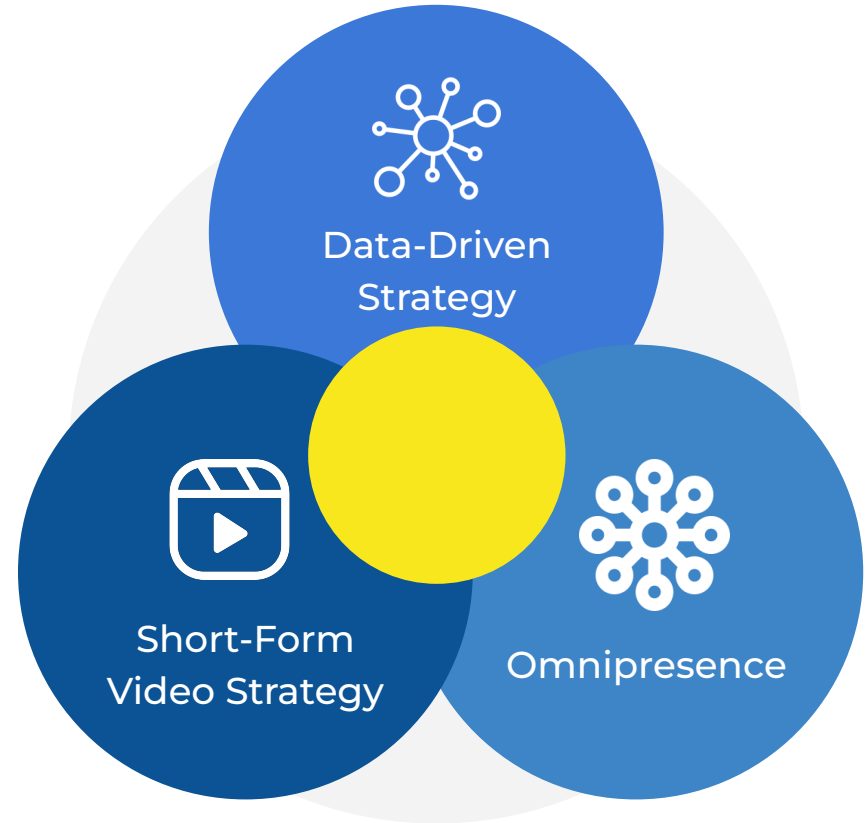
## LIVE STREAM



Increased to 500K views per session, driven by real-time engagement.

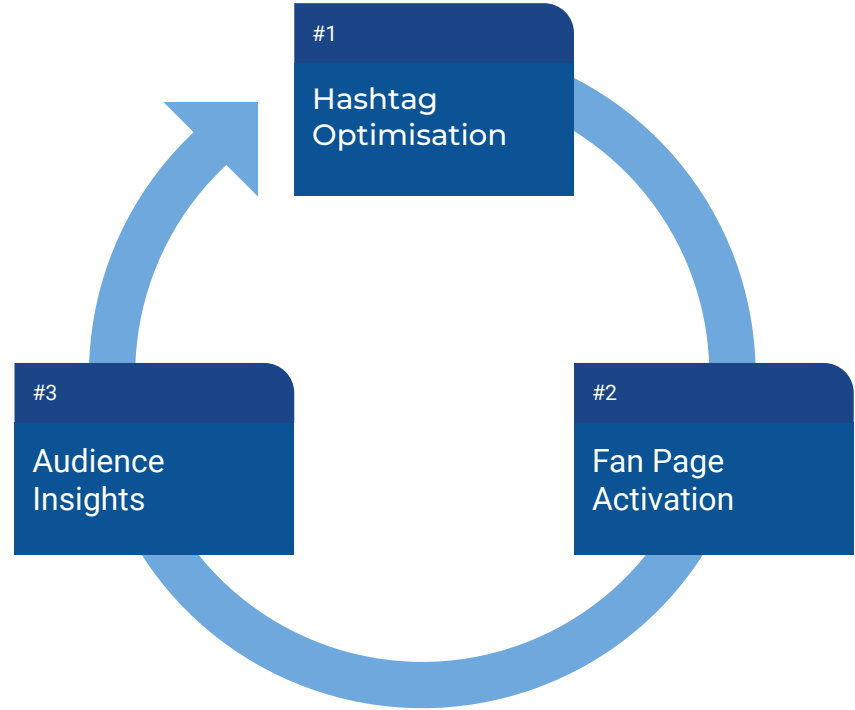
# Strategic Shifts in the Last Year

- **Data-Driven Strategy:** Leveraged Instagram analytics to optimize content.
- **Short-Form Video Strategy:** Reels became a core focus for capturing audience attention.
- **Omnipresence:** Ensured visibility across Instagram, LinkedIn, Facebook, and Threads, driving recognition and influence.

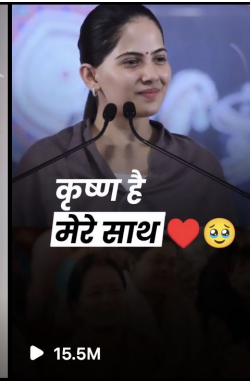
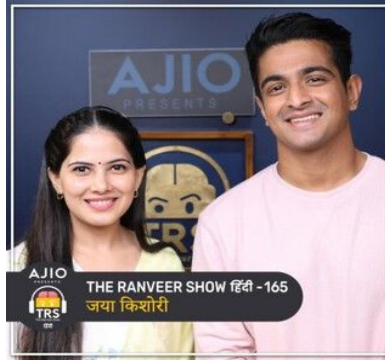


# Engagement and Reach Strategy

- **Hashtag Optimization:** Improved discoverability using audience insights.
- **Fan Page Activation:** Activated genuine fan pages to extend Jaya Kishori's influence.
- **Audience Insights:** Tailored content to specific demographics (time of posting, content preferences).



# Omnipresence



# Results & Impact

Organic

Engagement Peaks: Tripled around key spiritual events like Janmashtami, with some posts reaching over 400K likes and 15K comments.

Viral

Viral Video Success: Multiple Reels went viral, reaching over 5M views, some even exceeding 8M.

Growth

Fan-Led Growth: Fan pages contributed 15-20% of Jaya Kishori's organic reach.



# Conclusion

The omnipresent strategy, content optimization, and community engagement transformed Jaya Kishori's online presence into a highly influential spiritual and motivation brand for young India.

## **Team Incfrog for Jaya Kishori**

Chief Strategist: Utsav Bhanja

Account Management: Rashi Saha

Visual Content Head: Shubhabrata Saha

Graphics Head: Adrish Chakraborty

# About Incfrog

**Incfrog** Digital Private Limited is a full service digital consulting, media and branding company headquartered in Kolkata, with offices in Illinois, Oman and Singapore.

Founded in 2020, Incfrog has helped several brands including small businesses, entrepreneurs and large corporations in crafting their digital journeys.

**Thank You**

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