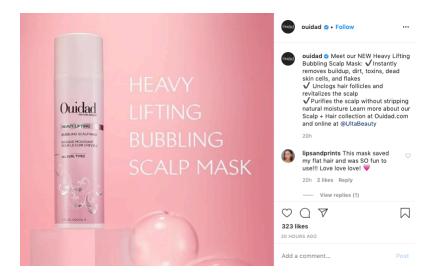# Analyze Social Content

Goal:

The goal of this post was to introduce a new product, the Heavy Lifting Bubbling Scalp Mask, to their following and to encourage them to try it out, by purchasing it from the Ouidad website or online from Ulta Beauty. Based on the caption, another goal could be to inform their audience of the product's abilities and uses.

Stage:

This post was designed for consumers currently at the interest/consideration stage. Because the post was not promoted it was mostly intended for those already following the Ouidad Instagram, which means they are already aware of the brand. After viewing/interacting with this post, followers may consider purchasing or researching the product. By taking the steps to research the product or view them, on either Ouidad or Ulta Beauty's website, their audience could easily transition into the conversion stage, which is actually purchasing the product.

Metrics:

In this case, success would look like high engagement with the post, to reflect that they have been informed; and the amount of action taken away from the post. In order to measure the engagement, I would look at the likes, comments, shares, and saves up against the number of impressions. As for the amount of action taken, I would look at the insights provided by Instagram to see how many times viewers clicked on the @UltaBeauty link or clicked away from Instagram to a browser– if possible.

Success?

As a viewer and consumer, I had never heard of this product. Therefore, this post did an effective job of informing me of the new product and of spiking my interest in its purpose. I not only googled the product, but I price matched between Ulta and Ouidad to see who had the better deals. Additionally, this product post received more likes than most of their other product specific posts.