Instagram Audit & Brand Book

Prepared by @<u>andreina_cent</u> for @<u>travel_latina</u>

February 15, 2021

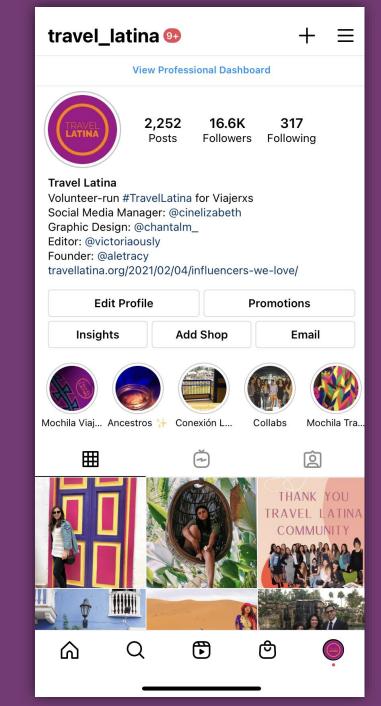


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What is @travel_latina

- Founded in 2015 as a place for community
- Followers
 - Grew to 10k in 2016
 - Peaked at 17k in 2018
 - 16.6k in 2021
- Audience Profile
 - 85% women
 - 67% US-based
 - 55% between the age of 25-34
- No defined monetization plan

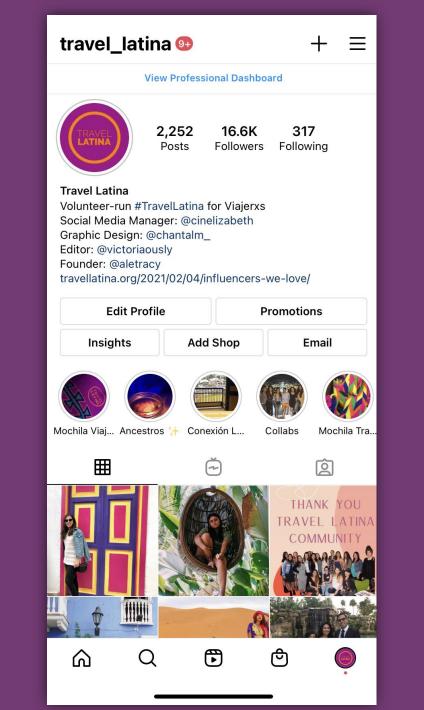


Building a Future

- Define a Business Plan
- Possible Income Streams
 - Sponsored Posts?
 - Selling Merchandise?
 - Affiliate Marketing?
- Immediate Action Items
 - Grow @travel_latina brand
 - Improve ranking with IG algorithm
- Use data in the presentation to <u>own the algorithm</u>, be seen, and grow audience

Branding & Voice

- Goals empower and inspire Latinx diaspora to consciously travel, connect with their cultural roots, and combat negative stereotypes and machismo.
- Brand bright colors, travel, beautiful places, culture, female empowerment, & inclusiveness



How We See @travel_latina

"@travel_latina seems like it's a mix of pics of Latinas traveling to cool places and some female empowerment."



- Ariella, 28, San Francisco

"I see @travel_latina as an inspirational account to show how travel is accessible. It also fills a void and demonstrate the diversity within the Latino diaspora." "I love the concept and quality of the photos. But the grid is messy. I'd like to see more variety in the posts."



- Sandra, 29, Washington D.C.

"This is an inspirational account that I like to look at while planning a trip. The pictures inspire me to visit specific locations."





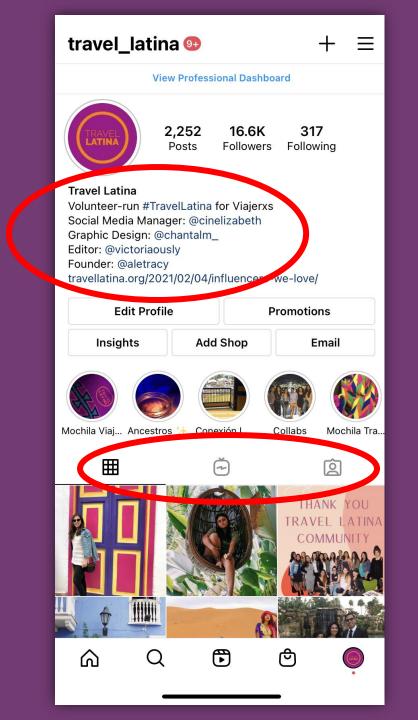
- Daniela, 31, New York City

Reinforce the Brand

Account Bio

- Explicitly explain purpose
- Highlight what you can offer
- Link to home page of blog
- Highlights
 - Create story highlight that introduces the @travel_latina team
- Utilize Instagram's latest features*
 - 'Reels' leverage contributor videos
 - 'Guides'
 - Launched in late 2020
 - Has a similar vibe as a magazine article
 - Great way to recycle content and organize it into curated guides

**When Instagram rolls out a new communication channel the algorithm prioritizes that content*



Engagement Metrics

<u>4%</u>Engagement rate

*Average rate across all accounts 1%-3%

- <u>605</u> average likes per post
- <u>121</u> average shares per post (driven by)
- 24 average saves per post
- 21 average comments per post
- 2 average clicks on website per post

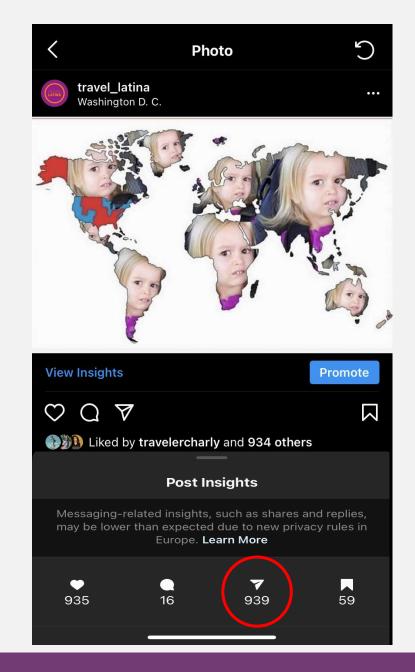
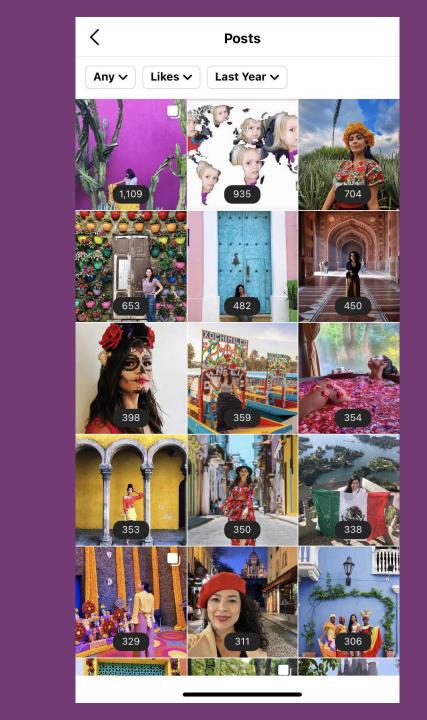


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Most Likes

- Colorful pictures
- Flowers
- Variety of shots and content
 - Wide shots
 - Closeups on face
 - Memes
- Shots of Specific places
 - Taj Mahal
 - Café Macanas
- Specific cities tagged



Least Likes

Themes

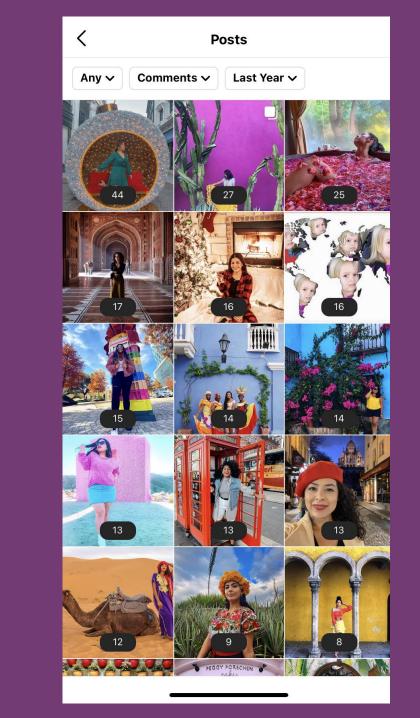
- Dark pictures
- Male
- Pictures in forest areas

*31% of the lowest performing posts are in wooded areas



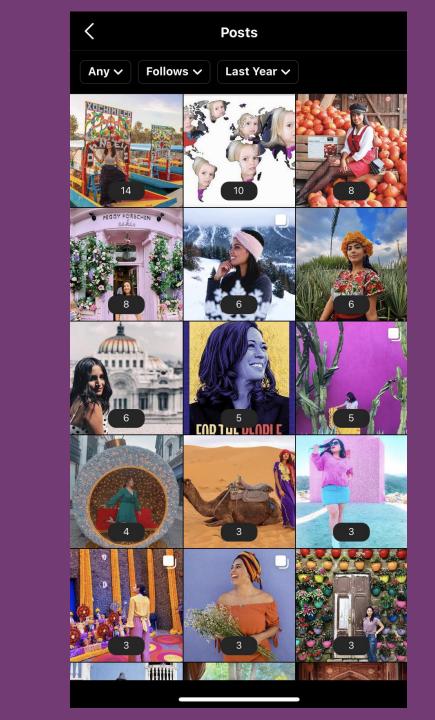
Most Comments

- Aspirational
 - Followers want to visit various places
- Inspirational
 - Followers want to feel what is shown in pictures (beauty, glamour, relaxation, strength)
- Subject connection
 - Followers comment on posts when they know the viajera



Attracting Followers

- Posts feature influencers
 - @mycurlyadventures_
 - @xoxo_travels
 - @travelingcaro
 - @brownbadassbonita
- Current events
 - "The whole world looking at us"
 - Kamala Harris



Website Traffic

- 3 website clicks were generated by the @asoulgrows_inbk post
- "Link in bio" included in caption
- Clear call to action



Followers & Content

- @travel_latina followers are more likely to engage with colorful content that depicts attractions in Latin America
- Most followers include the world "travel", "Latina", and a flag/ or country name indicating ancestorial origin
- Some followers have bios in Spanish, English or Spanglish
- Most @travel_latina comments are in English

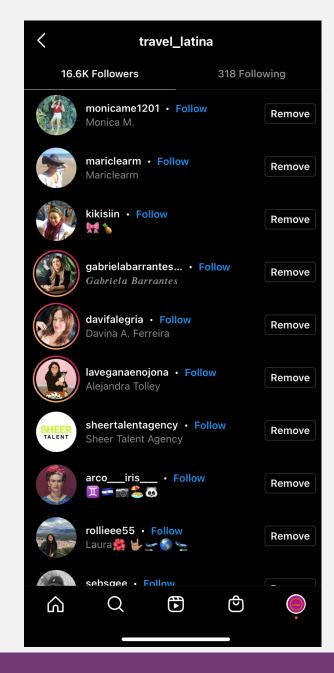


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Followers

Content collaborations to attract new followers

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568 123K 3,646 Posts Followers Following	1,953 120K 4,790 Posts Followers Following	1,155 95.7K 1,602 Posts Followers Following
Latinx Travel Club Community ① Latinx Travel & Sustainable Tourism ③ Social Mission - Culturally Conscious - Multilingual ④ #Latinxtravelclub for features ④ Join our Community ③ linktr.ce/latinxtravelclub Followed by latinatraveler, wearelatams and 9 others Following ~ Message Contact ~	Kim Guerra Writer - Based in Mexico For mujeres mariposas giving themselves wings: you are the revolution. Advocating for justice & liberation through writing, creating, amor y ganas linktr.ee/brownbadassbonita Los Angeles, California Followed by raicestexas, latinoworldtravelers and 48 others	Texas Blogger - Travel Local & Travel Website ♥ Latina in Dallas TX ♥ Sharing Texas magic! 250k+ on TikTok ♥ mycurlyadventures@gmail.com ♥ FREE copy of 50 TX Trips Under \$50 beacons.ai/mycurlyadventures_ Dallas, Texas Followed by hijadetumadre, wearelatams and 4 others
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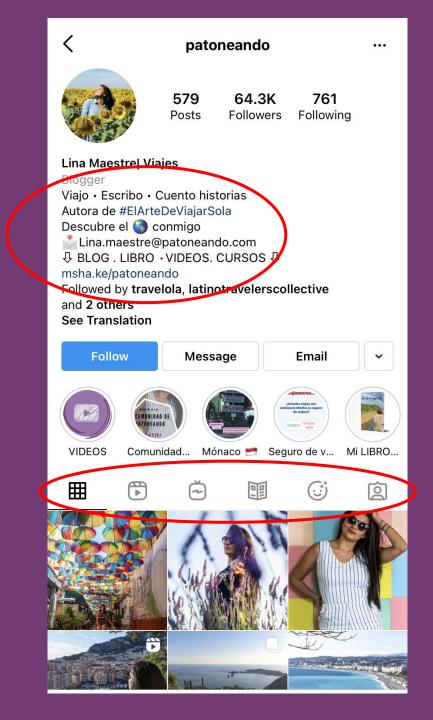
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Similar Accounts

@patoneando

- Detailed bio
- Link in bio provides
 - Events / Courses
 - Guides
 - Targets Spanish speaking audience
 - Based in Colombia
- Leverages new IG features like reels and guides

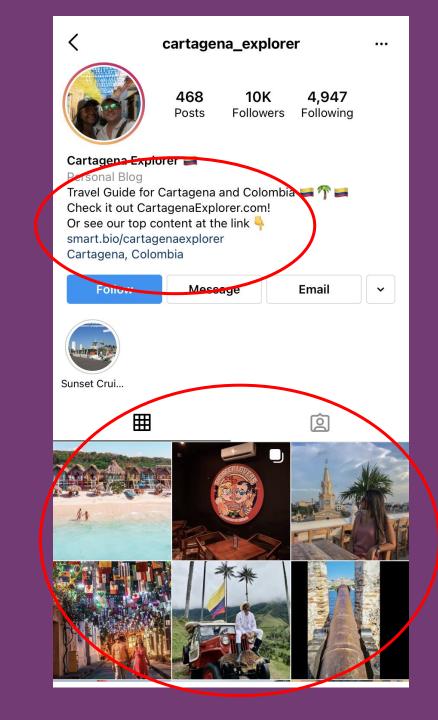
Popular hashtags - #patoneando #viajeros #viajeras #viajerasoy #viajerosdelmundo #chicasviajeras #mujeresviajeras #girlswhotraveltheworld #chicasviajando #viajarporelmundo



Similar Accounts

- @cartagena_explorer
 - Detailed bio
 - Link in bio
 - Provides practical travel information
 - Grid Content
 - Variety of subjects in pictures
 - Uses carousel posts

Popular hashtags - #instatravel #micolombia #enmicolombia #colombiaespasion #traveligram #travelsouthamerica #travelcolombia #travelcartagena



Similar Accounts

@wearelatams

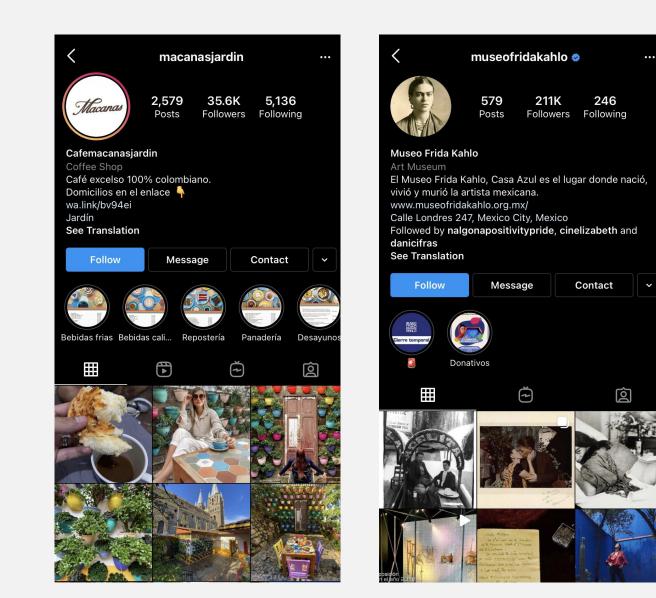
- Detailed bio
 - Includes branded hashtag in bio
- Link in bio
 - Content survey
 - "Coming soon" notice

Popular hashtags - #wearelatams#viajandopelomundo #travelisforlovers #myculturalheritagestory #latinamerica #afrotravel #afrolatinas #afro #weareoutlatinas #viajaresunplacer #landscapelovers #latinatraveler #latinastrong #mujeresviajeras #viajeras

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Wearelatams® An online community connecting Latin Americans to their roots, improving their cultural knowledge, and cultural pride in modern society. #wearelatams linktr ee/Wearelatams Followed by trevel_latina, sandraxbonille and aletracy				
Following ~	Message	Email	•	
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Businesses

- Highlight attractions abroad
- Create value for other business through the @travel_latina audience
- Create promo codes for those who visit these locations based on @travel_latina posts



Next Steps

- Set defined goals, measurable targets, and KPIs for 2021
- Define what kind of business this will be by answering the following questions
 - Is my current message boring?
 - How can I be bold?
 - What is the industry missing?
 - What do I care about that motivated me to start this brand?
 - Why am I staring this business?
 - How can I use my experience to say something new?
- Leverage website/blog to meet business goals



Final Thoughts

- To grow followers, lean on relationships and content with other influencers
- Begin to create content for 'reels' and 'guides'
 - 'Guides' are easy to get started because you recycle existing content
- Leverage website/blog to build value
 - Include "link in bio" in captions when appropriate
- Create more content relating to current events
 - A brand is 50% context (what's going on in the world) and 50% spin (what's your take on that experience)
 - Memes/graphics are popular on @travel_latina
- Continue to check in on goals and evolve your strategy accordingly

Thank you!

"Thank you @andreina_cent for conducting an audit on @travel_latina. Your analysis is meaningful, and my team will use the data and feedback to take our brand to the next level and grow our audience in 2021."



- Alexandra Tracy, @travel_latina founder