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# **Building Instagram Presence**

Case Study Revontuli Autojenkasinpesu

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS  
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## ABSTRACT

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This practice-based thesis focused on development and implementation of an effective growth strategy for building online Instagram presence of a local car wash business, Revontuli Autojenkasinpesu. In today's digital world, a strong presence on social media platforms especially Instagram, is very important for any brand to create brand awareness and customer engagement.

The main objective of this study was to convert an inactive Instagram account of the company into an active and engaging platform to attract new followers and building online community of potential customers. The research was conducted through a qualitative method, combining literature review and practical competitor observations on the Instagram platform.

Implementation phase included steps from initial account insights analysis, profile page rebranding, structured content strategy and a local targeted digital marketing campaign using Meta ads. Performance evaluations showed increased followers count, monthly reach and increased audience engagement, which demonstrates the success of applied strategies.

This study offers a valuable step by step guide to the small business owners, for developing their Instagram presence without getting any help from external marketing agencies.

Keyword: Instagram marketing, social media, Instagram growth, Instagram, reels strategy, Instagram strategy, content strategy, content marketing.

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## 1 INTRODUCTION

In this modern era, social media presence is the first and foremost thing that determines a business's success. According to Bijlman (2025), over 74% of consumers use social media, including various platforms, to discover new brands. Social media users count surpassed 5.24 billion, which is more than 60% of the world population (Petrosyan, 2025). For any business, it comes as a top priority to create an appealing presence on social media platforms. Among all social media platforms, Instagram is very important for each and every brand, as it has an audience from all age sectors. As of February 2025, Instagram has more than 2 billion active users throughout the world (Dixon, 2025). According to Kane in his published book "One Million Followers," Instagram has an unmatched ability as compared to other social media platforms in terms of building a large and engaged audience. It shows the importance of Instagram presence as an important part of modern digital marketing strategies (Kane, 2018).

For small or medium-sized businesses like Revontuli Autojenkasinsu, it is challenging to effectively utilize the power of Instagram. Even though it offers great benefits, many SMEs still find it too difficult to get real engagement through effective content creation or marketing strategies. As Chaudhary (2021) stated the success of any Instagram account depends on continuous and creative content calendar strategies, which can be a challenge for many small and medium-sized businesses. This thesis focuses on converting a just normal Instagram account to an active marketing tool for the business with increased followers and content engagement.

Revontuli Autojenkasinsu, which is a small sized car wash business in Rauma, Finland facing the common problem of inactive Instagram Business account. The company did not utilize the social media presence to its fullest,

so, this thesis focuses on reviving the company's Instagram account by applying strategic Instagram posting strategies and targeted digital marketing campaigns on the platform.

## 2 CASE COMPANY

Revontuli Autojenkasinpesu is a local car wash and detailing business in Rauma, Finland. It is famous for fast, Professional, and quality car wash services, which helped it to gain a loyal customer base in the city. The company is successful offline but did not achieve its great presence on social media platforms like Instagram. As nowadays social media presence is very important, having not good online presence drags a company to the downside as compared to its competitors who are actively engaging their customers online also. Thus, to stay relevant and competent in the market, a company needs to build its online presence on the Instagram platform.

At this stage, the company's Instagram account has fewer posts, a small number of followers, and very minimal customer interactions. This is a common image of most SMEs' Instagram accounts, as they don't have dedicated social media managers to manage their accounts professionally. According to Miles (2019), small businesses face a great challenge in creating visually engaging content while at the same time managing day-to-day operations of the business. Thus, to provide the company with results, this project will deploy theoretical concepts related to social media engagement and digital marketing techniques in order to get customer engagement, which includes focusing on digital marketing campaigns to get initial attention and boost the company's Instagram account.

### 3 PROJECT DESCRIPTION

The reason to select Instagram as the main social media platform for online presence building is based on its vast popularity among various demographics, which makes it a strategic choice to build a local brand's strong online presence. Instagram platform's visual nature aligns it very well with modern businesses to showcase their brand aesthetically and in a number of creative ways (Kane, 2018). In the case of Revontuli Autojenkasinpesu, posting car wash before-and-after images, videos, and highlights of their services can attract customers to the account for engagement and brand interaction. Also, Instagram's algorithm pushes the accounts that post regularly, get customer engagements, and post creative stuff online (Radu, 2025). Hence, launching a well-targeted digital marketing campaign will also help to get an initial boost to the dead account.

#### 3.1 Purpose and Objectives

The first and foremost goal of this project is to revive Revontuli Autojenkasinpesu's Inactive Instagram account. The project will focus on getting customer engagements by posting regular content and targeted marketing campaigns, which will ultimately result in increased brand visibility. After this, another key objective will be to develop a well-defined content calendar with strategic timelines for reels, posts, and stories to engage customers with the business story. Apart from this, this study aims to prepare and implement a marketing plan for Instagram to get customers as loyal followers to the Instagram profile. Hence, by implementing social media posting techniques from different academic authors' theoretical concepts, the focus will be on building a strong online presence for the business.

#### 3.2 Research Method

This is a practice-based thesis project that follows a qualitative research approach to explore practical implementations and to build real-life Instagram

growth strategies for our case company. The qualitative research method involves collecting non-numerical data to analyse and understand different concepts, views, beliefs, or experiences (Bhandari, 2025). This study focuses on Revontuli Autojenkainpesu, a local car wash and detailing business, which makes it a single case study. Qualitative method is used for this thesis because it focuses on understanding audience behaviour, different patterns of audience engagement on other successful business pages and figuring out the psychological impact of different content pieces. This method of research allows the author to build Instagram strategies based on the analysis of past interactions and behaviours of the general audience.

Rather than depending on surveys, interviews, or questionnaires, the focus was on understanding and analysing how followers interacted with versatile pieces of content available on other similar field Instagram business accounts. General observations were made to analyse how followers reacted in likes, comments, or shares with certain kinds of visuals delivered in reels or posts. This approach aligns well with the practice-based thesis concept, in which, apart from just theoretical discussions, practical implementation is also done to get results in real-life business.

### 3.3 Conceptual Framework

The conceptual framework of this project consists of four important components, such as content creation, audience engagement, digital marketing campaigns, and final performance evaluations. According to Coles (2018), building a brand on the Instagram platform requires consistent messaging delivery and visual identity. This conceptual framework provides a structured approach to achieve the primary objective of reviving inactive Instagram accounts.

Figure 1 below visually demonstrates the conceptual framework used in this thesis project. The process starts with branding implementation, which includes updating the profile page of the Instagram account and visual selec-

tions. After that, content strategy and digital marketing campaign launches will help the account to get wider reach and engagement. Analytics and success measures will evaluate overall performance with future recommendations for the business account growth.



Figure 1: Conceptual framework for Revontuli Autojenkasinpesu's Instagram growth project.

### 3.3.1 Content

Content plays a crucial role in the success of any social media account. A great piece of content grabs the attention of the audience in its first 3 seconds (Radu, 2025). Coles (2018) suggests that content should not only deliver information about the product or services but also should create an emotional connection with the audience, so, content creation or selection will be in great focus to achieve overall success. For regular posting without interruptions, content calendars can be used. 'An Instagram content calendar is a planned schedule outlining when and what to post on your Instagram profile' (Volodina, 2024). Content calendars include dates of posting, content piece ideas, and a variety of content posting according to different day schedules.

### 3.3.2 Audience Engagement

Increased brand visibility on Instagram platform is largely dependent on audience engagement after content. Instagram mentioned on their official website that 'We use a variety of algorithms, classifiers, and processes, each with its own purpose' (Mosseri, 2021). To get a wider reach, brands need to maintain active interactions with their followers by commenting on posts, messaging them, posting stories, and engaging in polls according to content calendars.

### 3.3.3 Digital Marketing Campaign

In order to get an initial boost to the account, a marketing campaign will be launched with keyword targeting. Marketing campaigns should focus on storytelling, visual aesthetics, and clear calls to action for targeted audiences (Coles, 2018). Hence, visually appealing posts or reels will be used for marketing campaigns, which will result in enhanced audience reach and brand awareness.

### 3.3.4 Performance Evaluation

Tracking the effectiveness of shared content on social media platforms is a very important step to analyse and develop future strategies. Post likes, comments, shares, and saves are engagement metrics that are used to measure the effectiveness of marketing strategies (Chaudhary, 2021). Instagram insights are the primary and best way to keep track of account growth. Instagram insights help to understand overall trends and content's performance by analysing metrics such as view count, accounts reached, accounts engaged, total followers with their demographics, and other details. (Instagram, 2024).

## 4 PROJECT BOUNDARIES

This thesis project is specifically focused on building the Instagram presence of Revontuli Autojenkaispesu, a Finnish-based car wash and detailing business in Rauma, Finland. Several boundaries have been set to stay focused on core objectives and to avoid any distractions with unnecessary activities.

As this project is specific to the Instagram platform only, other social platforms, like Facebook, YouTube, or any other social media platform, will not be covered throughout the study. By focusing on a single-level platform, the author is able to use and explore Instagram's versatile features, such as reels, stories, posts, highlights and a professional dashboard, in more depth and with a clear strategy.

Secondly, this project does include any development of websites or modifications to website pages and other digital platforms related to the business. The business already has a well-functioning website for bookings and other information; thus, the project excludes any tasks related to the modifications or integration of the website into the project.

Furthermore, advanced marketing methods such as influencer marketing, affiliate marketing, or brand partnerships are not covered in the project. Although these methods are very powerful tools for digital growth strategy, limited timelines and budget constraints are noted but can be suggested to the business as future recommendations.

Customer handling direct messaging over Instagram is also not part of this thesis project. While interactions will be done through post comments, replies, or polls, direct bookings or answering customer inquiries with one-to-one conversations with potential customers are excluded from the implementation plan.

Lastly, although lead generation or sales conversion tracking can help in analysis of return on investment of social media marketing activities, this

does not cover analysis of financial metrics or business revenues. The digital marketing campaign's performance will be evaluated using meta-analytical tools with metrics such as follower count, profile visits, comments, reach, and engagement to be in line with the core objective of this thesis about building the Instagram presence of the business.

Hence, this study is solely focused on building community on the brand's Instagram account and getting results in terms of followers, views, likes, and comments through digital marketing campaigns and effective social media posting strategies.

## 5 THEORETICAL REFERENCES

This section of this study presents the theoretical basis for developing an online Instagram presence for a business with references to academic literature and other online sources. A Classical marketing theory known as the AIDA Model (Attention, Interest, Desire and Action) was used in this project as the central guiding framework. It explains the potential customer journey from awareness stage to decision making (Kotler et., 2017). The main focus is on understanding important strategies and Instagram platform-specific content posting strategies to grow a small or medium-sized business Instagram account. An Instagram growth strategy includes different factors, including branding, content production, consistency, Instagram platform algorithm understanding, audience targeting, audience engagement, storytelling, performance analysis, and trust-building practices. These factors are all conceptual backbones for all growth strategies applied in later sections of this thesis.

### 5.1 Branding

Branding aligns with the 'Attention' stage of the AIDA model. Branding or creating uniqueness in this cluttered platform is very important, which can be

done by carefully using various profile optimization techniques. According to Coles (2018), any brand's first impression is made from its account profile page, which includes username, bio text, profile image, and highlights showcasing the brand's identity. Kane (2018) also marked out the importance of the profile page, as new customers get instant messages delivered to them about the brand's image and the purpose of their account, which results in getting a follow from the visitor. By providing general information about the brand in the bio, using consistent visuals, and using other platform's account links, brands can develop a trustworthy relationship with their visitors (Miles, 2019).

Figure 2 below visually demonstrates the elements in a professional profile page on the Instagram platform. This figure supports the discussion of re-branding by showing visual elements needed to be included in the updated profile page. It indicates the importance of adding a slogan, CTA, your values, and inspirational values to the profile page for a more structured look.

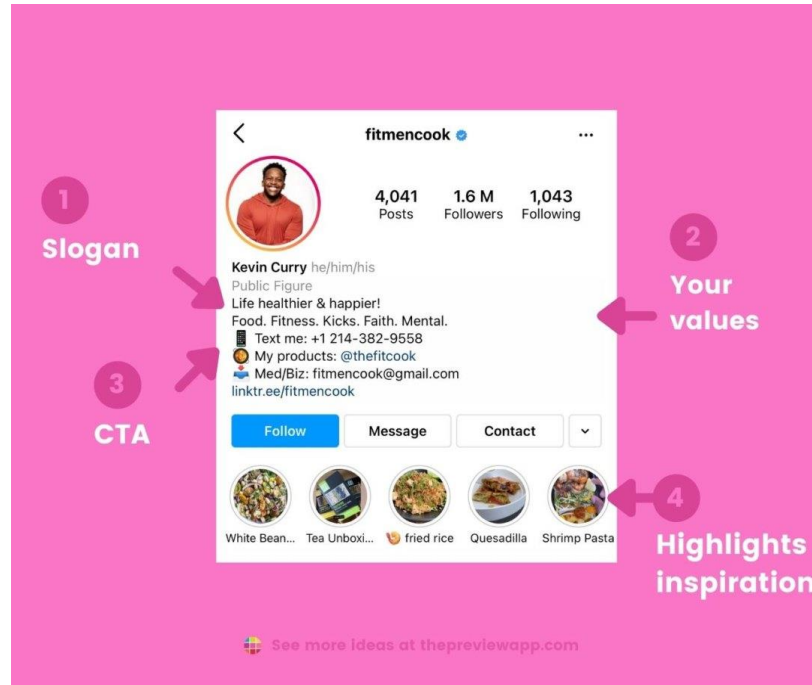


Figure 2: Illustration of a Profile Page. Source: Bulbapp website (2025).

An effective Instagram bio serves as a business card (Keyhole, 2024). By providing clear calls to action such as "Contact now," "Buy now," or Book

now,” brands can get instant leads from potential customers. Businesses need to carefully design their bio section with all details regarding business nature, tagline, contact information, location, and other social links to get a great first impression and to build strong, trustable relationships with visitors (Eloquent, 2024).

Apart from these, other basic elements such as aesthetics and tone of the profile page influence the visitor to make a decision about following the account. Miles (2019) suggests that an Instagram account profile page should serve as a mini store for the brand where customers can get a quick review about what the brand is offering and why they need to care about it.

## 5.2 Content Production

The production of engaging content corresponds to the “desire” stage of the AIDA model, as it helps to create desire among the audience by connecting them emotionally to the brand message. Content is the most important factor in determining the success of any social media account. Kane (2018) stated that “People follow content, not just brands”, so, quality of content, consistency in posting and relevance to the followers needs to be prioritized for faster growth. Instagram algorithms push reels that have visual appeal and great storytelling patterns with authenticity. According to Coles (2018), content that connects emotionally and builds trust in the heart of the audience performs way better than just promotional materials. Every piece that tells a story and delivers a message can be defined as content; for example, simple posts, reels, videos, stories, or carousel posts.

Content can be categorized in many sections, such as educational posts, user-generated content, short videos (which are known as reels), memes, how-to tutorials, and so on.

Figure 3 below suggests the different uses of content types according to the goals' demand. The figure structurally demonstrates the content type, and its potential uses according to the need of message delivery.

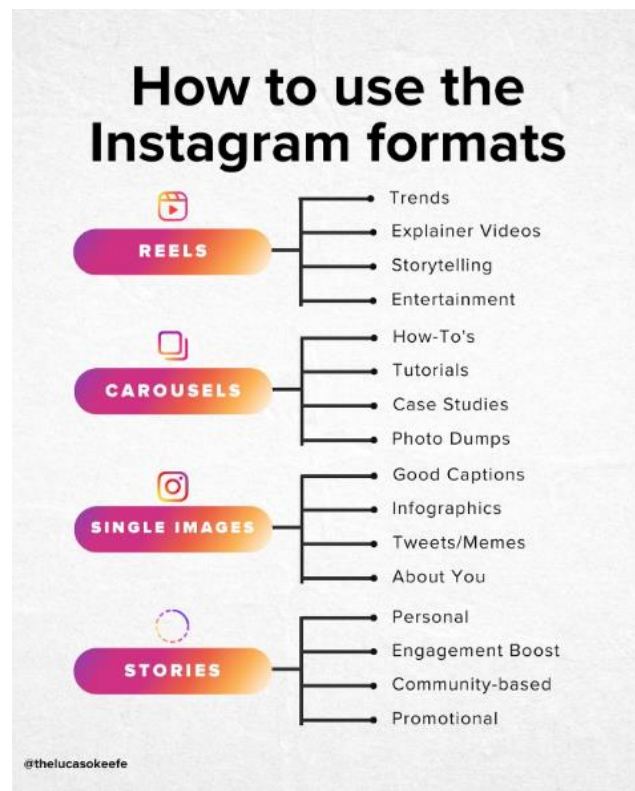


Figure 3: Instagram post by @thelucasokeefe (2020). Source: Instagram.

### 5.2.1 Reels

Reels are widely used and favoured by Instagram algorithms as a popular content type among all categories on Instagram. According to Later (2023), reels get 67% more engagement from users than any other traditional posts or content types. Kane (2018) recommended adapting content types as trends evolve, and at present, reels are the most powerful content type on the platform. Reels can be used to deliver trendy content, entertainment stuff, explanation-type videos, and storytelling content pieces.

Reels can be strategically used to enhance brand reach. According to Chaudhary (2021), using trending audios on Instagram as background in your reel significantly boosts its reach to a wider audience. Miles (2019) suggested using great hooks in the first 3 seconds of the reel, as in these 3 seconds only the user decides whether to stay on the reel or swipe to the next one.

### 5.2.2 Carousel

“A carousel post is a feature that allows Instagram users to share multiple images and videos in a single post” (Ceambur, 2024). Carousels help content creators to build up narrative with each post and make it a good format for great storytelling posts. As compared to a normal single photo post, a carousel gets more engagement from users as they need to swipe several times to see all the photos attached to that carousel. The Instagram algorithm prefers this type of content, which can keep users interacting for a longer period. Brands can use carousels for storytelling and to connect followers with their story. Through them, brands can share “how-to” kind of tutorial videos, case studies, and random photos clicked at their business premises during operations or marketing events.

### 5.2.3 Single Image

This format is a foundational format of content posting on Instagram, which helps the brands to maintain a professional structure for the whole profile. Single images can be shared to deliver clear messages, promotional information, or to showcase high-quality, visually appealing product catalogues. According to Later (2023), while reels and carousels get more engagement, single-image posts are still a foundational content format on Instagram, which gets new followers with wide reach through hashtags and explore page exposure. Still images work very well when paired with strong captions and great visuals that represent the brand’s identity. In order to get maximum results from single image posts, brands need to post them during peak engagement times and optimize descriptions with keywords and hashtags.

### 5.2.4 Stories

“Stories allow you to share everyday moments and grow closer to the people and interests you care about through photos and videos that disappear after 24 hours” (Instagram, 2024). Stories are a very powerful tool to stay con-

nected with followers through daily routine and fun postings. According to Coles (2018), stories are a very effective way to create bonds with followers and to showcase behind-the-scenes content pieces, instant updates, and other interactive elements such as quizzes, polls, stickers, and trending audios. Brands can provide their followers with a sense of connectivity through regular stories updating them about their day-to-day activities. Miles (2019) mentioned that brands that upload their stories consistently appear at the top of their followers' feeds, which increases their chances of visibility to them. Stories can be anything from a single image or video to a series of images. This format of content increases community engagement, which helps to maintain an effective balance in promotional activities and natural connection building.

### 5.3 Hashtags and Captions

According to Later, a hashtag is a word or phrase preceded by the “#” symbol, which helps to categorize and provide more discoverability to the content. Chaudhary (2021) suggested that while hashtags should be relevant to the content piece, they also need to be relevant to audience interests. Which indirectly points towards content creation, which goes in trend for better audience engagement. “You can use up to 30 hashtags on a post,” Instagram. However, according to Demeku (2019), it is recommended to use between 3 and 5 hashtags on a single post, as it prevents spamming on the platform. Hashtags can be different types, for example, location-based, branded, industry hashtags, community-focused hashtags, and viral hashtags. There are numerous techniques to find the best hashtags. Among all of them, post volume is an important metric (Demeku, 2019). In this technique, if a hashtag has already been used by a large number of people, then there will be more chances that your post will be discovered by the masses.

Apart from this, captions and descriptive text that describe the content help the algorithm to categorize and boost the content. Miles (2019) suggested captions serve well when written in a conversational tone with an integrated

question to encourage viewers to respond. Including a hook in the captions like “Do you know...” or “A quick guide to...” helps to draw instant attention from viewers.

#### 5.4 Content Posting

Posting any kind of content on a regular basis sends a signal to the algorithm that your Instagram account is active and authentic. Building momentum on the Instagram platform requires consistent content publishing, ideally 3 to 5 posts weekly with strategic use of reels, posts, stories, and live stream (Kane, 2018). While reels are the most rewarding content format on Instagram, other types of content formats should also be taken into weekly or monthly content posting calendar. Coles (2018) also highlighted that constant interaction from the audience in the form of likes, comments, or shares triggers algorithm preference, which increases the chances of appearing on the Explore page.

Apart from just frequency, timing and type of post also affect the performance of a content piece on the platform. According to Later (2023), while audience engagement tends to peak at mid-morning and evening times, it can differ from account to account on the basis of time zone and followers' schedules. One can check peak times of audience activity from the Instagram professional dashboard. Coles (2018) suggests checking and testing different time zones by posting content pieces in order to find the best suitable time slot for better audience engagement.

Figure 4 below suggests the content posting frequency for optimal account growth by Preloznic. The suggestions through visual demonstration support the discussion of the minimum requirement of content posting for getting enhanced visibility and engagement.

The infographic is a blue vertical rectangle with white text and cloud icons. At the top, it says 'HOW MANY TIMES SHOULD YOU POST ON INSTAGRAM'. Below this is a table with three rows. The first row is 'REELS' with '4-7 times'. The second row is 'POSTS' with '2-3 times'. The third row is 'STORIES' with '14-20 time a week'. There are cloud icons at the top left and top right, and two more at the bottom left and bottom right.

Media Type	Frequency
REELS	4-7 times
POSTS	2-3 times
STORIES	14-20 time a week

Figure 4: Recommended Social Media Posting Frequencies for 2025 Source: Preloznik, 2024

As per Figure 4, Preloznik (2025) suggests, a minimum of 4-7 reels and 2-3 posts including carousels, is the ideal number of weekly postings, while brands need to post at least 2 stories daily to stay connected with their followers. Usage of different media types is essential when we post more than 5 times a week to provide followers with variability. Quality more than quantity is preferred, as posting 3 times a week with great quality content can be way more beneficial than posting 5 times with low-quality content. (Preloznik, 2025).

### 5.5 Audience Engagement

Audience engagement links the “Desire” and “Action” stage from the AIDA model. It helps to engage customers with the brand message and connect emotionally to convert their emotions into buying action. Instagram engagement is a combination of all the ways in which your followers or unknown audience engage with your content on Instagram (Worb, 2019). It consists of likes, comments, shares, and saves on a particular content piece. Getting a good engagement rate is very crucial for the growth of an Instagram account, as it shows the quality of content and signals the algorithm to push it to an

even larger audience. Kane (2018) also mentioned that any kind of interaction is not only a byproduct of success but also a great driver of enhanced algorithmic exposure. It builds trust and loyalty over the Instagram account. Coles (2018) highlighted that “people buy from people they trust,” and this trust is built with two-way interaction from the audience and brand side. According to a 2022 report by Hootsuite, Instagram accounts that reply to their direct messages and comments get 33% more customer retention compared to other brands that ignore these engagement opportunities. (Hootsuite, 2022).

In order to make interaction deeper, brands need to avoid automated responses or very generic messages. Instead of that, personalized replies and two-way communication kind of replies develop the sense of belonging among followers. Actively seeking feedback about service or product through comments and story interaction provides the brand with both insights and goodwill. (Miles, 2019).

## 5.6 Performance Analysis

Performance analysis is a very important part of any social media strategy, especially for Instagram, where visibility of content heavily relies on engagement metrics. In order to check how the content is performing, whether it's serving business objectives or not, it is very essential to track performance, interpret it, and respond accordingly to platform data. According to Miles (2019), main performance metrics such as reach, impressions, profile visits, follower demographics, and non-follower reach provide essential data to brands that helps in refining content strategy. Instagram's built-in analytical tool, called the Professional Dashboard, is a great tool to monitor top key indicators such as views, accounts reached, interactions, accounts engaged, follower demographics, and content you shared (Instagram, 2024).

Brendan Kane (2018) also mentioned that “you can't improve what you don't measure,” which highlights the importance of daily and weekly performance

tracking in order to identify trends. He suggested that brands must try different formats of content, such as reels, posts, carousels, and stories, to determine what attracts their target audience more. On the basis of this data, content strategy can be shifted; for example, if reels are getting more interactions, it suggests that the audience is more interested in short-duration content, so, focus should be more on the creation of short-duration content pieces.

Coles (2018) suggested that performance analysis should also include qualitative analysis like reviewing audience comments and direct messages. For small or medium-sized businesses, understanding the vibe of audience interaction can help brands to assess whether their content is providing any value to their targeted audience or not. Tracking Instagram Stories analytical data, such as taps forward, replies, and exits, provides real-time feedback on brand's story is holding audience interest or not (Newberry, 2024).

### 5.7 Instagram in Digital Marketing Framework

Instagram is a great tool for digital marketing. It serves as a very effective medium for brand communication, lead generation, and audience targeting for small and medium-sized businesses in a cost-effective budget. Selling products or services to a targeted audience by using online social media platforms and digital technologies is called digital marketing. According to Coles (2018), the strength of digital marketing lies in its great ability to deliver the right message to the right audience at the right time by using a content piece over several digital channels such as search engines, websites, email, and social media platforms.

Instagram works within the digital marketing ecosystem as a channel that helps in getting both organic reach and paid advertising. Instagram's integration with Meta Ads allows brands to create very targeted ad campaigns that focus on different factors such as age, gender, location, interest, and behavior (Chaudhary, 2021). This detailed targeting helps brands to optimize their

ad spending and to reach their relevant customer segments. Brands can advertise different content formats, such as reels, posts, carousels, or stories, to reach customers at different stages of their customer journey.

Digital marketing on Instagram platforms also offers real-time engagement and conversational marketing from both sides. According to HubSpot (2023), Instagram marketing allows brands to directly engage with their targeted customers by replying to their comments, polls, and live sessions. This two-way communication approach differentiates it from traditional marketing. Advertisements with interactive formats, such as reels, posts, and stories with polls and replies, often lead to higher engagement and retention rates on Instagram (AdSpyder, 2025).

According to Chaudhary (2021), paid campaigns boost reach and improve visibility for newer or less active Instagram accounts, which helps small and medium-sized businesses to overcome organic growth limitations. Kane (2018) suggested strategically crafting content before investing in paid advertisement. An advertisement piece should combine visual appeal, a strong hook, and a clear call to action in order to capture audience attention.

## 6 IMPLEMENTATION OF PROJECT

### 6.1 Analysis of Current Situation

Before implementing any strategic actions, the author conducted an initial analysis of the current situation of Revontuli Autojenkasinpesu's Instagram account. At this stage, the account showed 71 posts in total, 41 followers, and 28 following. Even though the account has a moderate number of posts, including reels and static posts, engagement level was very low, which resulted in a low follower count. The bio section included very little information limited to only the business name and location of the premises.

Figure 5 below visually demonstrates the existing condition of Revontuli Autojenkasinpesu’s Instagram account at the beginning of the project. The figure highlights an unstructured profile page, a lack of content, and negligible audience monthly reach, which provides a baseline to prepare for developing growth strategies.

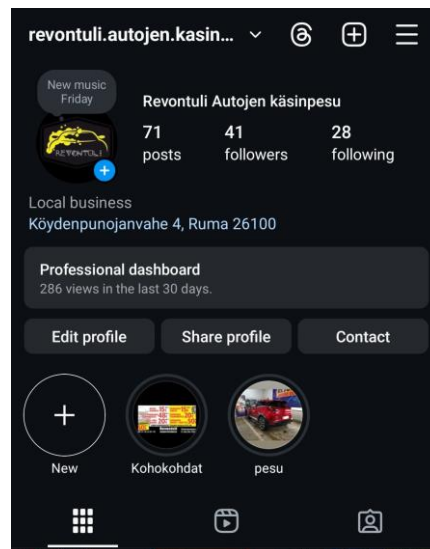


Figure 5. Revontuli Autojenkasinpesu’s Instagram profile page at the start of the project.

As per figure 5, the profile used a professional logo, which added professionalism, but the account lacked visual identity as some important features were missing, such as a description of services, category of business, and call to action prompts. Additionally, there were only two highlights named as “Kohokohdat” and “Pesu,” which lacked clear messaging and strategic placement. As Miles (2019) suggests, an Instagram account profile page should serve as a mini store for the brand where customers can get a quick review about what the brand is offering and why they need to care about it. The absence of these important elements showed a missed opportunity in creating a professional presence over the Instagram platform.

Instagram’s analytic feature, named “Professional Dashboard,” showed that over the past 30 days, the account has received only 286 views, which comprise 90.2% from non-followers and 9.8% from existing followers. This indi-

cates very limited reach to the content pieces and a lack of strategic content posting. The engagement data also showed that total views comprise 58% of reel views, 38.8% of posts, and 3.1% of stories. This distribution shows that reels are serving as the most effective medium for the business and aligns with the statement by Later (2023) that reels get more reach than other content formats on Instagram.

Figure 6 below visually demonstrates the professional dashboard of Revontuli Autojenkasinpesu's Instagram account at the beginning of the project. The visuals demonstrate a very low monthly views count, most of them gained through reels, which indicates the potential use of the reels content format for account growth.

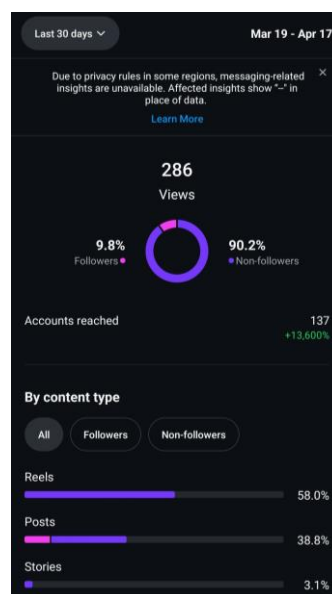


Figure 6. Professional dashboard at the start of the project.

This initial situation analysis served as a baseline for identifying the weaknesses and preparing strategies for the implementation phase. According to Kane (2018), an initial audit is a foundational step that helps brands understand their social performance and align their content strategies with their brand goals and audience behaviour.

## 6.2 Rebranding Instagram Profile Page

In the next step, after conducting initial analysis of the Instagram profile, the author focused on rebranding the profile page in order to enhance its clarity, professional identity, and visual appeal to local Finnish customers. The main goal of these modifications was to ensure that the profile not only looks professional and consistent but also serves the essential information about the business upon visiting the profile page.

First of all, the business category was defined as “car wash” to ensure the business profile appears correctly in car wash category business pages by Instagram algorithms. After that, the Bio section got updated with keywords related to business offerings such as “Ulkopesu” (outdoor wash), “Sisapesu” (indoor wash), “Vahaus” (Waxing) and “Rengaspalvelut” (tire services). The author included several emojis in the bio section to make it a more interactive conversation between the brand and the audience. Furthermore, a strong call-to-action, “Varaa Aika” (Book a time), was added to encourage bookings or website visits. Location emoji and address were preserved to provide visitors with this essential information. Additionally, a clickable website link is introduced in the Bio section to ease the user’s journey from viewing to action. These changes aligned with the suggestions by Coles (2018), who emphasizes that a profile page should include both informational and conversational functions.

Figure 7 below shows the current profile page of Revontuli Autojenkasinpesu’s Instagram account after implementing the changes. It shows rebranding implementations with an updated bio, new highlights, and an overall structured profile page.

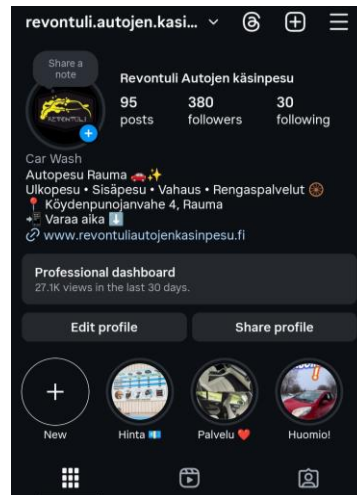


Figure 7. The current profile page of Revontuli Autojen käsipesu’s Instagram account.

The author also added new Instagram highlights to the profile page and strategically categorized them as “Hinta” (Price), “Palvelu” (Services), and “Huomio” (Attention). According to their titles, these highlights show different pricing lists for services, demos of services, and the main advertisement reel from the business. This change replaced the previous versions of uncategorized and non-labelled highlights and brought structure to the profile with clear messaging. The author strategically placed the main advertisement of the business under the “Huomio” highlight so that any visitor who is interested in knowing about services or offerings can instantly watch the advertisement without any hassle.

The author initially planned to change the username according to search engine optimization requirements in order to improve discoverability of the account. However, after several discussions with the owner, it was decided to keep it the same as the current username already published in different types of print advertisements such as flyers, banners, and local newspaper listings. As a result of these rebranding changes, the Instagram profile page now looks more structured, professional, and informative for the audience. It effectively demonstrates visual identity and a user-friendly appearance to help set a strong foundation for upcoming content strategies and promotional activities.

### 6.3 Content Planning and Posting Schedule

Content planning and posting schedules play a very important role in maintaining consistency, improving brand visibility, and increasing engagement on Instagram through relatable content creation. In the case of Revontuli Autojenkasinpesu's Instagram account, consistency and visually appealing content creation were very much needed due to prior inactivity on the account. The author started planning content creation that aligns with business nature and Instagram algorithms.

The content planning started with analyzing competitors and other similar car wash or detailing businesses on Instagram. The observation revealed that reels that showcase the car cleaning process from start to end get more views and engagement than other types of content on similar accounts. Apart from this, reels that have a very strong hook in the starting 2 to 3 seconds get more reach than other reels that have fewer engaging hooks in the start. These reels contain before-and-after transformation visuals, which are very satisfying visuals to the audience. Kane (2018) also suggested that content that creates curiosity and provides appealing visuals in its first 2 to 3 seconds often gets more engagement on Instagram.

In guidance of these observations, the author planned visual content that follows these patterns. Short-length reels were planned to demonstrate satisfying cleaning processes such as vacuuming, floor mat washing, and interior detailing. This type of content gets more discoverability due to the fulfillment of psychological needs with satisfying visuals. Miles (2019) states that content pieces that have high informational and emotional value tend to get more likes, shares, and saves, which improves organic reach.

Along with reels, posts, and stories were planned to utilize each content type for brand message delivery. From literature suggestions and practical observations, a content calendar was planned accordingly for regular posting without any interruptions to stay consistent in the Instagram algorithm. The following table shows the posting schedule, which was followed throughout the project for Revontuli Autojenkasinpesu's Instagram account.

The following table 1 shows the content posting schedule applied for Revontuli Autojenkasipesu's account growth strategy. It demonstrates Preloz-nik's suggestions and applied strategies for posting frequency with different content types to maintain consistency and to optimize account reach.

Table 1. Content posting schedule

Content Type	Recommendations by Preloz-nik	Applied strategy
Reels	4-7 weekly	Daily 1 reel
Posts	2-3 weekly	2 posts a week
Stories	14-20 times a week	Daily 2 Stories

#### 6.4 Content Creation and Posting Strategy

After detailed content planning, the author implemented a creative content creation and posting strategy that aimed at increasing reach, engagement, and follower count on the Instagram account. This process focused on following working patterns, utilizing Instagram's algorithm information, and staying focused with a planned content posting schedule. The whole posting and creation strategy is based on literature review, practical observations, and understanding of current analytics from the Instagram account.

To start with, content creation was focused on showing the cleaning process, which delivers the business message of professional cleaning services. Reels were shot with a Vivo V27 mobile phone showcasing the vacuuming process, washing car floor mats, detailing car interiors, and washing car tires. These visuals are not only satisfying to the audience but also aligned with trending content ideas on similar Instagram accounts. Kane (2018) also mentioned that content that engages the audience psychologically with satisfying time-lapse or transformational content, often tends to get instant attention. To follow the recommendations, each reel was created with planned start, mid, and end. Each reel starts with a dirty surface, follows a cleaning process, and

ends with clean and polished results. Free video editing software like Cap-cut is used to edit and polish raw videos.

Along with videos, photos were taken in the business premises, which were used later for post and carousel posting. Stories are created daily with random clicks of the ongoing process in the business premises throughout the day, which connects followers with the business's day-to-day activity and fosters a real connection.

The author strategically planned caption writing and hashtag strategy. Captions were added in a simple tone, including search engine-optimized keywords. Along with local Finnish hashtags, other industry-standard English hashtags were also taken into strategy to increase discoverability of content among a wider audience, and these hashtags include #autopesu, #rauma, #carclean, #carcare, and #carwash. Miles (2019) mentioned that using relevant hashtags improves a post's reach to an audience beyond the follower's base.

Figure 8 shows the captions and hashtags used in a reel post on Revontuli Autojenkasinpesu's Instagram account. It supports the discussion of using the top five hashtags related to the industry and adding a search engine optimized caption with keywords included. The optimized captions with keywords are used in the bio for maximum reach.

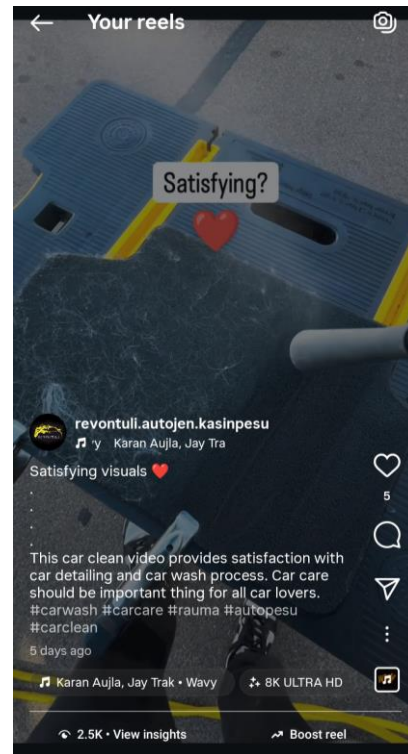


Figure 8. Screenshot of Caption and hashtags used in description on Revontuli Autojenkasinpesu's Instagram account.

Analysis of current insights from the professional dashboard helped to select posting time sections. By analyzing follower insights data, the author noted that 69% of total followers were men and 31% were women, so content needed to align mostly with men's preferences, such as tool showcase videos and other technical videos, while for the women audience, satisfying visuals were created. Apart from this, it was noted that followers were most active on Instagram between 12 PM and 6 PM, constant across the week. These time sections were selected for posting content, as it helps to get instant engagement in the starting time period of any post. The content was published directly from the phone so that the author can monitor the situation all the time and respond to the comments or other engagements. This strategy, combining strong content creation and optimized posting timings with relevant hashtags, helped the business to gain enhanced reach and followers on Instagram.

## 6.5 Advertisement Campaign Launch

In order to get enhanced reach and visibility for Revontuli Autojenkasinpesu's Instagram account, a well-targeted digital advertising campaign was launched by the author with the help of Meta ads, also known as Facebook ads manager. This campaign was part of an Instagram growth strategy to reach a new local audience that might not be discovered through organic reach.

The author created a short-length, reel-size advertisement video showcasing a strong visual hook at the start. The video starts with a red car approaching the camera, which grabs audience attention and helps to stop them from scrolling to the next reel. This approach aligns with the recommendation from Kane (2018) that content should capture the audience's attention in its first 2–3 seconds with a strong hook for higher performance. As the red car skids from the camera, the main part of the advertisement starts, where different visuals appear with information about services offered by Revontuli Autojenkasinpesu. The video contained text in the Finnish language to cater to the local audience with clear messaging.

Figure 9 shows the opening and other frames from the digital advertisement for Revontuli Autojenkasinpesu's digital marketing campaign. The visuals support the discussion of using compelling visuals with localized elements in them, such as language overlays and brand message delivery. The localized elements were used in the advertisement, such as Finnish language overlays and localized tags for targeting purposes.

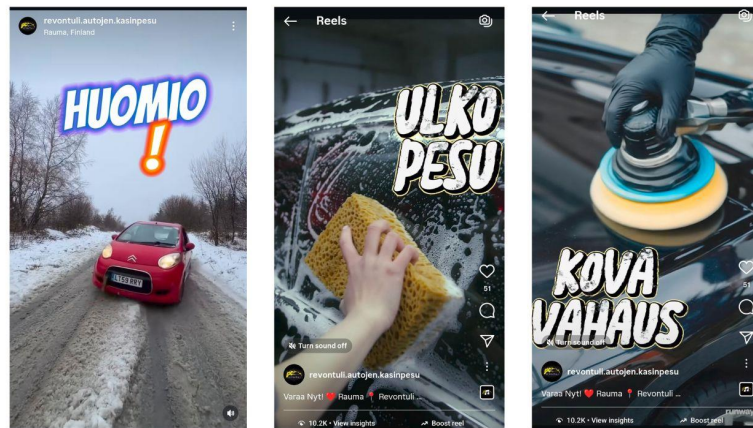


Figure 9. Frames from the advertisement designed for Revontuli Autojenkasinpesu's digital campaign.

The advertisement was targeted for a local audience living within a 17-kilometre radius of Rauma, which falls under the Satakunta region in Finland. It was the primary geographical service area of Revontuli Autojenkasinpesu, so the author focused on delivering the message to the core audience. As Coles (2018) also mentions, hyperlocal targeting ensures efficient use of the advertising budget for small or medium-sized businesses as it directly focuses on prospective users who are most likely to convert into customers.

Figure 10 below shows performance metrics of Revontuli Autojenkasinpesu's digital campaign from the Meta ads platform. It provides the insights about campaign reach, frequency, click-through rate, and overall success of the campaign.

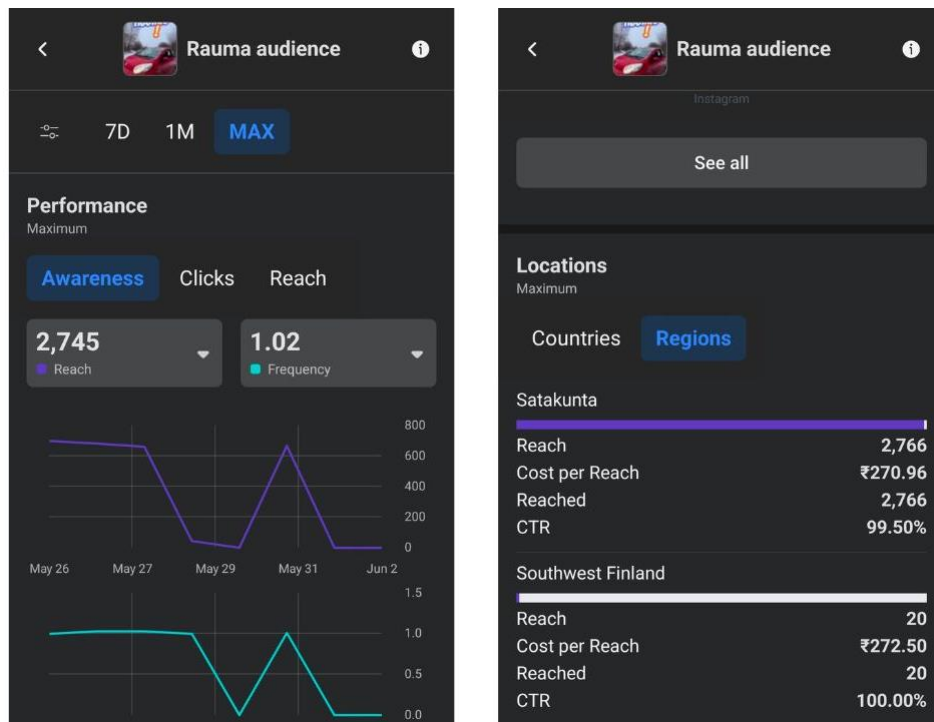


Figure 10. Meta ads Insights from Revontuli Autojenkasinpesu's digital campaign.

As it visible in Figure 10, the advertisement achieved a total reach of 2745 people, precisely targeted at the Satakunta region. The frequency score of 1.02 means that all users watched the advertisement once, which is a metric in awareness-based campaigns that aim to reach unique viewers as much as possible. While setting up the campaign, the author strategically limited cap reaches to 1 view per user in a week to avoid overexposure or digital fatigue for the audience.

Furthermore, demographic data from the campaign revealed that the age group of 18-24 years was the largest segment of received reach, which also aligns with theoretical information that younger audiences are more active on the Instagram platform. Apart from this, gender breakdown revealed that 1545 men, 1068 women, and a very small number (173) labelled as "Uncategorized" accounted for total reach. The click-through rate was very high among all categories, which shows that content was equally interesting to each category. These insights show that this digital campaign successfully reached and delivered a message to the targeted audience.

Figure 11 below shows performance metrics of Revontuli Autojenkasinpesu's digital campaign from the Meta ads platform. It provides information about different age groups reached through the campaign, with further categorization according to gender.

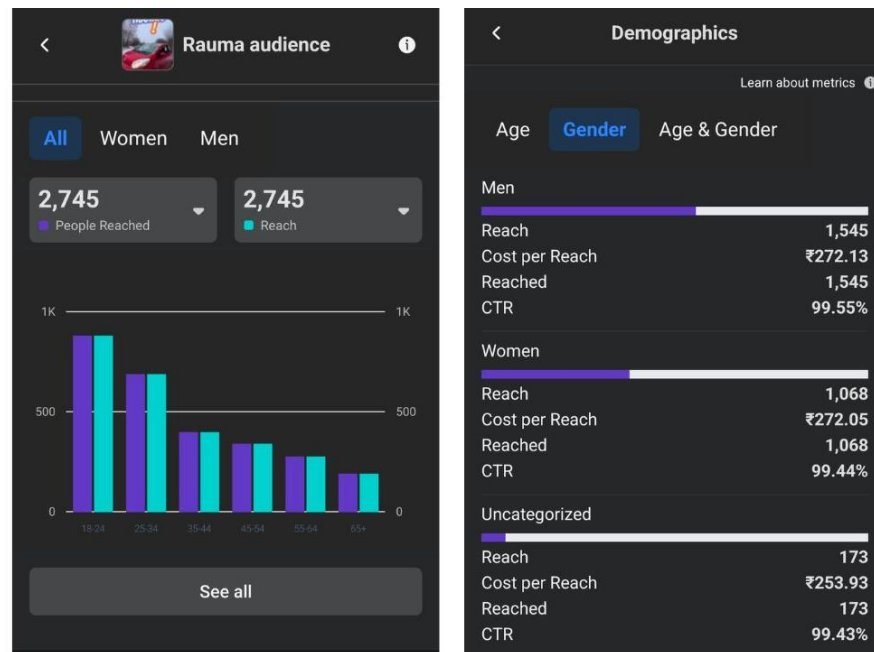


Figure 11. Insights from Revontuli Autojenkasinpesu's digital campaign.

## 6.6 Performance Evaluation

The performance evaluation after implementing growth strategies and marketing campaigns shows great progress in terms of reach, follower gain, and engagement on the Instagram account. These evaluations are based on key insights reflected in the professional dashboard of the Instagram platform over the last 30 days.

### 6.6.1 Audience Reach and Views Count

During this time, the account got 34,548 views, including all content postings, which is a great improvement as compared to the previous month. From these total views, 28.9% came from paid advertisement campaigns and

71.1% were received organically. It is interesting to note that 98% of views came from non-followers, which is a great indication of the effectiveness of content design and posting strategies to reach new audiences. The account reach was 20,852, which is a remarkable 14,688% increase as compared to the previous month.

Figure 12 demonstrates visually the key insights from the professional dashboard, which provides data regarding total views and content formats contributing to total gained views. It includes information regarding total views gained through different content formats.

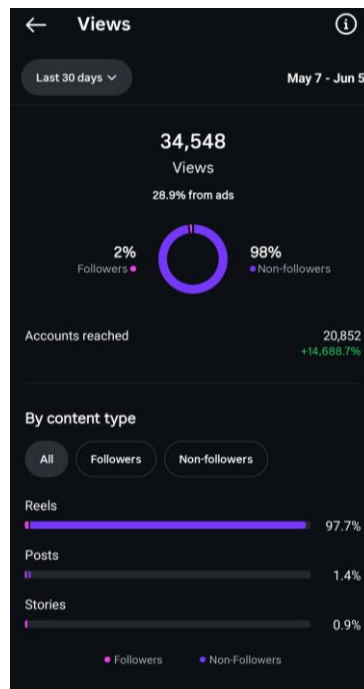


Figure 12. Views Insights from Professional dashboard of Revontuli Autojenkasinpesu's Instagram Account.

From the above, it is recognizable that Reels came out as the dominant format in terms of getting more visibility on the Instagram platform. Reels standalone gained 97.7% of total views for the previous 30 days. This indicates that short-duration video content performs best for car-washing businesses, especially for those videos that show the satisfying process of cleaning from outside to indoor cleaning procedures. Other content formats such as posts or carousels got 1.4%, and stories accounted for only 0.9% of total

gained views. This indicates that reels are the best-performing content format on the Instagram platform.

### 6.6.2 Followers Growth and Audience Demographics

The most rewarding results are seen in follower count. The Instagram account reached a 539 follower count by adding 504 new followers and only 6 unfollows. It is remarkable at +1214.6% growth as compared to the previous month. This increase in follower count can be directly linked to the consistent posting strategy, especially utilizing the best-performing content format, such as visually attractive reels.

Figure 13 demonstrates follower data from the professional dashboard. It provides information related to the total follower count, with follows and unfollows counted during the project time.

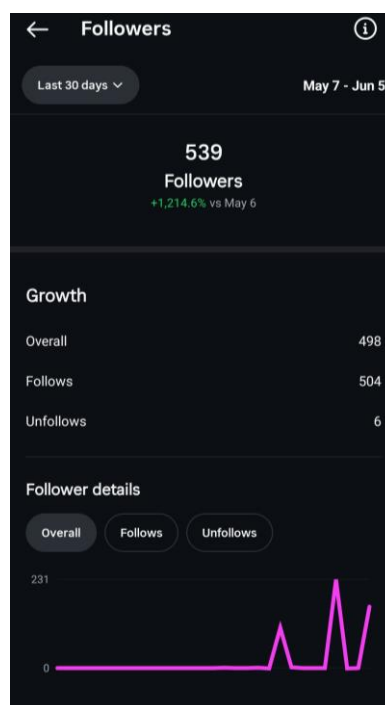


Figure 13. Followers Insights from professional dashboard of Revontuli Autojenkasinpesu's Instagram Account

As visually demonstrated in the above figure, the followers graph shows spikes in the followers count, which was aligned with the most performing

reels' posting timelines. This means the account gained the most followers when certain reels were performing well on the platform and at the time of the digital marketing campaign launch. Kane (2018) also supports the view that Instagram growth is based on compelling visual storytelling and target audience reach. The following figure visually demonstrates the followers' key insights from the professional dashboard of Revontuli Autojenkasinpesu's Instagram account.

Figure 14 shows the demographic data related to the gained followers from the professional dashboard of the Instagram platform. It includes different age groups further categorizing them into genders.

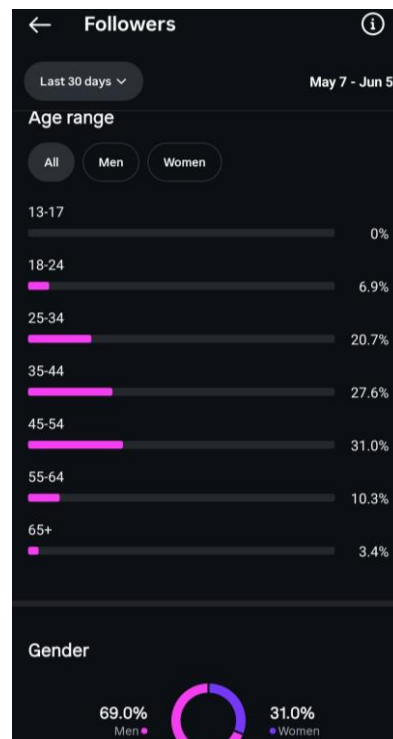


Figure 14. Followers Insights from professional dashboard of Revontuli Autojenkasinpesu's Instagram Account

From the Figure 14, it is observed that 69.0% of followers are men and 31.0% are women. The age range section further categorizes total followers according to different age groups. The age group between 45 and 54 years dominated with 31.0% of total followers, while 35-44 years had 27.6%, and 25-34 years were in third place with 20.7%. This data shows that the account was reaching the old age working audience, most likely car owners who are

more interested in getting professional services for car wash detailing services. Moreover, the digital advertisement campaign was targeted at the Rauma city audience, which comprises a large number of people between 35 and 54 years of age. (Rauma, 2024.)

## 7 SUMMARY

This practice-based thesis project was focused on developing and implementing an Instagram account growth strategy for Revontuli Autojenkasinpesu, a Finland-based car wash and detailing business. The main purpose was to revive Revontuli Autojenkasinpesu's inactive Instagram account by improving visibility, enhancing engagement, and discovering a new audience for the local car wash business by using a consistent posting schedule and digital marketing campaign. The project was carried out by using a qualitative research approach and theoretical information from academic authors such as Kane (2018), Miles (2019), Chaudhary (2021), and Coles (2018).

The project started with analyzing the existing online status of the business account, which showed that the account was inactive with minimal content pieces and negligible follower engagement. After identifying problems, the author rebranded the profile page by removing unnecessary information and developed a content strategy on the basis of practical observations and theoretical recommendations. The execution was done with planned posts, carousels, reels, and stories to increase visibility and enhance engagement.

A content calendar was implemented using Preloznik's recommendations for content type and posting frequency. Apart from this, a digital campaign was launched with the help of Meta ads, precisely targeted at Rauma city people to give an initial boost to the account and to deliver business messages to the local customers. The advertisement was created using a strong visual

hook to get audience attention in its first seconds and then followed by content frames showcasing business offerings in Finnish language text overlays.

At last, for performance evaluation, data was gathered and analyzed with the help of Instagram's built-in feature called "Professional Dashboard." The key insights showed remarkable growth in terms of views, monthly reach, engagement, and especially follower growth.

The planned implementation confirmed that a local business can build or grow its online presence on the Instagram platform by using the right content strategy, visual selection, posting schedules, and targeted digital advertisement. This thesis provides a valuable framework and step-by-step plans for small or medium-sized businesses. Which can help them to increase their Instagram presence organically without getting help from external paid marketing agencies.

## 8 CONCLUSION

To conclude, this thesis project, aimed at building the online presence of Revontuli Autojenkasinpesu, succeeded in achieving its objectives. By using theoretical information and a practice-based approach, this project demonstrated that with proper content strategy and a targeted digital marketing campaign, small and medium-sized businesses can grow their presence on the Instagram platform. Challenges like cultural differences, technological limitations, and limited initial engagement were addressed with strategic, consistent efforts. The key insights from the professional dashboard confirmed the success of the applied strategies. Overall, this thesis project provides detailed steps for any small and medium-sized business for optimal growth of an Instagram account.

## 8.1 Own Experience

The whole thesis process provided valuable hands-on experience to the author in managing a professional brand's Instagram account and launching a targeted digital marketing campaign. From analyzing the starting condition of an Instagram account to developing and implementing growth strategies with the launch of a digital marketing campaign, it contributed to the practical skills development of the author.

First of all, it was great learning to know the understanding of Instagram platform algorithms. Observing practically what works well and what does not, with the help of theoretical references, was a great discovery for the author. By using the trial and observe technique, the author learned about "hooked audience" psychology, which refers to grabbing the attention of the user within the first three seconds of your content on Instagram.

By working individually on all different tasks, including branding, content planning, shooting, editing, and posting, the author gained an overview of how much effort and consistency are required for a small business owner to keep their business active while engaging in parallel with their followers on the Instagram platform. Designing and launching a well-targeted digital marketing campaign using Meta ads was another valuable experience that gave an understanding of targeting, ad placements, performance evaluations, and budgeting for optimal growth.

Furthermore, the author learned the importance of observing real-time data insights and converting them into actions. From adjustments in posting times by observing followers' activity data, using working hashtags, and optimizing captions, these are all small things but contributed heavily to the overall growth of the account. It was motivating for the author to see the follower count increasing from under 50 to over 500 with thousands of views and engagement during the project time. Overall, this project helped the author to gain professional competence and personal confidence as a social media manager.

## 8.2 Challenges

During this project, several challenges were faced by the author. The first and foremost challenge was starting with an inactive account with very few posts, which makes it difficult to understand what will be liked by people and what will not work for the account's growth. The absence of current engagement data resulted in increased work for the test and observation methods to make adjustments according to audience reactions. Secondly, the rebranding phase also faced limitations, as the author wanted to change the username of the Instagram account to meet search engine optimization procedures, but the owner preferred to keep the original username because of existing circulation of the old username through print media. This decision restricted some opportunities related to discoverability through Instagram algorithms.

Apart from this, another challenge appeared as the author's background as an international student from India meant understanding local Finnish people's mindset and preferences increased difficulties. Each and every audience has its own taste of voice, color preferences, and humor type, which need to be addressed while planning digital campaign content and regular content postings.

Technological limitations also appeared during the project, such as the author not having access to professional camera setups for content shooting and premium editing software for duty. Hence, mobile phones are used for content creation, and free editing software like Cap-cut and VN Editor are used for editing purposes. In summary, behind the success of the project, real-life limitations occurred, including technological, strategic, and cross-cultural challenges.

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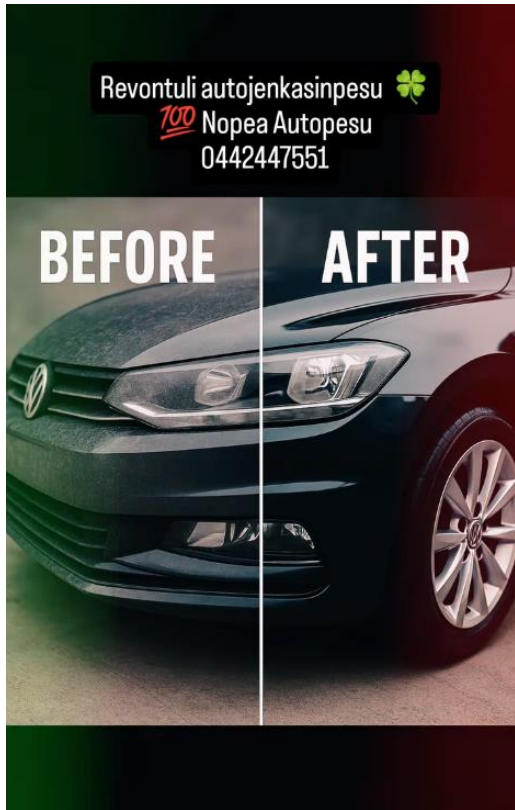
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## APPENDIX 1: CONTENT PIECES UPLOADED ON REVONTULI AUTOJENKÄSINPESU'S INSTAGRAM ACCOUNT





revontuli.autojen.kasinpesu  
Yb Wasg'ood, Ariis • LUNA BALA (Ultra Slowed)

revontuli.autojen.kasinpesu Car wax .. Kova vahaus 🇫🇮 Rauma 📍

This videos is for Car clean lovers who looks for autopesu or auto pesu. We do car wash In quick time with cheapest prices. rauma. Old rauma, Finland.

#oldrauma #carwash #cars #carclean #carwash

Edited · 16m

View insights

Boost reel



revontuli.autojen.kasinpesu

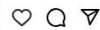
revontuli.autojen.kasinpesu Hyvää kesä 📍 Rauma 🇫🇮 Revontuli autojenkasinpesu

Cars, old cars, car clean, car wash. Auto pesu. Rauma. Vanha rauma. #cars #carclean #oldcars

1w · See translation

View insights

Boost post

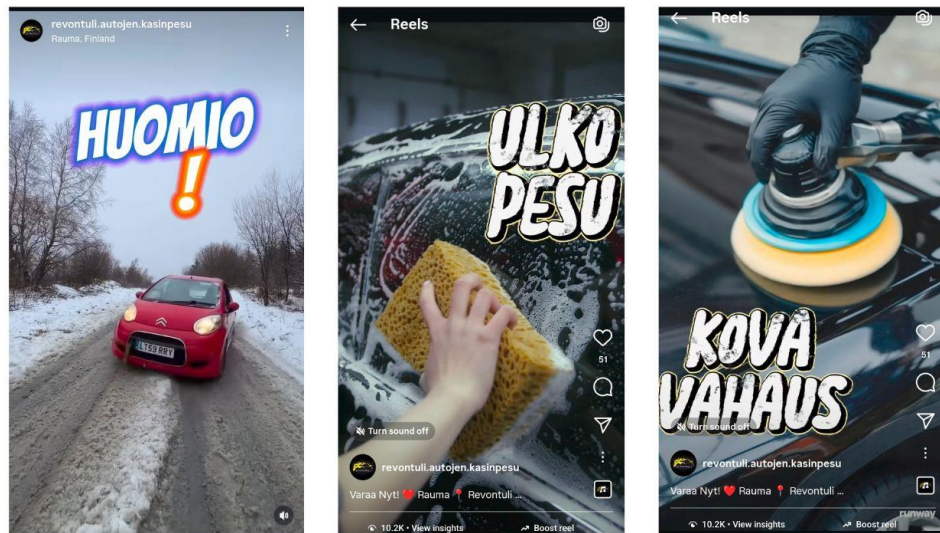


## APPENDIX 2: DIGITAL ADVERTISEMENT REEL LINK

LINK TO THE DIGITAL ADVERTISEMENT

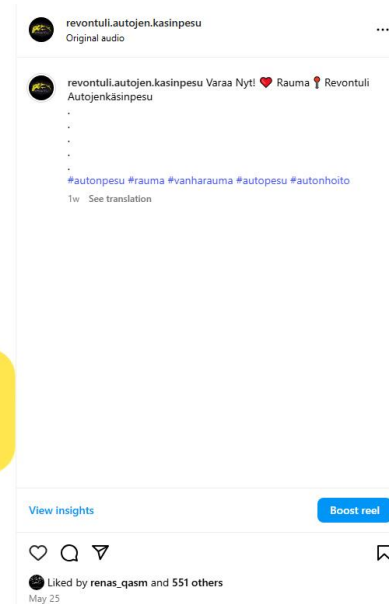
[https://www.instagram.com/reel/DKFhunNChlk/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DKFhunNChlk/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

STILL FRAMES FROM THE ADVERTISEMENT

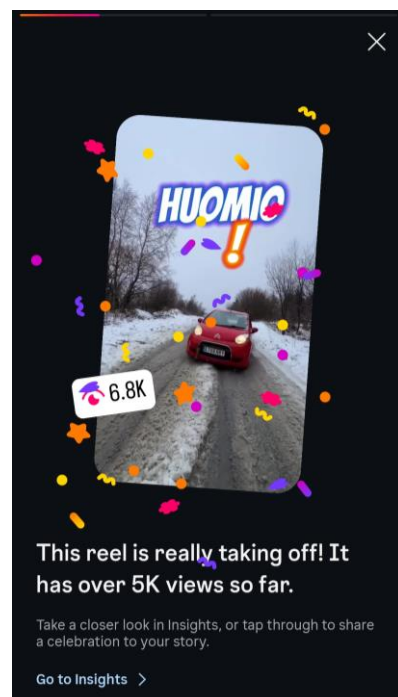
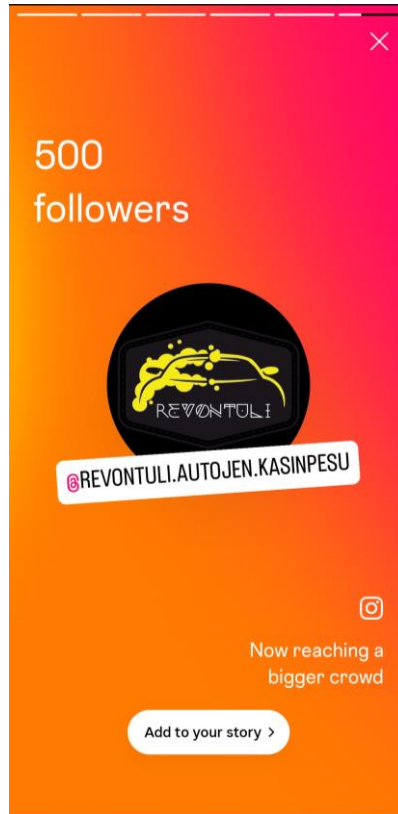


REVONTULI AUTOJENKÄSIPESU  
Köydenpunojanvahe 4, 26100 Rauma.  
Ph. No. 044 2447551

**VARAA NYT!**



### APPENDIX 3: OFFICIAL PROGRESS UPDATES RECEIVED FROM INSTAGRAM



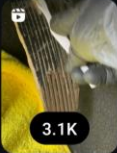

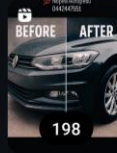
✕

Last week, you shared **4 reels** and **4 posts**

**4.7K**  
Reels and post views  
+533% from previous week

**97%**  
Views from non-followers  
+571% from previous week

Most viewed

Thumbnail	Views	Date
	3.1K	May 23
	678	May 19
	198	May 21

✕

**Your views are way up**

Your reel and post views were up 533% compared to the previous week! Your content is really getting noticed.

Reel and post views last week



Week	Views
Previous week	~1.5K
Last week	4.7K

● Last week ● Previous week

🔗 You shared 2 more reels and 2 more posts than the previous week, which helped improve your views.