

**Building an Instagram Community to
Boost Media Attention for a 3D Software Company.
Case: Grib3D**

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<p>This Bachelor's thesis is a project-based thesis. Through this project, the case company Grib3D, a 3D mobile modelling software company, is expected to gain a wider audience range through Instagram as a social media channel.</p> <p>Grib3D is a start-up in the Helsinki region. It has gained significant attention from the start-up community. However, the main challenges are tractions on its social media channels and its audiences on these platforms. The account created by the project is expected to gain 2000 followers and attract 200 extra followers to the case company Instagram account.</p> <p>This thesis aims at creating and implementing content for an Instagram community account for 3D lovers and 3D designers, to attract followers and leads for the case company's social media accounts and website. The project is going to cover all community account actions and planning phases for contents on Instagram, along with creating tractions for the case company's social networks by using tools and features related to this social media platform. The project can benefit other marketing projects in the future by providing necessary research on Instagram as a platform and the differences between related theories and the actual results.</p> <p>To implement this project, multiple methods and tools were used in order to reach the aims stated at the beginning. The thesis project was implemented by the thesis writer and supported by the case company's marketing team through consultancy meetings. A variable set of theories were dealt with and explained to accomplish the final goals.</p> <p>The project planning and implementing phases went through the case company's marketing manager for consultation and recommendations in order to achieve better results.</p> <p>The ultimate goal of this thesis is to raise an understanding on Instagram as a social media platform. Thus, the goal is to help the case company understand its target audiences and their patterns on Instagram in particular and other social media channels in general. By implementing this thesis, the thesis writer is also expected to provide concrete and objective recommendations on marketing activities to support the case company in future social media related projects.</p>	
Keywords Social media, Instagram, 3D community, mobile application, augmented reality.	

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1 Introduction

This chapter is going to introduce the background of this project, which includes introduction about case company, the goal of this project, methods to implement the project, scope of the project and some key concepts that will be mentioned in thesis contents.

1.1 Background

Augmented Reality (AR) or Extended Reality (XR) is being applied and carried into businesses more and more recently. To be specific, augmented reality is now being put into use along with 3D and is being implemented by big companies like Google, Apple, IKEA, Porsche, and Nike. The reason for using AR technology is to raise customers' experiences in shopping, in gaming, in design and now it has reached further to machine wrapping and other learnings for manufacturing businesses (Schwartz 2019.) With augmented reality, the room for creativity is limitless.

Virtual reality (VR) and AR advertisements and applications have been presented in our lives since they were discovered. They are becoming an essential part of usual life activities as we are getting used to and getting familiar with them every day. A study shows that from VR perspectives, "41% of audiences are remembering the brands they see in advertisements, 58% report purchasing products following ad exposure, and 71% attribute those purchases directly to this branded VR content" (DuBoff 2019). This fact brings a potential market for businesses in one hand and for marketing and communications in another hand.

On top of all these trends, Instagram is one of the rising Marketing tools that is adopted by a lot of businesses because of its influencing level and raising number of influencers on the platform. Considering when users are giving up on Facebook slowly and switching to use other social media platforms like Instagram or Reddit, TikTok, etc. (Hughes 2019).

Personally, the reason for focusing in this specific topic is to raise own's awareness on social media branding on new segments of business to predict trends and to plan the future marketing paths. Moreover, it is a good platform to help a person to build career path based on the interests in social media marketing.

1.2 Case company

Grib3D is a start-up based in Helsinki, Finland. The company was established in 2016. Grib3D started as a project in Aalto University from 2014, follow by winning Summer of Start-up in 2015 and graduating from Founder Institute in 2016 (Grib3D 2019.) The company is operating in Innovation House Finland, Kallio branch with around eleven to fifteen employees.

Grib3D developed a 3D modelling software in mobile platform by using Augmented Reality. The product is expecting to be launched in summer of 2019. The beta app is released and at the first steps of the business, its approach is educational institutes and science centres that have shown their interests in 3D educating for children, and 3D manufacturers.

At the moment, it owns four social media platforms include Facebook, Instagram, Twitter and LinkedIn. The company created two social media communities on Facebook and Reddit. Grib3D Instagram account was created on 22nd of June 2016. On 28th of May 2019 it has 251 followers and 54 posts (Instagram 2019.) The need to attract people from Instagram community valued it as its aim is to target 3D designers' community on Instagram and let them become the next target segment. Additionally, company is expecting to gain leads from social channels to create sales in 2019.

1.3 Project objective

This thesis aims to establish an Instagram community to build awareness on 3D and augmented reality. The outcomes of the thesis is to attract leads from the community account created on Instagram to the actual case company social media accounts with the same field of interests.

The project objective (PO) can be worded as **establishing and creating content in Instagram for 3D community to attract customers to case company's website**. PO is divided into five project tasks (PT) as follows:

PT 1. Researching success factors for Instagram postings in 3D modelling. This first project task aims to study the basics of Instagram and conversions in marketing. From studying this, the project has its base to develop further and raise chances to reach project objective.

PT 2. Planning concrete actions for the Instagram account. Planning the detailed steps and actions to take on the Instagram social media account to maximize the effectiveness of this project.

PT 3. Consulting case company to add marketing factors. Ask for consultations from case company in order to target the right segments and sectors of customers. Besides, to support this project to attract more quality leads to the company's website.

PT 4. Setting up the account and posting on a daily basis for one month. Setting up the actual project and post on a daily basis as planned to try to achieve the project objective.

PT 5. Evaluating the progress. Analyse the final results and draw out conclusions. Evaluate the final results of the project. Make suggestions for later projects and further researches.

Table 1 below presents the theoretical framework, project management methods and outcomes for each project task.

Table 1. Overlay matrix

Project Task	Theoretical Framework	Project Management Methods	Outcomes
PT 1. Researching success factors for Instagram postings in 3D modelling.	Instagram marketing	Desktop learning	Ready for the project establishment and creating of contents
PT 2. Planning concrete actions for the Instagram account.	Communication plan process	Planning and scheduling	Have scheduled and ready contents.
PT 3. Consulting case company to add marketing factors.	Quantitative research and design	Interview	Reach marketing purpose for case company
PT 4. Setting up the account and posting on a daily basis for two months.	Managing social media and convert leads	Establishing and creating content	Attract people to the social media community and

			convert to customers
PT 5. Evaluating the progress.	Progress rate and review	Analysing	Gain deeper understanding on thesis topic.

1.4 Research methods

In all phases, knowledge base and theoretical framework will be reviewed and considered across the process of project implementing. Each PT will have its own method of conducting, most of them include planning, creating and analysing. Quantitative research will be included in PT3.

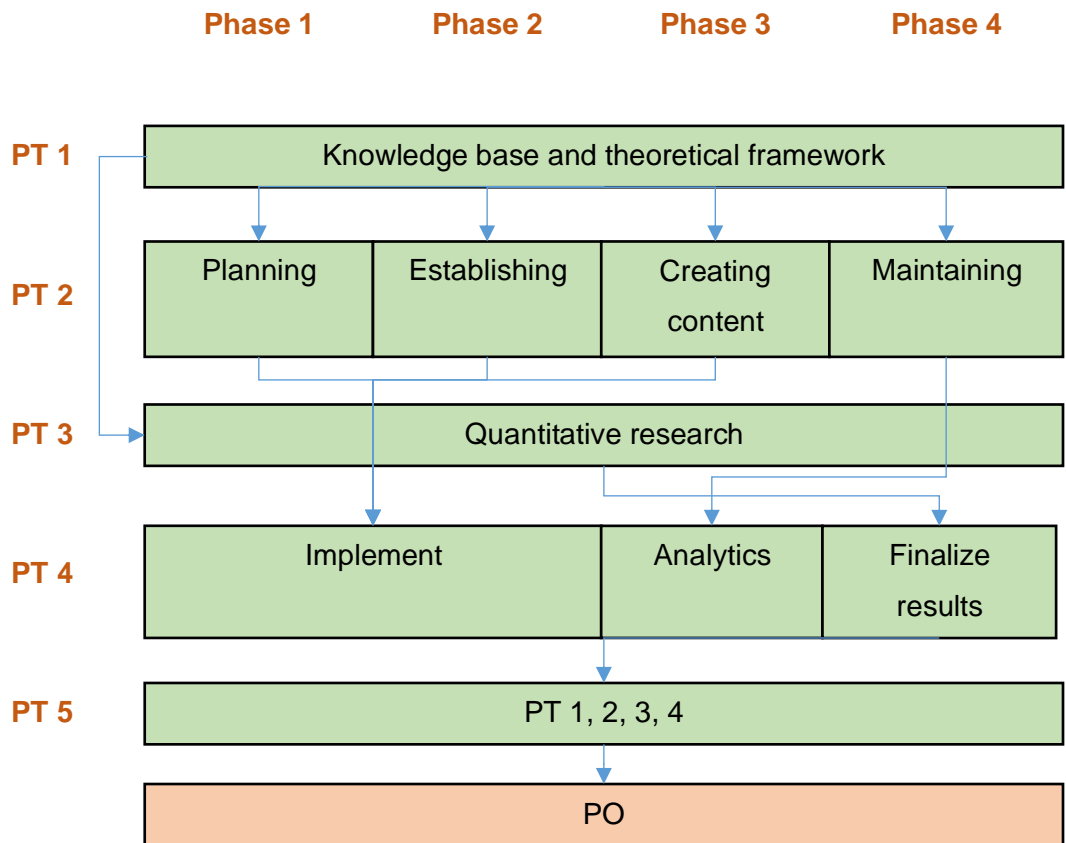


Figure 1. Research methods

1.5 Project scope

The thesis is focused on planning and creating a social media community (Instagram account). This means that project only includes setting up the Instagram account, create contents and schedule contents in the period of one month. Also, it is going to focus on

attract 2000 followers and convert these to 200 followers to case company's Instagram account.

The thesis will not be conducted further than one month's amount of time and will not relate to selling or promoting of products. It will not cover the effectiveness of new followers gained for the case company.

1.6 Key concepts

Spatial Computing is a concept used in Augmented Reality system that "makes digital media feel physically present through interaction design" (Hwang 2019). Spatial Computing is creating a trend in advertising and business nowadays, as a topic that can bring us to the new future of dimensions.

Augmented Reality (AR) is basically creating interactive computing factors in the real world through AR devices (Schueffel 2017). After Augmented Reality, it is assumed this will lead to Mixed Reality where you can interact with virtual objects and finally Extended Reality.

3D modelling is developing an object that is flat to an object that has angles and dimensions to create the real feeling for viewers (3DHubs 2019). With 3D models, things can be printed out also as real objects with 3D printers.

Social media community is a group of people with the same interests following the same online social account to share their ideas and creations of the main topic. The duty of the community manager is to keep the community on the topic as much as possible, with tractions and keep them engaged to the community (Rendler-Kaplan 2019).

Instagram (IG or Insta) is a social media platform that allows you to share photos and videos or go live with online social communities (APKMirror 2019). Instagram allows you to design your own communities or private channels with photos, videos, stories, hashtags, etc.

1.7 Benefits

The project will provide case company with a new list of followers to encourage business' success along with branding and eventually, sales. At the same time, the followers are quality leads because they will match the profile of company's field of interests. After the

followers are “filtered” through the community account, there is higher opportunities to approach them as customers because they show real interests in the idea of AR business.

Furthermore, this thesis will provide potential customers and available customers with a curated quality source on social media to gain awareness on new trends on augmented reality and 3D technology. Eventually, it can gain new perspectives on Marketing for stakeholders and marketers of the company on approach new trends on Instagram social media platform.

Personally, it gains both deeper understanding on the topic and hands-on experiences for the thesis author to be prepared for future marketing career. Additionally, if there are more followers gained, the Instagram community can turn into a business itself, if it is developed further.

2 Theoretical framework

This chapter explains the main theoretical framework that is going to be used in the thesis project. Accordingly, the theories can be expanded for further researches and eventually used in the establishing phase of the main project. Meanwhile, readers can gain greater understanding on the topic and thesis applicable perspectives.

The main theories include the guide on how to build a strong influenced Instagram account by using essential marketing methods. Additionally, the way to convert community audiences to business customers based on the same field of concerns.

Based on the growth of Instagram users recently, it is important to look at factors that create the success of a viral account or community. The theory set can include the guide on how to set the account up and points to consider during the establishing and creating contents. For example, business account, frequently used and searched hashtags, visualization aspects, creating relationships with online community influencers, the effectiveness of stories and suitable time for posting. Furthermore, the guide to Instagram also includes post and account analytics. Among all theories listed, content creation needs to be considered and planned as it is one of the most important factors that affects the influencing level of the community (Ascend Viral 2016.) On the other hand, theories about customer conversion from strangers to leads is an important piece of theory that supports the validation of this thesis.

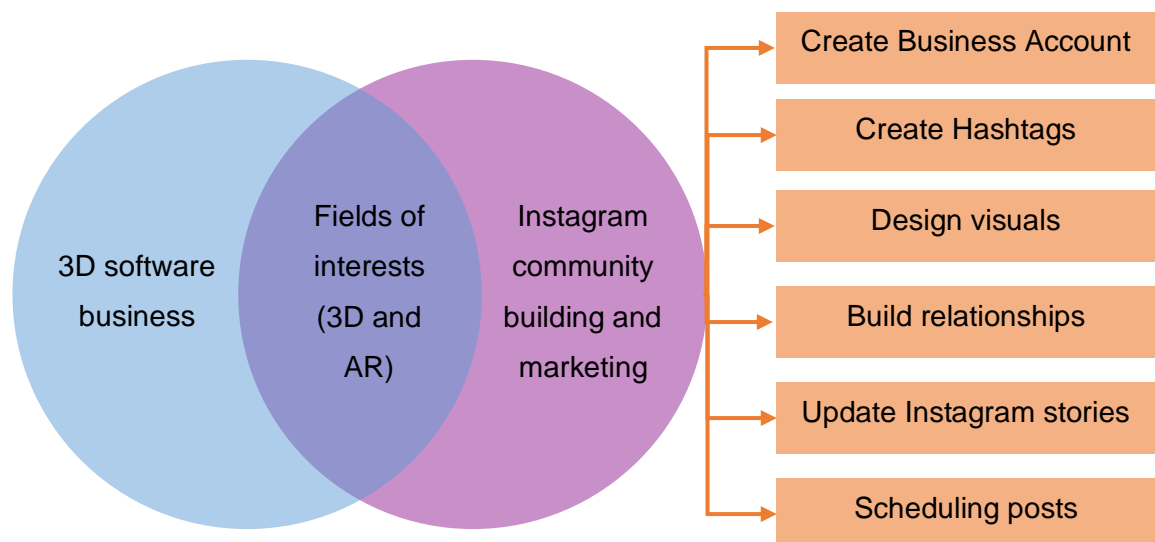


Figure 2. Theoretical Framework

2.1 Instagram marketing essentials

This chapter explains the basics of an Instagram account and ways to integrate these features that into this thesis. Besides, it is going to present about social media marketing and the way to create attractions on Instagram.

2.1.1 Basics about Instagram

Instagram is a social media platform with a large amount of business users and influencers. Instagram has more than one billion active users, and more than 72 percent of these people purchased something they saw on the platform (HubSpot 2019). The platform has created its certain popularity ever since it was launched in 2010. Bought by Facebook in 2012, Instagram now has become one of the biggest social media platforms used with a remarkable number of active users (Eudaimonia 2017.) To start with, let's go through the basics of using Instagram.

Setting up Instagram Business account

Creating an Instagram account is as easy as creating any other social media account. Instagram is going to guide you through first steps like choosing an ID name, choosing a profile picture, choosing a display name and writing a bio. Also, it is going to suggest you on who to follow base on your location and interests.

In the beginning, Instagram allows you to choose your preferences as "Creator" or "Business". This option is somewhat similar to choosing your personas as an Instagram user. If the preferable option is to be an influencer or to create a community on the platform, "Creator" is a suitable option with plenty of sub-categories to choose from. The options are variable from blogger to actor, and designer, etc. "Business" option allows you to use further functions as a business, for example, advertisements, promotions and direct contact options on Instagram account profile.

The idea about choosing one's characteristic on Instagram is that it does not stay permanently with the account. An account can be changed from Creator to Business or to Personal at any time, so it matches with company's current general goals, also, the features on Instagram are personalized for each type of user (Instagram 2019.)

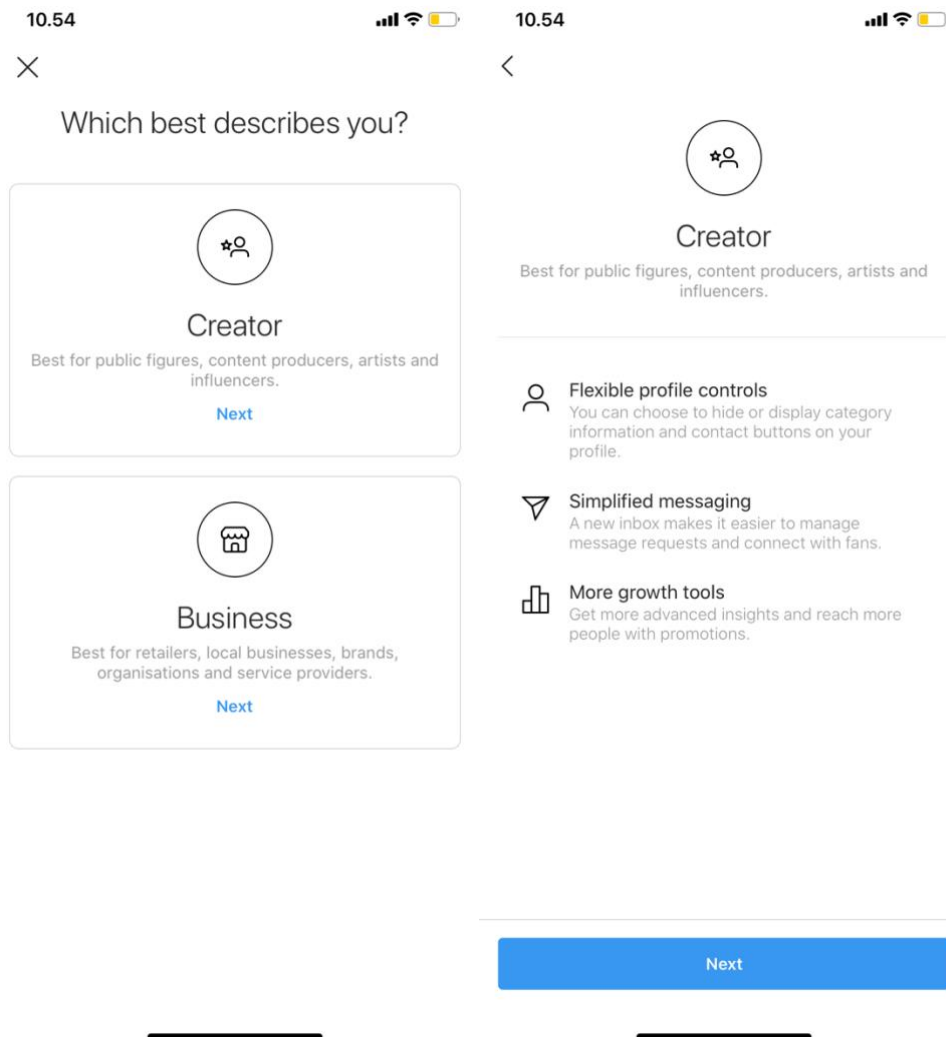


Figure 3. "Creator" and "Business" on Instagram.

Types of Instagram posts

Currently, Instagram has three types of main contents:

Newsfeed is original posting and sharing tab of Instagram. It is the most original way of posting on Instagram, and because of this, it is the most known and most used way to post from users (Miles 2019.) All of the contents posted in Newsfeed or Feed appear in the main home page of Instagram, also, in personal accounts as 3x grids.

Stories Is a relatively new function using for instant posting on Instagram. The stories posted are going to disappear after 24 hours of posting. The function was introduced as a direct competition of Snapchat (Miles 2019). However, the stories posted in Instagram are archived in their cloud so if users want to, they can put these stories into "Stories Highlight" in their account page.

IGTV (Instagram TV) is the newest introduced way of posting in Instagram. As usual video posting and stories have time limit, longer vertical form videos can be posted in IGTV. Normal users can post up to ten minutes videos and verified users can post up to one hour using this function (Tien 2019.)

Instagram additional functions

Instagram itself has a lot more added function, playing different roles to generate more value to this social media platform. A few functions that are quite significant and are getting more and more uses are Live, Filters, Carousel, etc. However, these features are not being mentioned in this project theories because it does not match the target of this project. However, they are important additional features if the project is being developed further. In the project, only basic features that were mentioned are going to be implemented, besides, the planning and converting phases are going to be another focus.

2.1.2 Target audience analysis

Determining a business's target audiences is not only necessary for social media marketing, but also in all the other cases of company's marketing strategies to strengthen its customer touchpoints and positioning the company themselves in the market.

Base on each product, companies are recommended to define their audiences by levels of interests and relevance. By using suitable metrics, businesses can measure their current attractive groups of customers. After grouping, company can easily figure out the similarities and differences of these audience groups to perform further steps on planning and implementing marketing plans.

Porteus (2018) has provided a tool to determining these groups of audiences and metrics for analysing. Known audiences in the graph is said to be the ones that had some kind of contact with the business. For example, newsletter sign-up, purchases, contacts, etc. It is easier to track this group than the unknow audiences' group. Unknown audience is the group of people that have never been in contact with the business, that the company has not yet define or know who they are and who they can be. This unknown group belongs to another line of strategy for attracting new customers, while the known group is already in line with the business marketing strategy and they have more engagement than the others.

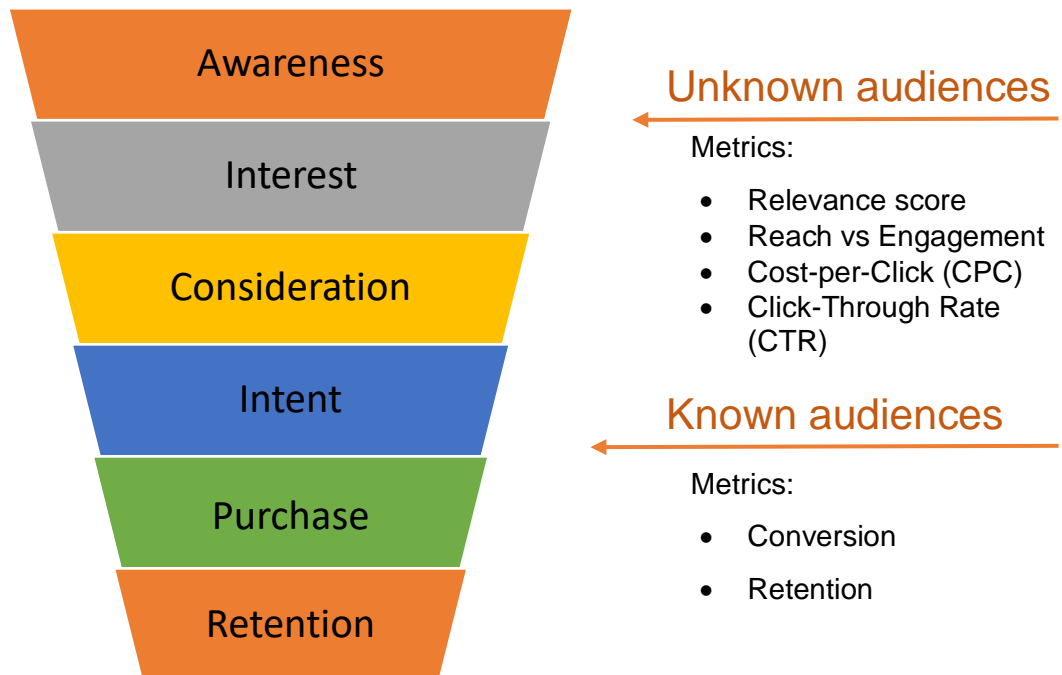


Figure 4. Known and unknown audiences (Porteous 2018)

To define target audience groups of companies, another tool that can be adopted is Segmentation in marketing. Segmentation includes information of the target sectors or current customers of the company. This information includes geographic, demographics, psychographics and behavioural (Virgillito 2018).

Geographic is explained as the country, city of target group, additional statistics on area, climate, population, etc. that are geographical related to the audiences that can create impacts. Demographics provides information about gender, age, income, and other information that relates to personal characteristics of target groups. Psychographics is used to further analysed what target customers are doing, their lifestyle and interests, habits and attitudes. Behavioural mentions customers' behaviours online, in-store and how they react to the products in general (Virgillito 2018.)

2.1.3 Content creation

Content creation needs to be planned and strategized to match business targets. Creating good contents helps leverage social media profile and business profile. Content creation can include a few aspects. The main aspects that are being mentioned in this project are visual contents and written contents of the business account, further tools can be added to improve the quality of contents.

Visual contents guidance

Visual communications have been recognized strongly throughout social media platforms nowadays. There is 32 percent of marketers say visual photos are the most important marketing contents type for companies (Mawhinney 2019). The most important priorities for content creators are engaging contents, follow up by effectiveness, and then visual content (Pulizzi & Handley 2016).

- *Instagram visualization:* As someone used to say, pictures speak louder than words, Instagram has successfully brought the experiences of creating users' own voices just by using pictures. The application interface has a signature 3x grids from Instagram was launched in 2012 and it was kept until now. Main feed of Instagram has an entirely different interface compare to other platforms of social media. Because of the characteristic of mandatory picture posting, users of Instagram always have to post pictures if they want to write something. Because of this, Instagram home feed always show a picture first, then the text that users added to the picture. Texts are not mandatory in an Instagram picture. Below is the grid look and feed look from current Instagram interface in 2019.

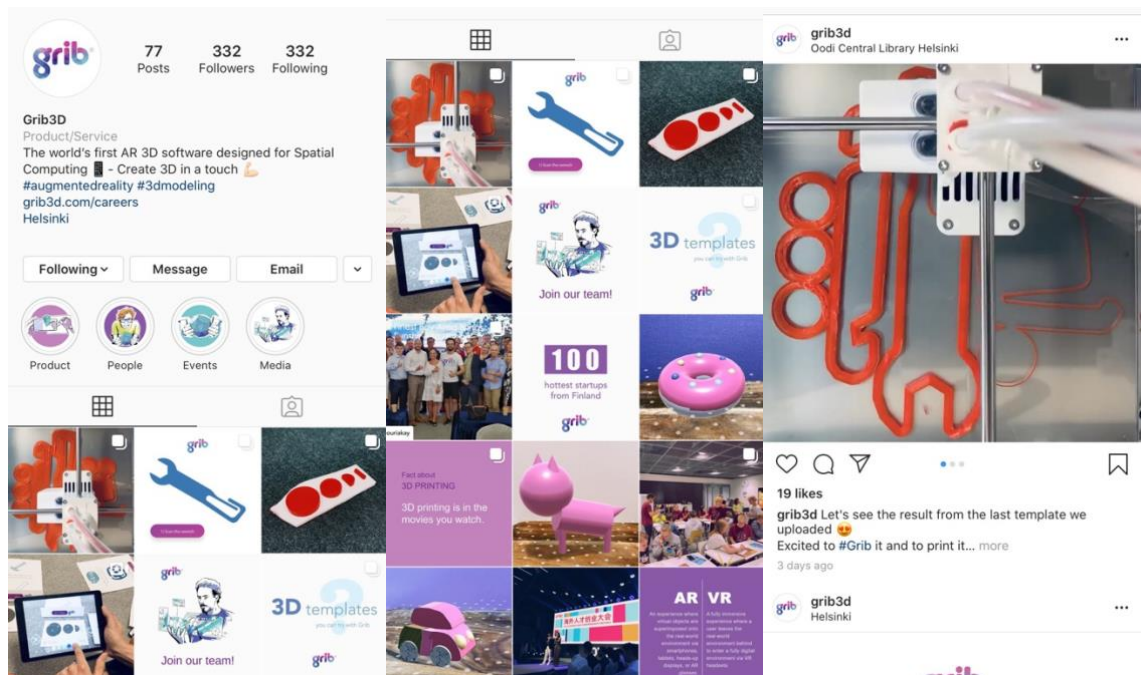
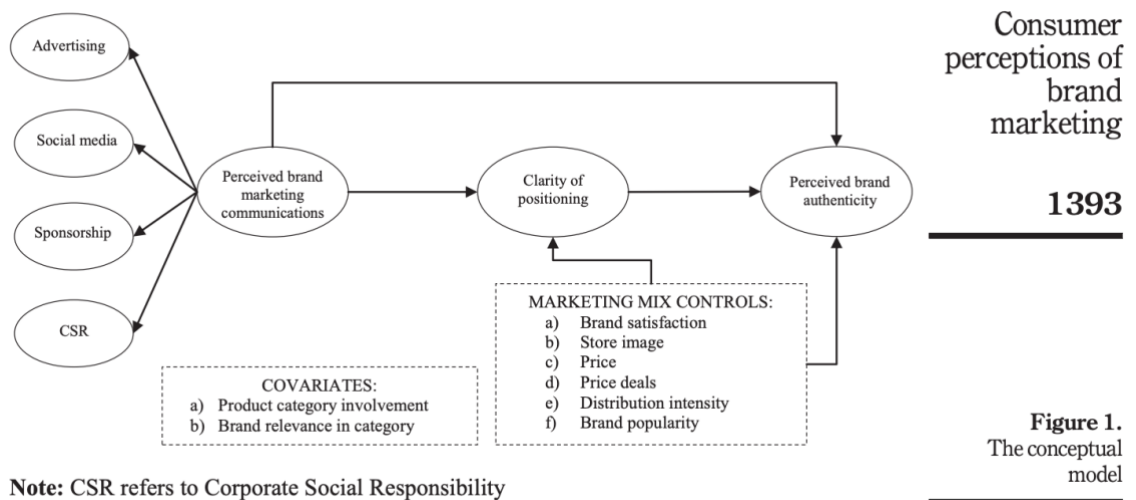


Figure 5. Instagram current interface.

- *Branded contents:* Every brand has its branded visual contents, which consist of brand logo, brand photos, brand colour set. Based on all these elements, audiences recognize the brand and easily refer to it when they see one of these

brand visual elements. Dwivedi and McDonald (2018) created a graph about how business audiences perceive brands in marketing. Social media and advertisement have direct impacts to how consumers perceive brands. It was mentioned in the study of Dwivedi and McDonald (2018) that brand marketing is not only how you deliver the voice of your business, but also marketing efforts. Businesses' audiences cannot understand the brand thoroughly if there is no consistency. Consistencies are seen in visual designs, colours, fonts, writing styles, etc. Moreover, they can be included in "the voice" that they want to deliver through social media and advertisements.



Note: CSR refers to Corporate Social Responsibility

Figure 6. Consumer perceptions of brand marketing (Dwivedi & McDonald 2018).

- Grid layout: Since Instagram has always kept its signature 3x grids, there are plenty of ways to implement themed grids for your business. This can support in improving consistency in branded contents, especially visual contents. It is the setup of pictures and colours that decide the consistency of Instagram grids. Pantone colours palette can be used in social media visual contents to clarify the business brand colours.

For easier visualization, there are some outstanding examples of Instagram feeds.

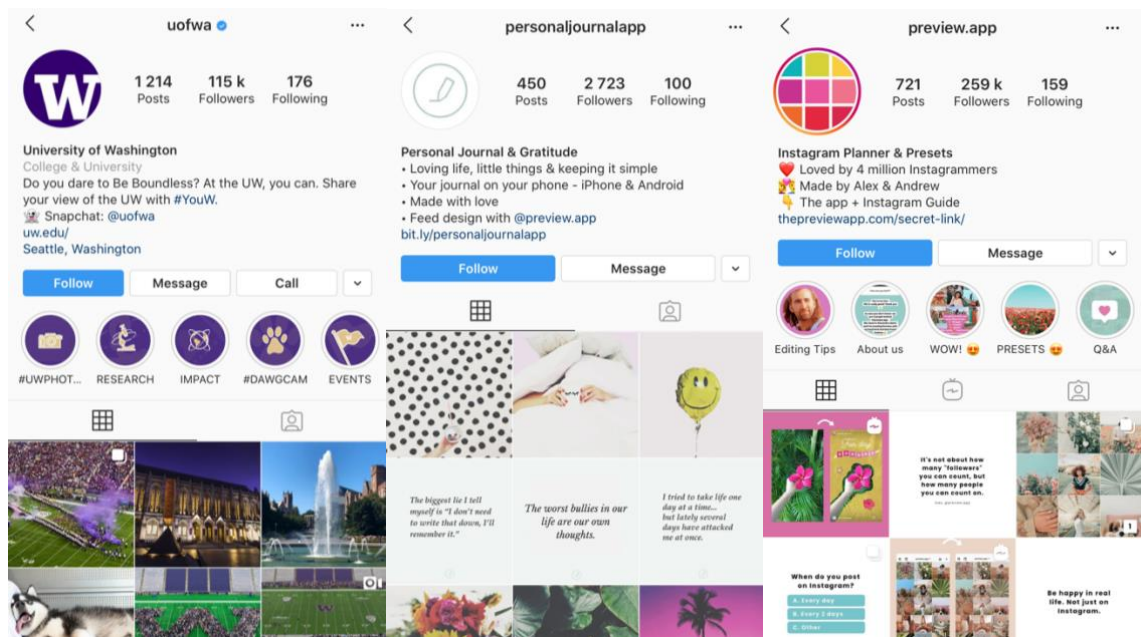


Figure 7. Instagram feed examples.

University of Washington used signature purple colour to specify its brand visual contents. Personal Journal application used row by row layout with white and bright style of pictures. Preview application used checkerboard feed with signature colours of pink and mint (Danao 2018.)

Written contents guidance

Besides visual contents, written contents are very crucial to attract strange audiences as written contents are integrated in search engines.

- *Business story:* Every business has a story or needs a story. The story of the business is not only for the company to know about its journey, but also for customers to see what they are getting. In this case, customers buy a product because they want to pay for the emotional value of it created by the story, not only the product itself. A good storyline is a strong tool to approach and at the same time, engage with customers. Storyline is as well aligned with branded contents of a business. Branded contents can include both visual contents and written contents which brings consistency and harmony to the business voice. A strong storyline as well gives the equal value to consistent visual contents. A Harvard Business Review by Monarth (2014) talked about storytelling as a strategic tool, provided a pyramid structure guide for storytelling. A complete story needs all of these five acts to create attractions and emotions.

FREYTAG'S PYRAMID

This simple storytelling structure has worked for thousands of years.

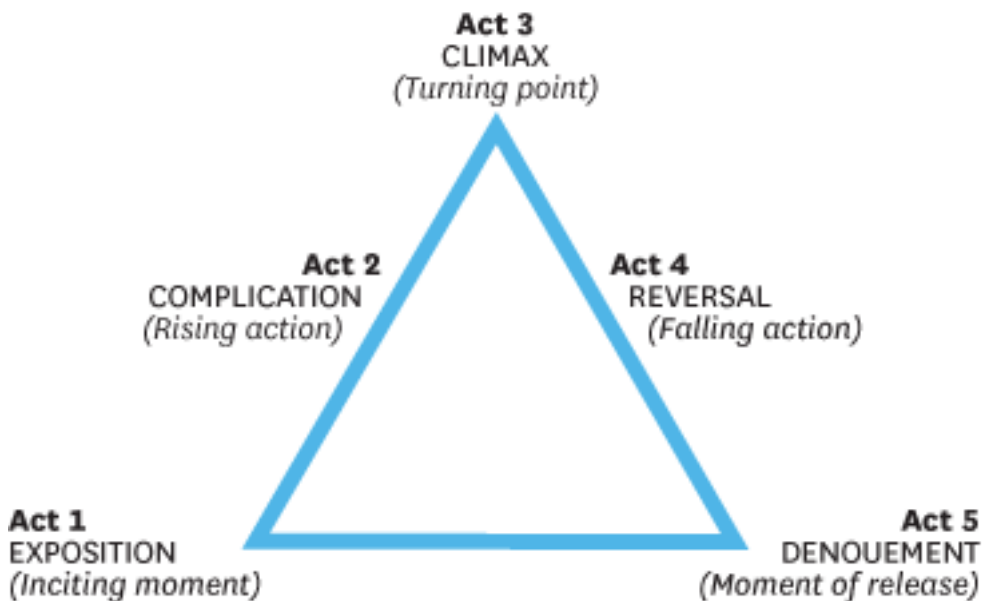


Figure 8. Freytag's pyramid (Monarth 2014).

A great example of storytelling in business is a story about Kombi Van of Volkswagen. Volkswagen created a video called "Kombi Last Wishes" just to announce the discontinuation of this van (CarsandBikesVideos 2014). The story of Kombi is so touching because it mentioned how the van has been the best companion of families. The video included parts that trigger viewers' emotions, which referred to the "climax" in Freytag's pyramid.

- *Instagram written tools:* There are more Instagram tools that support written contents like hashtags, tags and emojis. Nonetheless, these should be implemented in a more thorough study. For now, it is not yet considered necessary elements to support this project. These tools can be added in the project to leverage written contents, but they are not going to be analysed and explained as the key elements that decide contents' quality.

2.1.4 Editorial calendar

Editorial calendar is a powerful tool used for marketing in general and social media marketing in particular. It is handled by content creators, bloggers, publishers to publish posts, blogs, contents through different marketing channels. As mentioned in previous

chapter, contents that are created to attract customers should always be consistent and relevant. For editorial calendar, this is theoretically similar.

First of all, marketers need to consider content distributions in editorial calendar. There are many types of contents that can be posted and created: photos, videos, blogs, etc. Contents should be distributed in different work tasks and posted based on available content plans.

Secondly, it is always good to know when your audiences are online. There are a few tools used for time analysis which are going to be listed in the next chapter. However, once the analysis shows the time of interests, these times should be highlighted as important times to post in social media editorial calendar (Linn 2010.)

Finally, there are plenty of tools that help marketers organize their editorial calendar. Microsoft Excel is the simplest and the most familiar if one can start visualizing how he wants to organize his own calendar. There are other tools that are more intuitive and support you to set a reminder, co-creation and other features like Trello, Buffer or HubSpot.

2.1.5 Build relationships on social media

To attract target audiences from other channels, social media account needs to build attractions. In a matter of fact, social media platforms are compared societies, where most of the customers do not really care interacting with brands or businesses to buy products, but they are actually using it for more personal reason, as 70 percent of users are using social media to connect with family and friends (Baird & Parasnis 2011).

Building relationship with customers has always been a battle that needs to be figured out. Miles (2019) said there are five levels of how customers are connected to a brand on Instagram.

- First level: Customers know about brand through company's profile or promotion
- Second level: Customers know about brand through an influencer or another brand they follow
- Third level: Weak recommendations, which means they are introduced to the product passively, but from a weak link they know.
- Fourth level: Private introduction from a person they know

- Fifth level: The strongest level that businesses want to achieve. Customers or influencers decide to introduce it publicly, engage with the brand on social media.

A couple of ways to engage customers on Instagram are Comment, Like, Tag, Hashtags, Check-in, Share and Re-post. These, of course, should be done in relevance with the contents posted from other related channels or accounts, or simply relates to the business fields. The process of creating relationships on Instagram includes building a bridge to attract strange audiences through other known users on Instagram. The group of accounts that can create effectiveness to business promoting are influencers (Miles 2019). By engaging with influencers' contents, business attracts attentions and boost interactions on business account.

2.1.6 Advertising and boosting tools

Similar with other types of social media, Instagram is equipped with a Promotion tool for creators and businesses. For business, a user on Instagram can have contact information displayed on its profile. Additionally, insights are provided for promotions, and there are some other features that are only available to business profile type.

Promotion features on Instagram allow companies to directly promote their contents by using Instagram mobile application. There are a few steps to set up a promotion project on Instagram.

- Tap "Promote" button by the end of a post or at the top of Instagram profile.
- Choose your goal: boost traffic, selling products or website clicks.
- Pick your audiences.
- Decide on budget and duration of time (Chi 2019.)

The main reason for boosting posts and using promotions features on Instagram is to get business contents to be shown as sponsored contents. It makes the job of a business marketer on Instagram a lot easier with automations on social media.

2.1.7 Analytics tools

Analytics tools are varied for both Instagram and website. There are two main tools that are being used in this project.

Instagram analytics tools (Creator Studio)

Since Facebook purchased Instagram in 2016, Facebook has developed a tool for analysis and planning called Creator Studio. The tool allows creators to schedule their posts, track attentions on each post, see what the trends are and time tracking on both Facebook and Instagram.

Creator Studio is the combination of all the tools needed for managing, posting, boosting and analytics for both Facebook and Instagram platforms (Facebook Business 2019). However, Instagram insights on Creator Studio is limited to one-week analysis, there is not yet option for longer duration analysis. On the other hand, the tool reminds business to post trendy and dynamic contents like videos. Admins of Facebook pages are eligible for using Creator Studio for free, boosting fee is optional if companies want extra help from automated boosting tools.

Other analytics tool (Google Analytics)

Google Analytics is a powerful tool for marketers, it is extremely important for the Search Engine Optimization (SEO) part of marketing. One way of using Google Analytics is to integrate it with social media is to test traffic on business website by sharing its link through social media accounts (Kelsey 2017). By generating traffic, Google Analytics is a useful tool to analyse the data of how your audiences engage with your contents. Google Analytics is mostly about data. It is possible for businesses to use it for connecting with other systems. So that they can see how automated customer relationship management tools work. With Google Analytics, marketers have a complete view on how companies marketing data is floating (Google Marketing Platform 2019.)

2.2 Conversion from followers to business potential leads

The most basic and common way that businesses do to convert from unknown audiences to customers is to engage them slowly by different marketing channels. The inbound methodology is practiced as a tunnel, used to imagine how “strangers” turn into “promoters” for you company or products.

THE INBOUND METHODOLOGY

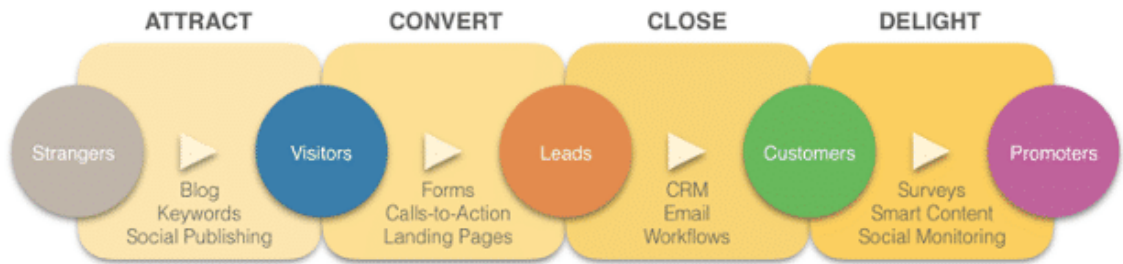


Figure 9. The inbound methodology (Jain 2016).

About Figure 9, the whole process of converting customers includes four steps. From “strangers” phase, audiences are attracted through different channels to know about the company. In this case, the channel is Instagram. The conversion happens when they start filling in forms, press Call-To-Action buttons and visit company’s landing pages. The second step of this process, converting, is what this project is focusing on. Finally, when they become customers, customer services and added values are going to turn customers into promoters.

2.2.1 Strategy and planning

Current situation analysis is important for taking the next steps in Marketing group of companies. Either in social media campaigns or general marketing campaigns, SWOT (short for Strengths, Weaknesses, Opportunities and Threats) analysis can be taken into account for application of analysing current situation of the company’s marketing actions.



Figure 10. SWOT analysis (Armstrong & Kotler 2017).

Figure 10 has well-explained what SWOT analysis includes. Strengths are internal factors that are positive and contributed to the company’s current success points. Weaknesses

are the internal limitations that are obstacles to company's success. Opportunities are the advantages that can be taken by the company or business to strengthen its positive points. Threats are factors that can affect the business negatively and be the future obstacles. In marketing, there are always threats that should be analysed before implementing any campaign (Armstrong & Kotler 2017.)

Determining buyers' personas is another tool that supports businesses in creating detailed and targeted marketing plans. Buyer personas is the layout of characteristics, behaviour, conditions and psychological behaviours of an individual that represent targeted customer group (Andrews 2019). By determine buyers' personas, businesses can focus more on the users and their goals of business. Not only that, they can be expressed in communication with customers and the company team. Personas are used commonly in user-centred design and service design (Miaskiewicz & Kozar 2011.) When creating a buyer's persona, marketers can include demographic and biographic behaviour, goals and selling points (Toner 2017). Below is a good example of determining buyer persona.

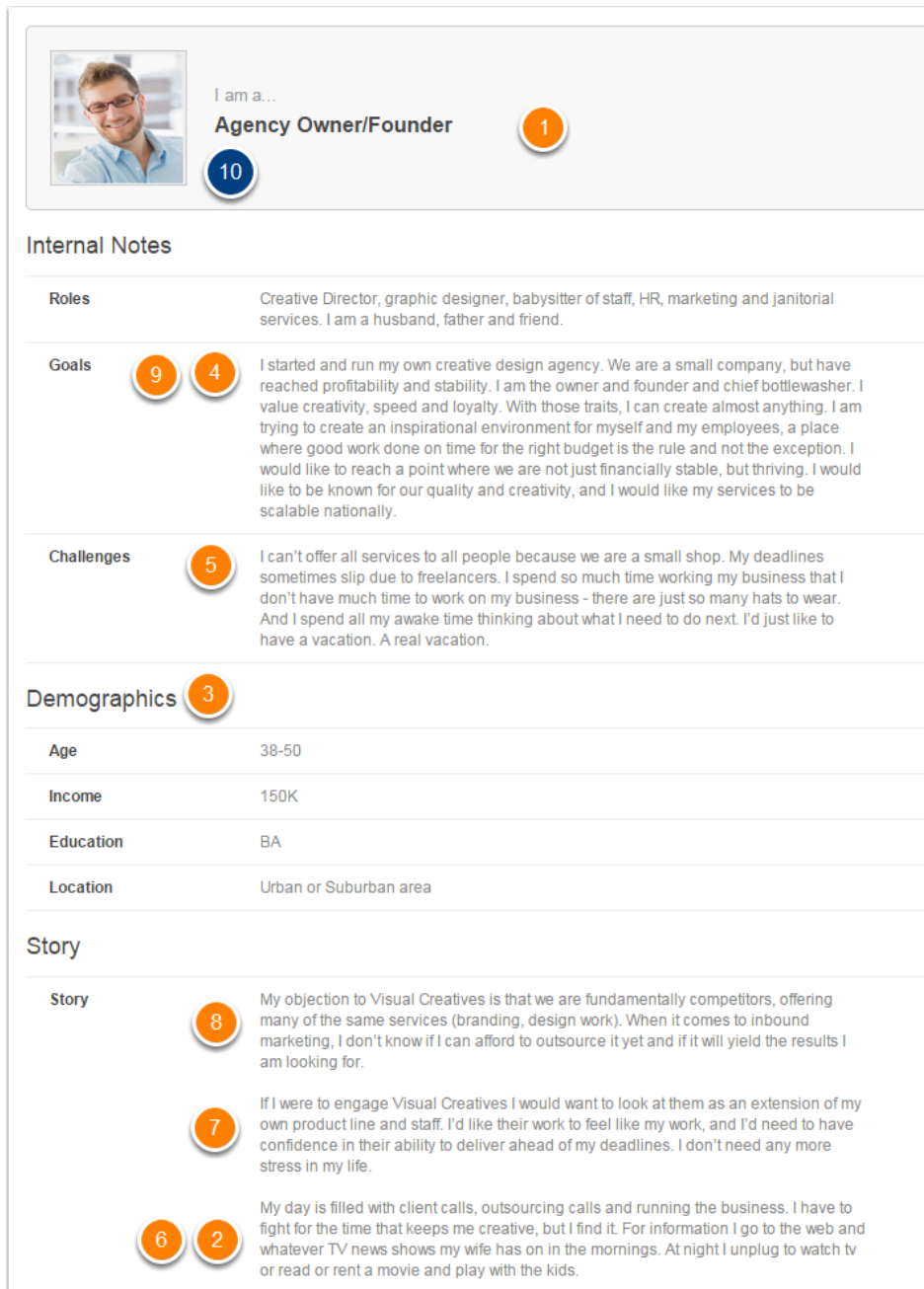


Figure 11. Example of buyer persona (Toner 2017).

When online advertising is no more an unfamiliar thing, **landing pages** are considered one of the first most effective method of doing online advertising and marketing. There are two stages of the search engine for an audience to become a lead: Clickthrough and Conversion (Hila & al. 2009). Landing pages can be said to be the final goal of social media advertising. By boosting and promoting on social media, marketers expect audiences in these media channels click to get to their landing pages. From these pages, users buy the products, attend events, or just simply know more about the company.

2.2.2 Engagement

Kotler & Armstrong (2016, 42) mentioned “The new marketing is customer engagement marketing”. In today’s social media marketing, it is important to relate your audiences to something they are familiar with to build relationships. Customers always have the power to view and share information they read or see on the Internet. Advertisements now are more dedicated to attracting customers by engaging contents than just annoyingly interrupt them from their seeing what they want on media channels. The key to engagement can be as simple as just be relevant. However, not every brand understands this idea and agree to invest in digital marketing and just get things right. Being conversational on social media is the ultimate key to engagement.

Consumer-generated marketing is another influential type of content for engagement. Since consumers now have a lot more control on social media platforms, if a company can build a relationship with customers by being able to trigger them to write a story themselves about the brand, then the things customers write can be very valuable. There are cases when customer-generated contents related campaigns backfired the company’s goals, which proves risk planning plays an important role in marketing campaign planning. In the previous chapter, storytelling was mentioned as a valuable tool for marketing, but not only that, it is as well very essential to attract audiences to generate other contents than stories to promote.

Customer loyalty and retention are built through good customer relationship management. By creating customer satisfaction, companies get customers to promote for them and to keep the revenue flows by leads generated from marketing. On one hand, it can cost more revenue and create more risks. On the other hand, it can create lifetime values for both customers and company (Kotler & Armstrong 2017.)

2.2.3 CTA

CTA is short for “call to action”. CTA buttons are now used commonly in social media and is certainly a familiar term for marketers. Before, people use call-to-action words, sentences, in campaigns, in articles to attract people to follow specific reasons. Today, CTA is integrated into digital buttons and are being used to attract audiences.

CTA buttons help businesses to convert viewers in to leads. These buttons can be plugged in social media promotion posts, Google adverts banners and on websites headers or sidebars. There are many different trigger words that can be chosen on CTA buttons like sign up, contact us, subscribe, get started, learn more, join us, etc. The CTA

words are decided base on the voice that brands want to show or the action that is most likely to be clicked. A few criteria that can put into consideration when creating a CTA button are:

- Simple and effective
- Phrases
- Visually balance (Leaning 2019.)

Some good examples of CTA buttons can be found on the websites of well-known brands like Uber, Dropbox, Netflix, etc.

2.2.4 Analysis and testing

In the previous chapter, for Instagram analytics, the two tools are mentioned to be used in this project are Creator Studio for social media planning/analytics and Google Analytics. About Google Analytics, it is a tool for analyse conversion rate from social media to landing pages. This means that Google Analytics is an essential tool not only for analysing Click-Through-Rate (CTR) and Click-Per-Second test, but also for analysing general conversions. Additionally, Google AdWords provides keywords planner tool for SEO (search engine optimization) to create blogs, posts and write copies for landing pages. Furthermore, it is possible to create AdWords campaigns to raise traffic for your channels (Kelsey 2017).

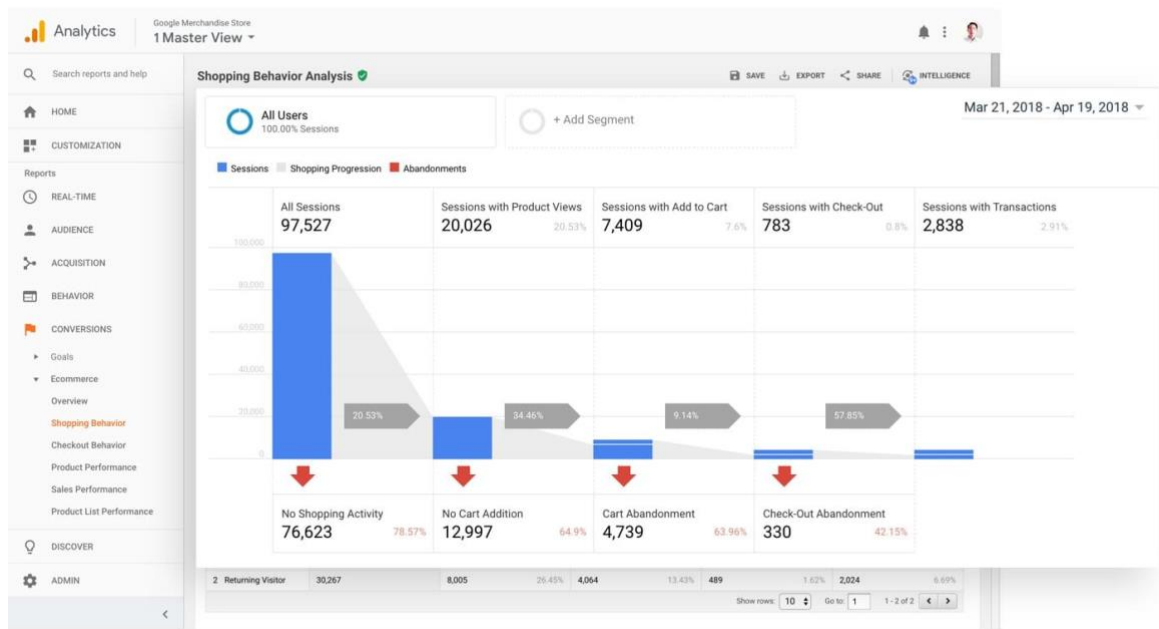


Figure 12. Google Analytics dashboard example (Google Marketing Platform 2019).

Other than Google Analytics, MailChimp and HubSpot are suggested for analysing and testing conversion rates from emails CTA buttons or opt-in forms on businesses' website.

However, these extra tools will not be implemented in this project. On the other hand, they are suggested to be applied if there are further social media marketing projects being carried out in the future.

3 Project Execution

This chapter explains how the project is being implemented and how researched theories are executed in project tasks. A few minor conclusions of the project are being mentioned after each task. However, the overall results and recommendations are being analysed in Conclusions chapter. The steps in this project are being carried out as mentioned in the whole thesis. Other secondary level information is attached in Appendix.

By implementing the project, the goal of this thesis is expected to be reached. If the goal is not reached, thesis writer is going to analyse and explain the reasons for not achieving the goal in Conclusion chapter.

3.1 Situation analysis

For case company Grib3D, as a start-up, it has clearly defined its important sectors of customers. Below table demonstrates the segmentation strategy of Grib3D.

Table 2. Market segmentation of Grib3D

Geographic	Demographics	Psychographics	Behavioural
International	24-35	Interested in 3D	Purchase to test
Finland	Both men and	Interested in	Interested in
China	women	Education	freemium model
	Educational	Creativity activities	Attend EdTech and
	institutes	Open-up to new	XR events
	Libraries	ideas	Interested in start-
	Science centres	Augmented Reality	ups
	3D Manufacturers	Technology	Like simplicity and
		Spatial Computing	intuitiveness

Because Grib3D's business is to develop mobile application for 3D modelling, the geographical factor is not anyhow limited. However, it does decide its major focus in Finland and China market because of the locations which current investors and customers are in. The age range of its customer segment is from 24 to 35, all genders. Educational institutes, libraries, science centres and 3D manufacturers are currently the main target due to the attractions it earned from these target audiences. Psychographics and behavioural factors are adapted to product features.

Grib3D currently has four buyer personas designed by its marketing team. Three of them belong to education segments and one involves 3D manufacturing group. The four personas are described in the following table:

Table 3. Buyer personas of case company Grib3D.

Name	About	Habits & Interests	Goals & Challenges	Contents & Channels
Eddie	Head of Secondary school. He's 40-50 years old. Married and has two kids. Income: 75000\$. He drives to work and flexible school hours	Go to education conferences and meetings. Joins all school meetings. He likes to know about trends in education, teachers' interests and wellbeing. He reads newspaper and articles.	Improve qualities of school and education. However, EdTech is not his strength, he has no time to acknowledge it. He does not have time to communicate individually with every teacher.	Articles and news. Education journals. Word-of-mouth.
Christina	Art teacher. She is 35 to 40 years old. Married and has one child. Income: 60000\$. Stays in school 8 hours per day.	Gives lectures in class and workshops. Organizes parents' meetings. She always communicates with other teachers. She likes reading to have more ideas for her lectures.	Reach out to better education methods. Wants engagements in classroom. However, she needs lesson plans and she have no time for it. Plus, there are so many tools out there.	Teachers community groups. Facebook. Short articles and news.
Oliver	Ministry of early child education. He is 35 to 45 years old. He	He organizes and manages events about education.	He likes to read and looks for ideas to organize workshops for	PR articles. Education related websites.

	travels with flexible work timetables. He drives	Interested in joining EdTech events. He knows a lot about new trends in education for kids.	teachers and principals. He likes to communicate with heads of schools to catch up with the situation and latest trends. However, he has to decide the trends.	Featured articles. Workshops on MeetUp. Emails.
Jaakko	He is the CEO of 3D manufacturing company. He is 30 to 40 and married. He lives in Finland.	He likes to share posts and news about his company updates. He likes to network about 3D. He is very interested in 3D industry in Finland and then worldwide.	He wants to sell his products. He wants to have more knowledge about 3D software in order to sell more. He is looking for partners to promote sales.	3D blogs. Facebook. Landing pages. Videos about 3D printing processes. Emails.

As mentioned in Introduction chapter, in May 2019, grib3d Instagram account has 251 followers and 54 posts. In September 2019, grib3d Instagram account has 301 followers. The account has never run a promotion campaign in Instagram before.

3.2 Account setup

Instagram account for attracting target audiences of Grib3D was set up on 6th October 2019 with the information below:

- ID: showmeyour3d
- Name: 3D Community
- Type: Digital Creator
- Profile picture: 3D model of two spheres and a rocket (See Appendix 3)

The account description includes basic information about the account with hashtags: #3d and #augmentedreality so it is being able to target the right group of audiences.

First ten accounts were chosen to follow were the most famous accounts for 3D and rendering on Instagram, including: @colossal, @polygonrunway, @3d_.video, and @heurekafi, etc. Also, the account was set up with a new grid of 3x3 3D creations, both were from curated contents and original Grib3D creations (See Appendix 3).

The first accounts that were followed were not exactly the accounts selected from the segmented customer groups. The reason for this is because the 3D community account was new and set up for the first time, it hence had no value to attract the groups of teachers, museums and EdTech. However, it already had values to 3D manufacturers group. Because of this, the account needs to first attract people who are interested in 3D and 3D arts. By doing this, when the account develop further in the future, tags and website links can be plugged in to create more tractions to more available segment groups.

3.3 Content planning

In this part, plan for daily posting of this project is being presented. Content planning of social media account for 3D Community includes most effective times for posting, visual and written content drafts, hashtags uses within both posts and Instagram stories.

Detailed plan for contents and timetables is included in Appendix 2.

Table 4. Goals plan for thesis project.

Phase	Posts	Followers
Week 1	6	500
Week 2	6	1000
Week 3	6	1500
Week 4	6	2000

The goals set for this project were aimed to be 2000 followers within one month, divided to four weeks. The followers count was divided to 500 per week, as the goal. In one week, six posts are expected to be carried out. However, more posts can be carried out to maintain the attraction and interaction with other Instagram accounts.

Along with newsfeed postings, the community account will as well repost to create traction by using stories feature. Furthermore, likes and comments to create relationships on Instagram. Likes and comments are being used but not to be mentioned in detail during executing phase of this project. However, it is important to aware that these steps are being conducted along with project's main postings.

As one of the tools recommended, Creator Studio contributed to planning and posting on Instagram. At the same time, the tool provides Insights and the time ranges when audiences of the account are available on Instagram, this feature is personalized for each account.

3.4 Company consulting

During the implementing time of this thesis, three consultation sessions were carried out with case company in order to understand the situation of marketing goals and current situation better. Furthermore, consultations can support the project execution process, support it to be smoother and more adaptable to the goals in each company's phases. The meetings were conducted with Anusha Ramakrishnan, Marketing Manager of case company Grib3D.

In the first session on the 1st October 2019, brief explanations of the project goals and scope were carried out by the author for marketing team to understand the basics of this project. Further discussions were set up on how the project started, the uses of tools for planning and analytics. Additionally, comments on the use of tags, hashtags and stories are added by the marketing team.

In the second meeting session on 17th October 2019, reviews of the theories were done. Grib3D's marketing manager managed to review and make changes to the plan and to add suitable theories to make them equivalent to company's target customers and present goals. The documents about company's buyer personas were requested by the thesis implementer.

The last meeting was organized in the 23rd October 2019. The goals of the meeting were to review the process and current state of this project. Addition comments was given by Ramakrishnan to improve the last stages of the project. Further learnings after 3 weeks of the implementation were perceived by the author. Documents about company's buyer personas was provided by its marketing team.

Transcriptions of the meetings are not being introduced in this thesis because the contents of the conversation were not only limited to this project but also included discussions between Grib3D's marketing team. However, the documents about Grib3D's buyer personas are attached in Appendix 1.

3.5 Content implementing

The project's Instagram account started posting from 10th October to 31st of October. The content plan was implemented as defined in Appendix 2. However, after two weeks of implementing, based on analytics statistics provided by Instagram tool Creator Studio, the posts were being adjusted to a more suitable time for 3D Community audiences.



Figure 13. Statistics of Instagram account audiences.

During the implement process, hashtags #grib3d were attached in the posts that included original creations from Grib3D application. The feed posts that were reposted from other 3D artists were tagged with the artists' accounts. After being studied and reviewed, hashtags were carried out base on Social Media Strategy excel sheet provided by case company's marketing team. The document was created in May 2019.

Hashtags and words integration				
Type	Words	Efficiency	Suggestions	Note
Topic	Art	One of the top suggestion topic in discovery and search	The posts in this topic used words: animation, art, design, artist, illustration	
Topic	Science & Tech	One of the top suggestion topic in discovery and search	The posts in this topic used words: tech, 3d, technology, phone, electronic, project	
Topic	Architecture	One of the top suggestion topic in discovery and search	The posts in this topic used words: design, model, destination related words	
#	3d	12,3m posts	Use in posts	
#	3dart	1,3m posts	Use in posts	
#	3dprinting	2,3m posts	Use in posts	
#	3dprint	965k posts	Use in posts	
#	augmentedreality	392k posts	Use in posts	DO NOT USE #ar
#	edtech	299k posts	Use in posts	
#	education	13,4m posts	Use in posts	
#	technologyintheclassroom	11,7k posts	The use of this is lower than technology or technologyuse. Can also use #technologysolutions with 15k posts	
#	grib3d	Personal branding hashtag	Use in every grib related posts	DO NOT USE #grib
#	TeamGrib	Personal branding hashtag	Use in every grib related posts	

Figure 14. SoMe strategy on Instagram keywords and hashtags (Ramakrishnan 1 October 2019.)

Stories feature on Instagram was being used for the project's community account once every two days at the minimum. If there were more inspiration creations appear on Instagram main feed, they can be shared immediately on Stories. There was no limitation set for Stories feature as it aims to raise tractions by sharing from other channels. Moreover, the number of stories posted is not affecting negatively to number of followers or the visual contents of main account's grid, in subjective opinion. Likes and comments on other Instagram accounts were done on a regular basis. This helped to raise attractions and raise the metrics of actions taken on this 3D Community account.

The links to @grib3d account and case company's website were plugged in during the last week of the project. After the community account achieved a moderate number of followers, case company's Instagram account along with hashtags were used in most of the feed posts, even the reposts, not only in original creations posts. The company's account was as well introduced in the bio of the community account.

The landing page that was linked to the project account is Grib3D's main website. Website clicks were counted by Creator Studio. CTAs on the page were designed for audiences to download the application on app stores and try it out before making any purchase decision.

3.6 Analytics

After four weeks of project implementation, statistics were analysed and presented by Creator Studio. The following table implied the project plan and the live results after a month, which was the time duration of this thesis implementation.

Table 5. Followers earned by phases in this thesis project.

Phase	Followers planned	Followers earned	Impressions
Week 1	500	180	1277
Week 2	1000	469	1870
Week 3	1500	716	1639
Week 4	2000	970	1932

From week 2, the growth rate of follower raised by 160% while impressions rate only raised by 46%. In week 3, followers earned raised by 52% compare to week 2 but the impressions rate declined by 12% compare to week 2. The key screenshots for account growth are attached in Appendix 3.

From this 3D community account, the awareness of case company account was seen in Week 1 and Week 4. The table below shown the conversion rate of @grib3d account on Instagram during the time when project was implemented.

Table 6. Conversion statistics for Instagram account

Phase	Followers	Profile visit	Impressions
Week 1	301	86	720
Week 2	334	95	849
Week 3	336	60	539
Week 4	347	70	320

There were 46 new followers in case company Instagram account in total after four weeks of 3D community account implementation.

The reasons for this growth rate were seen from week 1 and 4 because the original creations by application Grib3D were posted and boosted regularly in these times. Further analytics are going to be implemented in the conclusions chapter.

4 Conclusions

After four weeks of implementation, the project did achieve some of the goals set from the beginning of this thesis. The results are being presented in this chapter, along with analysis of the results and recommendations for further projects and studies. The chapter mentioned key learning points after the project execution.

4.1 Key outcomes

For four weeks, including account registration on the 6th of October, the 3D community account was posting as the guidelines and using contents planned by the thesis implementor in Appendix 2. Contents publishing started from 10th of October. Visual contents followed the grid and colour guidelines as mentioned before. Written contents focused on raising engagement and drawing attentions from 3D creators' community. With suitable hashtags and tags, the community drawn people to follow case company's Instagram account (@grib3d). However, the website clicks did not grow significantly.

During activation, the community account benefited a lot of shares and comments from 3D artists and 3D-interested Instagram users. Comments from other accounts helped this project to achieve the goal of raising traffics through Instagram 3D community account and contributed a lot to the number of followers gained during the project implementation. Instagram feed posts of the account are actively being shared by the artists and followers. Some examples are listed in Figure 15.

A few activities that were stand out and helped the account to influence a moderate number of followers are reposts from 3D artists' Instagram accounts. Account @dumpling_ground was reposted on the feed. Later, the artist shared the information that the project's account (@showmeyour3d) shared his creation on his story, meanwhile, this artist's account has already had 1500 followers. Another time, on the story post of the project account, thesis implementor reposted a creation from a famous artist @leonatsume, the story immediately earned a cross-post on the artist's story account. This artist account gained 13,2 thousand followers before that. These tractions affected significantly to the results of this project. For visual demonstrations of these reposts, see Appendix 3.

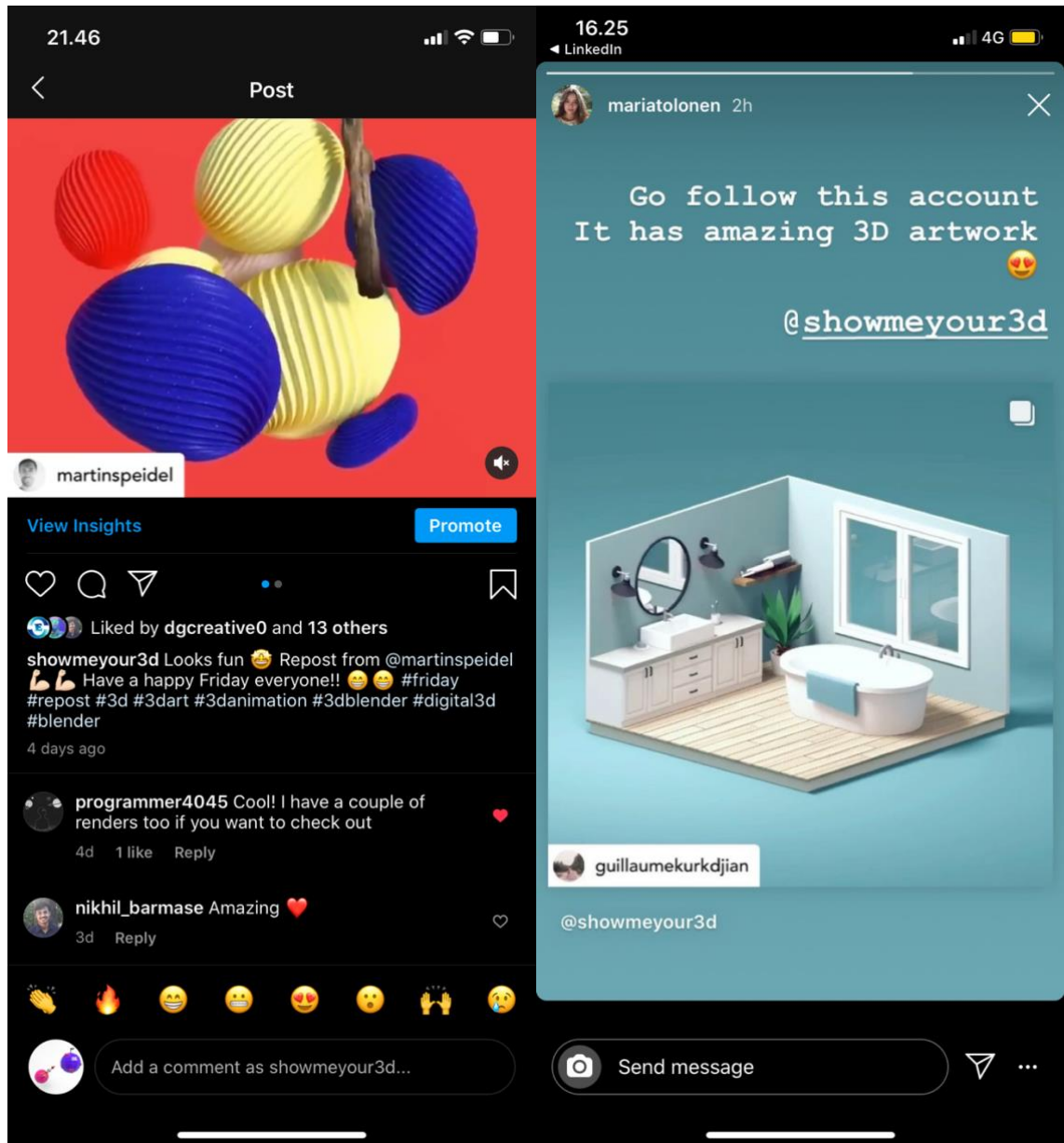


Figure 15. Shares and comments by project account followers.

During the project execution time, the understanding of thesis author gained significantly. Furthermore, the implementation of the project helped increase understandings on Instagram platform and growth hacking for social media, and Instagram channel specifically. The rate of Instagram growth depends on the rate of actions taken and time planning, which needs to be planned to become appropriate for followers on this platform. Delivering contents that match your group of audiences by age and location is as well considered important. In Figure 16, the activities on 3D community account and analytics on followers' age are being presented.

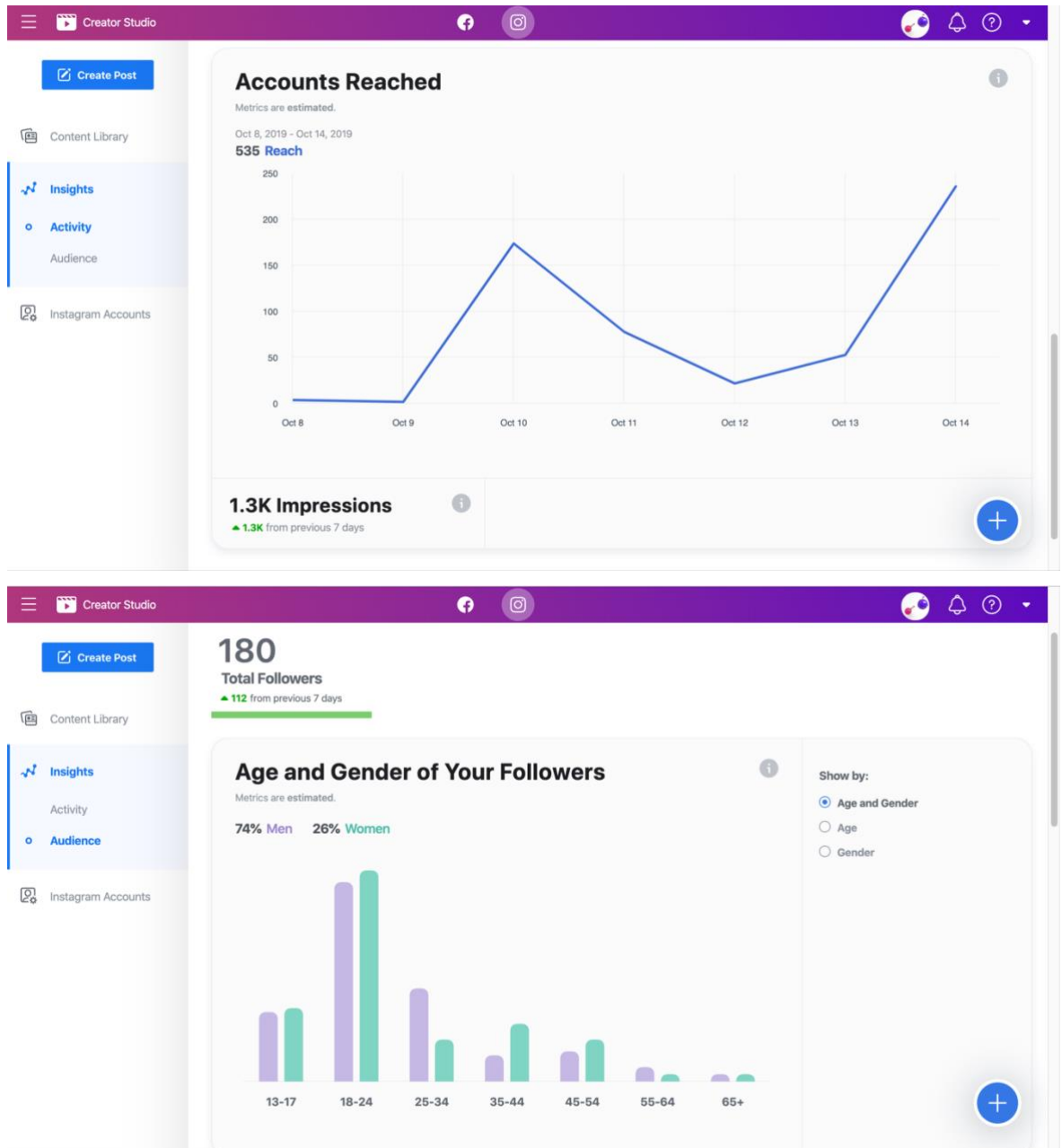


Figure 16. Accounts reached and followers analytics of Creator Studio.

After the project was fully implemented, thesis executor understood and got familiar with the tools used during project planning and execution. Creator Studio was used for Instagram planning and analytics. Google Analytics was used and implemented more by the marketing manager of case company Grib3D. The reason for this was the website conversion rate were not covered in the scope of this thesis.

The followers counted in the Instagram community account did not achieve as expected in project goals. The conversion number to case company main Instagram page did not reach the expected number for this thesis. The followers count by the end of the project

was 970 followers, while conversion number to case company account was only 347 followers.

The reasons for the results of this project are varied. Considering the goal of the thesis was highly ambitious, other detailed recommendations for improvement and learnings are being mentioned in the next chapter.

4.2 Recommendations

After the key studies were presented, other actions that could be used and are recommended to be used in future social media marketing projects are being introduced in this chapter.

First of all, paid promotions and advertisements were not at all implemented during the process of this project. Boosting tools and promotion tools were meant to support the idea of boosting with budget on Instagram, also, support the level of information that can be gained after the project. However, the conditions were not sufficient to support boosting for Instagram platform from case company Grib3D.

Secondly, cross-platforms postings were not included in this thesis. While cross-platforms promotion is a big focus in today's digital social media marketing, it was not considered in the project. This was only learnt after the project was coming to an end and final results were put into final analytics. If the project is going to be implemented further, it is recommended that the community, instead of only Instagram, should be developed to other social media platforms.

Furthermore, the actions taken on the platform was not continuous. For the testing purpose, the posts were being published in different time durations of the day and mostly every day, the pausing durations were as well different. Plus, the number of posts each day was varied planned by the thesis implementor. This assisted the author of this bachelor's thesis to understand more about implementing using editorial calendar. However, it is recommended to test and analyse testing results before the beginning of the project to avoid unexpected risks during implementation.

Last recommendation is to plan carefully the process of the project and consider risks that can come up during and after the project. Risk assessment is important in the planning phase. This project happened to be highly ambitious with the goal because there was not a testing phase. However, there were not many risks that were significant to the results happening during the process.

4.3 Suggestions for further research and projects

This project thesis can be used as material for studying other marketing tools and other platforms in the future. By implementing this project, the thesis implementor and case company understood more about social media platforms and marketing tools. By analyzing the plan and results of this project, case company can base on the learnings to plan and perform more effective marketing activities on other platforms.

With the support of this project, others and case company can use it for developing more significant projects. For example, creating another platform for community account and creating a cross-platform marketing research. Or using the same account and change the methods of promoting to test out the most effective methods for social media marketing. Since the studies on Instagram are not yet many, these project ideas can be variable and valuable.

With the available 3D community account, case company can continue using it to create tractions and advertises for the company's main account. Furthermore, it is possible to expand the community account to other social network platforms like Facebook or Twitter. By cross-posting between the platforms, 3D community account can develop wider and become the company's main community in the future.

Finally, it is valuable for the case company if the account created is going to be developed by using promotion feature, again, it leads more audiences to company's account with serious concerns about the product.

4.4 Evaluation on the project

In a general viewpoint, the project has not yet achieved the goals in number. The original goal was 2000 followers in the 3D community account, while the goal achieved was 970. The case company's account earned 46 new followers, while the goal was 200.

However, all the other learning goals are well achieved. By completing this project, the effectiveness of the Instagram platform, content marketing, and marketing tools were explained and interpreted into applicable knowledge. From the knowledge learnt, case company and further researches can be done with support from project's theories and recommendations.

The sources used for theories were mostly books and journals. Online sources were being used commonly. The results were taken from project real-time screenshots. This thesis achieved a balance level in dividing the sources used to support its theories and actions.

4.5 Reflection on learning

After putting the project into action, the author learnt more about social media marketing in many perspectives. From the very beginning, the main aim for this thesis was originally for the author to acknowledge more about the algorithm of Instagram. By studying the theories about social media, thesis writer supported one's self in creating contents and planning for this thesis. Conducting the plan and creating contents was an interesting phase to start with as it is related to other fields in marketing like product marketing and content creations. Implementing phase helped the author a lot in develop planning skills and advancing tools for marketing and editorial calendar. The results came out unexpected, but it was not considered bad. From results analytics, the author could understand the reasons, either positive or negative that contributed to the final results. And from that, learnt to look at other aspects of marketing in general and Instagram specifically.

On the other hand, it was seen that after learnings in university, a lot of theories studied are applicable not only in this thesis but also in actual implementing of other marketing projects. The theories from basics of marketing and service design were used in many parts on this thesis. Some tools that was taught were as well being implemented to support the goals of the project. It was not only that the implementation of the project was supported by theories learnt from university but also the process supported back those theories, so they are realized to be applicable and always back up each other.

This thesis is the biggest project executed from the author by combining all theories learnt from Haaga-Helia University of Applied Sciences, which made it the most valuable project for the thesis writer so far.

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Appendices

Appendix 1. Document on buyer personas of Grib3D.





Head of Schools
Deputy Head of School
Principals
Business development professionals
Teachers
Government
Agencies



3D manufacturers
CEO of creative companies

Eddie



About

Head of school/Principals
40-50 years-old
Married, 2 kids
Income: 75.000\$
Drive to work
Flexible school hours

Habits & Interests

Go to conferences & meetings
School meetings
Trends in education
Teachers' interests & wellbeing
Read newspaper & articles

Goals & challenges

Improve school qualities & education qualities
Edtech is not his strength
Busy
No time to communicate with all teachers

Contents & channels

Articles & news
Education journals
Word-of-mouth
Radio
Emails

Christina



About

Art teacher/special needs teacher
35-40 years-old
Married, one child
Income: 60.000\$
Work in school 8h/day

Habits & Interests

Classes & workshops
Parents meetings
Communicate with colleagues
Reading books & articles for teaching ideas

Goals & challenges

Better education methods
Engagements in classroom
Too many tools for education
No lesson plans or time

Contents & channels

Teachers community groups
Facebook
Short articles/news/videos

Oliver



About

Head of Ministry of Early child education
35-40 years-old
Flexible timetable
Drives to work

Habits & Interests

Edtech events and workshops
Meetings and conferences
Ideas for developing early child education

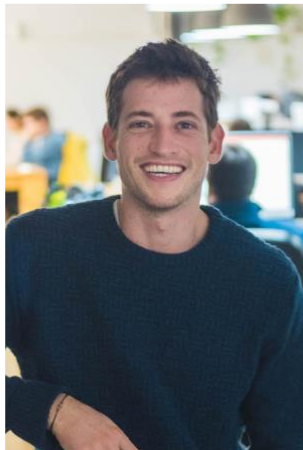
Goals & challenges

Ideas for organizing workshops for teachers and principals
Time

Contents & channels

PR articles
Education-related websites
Featured articles
Workshops on Meetup
Emails

Jaakko



About

Main decision maker of 3D manufacturer company (CEO/founder/owner)
30-40 years-old
Married
Live in Finland

Habits & Interests

Share posts about his company on social media
3D networks
3D industry in Finland

Goals & challenges

Selling his products
Know more about 3D and 3D printing
Partnership

Contents & channels

3D blogs
Facebook
3D printing landing pages
Videos about printing process
Emails

Actions

○ Modify & simplify Ed landing page

○ Quizzes or Typeform form on website for different personas

○ Meetup events and connect

Appendix 2. Content planning for Instagram.

Date	Time	Visual content	Written content	Notes (special hashtags, tags, check-ins, etc.)
10.10	11:00	Repost @polygonrunway. Theme: Blue	Repost from @polygonrunway (fire emoji) (celebrate emoji). Do you know which movie is it from?	#3d, #3dart, #3dmodeling #digital3d
10.10	15:00	Original creation by Grib3D app. Blue theme	Buildings in other planets (building emoji) or is it? Created by mobile 3D augmented reality application @grib3d. Amazing (fire emoji).	#grib3d #3dart #3dmodeling #digital3d #augmentedreality
10.10	17:00	Repost @devanshatray. Theme: Blue	Repost from @devanshatray (celebrate emoji) An amazing 3D work with great lightning and material (fire emoji)	#3d #3dart #3dmodeling #blender #digital3d
11.10	17:00	Original creation by Grib3D app. Theme: Chess	Let's play chess on the sky (thumbs up emoji) Created by 3D mobile modelling application @grib3d. Have you ever tried 3D modelling on mobile?	#grib3d #3d #3dart #3dmodeling #digital3d #augmentedreality
11.10	19:00	Repost @_adiyart. Theme: Chess	Repost from @_adiyart (fire emoji). Animated 3D chess game (thumbs up emoji)	#3d #3dmodeling #3dart #3danimation #digital3d
12.10	12:00	Repost @gregcooperrr. Theme: Animation	Repost from @gregcooperrr (fire emoji). I couldn't find another 3D chess art	#3d #3dart #3danimation #digital3d

			for the grid. But this animation is super cool as well!	#3dmodeling #blender
12.10	17:00	Repost @polygonrunway. Theme: Blue	Another reposts from @polygonrunway (fire emoji) So many good 3D creations (thumbs up emoji)	#3d #3dart #art #3dmodeling #blender #digital3d
13.10	15:00	Original creation by Grib3D app. Theme: Wood	Into the wood (tree emoji) Created by original 3D mobile modelling application Grib3D. Creating 3D in AR is fun!	#3d #3dmodeling #grib3d #3dart #digital3 #augmentedreality
13.10	17:00	Repost @yumyumlondon. Theme: Animal	Repost from @yumyumlondon (celebrate emoji) A cute 3D dog on the beach. What other creations would you like to see?	#3d #3dart #3dmodeling #digital3d
14.10	19:00	Repost @philiplueck. Theme: Animation	Repost from @philiplueck (smile emoji) Don't you love animated 3D?	#3d #3dart #3danimation #animation #digital3d #blender
14.10	20:00	Original creation by Grib3D app. Theme: Tree	A crystal tree (tree emoji) This tree was created by 3D mobile modelling application @Grib3D (fire emoji)	#3d #3dart #3dmodeling #grib3d #digital3d #augmentedreality #3dprinting
16.10	18:00	Repost @philiplueck. Theme: Random	I love how @philiplueck has very aesthetic complex 3D models (fire emoji) (smile emoji)	#3d #3dart #3danimation #digital3d #3dmodeling #blender

16.10	19:00	Repost @emils.mv. Theme: Blender	Repost from @emils.mv (smile emoji) Music festival (music notes emoji) (celebrate emoji) Impressive creation!	#3d #3dart #3dmodeling #blender #digital3d
16.10	20:00	Original creation by Grib3D app. Theme: Space	A space station on Mars (rocket emoji) Created by 3D mobile modelling application @grib3d (celebrate emoji)	#3d #3dart #3dmodeling #augmentedreality #grib3d #digital3d
18.10	11:00	Repost @dumpling_ground. Theme: Voxel	Art by @dumpling_ground (smile emoji) Are you interested in voxel art?	#3d #voxel #3dmodeling #3dart #digital3d #blender
18.10	13:00	Repost @renen_voxel. Theme: Voxel	Repost from @renen_voxel (smile emoji) Anyone wants this shower room? (raise hand emoji)	#3d #3dart #3dmodeling #digital3d #bathroom #design #blender
18.10	15:00	Repost @as2_3d. Theme: Architecture	I definitely want to be in this fantasy (smile emoji) Great work by @as2_3d (celebrate emoji)	#3d #3dart #3dmodeling #digital3d #design #architecture
19.10	13:00	Repost @guillaumekurkdjian. Theme: Animation	Repost from @guillaumekurkdjian (sunshine emoji) Another shower room! I think both are great on its own way. What are your thoughts?	#3d #3dart #3danimation #digital3d #3dmodeling #blender #design
20.10	17:00	Repost @taddtm. Theme: Animal	Happy blue bear by @taddtm (bear emoji) Wish you all a happy Sunday! (smile emoji)	#sundaypost #3d #3dmodeling #bear #3dart #digital3d #blender

21.10	18:00	Repost @arantxagisbertlopez. Theme: Blue	Repost from @arantxagisbertlopez (celebrate emoji) I love playing with these “UFO” machines! They are everywhere on the streets of Korea. Have you tried? (smile emoji)	#3d #3dart #3dmodeling #digital3d #design #fun #blender
21.10	20:00	Repost @ed_lake. Theme: Pink	Repost from @ed_lake (fire emoji) Happy Halloween! (pumpkin emoji)	#3d #3dart #3dmodeling #digital3d #Halloween #blender
23.10	20:00	Repost @dimitripaiva07. Theme: Pink	Work by @dimitripaiva07 (celebrate emoji) A very aesthetic piece of work. Is this your style?	#3d #3dart #3dmodeling #digital3d #element3d #blender
24.10	12:00	Repost @3d_thomas. Theme: Object	Repost from @3d_thomas (smile emoji) What can this be to you? These aesthetic 3D creations inspire me so much (fire emoji)	#3d #3dart #3dmodeling #digital3d #blender #design
24.10	13:00	Repost @martinspeidel. Theme: Animation	Looks fun (smile emoji) Repost from @martinspeidel (celebrate emoji) have a happy Friday everyone!	#3d #3dart #3danimation #blender #digital3d #design #animate3d
25.10	10:00	Repost @polymimestudio. Theme: Animation	Animation in 3D by @polymimestudio (fire emoji) Have a great pinky weekend!	#3d #3dart #3dmodeling #3danimation #digital3d #blender #design

28.10	11:00	Original creation by Grib3D app. Theme: Music	Let's play some music (organ emoji) made by 3D mobile modelling application @grib3d (smile emoji)	#3d #3dart #3dmodeling #augmentedreality #music #organ #grib3d
28.10	12:00	Repost @scott_wulf. Theme: Animal	Repost from @scott_wulf (smile emoji) A crystal cat! What else would you like to see in 3D?	#3d #3dmodeling #3dart #digital3d #blender #design

Appendix 3. Account growth of showmeyour3d.

9.45 4G 13.12

showmeyour3d Insights

302 profile visits in the last 7 days

12 Posts 181 Followers 477 Following

3D Community
 Digital Creator
 3D and Augmented Reality creations
 There are also original creations !!
 Follow for everyday posts 🤖
 Trying to reach 2k... more

Edit Profile Promotions

3D Model Grid:

- 3D Golf Ball and Tee
- 3D Tree with falling leaves
- 3D Orange Peel
- 3D Cat with ring
- 3D Forest scene
- 3D Toy house
- 3D Blue blocks
- 3D Chessboard
- 3D Chess pieces

Activity (08. Oct – 14. Oct)

Action	Count
Profile visits	95 (+80 vs 1 Oct-7 Oct)
Website clicks	12 (+12 vs 1 Oct-7 Oct)
Discovery	216 (Accounts reached from 08. Oct – 14. Oct)
Reach	216 (+196 vs 1 Oct-7 Oct)
Impressions	849 (+796 vs 1 Oct-7 Oct)


Navigation: Home, Search, Post, Heart, Profile, Home, Search, Post, Heart, Profile

12.27 4G 10.09

showmeyour3d Insights

145 profile visits in the last 7 days

Content Activity Audience



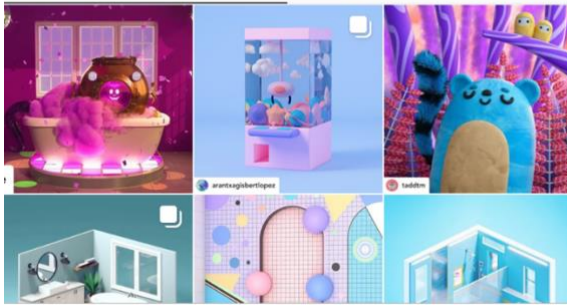
21 Posts **700** Followers **531** Following

3D Community
Digital Creator
3D and Augmented Reality creations
There are also original creations !!
Follow for everyday posts 🤖
Trying to reach 2k... more

Edit Profile Promotions

Story Highlights
Keep your favourite stories on your profile

+ New



Interactions

97

Actions taken on your account from 16. Oct – 22. Oct

Profile visits 97
-205 vs 9 Oct – 15 Oct

Discovery

299

Accounts reached from 16. Oct – 22. Oct

Reach 299
-265 vs 9 Oct – 15 Oct

Impressions 1 639
+227 vs 9 Oct-15 Oct

Home Search Add Like Profile Home Search Add Like Profile

