

Instagram Audit & Brand Book

Prepared by
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for [@travel latina](#)

February 15, 2021

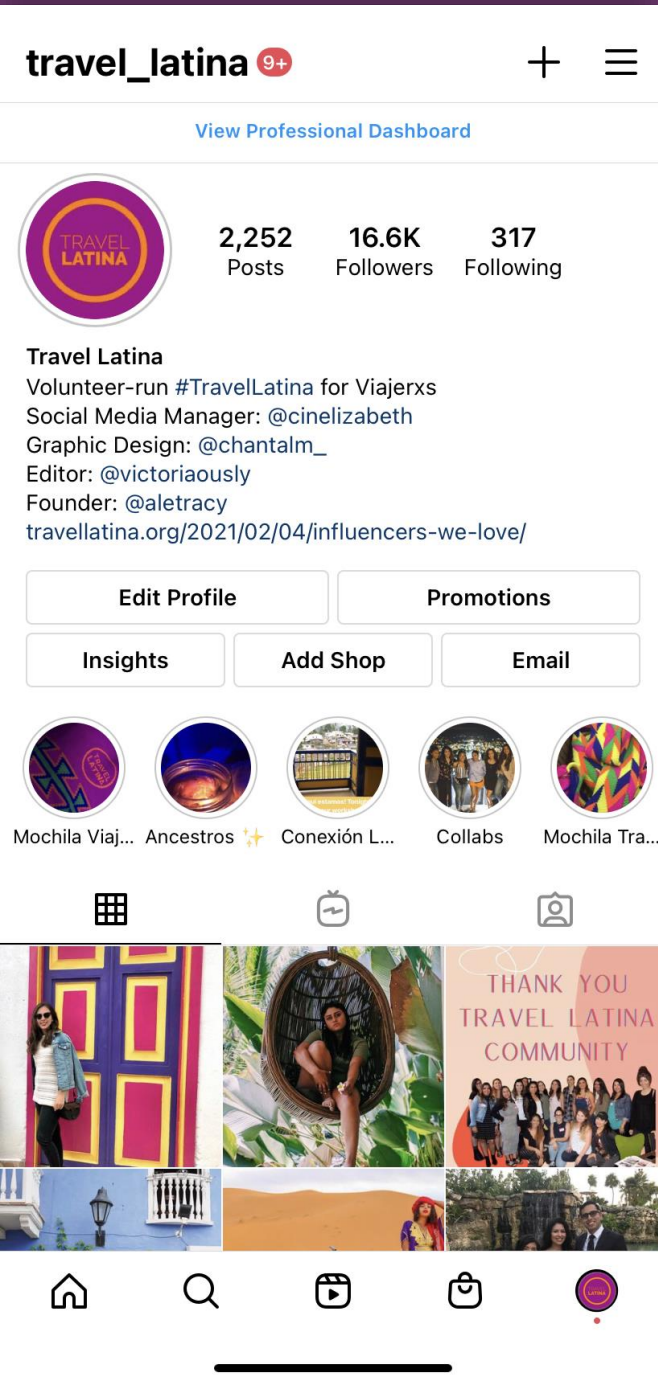


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**hyperlinks included above*

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

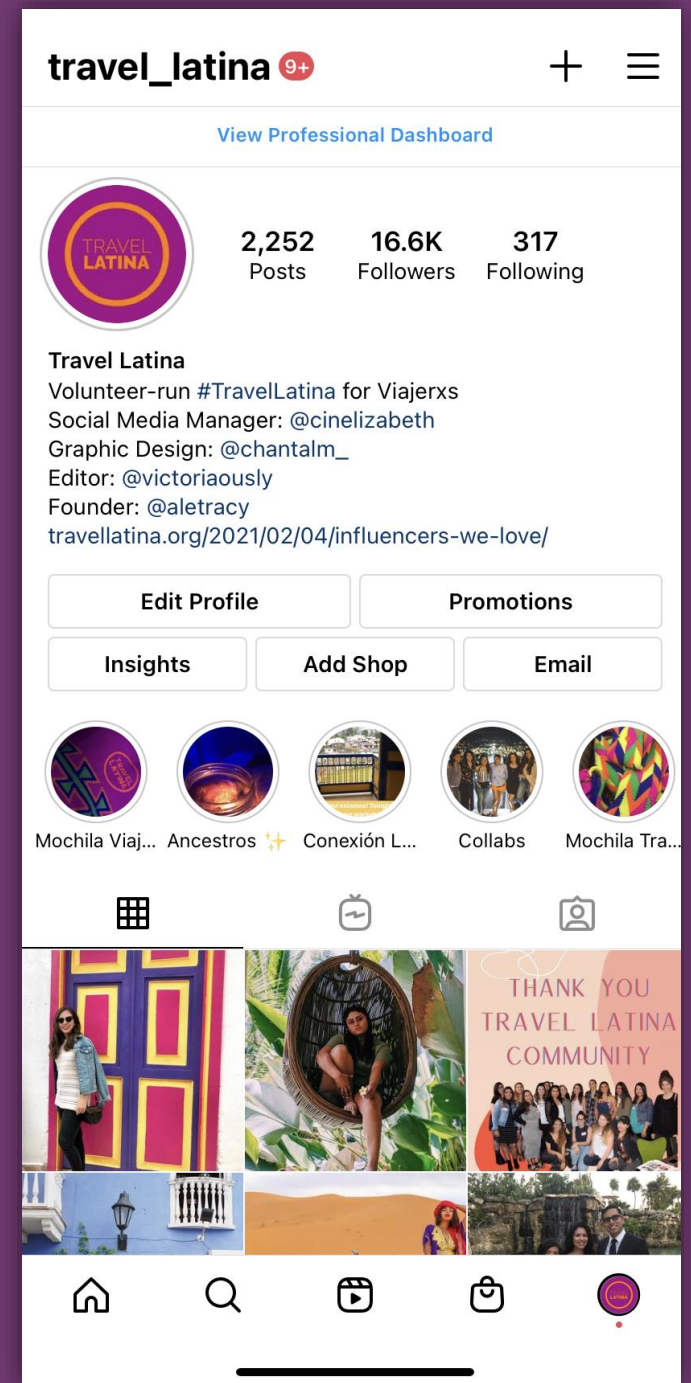


Building a Future

- 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 own the algorithm, 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."



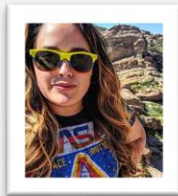
- Ariella, 28, San Francisco

"I love the concept and quality of the photos. But the grid is messy. I'd like to see more variety in the posts."



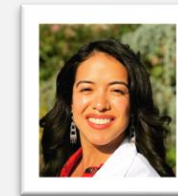
- Sandra, 29, Washington D.C.

"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."



- Michele, 31, Bakersfield

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

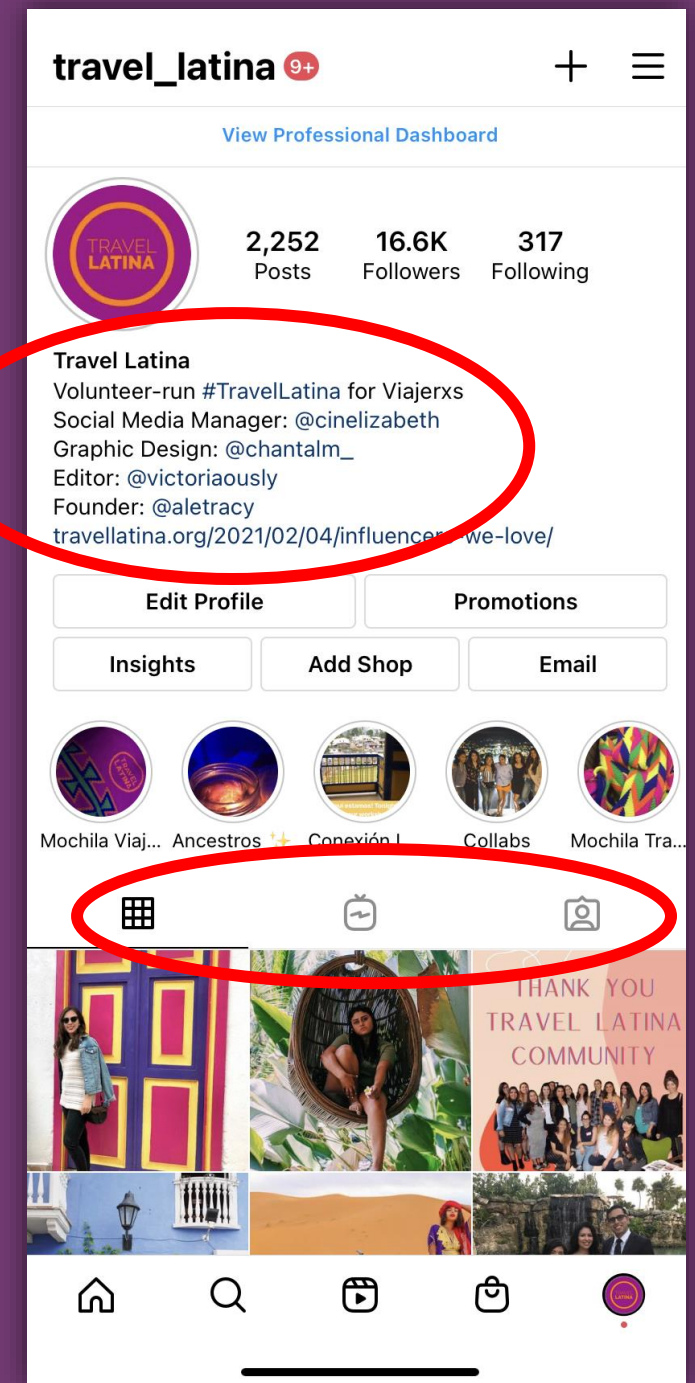


- Daniela, 31, New York City

Reinforce the Brand

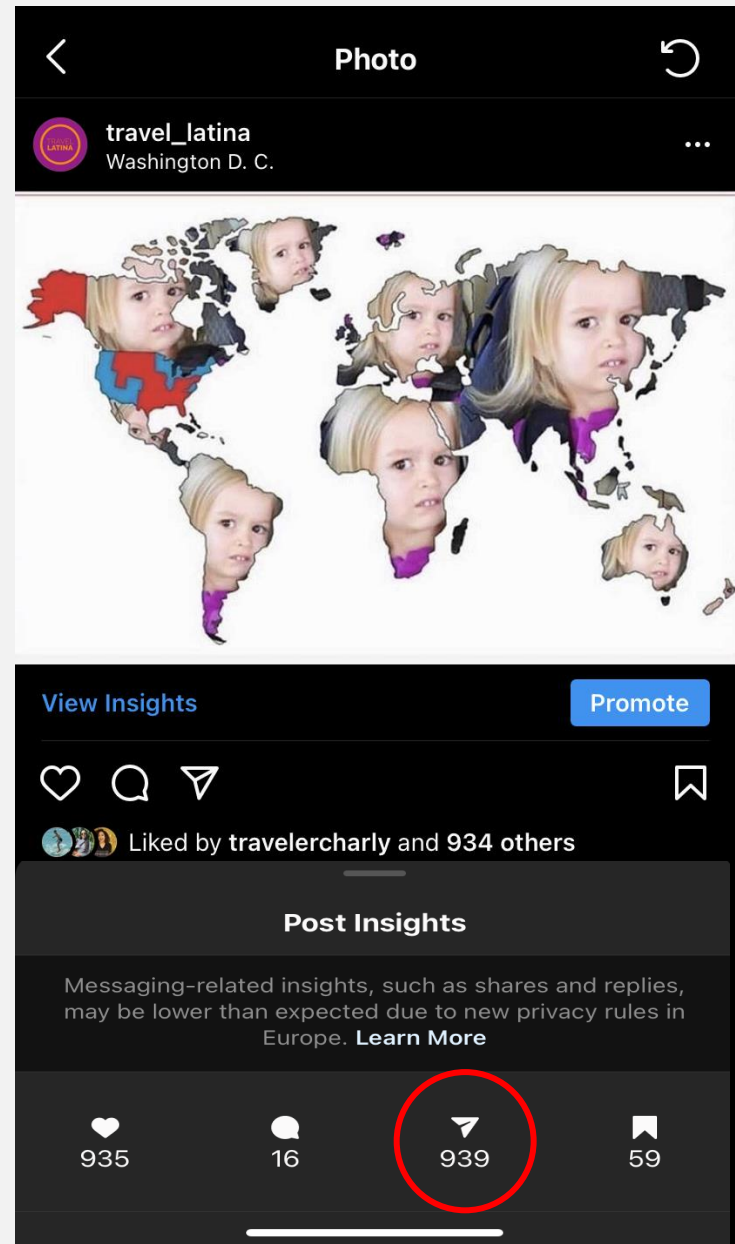
- **Account Bio**
 - Explicitly explain purpose
 - Highlight what you can offer
 - Link to home page of blog
- **Highlights**
 - Create story highlight that introduces the @travel_latina team
- **Utilize Instagram's latest features***
 - 'Reels' – leverage contributor videos
 - 'Guides'
 - Launched in 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

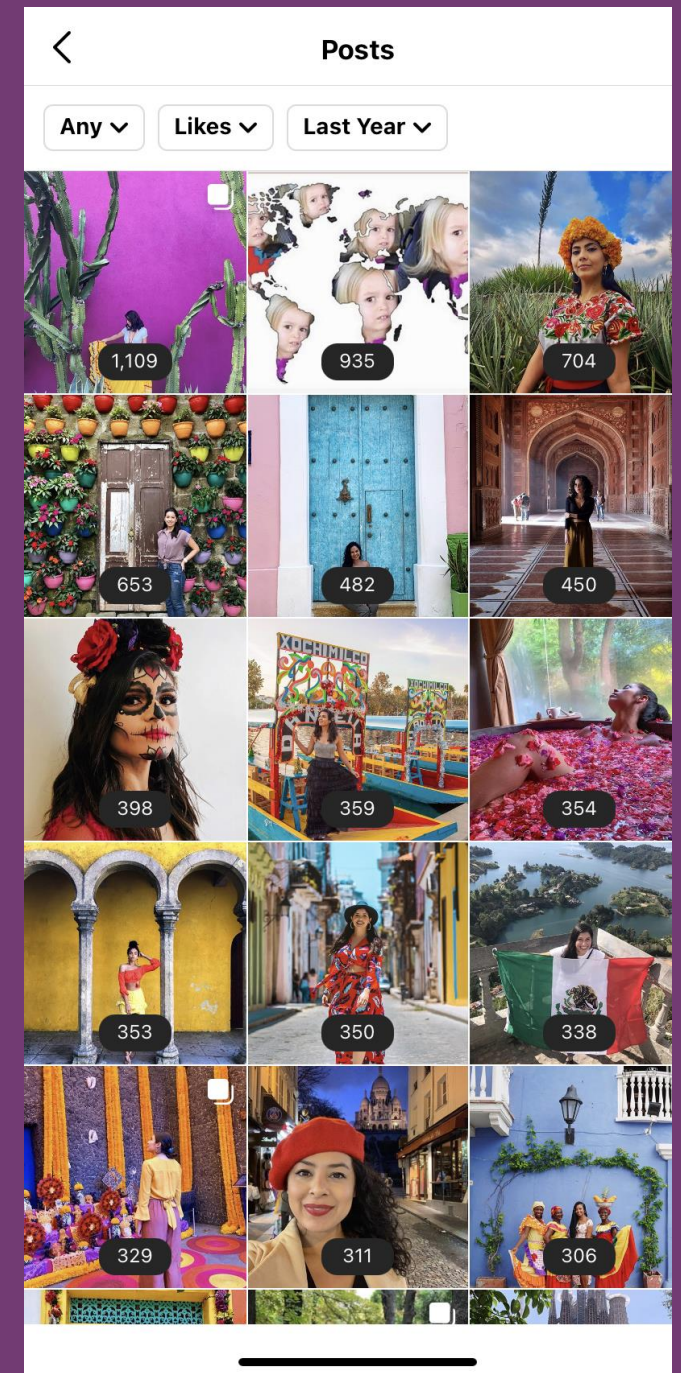
- 4% Engagement rate
**Average rate across all accounts 1%-3%*
- 605 average likes per post
- 121 average shares per post (driven by) }
- 24 average saves per post
- 21 average comments per post
- 2 average clicks on website per post



Most Likes

Themes

- 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

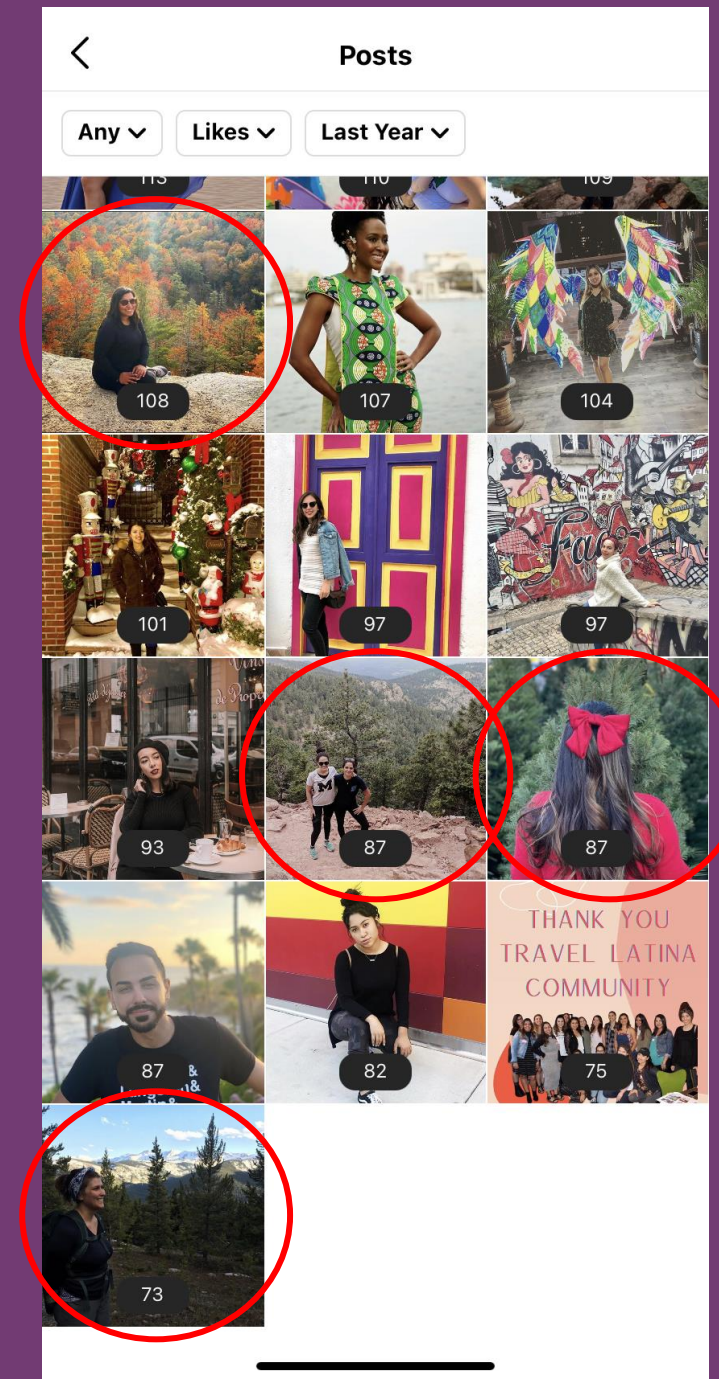


Least Likes

Themes

- Dark pictures
- Male
- Pictures in forest areas

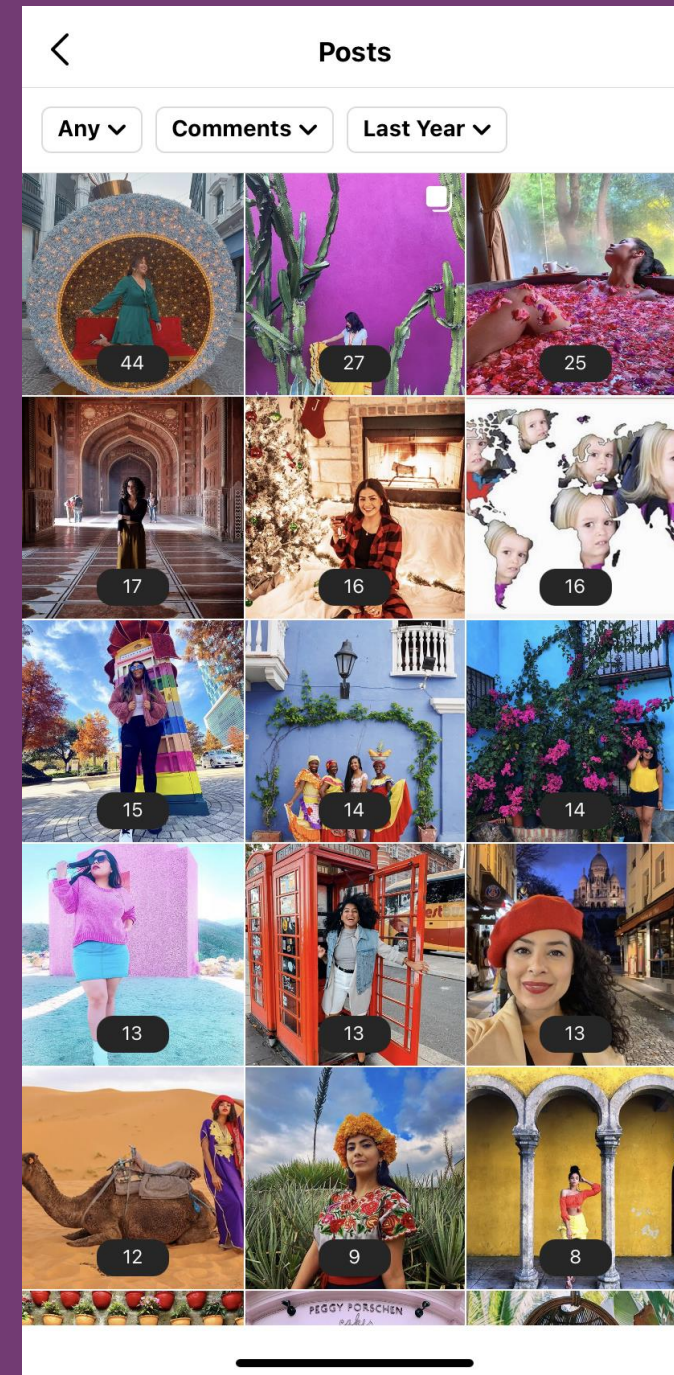
**31% of the lowest performing posts are in wooded areas*



Most Comments

Themes

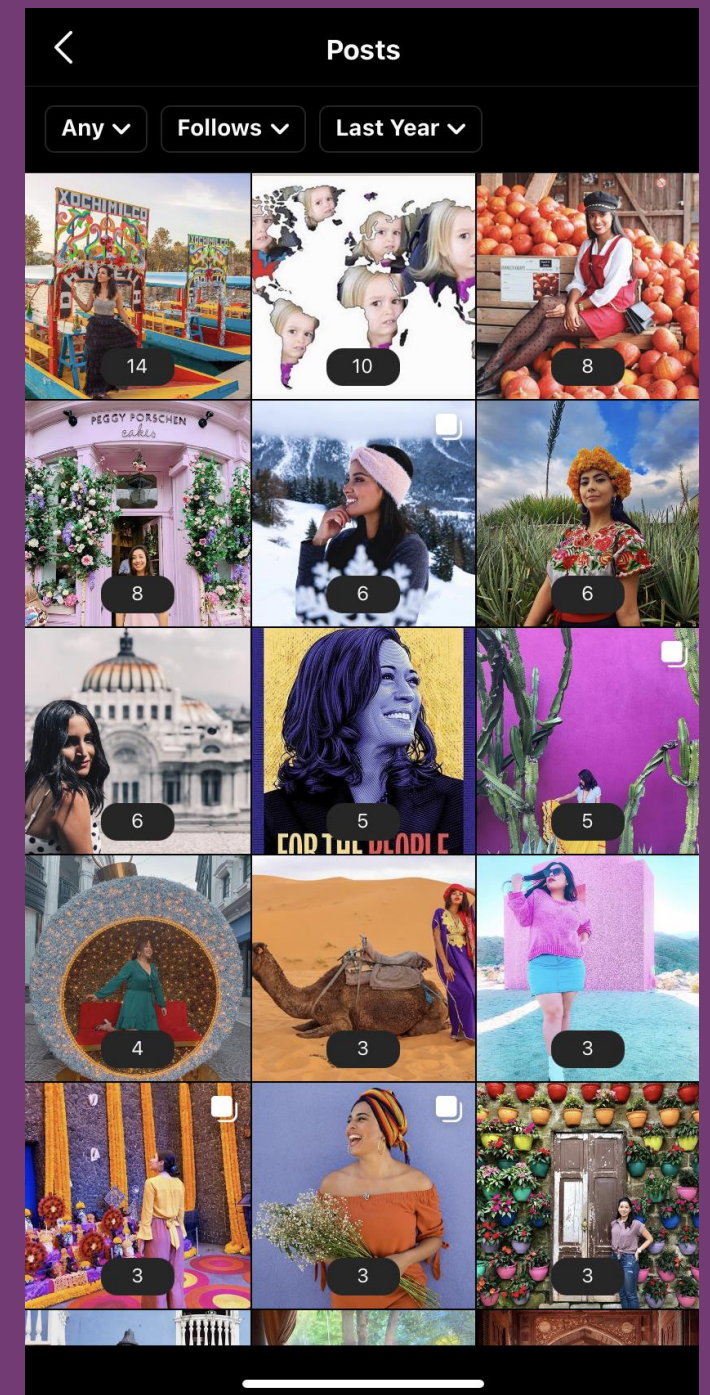
- Aspirational
 - Followers want to visit various places
- Inspirational
 - Followers want to feel what is shown in pictures (beauty, glamour, relaxation, strength)
- Subject connection
 - Followers comment on posts when they know the viajera



Attracting Followers

Themes

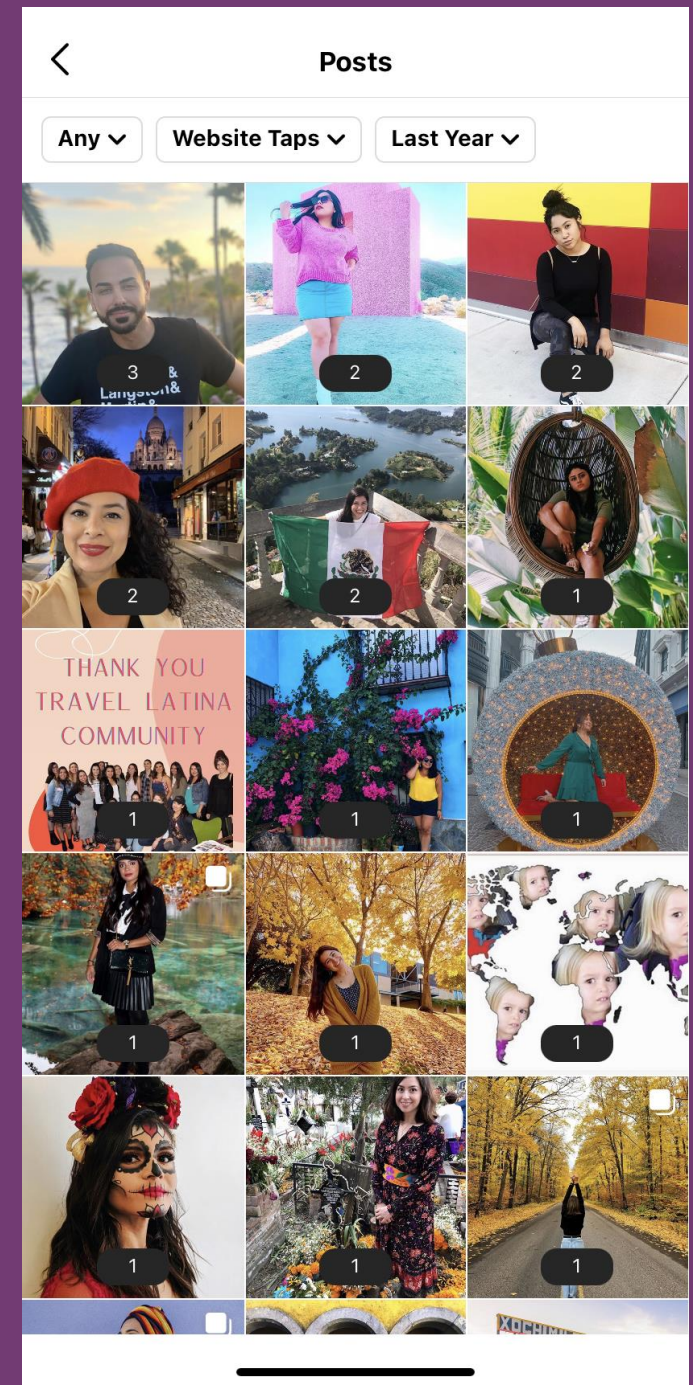
- Posts feature influencers
 - @mycurlyadventures_
 - @xoxo_travels
 - @travelingcaro
 - @brownbadassbonita
- Current events
 - “The whole world looking at us”
 - Kamala Harris



Website Traffic

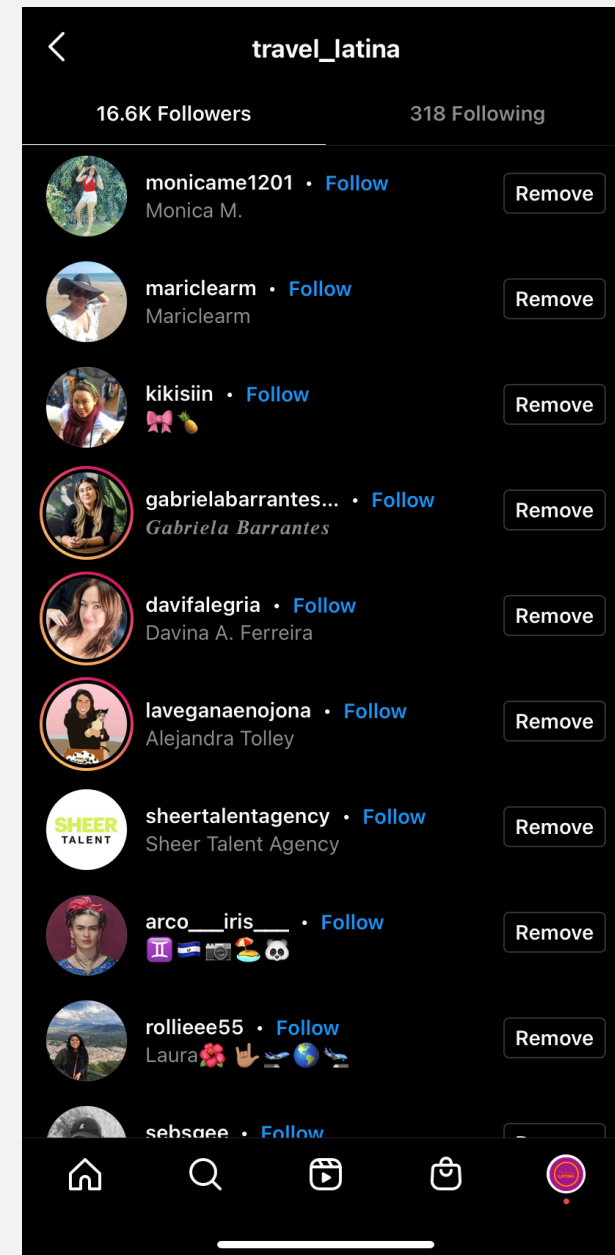
Themes

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



Followers & Content

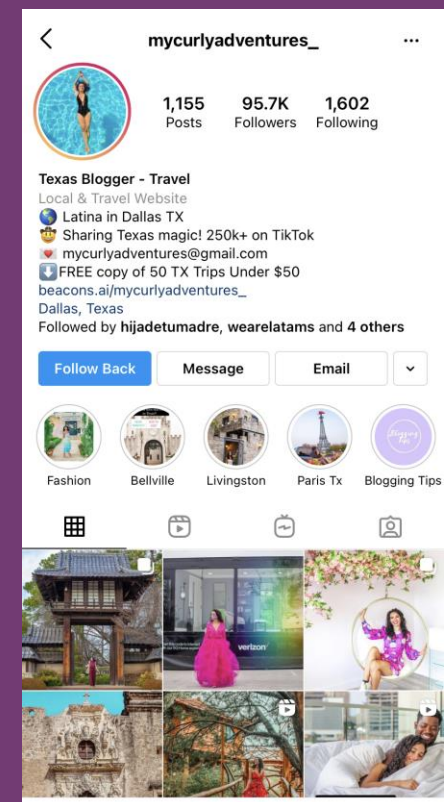
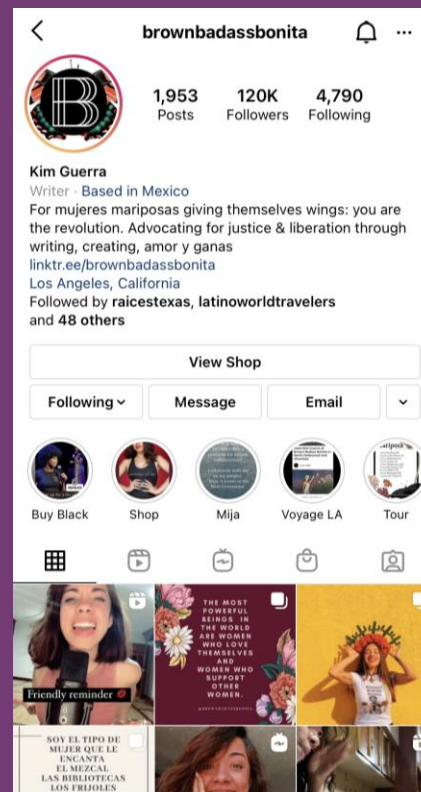
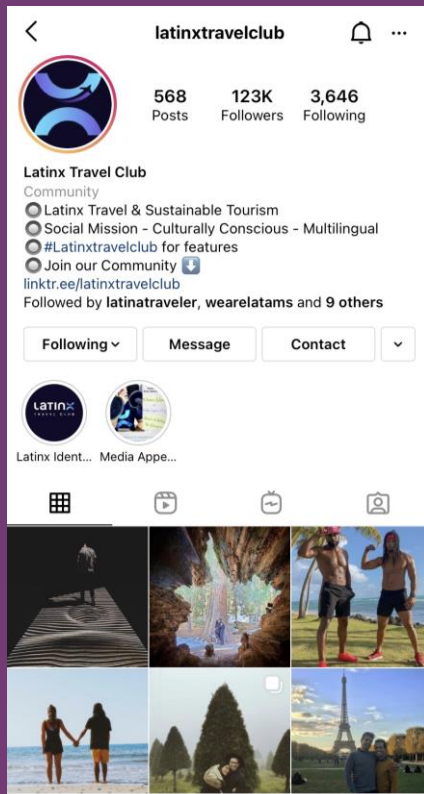
- @travel_latina followers are more likely to engage with colorful content that depicts attractions in Latin America
- Most followers include the world “travel”, “Latina”, and a flag/ or country name indicating ancestral origin
- Some followers have bios in Spanish, English or Spanglish
- Most @travel_latina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



Possible Partners

Followers

- Content collaborations to attract new followers

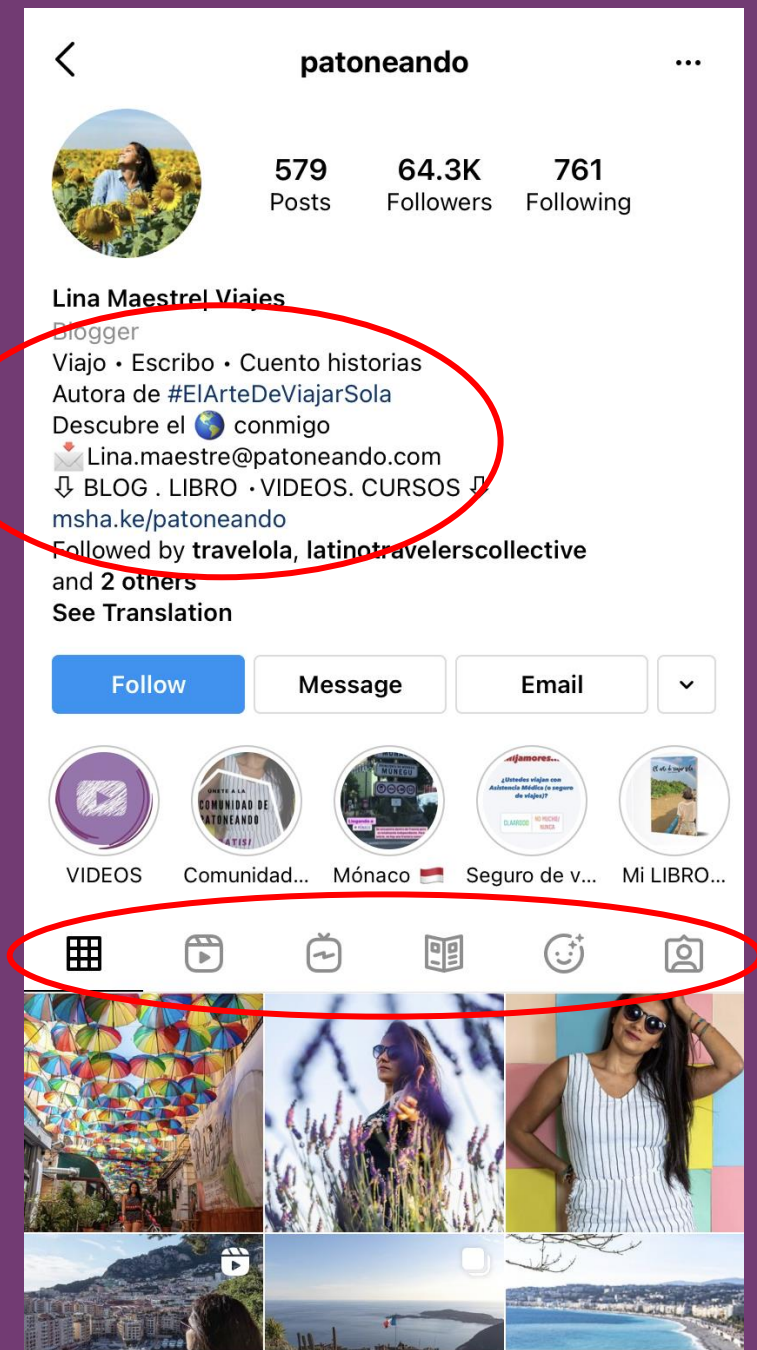


Possible Partners

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

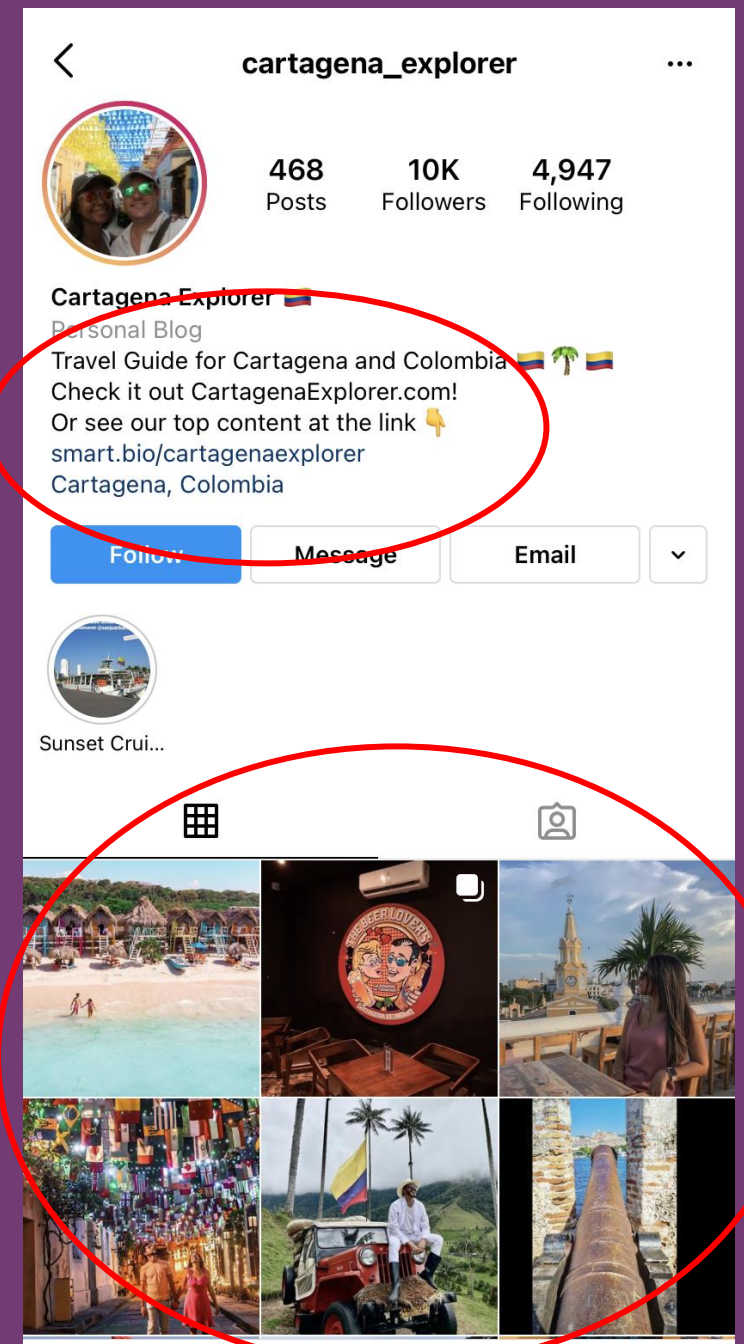


Possible Partners

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*

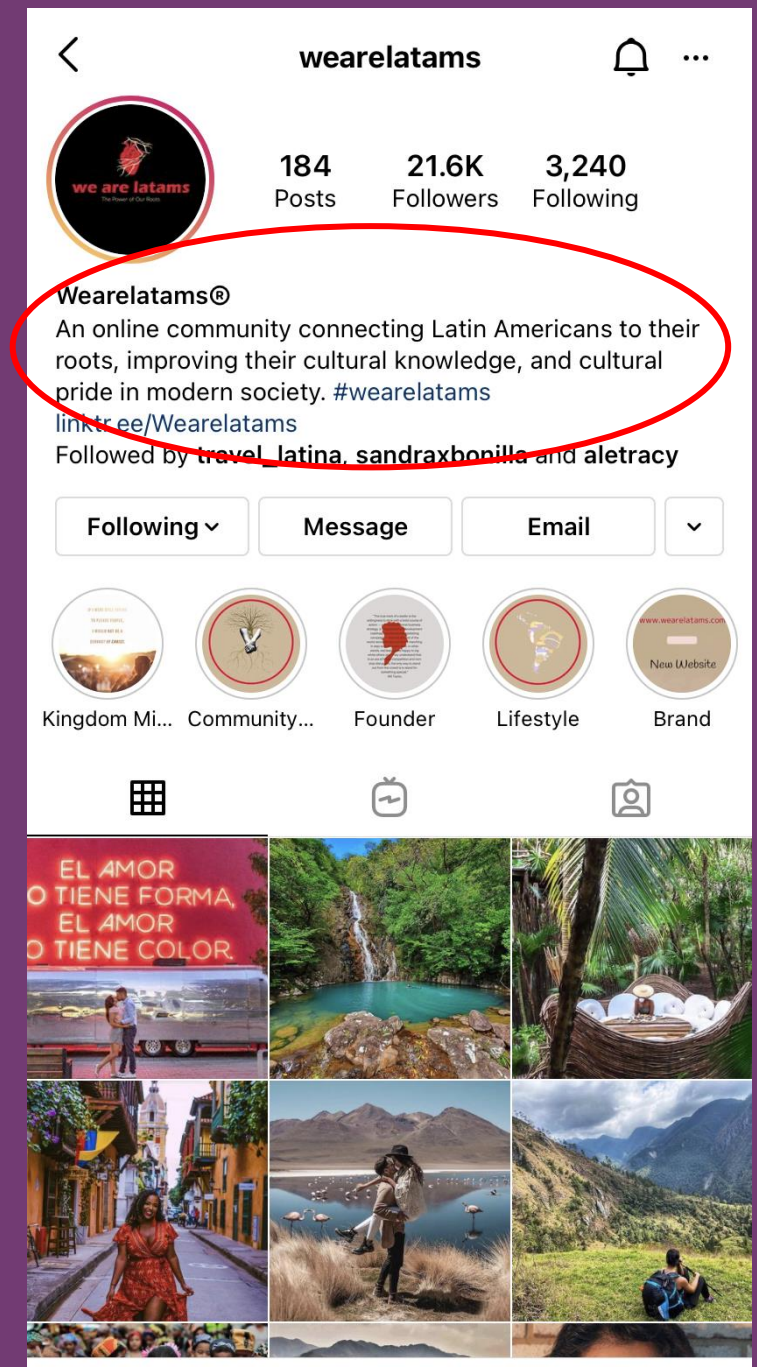


Possible Partners

Similar Accounts

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

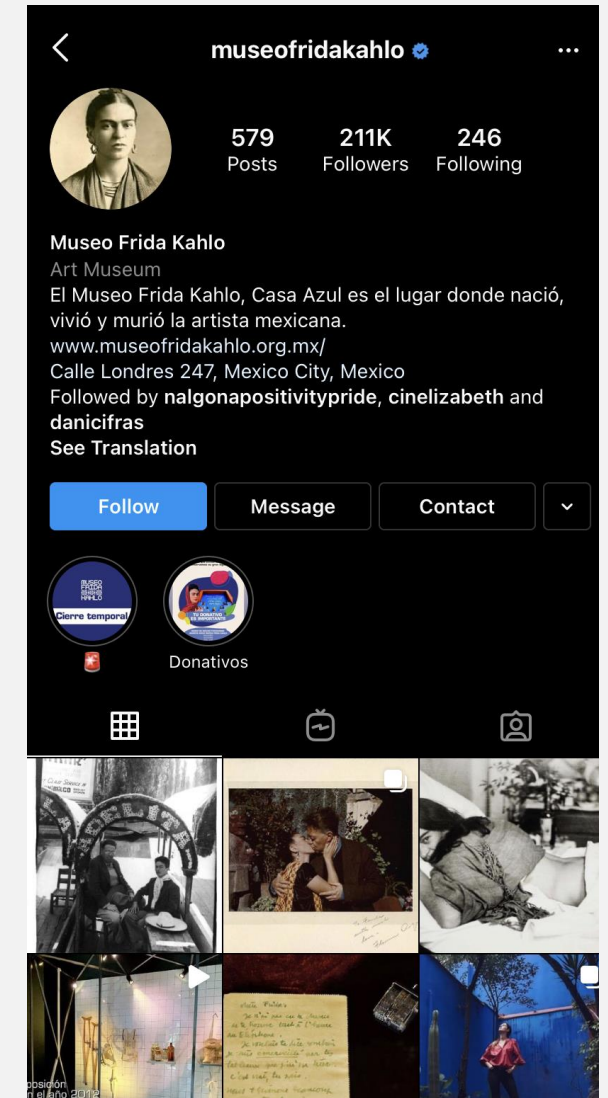
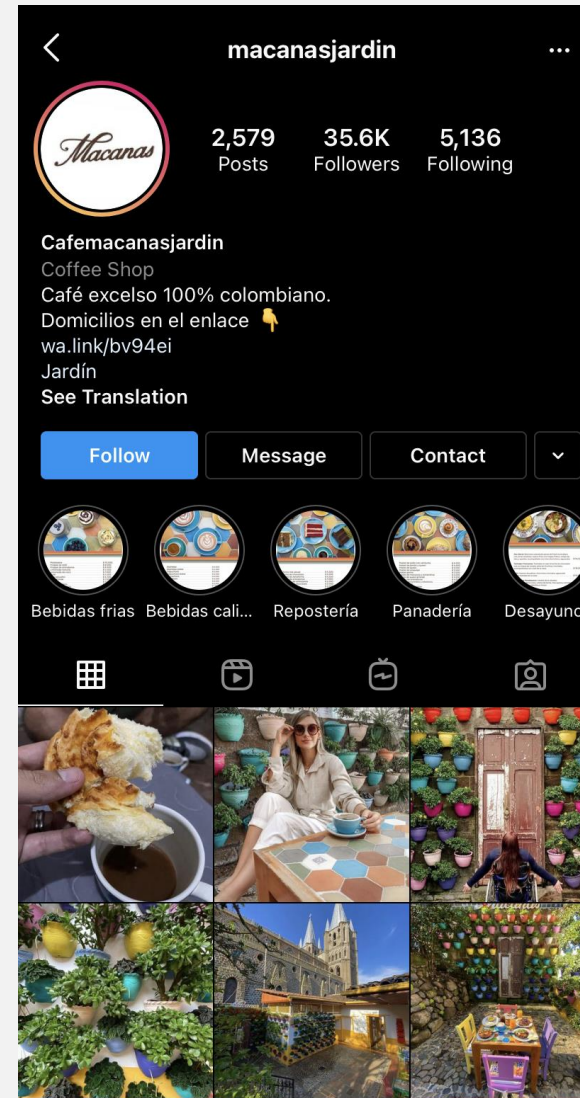
*Popular hashtags - #wearelatams#viajandopelomundo
#travelisforlovers #myculturalheritagestory #latinamerica
#afrotravel #afrolatinas #afro #weareoutlatinas
#viajaresunplacer #landscapelovers #latinatraveler
#latinastrong #mujeresviajeras #viajeras*



Possible Partners

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 starting this business?
 - How can I use my experience to say something new?
- Leverage website/blog to meet business goals

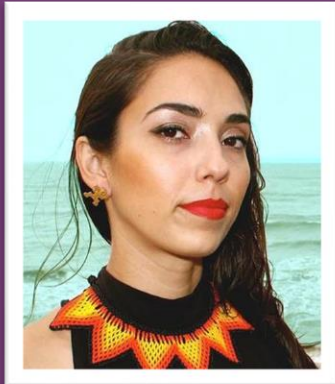


Final Thoughts

- 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