

## **Kreedo - Winning Over Followers With Consistent Social Media Presence**

### **[H2] Who is Kreedo?**

Kreedo is one of the largest early learning education solutions providers in India who are dedicated to providing all the essential requirements for educators to run their own brand of school without royalty and franchise fees. Kreedo provides solutions for pre-schools and schools catering to children from the ages of 2 to 8.

### **[H2] Goal**

The goal was to increase and grow the company's social media following on various platforms to spread awareness about the ability to start a preschool/school or expand an existing preschool/school and to fortify its reputation as a leader in education.

### **[H2] Obstacles Faced**

#### **Competitive Environment**

Most social media platforms have a high volume of educational content, especially in India where education is a massive industry that is taken seriously. With several established and up-and-coming schools using social media as their base platform, Kreedo faced stiff competition.

#### **Engaging Content Creation**

The creation of a constant flow of relevant and engaging content that connected with the ideal target audience remained a problem as audience preferences could change and the content had to adapt to these changes as well.

#### **Garnering Trust**

In a time when it takes more than a few engaging posts to gain followers, it remains a constant effort to not only gain new followers but to ensure these and existing followers are not lost.

### **[H2] Strategy**

To overcome the above obstacles as well as ensure the core goal of Kreedo was met, we had to create a custom social media marketing strategy whose focus point was to engage with target audience members and convert them into constant followers.

#### **Target Audience Identification**

Identification of the target audience will help in understanding what type of content needs to be crafted to engage and convert viewers into followers and possibly generate leads.

#### **Content Creation Strategy**

After understanding who the target audience is, content creation becomes slightly easier as audience preferences can then be derived. A variety of brand-centric and service-centric would go far in affecting brand awareness.

## **[H2] Implementing Strategy**

### **Content Plan**

A range of social content was created based on the preferences of the target audience. The posts were engaging, and educational, as well as playing to the pain points of the audience. Posts included brand awareness, tips, topical, client testimonials, and educational content.

### **Consistency**

A well-planned calendar was drawn up to ensure posting would be consistent and in line with the company's values and mission and thus contribute toward the goal.

### **Observation and Analysis**

Using analyzing social media metrics and generating reports, the effectiveness of the content could be observed. The figures served as concrete evidence of the performance of the content. This data allowed us to adjust our content strategy if required to obtain the desired results.

## **[H2] Results**

By implementing the devised strategy we were able to double the Instagram followers by posting consistently. Knowing the target audience and using these demographics to draft brand-centric, engaging content that connects with the audience both played a vital role in helping to achieve the desired goal of growing the Kreedo Instagram following.