



Pathfinder's Engagement Campaigns Driving Virality and Engagement on Instagram Case Study

At a glance

Pathfinder has successfully harnessed Instagram's power to drive engagement and achieve virality through well-executed social media campaigns. This case study highlights five key posts that illustrate the effectiveness of Pathfinder's strategies in meeting our marketing goals.

Key metrics

- **Views:** Indicates the reach of the content.
- **Likes:** Measures initial engagement and content appreciation.
- **Comments:** Reflects deeper engagement and interaction.
- **Shares:** Indicates content virality and willingness to promote Pathfinder within personal networks.
- **Saves:** Shows content value and relevance for future reference.



158.7K
Total Views



5240
Total Likes



615
Total Shares



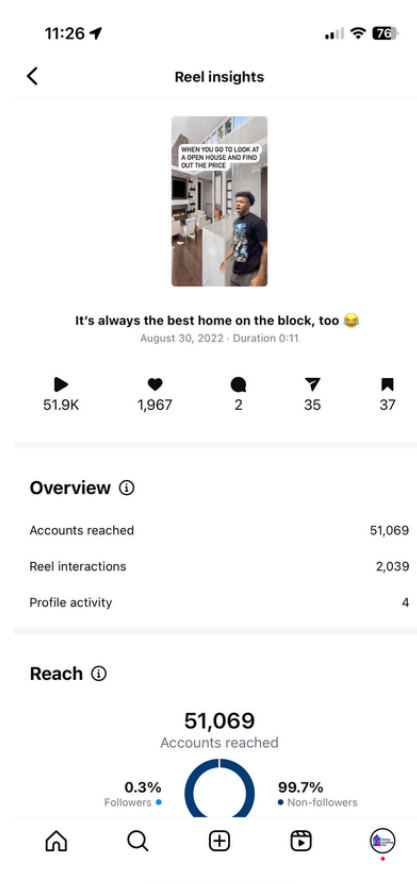
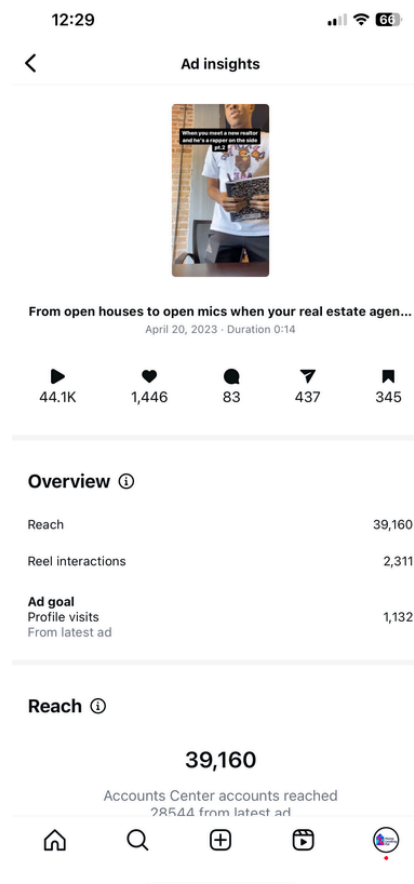
436
Total Saves

*All of this data is from a 3 month period

CAMPAIGN OBJECTIVE



- Increase brand awareness and reach on Instagram.
- Drive user engagement through likes, comments, shares, and saves.
- Foster a sense of community and relatability around home buying and financial literacy.
- Promote the unique features of Pathfinder



CAMPAIGN CONCLUSION



Pathfinder's Instagram campaigns drive engagement and virality with targeted content, resulting in high views, likes, comments, shares, and saves. Analyzing these metrics helps refine the social media strategy for more engaging content, strengthening the community and boosting brand awareness.