

**ANALYSIS OF INSTAGRAM ORGANIC REACH AND
CONTENT STRATEGIES TO PROPOSE DATA-DRIVEN
IMPROVEMENTS FOR NIRVANA CANDLES**



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Spring-2026**

Majors: MKT
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FINAL PROJECT APPROVAL SHEET**Open Defense Examination**

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Topic of Project:

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ABSTRACT

The rapid growth of social media has made it essential for businesses to develop effective content strategies that encourage audience engagement and strengthen brand presence. This study evaluates the effectiveness of the organic Instagram content strategy employed by Nirvana Scented Candles. The primary objective was to examine how different content characteristics, including content type, caption style, hashtag usage, and posting time, influence audience engagement.

A quantitative content analysis approach was adopted for this research. Data were collected from the company's Instagram posts over the selected study period and analyzed using engagement metrics such as likes, comments, and overall engagement rate. Descriptive statistics and inferential analysis were performed using SPSS to identify patterns and relationships between content variables and audience engagement.

The findings indicate that certain content formats generate significantly higher engagement than others. Posts featuring visually appealing content, storytelling-based captions, relevant hashtags, and strategically selected posting times consistently achieved stronger audience interaction. The results suggest that adopting a data-driven content strategy can improve the effectiveness of organic social media marketing and help small businesses maximize engagement without relying heavily on paid advertising.

This study contributes to the understanding of social media content effectiveness by providing practical recommendations for optimizing Instagram marketing strategies. The findings may assist Nirvana Scented Candles and similar small businesses in refining their content planning, increasing audience engagement, and strengthening their digital marketing performance.

Keywords: Social Media Marketing, Instagram, Organic Content, Content Strategy, Audience Engagement, Content Analysis, Small Business, Digital Marketing.

DEDICATION

This project has been dedicated to our beloved parents whose continuous encouragement, prayers, sacrifices, and support have always been the source of strength for us.

Furthermore, this project has been dedicated to our respected teachers and our teacher-in-charge, Dr. Asma Basit, whose guidance, expertise, and inspiration were essential in completing this project successfully.

It was their guidance and belief in our ability that motivated us to reach this achievement.

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Next we would like to thank the Head of Department, Dr. Qazi Subhan for providing us with an environment conducive for conducting this research. We would also like to thank the coordinator of the Research Cell, Ma'am Qurat Ul Ain Waqar for her cooperation and guidance in carrying out this research work.

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EXECUTIVE SUMMARY

The current research paper aims at analyzing the organic performance of Instagram marketing strategies used by Nirvana Candles, a lifestyle-related small business that produces scented candles and operates only within Instagram to create awareness and engage its customers with its brand. It is planned to discuss the performance of different marketing approaches used by Nirvana Candles in order to make recommendations for improving it.

A descriptive-analytical research design will be used to collect and interpret the quantitative data related to the Instagram performance metrics (reach, engagement rate, shares, saves, and followers). In addition, the qualitative data on content characteristics will be analyzed (e.g., posting type, caption type, hashtag use, posting timing, and the theme of content). The necessary data will be obtained using Meta Business Suite and Instagram Insights. Additionally, the performance of Nirvana Candles' competitors will be benchmarked. Thus, the sample will include information on 49 posts created by Nirvana Candles between October 2024 and April 2026.

First, the analysis will demonstrate that different types of content contribute to marketing goals differently. Reels showed higher reach, best share rates, and highest follower conversion rates. Thus, reels proved to be more useful for increasing the company's awareness and reach. Carousels were associated with higher engagement rates and saves; thus, this type of posts is effective for educational purposes. Photo posts provided an average performance with a considerable contribution to aesthetic branding.

Next, it will be found that storytelling captions and emotionally descriptive ones were associated with higher engagement and share rates compared to informational ones. Caption with calls to action were found to have better reach and follower rates than others. Also, the analysis will show that smaller sets of hashtags provide better engagement compared to their large sets. Finally, the analysis will find that evening posts generated higher engagement rates, while weekend posts contributed better reach rates.

The analysis of performance of the selected companies revealed that, while Nirvana Candles had better aesthetics, its competitors were more active in posting. They showed higher reel use, more diverse content themes, stronger storytelling, and better community engagement approaches.

Finally, considering the presented data, it is reasonable to recommend increasing the posting rate, using mostly reels, diversifying content types, developing captions' storytelling, engaging customers through their posts and reviews, optimizing hashtags use, and posting during the most productive time of the day.

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1 INTRODUCTION

1.1 Introduction to the Project

This thesis is going to explore the impact of digital and social media marketing on the modern business environment with particular emphasis on the use of social media channels in terms of building brand awareness, communicating with customers directly – especially regarding their feedback – as well as increasing engagement of the target audience. Instagram, as one of the most popular and effective social media channels in terms of visual and engaging content promotion, will be highlighted as the platform through which organizations create Instagram campaigns to advertise products, build customer relations, as well as interact with their audiences through online content. Thus, using photographs, reels, showcases, stories, and carousel posts, organizations create content that establishes a strong brand image by appealing to and resonating with people. (Kaplan & Haenlein, 2010; Kotler & Keller, 2022).

In terms of importance of social media marketing, Instagram marketing, in particular, gaining momentum has been observed during recent years. As mentioned above, Instagram marketing refers to using social media to promote new products or services, build customer relations, as well as interact with the audience through content. One of the key aspects of Instagram marketing is creating organic content to help smaller businesses operate effectively despite their limited budget. Nevertheless, one of the challenges associated with organic social media marketing is creating a high-value content to engage followers and develop customer relationships with the brand. Organics is important for helping to build relationships with customers creatively. (Voorveld et al., 2024; Hootsuite, 2024)

Instagram, compared to other channels, is more beneficial in terms of developing both visual brand marketing and customer relationship development. Unlike regular marketing, Instagram helps interact with customers in real time, receive instant feedback through liking, commenting, sharing, saving and visiting a profile.

Instagram has proved to be especially relevant for smaller businesses that have a limited budget for advertisements. (De Vries et al., 2012)

In addition, Instagram has turned out to be quite relevant for lifestyle companies – scented candles, in particular – as the channel that allows promoting products based on aesthetic values and emotional response rather than just selling products. For a lifestyle brand, it is necessary to market not a product but the experience associated with it in terms of comfort, ambience, relaxation, and self-care. Hence, Instagram serves as an efficient platform for promoting and marketing experiences associated with these products. (Ashley & Tuten, 2015)

Therefore, the main purpose of this paper is evaluating the performance of Nirvana Scented Candles' Instagram organic content.

1.2 Company Introduction

Nirvana Scented Candles is an organization that represents itself as a small and rather lifestyle-oriented business that uses Instagram as a main tool in its operations. Specifically, this company manufactures scented candles aimed at helping its customers experience a pleasant atmosphere of their home. The product is positioned in the niche of self-care and home ambience and targeted at those people who appreciate comfort, wellness, and attractive lifestyles.

The product line includes various types of scented candles used for aesthetic purposes. With the help of professional content and high-quality branding, this company has created a unique image of the premium lifestyle brand that focuses on comfort and self-care.

Instagram is the major tool in promoting products and communicating with the customers of this company. Instagram serves as a platform through which this company communicates its ideas and creates images of premium products. In terms of content creation, Nirvana Scented Candles creates photos of products, lifestyle posts, festive content, promotions, and caption stories aimed at creating strong emotions among followers.

The Instagram page of this organization is distinguished by such features as aesthetically pleasing tone and lifestyle images. Having seen a great level of activity and constant posts on Instagram, it seems necessary to evaluate the efficiency of content generated by this organization.

1.3 Problem Statement

Instagram has become one of the primary marketing platforms for small businesses, allowing them to promote products, connect with customers, and build brand awareness through organic content. Nirvana Scented Candles actively uses Instagram to market its products through reels, photos, stories, and promotional posts. However, despite posting regularly, the company has not conducted any structured analysis to understand which content strategies are actually producing the best results.

At present, it is unclear whether factors such as post format, caption style, hashtag strategy, or posting time have a significant impact on reach and audience engagement. As a result, many content decisions are based on assumptions rather than performance data. This can lead to missed opportunities to improve visibility, increase engagement, and attract new customers.

To address this gap, this study evaluates the organic Instagram performance of Nirvana Scented Candles by analyzing post-level data from Instagram Insights and Meta Business Suite. The findings will help identify the content strategies that perform best and provide practical recommendations to improve the company's organic marketing performance.

1.4 Project Objectives

Objectives of the study include:

- To measure the effectiveness of the organic presence of Nirvana Scented Candles on Instagram.
- To determine the comparative effectiveness of different types of posts on Instagram such as reels, carousel posts, and image posts.
- To pinpoint categories of content that can drive maximum user engagement.

- To investigate the effect of captioning and hash tagging practices on Instagram effectiveness.
- To explore the relationship between posting frequency and audience engagement.
- To compare the Instagram approach of Nirvana Scented Candles with that of its competitors.
- To develop a strategy for maximizing organic growth and engagement on Instagram.

1.5 Project Rationale and Justification

This study explores the rise of social media marketing in current business practice, with specific focus on the importance of digital engagement as an important aspect thereof. Some of the main benefits associated with organic social media marketing involve the possibility of accomplishing competitive business results without having to incur significant costs of advertisement.

Through the research carried out in this project, a clear and factual assessment of Instagram content performance at Nirvana Scented Candles has been made. In light of this, the results make it possible for the company to be able to understand the best way of creating content which leads to audience engagement and growth.

Furthermore, the project contributes to academic literature in terms of Instagram marketing techniques as well as its application to small businesses with a lifestyle approach. Due to the fact that candles are aesthetically branded brands, this study becomes useful to understand how such brands can grow their audience on social media.

Finally, the results of the project can be helpful for increasing organic reach and engagement, creating a brand presence and building an audience, developing content strategies, engaging customers, and promoting the product. These outcomes can also be relevant to other small businesses focused on Instagram promotion.

1.6 Scope of the Study

This paper will evaluate the marketing operations carried out by Nirvana Scented Candles on Instagram, with a concentration solely on organic activities on the Instagram platform without the use of any other social media applications such as TikTok, Facebook, and Twitter. This paper will not include any paid media campaigns on Instagram. Instagram posts made within the set time frame for analysis will be evaluated using Instagram Insights and Meta Business Suite.

The paper will also analyze engagement metrics, including likes, comments, saves, shares, impressions, reach, profile visits, and follows based on the post content. Additionally, the evaluation will cover the post type, caption style, hashtags, scheduling, and content types used.

1.7 Budget and Resources

Various resources had to be utilized in order to achieve the project's success. Hardware resources were represented by the use of laptops, internet connection, and portable devices used for accessing data from Instagram analytics and engaging in research.

Software resources include Microsoft Excel for analysis, Microsoft Word for preparing reports, Instagram Insights, and Meta Business Suite which was used for gathering internal analytics data.

Human resources were represented by contributions from the researchers themselves, supervision by the project supervisor, as well as time spent on collecting, analyzing data, writing the report, and interpreting data during the last semester of the course.

This project required low financial input, since most of the data were gathered using the company's own software (Meta Business Suite and Instagram Insights), yet other expenses such as internet use, printing, and report writing time are considered as indirect costs.

2 RELEVANT STUDIES AND THEORIES

2.1 Social Media Marketing Theory

Social media marketing is an attempt by organizations to use social media platforms to market their goods or services, interact with clients, and foster relationships. In the last ten years, social media has been seen as one of the most important tools of marketing, whereby organizations can communicate directly with customers and create connections that can go on for a long time. (Kaplan & Haenlein, 2010)

Social media marketing is different from other forms of marketing in the sense that it creates two-way lines of interaction between organizations and consumers, where customers both read the marketing material provided by organizations and also participate in discussions through functions like liking, posting comments, sending messages, and reviewing content. This helps build better relationships between organizations and consumers and increases visibility of brands. (Kotler & Keller, 2022)

Small businesses gain a lot from social media marketing because there are cheap methods of reaching out to people. Social media marketing is especially important for organizations whose businesses rely on lifestyle and aesthetic considerations. (Tuten & Solomon, 2020)

2.2 Content Marketing Theory

Content marketing theory is based on the generation and distribution of content meant to create value and engage the audience. Content marketing focuses on providing value in terms of entertainment or information without necessarily mentioning anything about the products of the organization.

As per the findings of Textshop (n.d.), content marketing forms an important part of building a strong online presence since it enables organizations to create awareness of the brand, while also driving traffic to the website and other social media channels. It has been mentioned that content marketing may include various types of activities, including blog posts, videos, podcasts, e-books, webinars, and

social media content (Textshop, n.d.). The use of platforms such as Instagram, Facebook, LinkedIn, and YouTube have been crucial in making content marketing more effective due to the broader reach of audiences than traditional marketing strategies.

As shown by research done by Textshop (n.d.), successful content marketing helps with gaining greater visibility, increased customer involvement, better results with SEO, and better results from marketing efforts. For that reason, a good content marketing strategy includes setting marketing goals, establishing target audiences, choosing right types of content, and creating content on a regular basis with the help of planning and scheduling (Textshop, n.d.).

In regard to Nirvana Scented Candles, the importance of content marketing theories is revealed by the fact that the brand focuses on telling stories and using aesthetic visuals and content. The content marketing done through Instagram allows Nirvana Scented Candles to market multiple experiences.

2.3 Consumer Engagement Through Social Media Strategies

Customer engagement is considered an interaction and connection that is developed between the audience and brand through digital means. Social media channels have greatly contributed to the development of customer engagement possibilities because they provide customers with the ability to participate actively in the branding process rather than just observe.

The results of empirical research by Voorveld et al. (2024) reveal that entertainment, customization, and interactivity – these three factors associated with social media marketing – have a significant influence on both consumer-to-consumer and consumer-to-brand interaction. Hence, consumers tend to interact with the material that is either entertaining, customized, or interactive.

In Instagram, customer engagement is expressed through likes, comments, shares, saves, visits to profile, and user-generated content. High engagement usually means that customers see content as aesthetically pleasing and personally interesting.

All these issues become especially relevant for businesses related to lifestyles. In particular, they can be applied to the situation in which Nirvana Scented Candles operates.

This means that audiences are generally more likely to engage with content that:

- entertains them,
- feels personalized,
- or encourages interaction.

On Instagram, engagement may include:

- likes,
- comments,
- shares,
- saves,
- profile visits,
- and user-generated content.

2.4 Theory of Consumer Engagement in Marketing

Consumer engagement theory in marketing helps explain how consumers add value to firms apart from buying their products.

As described by Harmeling et al. (2017), customer engagement marketing refers to an intentional organizational approach for encouraging, enabling, and measuring customer value addition to marketing initiatives beyond basic transactions.

In addition, Harmeling et al. (2017) argue that successful engagement marketing can help reduce customer acquisition costs, spur product innovations focused on meeting customer needs, and improve post-purchase experiences.

According to the theory, customers add extra value through interactions, communications, recommendations, feedback, and content generation.

This theory is especially relevant for Instagram marketing where customer engagement affects content visibility and performance. Harmeling et al. (2017)

outline four key resources owned by customers for engaging in engagement marketing.

2.4.1 Network Assets

Network resources refer to the social ties that clients have through friends, relatives, followers, and other social networks.

When consumers spread information about the brand within their network, they help increase awareness of the brand.

For example, when consumers post a Nirvana Candles brand on Instagram stories or reshare posts on social media platforms, the social network acts as an additional channel for marketing by the firm.

2.4.2 Persuasion Capital

Persuasion power refers to the extent to which consumers have an influence on the attitudes and buying behavior of other individuals.

Consumers' recommendations tend to be considered more trustworthy compared to traditional advertisements.

For example, when a consumer recommends a candle brand through social media, the recommendation raises the level of trustworthiness of the product brand and persuades other consumers to purchase it.

This process provides benefits to the business due to improved credibility and increased consumer trust.

2.4.3 Knowledge Stores

Knowledge stores refer to information, feedback, and insight provided by the consumers in relation to products and their experiences. Customers tend to give feedback, complain, suggest, and recommend changes to enable companies to improve product quality and consumer experience.

In this regard, feedback from the stakeholders in relation to the aroma, packaging, and presentation of candles would be of great help to Nirvana Scented Candles.

2.4.4 Creativity

Creativity involves content that is ideated and created by consumers themselves. Consumer social media followers often create content such as reviews, images, reels, video clips, and trends for their favorite brands.

Examples include:

- Instagram stories of customers
- Product photography that is aesthetically pleasing
- Videos of unboxing
- User-generated reels

The creation of audience-generated content provides businesses with additional marketing tools.

2.5 Two Types of Engagement Marketing

Harmeling et al. (2017) further identify two major forms of engagement marketing.

2.5.1 Task-Based Engagement Initiatives

Task-based engagement is the practice of soliciting voluntary contributions from customers in marketing endeavors by means of specific tasks, such as:

- providing reviews,
- recommending products,
- giving out information, and
- helping other customers.

Such engagement leads to greater visibility for the brand and more customer involvement.

2.5.2 Experiential Engagement Initiatives

Engagement through experience is concerned with creating enjoyable and emotionally engaging experiences for consumers to spontaneously interact with the brand. The concept is highly relevant to companies such as Nirvana Scented Candles, which are more lifestyle oriented, with their branding being rooted in emotions linked with comfort, ambience, relaxation, and self-care, and not only products themselves.

2.6 Instagram Marketing Literature

Instagram is known to be one of the platforms widely used for the purpose of visual branding and marketing. Previous studies demonstrate that visually attractive content greatly impacts audience engagement and interaction with the brand.

As Hootsuite (2024) states, short-form videos such as Instagram Reels receive greater reach and impressions due to Instagram's preference for video content and increased algorithmic support. Being featured on the Explore page and promoted feed, Reels increase visibility and attract the attention of a wide audience.

Another form of content that receives higher save rates and leads to prolonged interaction, according to Sprout Social (2024), is the carousel post since the latter requires more engagement from the audience member.

The importance of captions in Instagram marketing has been studied in several pieces of scholarly literature. HubSpot (2023) found that storytelling captions help brands to create an emotional connection with their audience and generate more engagements. Emotional rather than promotional or bare captions lead to better results since they help audiences relate to the experience created by the brand.

Another critical element mentioned by various scholarly sources when discussing successful Instagram marketing is visual consistency. Brands that keep consistent colors and aesthetics enjoy more audience recognition and trust among customers.

The use of relevant hashtags helps increase the visibility of a brand, as well as its discoverability and organic reach. As shown by previous studies, niche hashtags are usually more effective compared to general hashtags due to their ability to engage

interested users. The above discussion is relevant in the case of Nirvana Scented Candles because its brand has a niche associated with aesthetics and emotions.

2.7 Organic Content Performance Studies

A number of studies undertaken within the domains of industry analysis and marketing have highlighted the importance of content strategies focused on engaging customers within Instagram marketing. Based on the data provided by Hootsuite (2024), Buffer (n.d.), and Sprout Social (2024), Reels outperform images in terms of impressions, reach, saves, and shares. Additionally, carousels perform better than other types of posts since customers engage more with swipe-able content.

Also, there are several findings related to the strategic importance of timing in the context of posting content. In particular, according to HubSpot (2023), content posted when target audiences are actively using Instagram performs better in terms of engagement than posts made during off-times. Captions should be crafted in an inspiring way that involves story-telling.

Moreover, businesses that manage to make posts interesting and emotionally charged create strong relationships with their audiences and promote engagement. According to industry research, the importance of aligning content and branding to achieve organic growth is emphasized. Such information can prove useful for promoting lifestyle products such as scented candles.

2.8 Concept of Organic Social Media Marketing

Organic social media marketing refers to the utilization of free content in reaching out to and engaging potential clients without the aid of any paid ads or sponsorships. As per Buffer (n.d.), organic marketing involves a long-term strategy that highlights the significance of using non-paid approaches, such as engaging with social media, creating communities, creating and sharing content, and optimizing search engines for increased brand visibility and enhanced customer relationships. In this context, organic social media marketing includes sharing useful content, interacting with

followers, responding to feedback from clients, and analyzing engagement activities without involving paid advertisements (Buffer, n.d.).

Organic marketing is critical because businesses can build emotional bonds with their clients by using content that will help, inform, and entertain them without any focus on promoting themselves only. Organic marketing applies directly to Instagram marketing as an approach that relies heavily on the content shared by businesses to achieve higher engagement rates and improved visibility online. Companies like Nirvana Scented Candles benefit greatly from organic marketing by increasing their visibility and building client relationships.

3 RESEARCH METHODOLOGY

The current chapter highlights the methodologies and approaches used to explore the options available to Nirvana Candles in enhancing their brand presence on Instagram by utilizing organic content methods. The focus of this chapter is on explaining the general research methodology, the sources of data used, methods of collecting and organizing data, analysis equations utilized, and the comparative framework employed to measure performance relative to other competing brands. Since this research project mainly focuses on the content performance on Instagram, it is essentially descriptive and analytical in nature, giving priority to the evaluation of the performance of posts rather than experimenting with a hypothesis-based experiment in a laboratory setting.

3.1 Research Design

A descriptive-analytical research design is adopted in this study. The use of this design is because the goal of the study is not limited to the identification of Instagram contents of Nirvana Candles, but rather analyzing their performance when it comes to reach, engagement, saving, sharing, and followers' generation. Descriptive-analytical research designs enable a researcher to investigate trends, interpret results, and discover phenomena in relation to the research topic. (Saunders et al., 2019)

In this context, the performance of Nirvana Candles' Instagram contents was analyzed in a defined period by observing post-level data. The goal of the analysis was to identify the types of organic content that performed better, effective captioning approaches, posting timing, and to compare Nirvana Candles' performance with that of selected competitors.

3.2 Research Approach

Methodology used in this study is based on the principles of mixed methods research, which incorporates aspects of quantitative and qualitative approaches. Quantitative part relies on the use of numbers, like the number of likes, comments, saves, reach, interactions, shares, views on the profile, and followers gained through each type of content published in order to estimate the success of posts quantitatively

and to be able to compare different types of content. Qualitative aspect involves the analysis of the specific features of the content being posted, such as the type of caption, the type of content, the format of the post, and the time when it was posted, in order to identify the causes of differences in performance of posts.

3.3 Data Source

The data collection for this research entailed use of three key sources. The first source involved use of Instagram Insights to gather data on the organic performance of posts on Nirvana Candles' account. Second, Meta Business Suite was used where possible for post-level analyses of organic performances. Third, the profiles of competing companies include Hunza Candle, The Candle Company, Nyra Home Store were investigated to benchmark Nirvana Candles' performance against other companies in the industry.

Selection of sources was determined based on the ability to provide immediate and relevant information about the performance of Instagram organically. This is because it is the usefulness of Instagram Insights and Meta Business Suite that helps to get data in quantitative form about reach and engagement. The analysis of competitors' profiles allows comparing performance with industry standards.

3.4 Data Collection Method

Relevant posts from Instagram in the period from Oct 7, 2024 to Apr 22, 2026 were selected and the performance data for each post was captured. The study only considered organic posts and not paid posts to provide a proper estimate of the performance of organic posts.

Performance data collected included like, comment, save, reach, interactions, share, views, and follows created through the post. Further information about the post was also collected such as the date posted, post type, caption style used, content nature, use of hashtags, and posting time.

The data collection process in the organization took place in a sequential manner. It started with determining the research objectives, followed by identifying relevant posts, and ended with capturing information in a data table.

3.5 Data Coding and Classification

The subsequent step involved analysis of data collected using coding and categorizing procedures aimed at increasing the analyzability of the data set. Posts were categorized depending on their post type, either photo posts, carousel posts, or reel posts. Also, the captions of each post were analyzed based on caption types, such as informative captions, call to action captions, and storytelling captions. Moreover, posting contents were categorized into categories such as product-related posts, lifestyle posts, behind the scenes posts, and tips posts.

3.6 Formula and Metrics Used

Performance metrics were applied to help evaluate the collected data, allowing for more precise assessment of the efficiency of organic promotion based on the initial numbers of Instagram statistics.

Organic Reach Rate (ORR) was calculated to help measure the number of people from the target audience that managed to be reached compared to the overall follower count. Engagement Rate was applied to define how much users engaged with the specific piece of content by liking, commenting, sharing and saving it, compared to the reach rate. Share Rate stood for how often the content was shared, and Follower Conversion Rate showed how effectively outreach promoted follower acquisition.

This choice of metrics was supposed to give an opportunity to make a more comprehensive estimation of the efficiency of the posts. For instance, despite having quite a low number of likes, a post could still be considered efficient if there were a lot of saves or visits to the profile.

KPI	Formula
Engagement Rate	$(\text{Likes} + \text{Comments} + \text{Saves} + \text{Shares} \div \text{Reach}) \times 100$
Organic Reach Rate	$(\text{Reach} \div \text{Followers}) \times 100$
Share Rate	$(\text{Shares} \div \text{Reach}) \times 100$
Followers Conversion Rate	$(\text{Follows} \div \text{Reach}) \times 100$

Table 3-1: KPI Formulas & Metrics

3.7 Competitor Benchmarking Method

The competitive benchmarking technique was used to evaluate Nirvana Candles against three competitor companies named as Hunza Candle, The Candle Company, and Nyra Home Store. The criteria for selecting competitors included the similarity in the industry that they belong to or the similarity in the social media environment in which they operate. The benchmarking technique focused on organic elements like type of content, frequency of posts, captions, and activities.

The competitive benchmarking technique used here is quite simple and practical. Essentially, the performance of Nirvana Candles was compared with the trends of competitors to highlight areas of strength and weakness, as well as identify opportunities for improvement. Thus, it was clear whether Nirvana Candles effectively uses organic content and what needs to be improved regarding the creation and promotion of organic content.

3.8 Time Schedule and Project Cost

The research adopted a phased approach to facilitate consistency and accuracy of the research process. Phases included defining the research boundary and finding appropriate posts. Phase 2 involved gathering data using Instagram Insights, Meta Business Suite, and competitor's profiles. Data coding and classification was the focus of Phase 3, alongside metric computation and analysis. Finally, benchmarking, data interpretation, and recommendations were made during the last phase.

On the cost implications of the project, the project was associated with relatively low cost considering that data gathering was done from digital platforms, which made it easy for free data gathering. This is because there was no need for a questionnaire to be purchased, nor any other data-gathering equipment. What the research needed mainly included time, internet connection, a computer or laptop, Microsoft Excel and report-writing tools. This is why the main cost associated with conducting the research is very little because it was just the cost of the researcher's time spent.

3.9 Chapter Summary

Overall, this chapter provides an overview of the method that was used for analyzing the organic content strategy on Instagram for Nirvana Candles. Specifically, the research methodology used is explanatory-descriptive and encompasses both qualitative and quantitative approaches to data collection and analysis. Data was collected from Instagram Insights and Meta Business Suite, along with the assessment of the actions undertaken by competitor firms. These were then coded and analyzed through relevant formulas. Clearly, the methodology used is appropriate and realistic in terms of study aims and objectives.

4 DATA ANALYSIS AND FINDINGS

4.1 Dataset Overview

The current study analyzes 49 social media posts by Nirvana Candles which have been posted on Instagram organically during the period 7th October 2024 to 22nd April 2026. The dataset used for the current analysis has been created based on the information available in the analyzed Excel sheet.

According to format, there are 23 reels, 21 photos, and five carousels in the analyzed dataset. Based on content type, there is also an imbalance in the proportion of promotional content (14 posts), lifestyle content (12 posts), branding posts (10 posts), product-related posts (9 posts), and user-generated content (4 posts). These figures show the existence of both lifestyle and product-driven content among the posts analyzed, but the emphasis is made on high-quality products and promotional messages.

In terms of caption type, the posts analyzed include 22 informational or branding captions, 14 CTA/promotional captions, and 13 storytelling/descriptive captions. As for hashtag usage, 21 posts included niche hashtags, 15 posts contained broad hashtags, 11 posts had mixed hashtags, while 1 post used branded hashtags. According to hashtag count per post, 24 posts were included in 11+, ten posts in 4-6, eight posts in 1-3, and seven posts in 7-10 categories.

One peculiar detail is that some posts did not have a precise posting time noted. For that reason, day-of-week analysis may be more effective than time-of-day analysis. However, even having this detail taken into account, there is enough information provided to analyze content, captions, and hashtag-related trends.

Dataset Indicator	Value
Posts analyzed	49
Study period	7 Oct 2024 to 22 Apr 2026
Reels	23
Photos	21
Carousels	5
Promotional posts	14
Lifestyle posts	12

Branding posts	10
Product posts	9
UGC posts	4

Table 4-1: Overview of Instagram Content Dataset and Post Categories

4.2 Performance Analysis by Format

The format analysis reveals that different content formats make varied contributions towards Nirvana Candles' Instagram results. First of all, Reels show the largest average reach (1,329.8) and the largest average Organic Reach Rate (135.7). It means that Reel content contributes the most to increasing visibility outside of the followers' audience. At the same time, Reels show the largest average share rate (1.14) and the largest average follower conversion rate (0.09).

Secondly, despite being characterized by the lowest average reach (584.6), Carousels show the largest average engagement rate (6.83). In other words, carousels may not get distributed widely like reels but engage their audience to a much greater degree. In practice, carousels seem to be a good choice for distributing information that requires saving, step-by-step viewing, or in-depth consideration; in particular, the information related to educational, product, or informational purposes.

Thirdly, Photos fall into the middle category regarding almost all metrics: average engagement rate (6.51), average reach (1,159.3), and average ORR (118.3). Moreover, while photos cannot compete with reels in terms of share rate and follower conversion rate, they surpass carousels in some aspects. Thus, Photos can be considered useful for telling visually appealing stories without being as efficient as Reels at reaching and converting followers.

Thus, the trend is obvious: Reels are the best option for creating reach, Carousels are the best for interaction, and Photos are reliable supporters. The content strategy should take into account the strengths of each format and combine them accordingly. Therefore, Reels should focus on increasing awareness, Carousels on explaining things, and Photos on aesthetic appeal.

Format	Avg Engagement Rate	Avg Reach	Avg ORR	Avg Share Rate	Avg Follower Conversion Rate
Reel	6.00	1329.83	135.70	1.14	0.088
Carousel	6.83	584.60	59.65	0.54	0.020
Photo	6.51	1159.29	118.29	0.46	0.007

Table 4-2: Comparative Performance Analysis of Instagram Content Formats

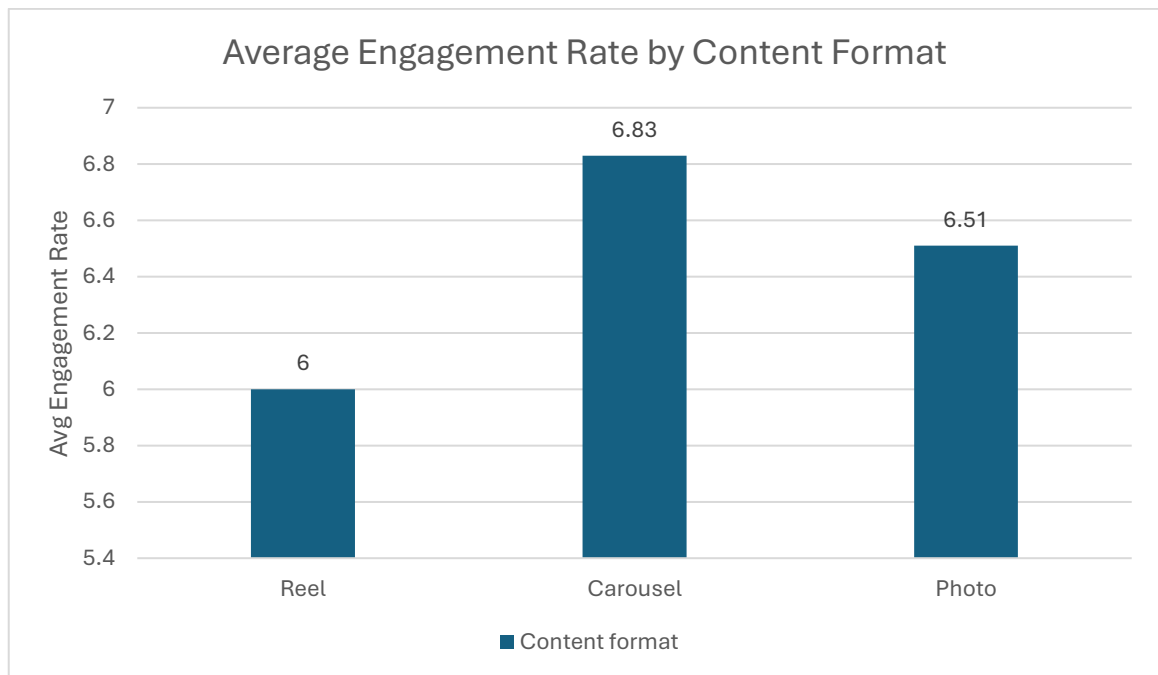


Figure 4.1: Average Engagement Rate by Content Format

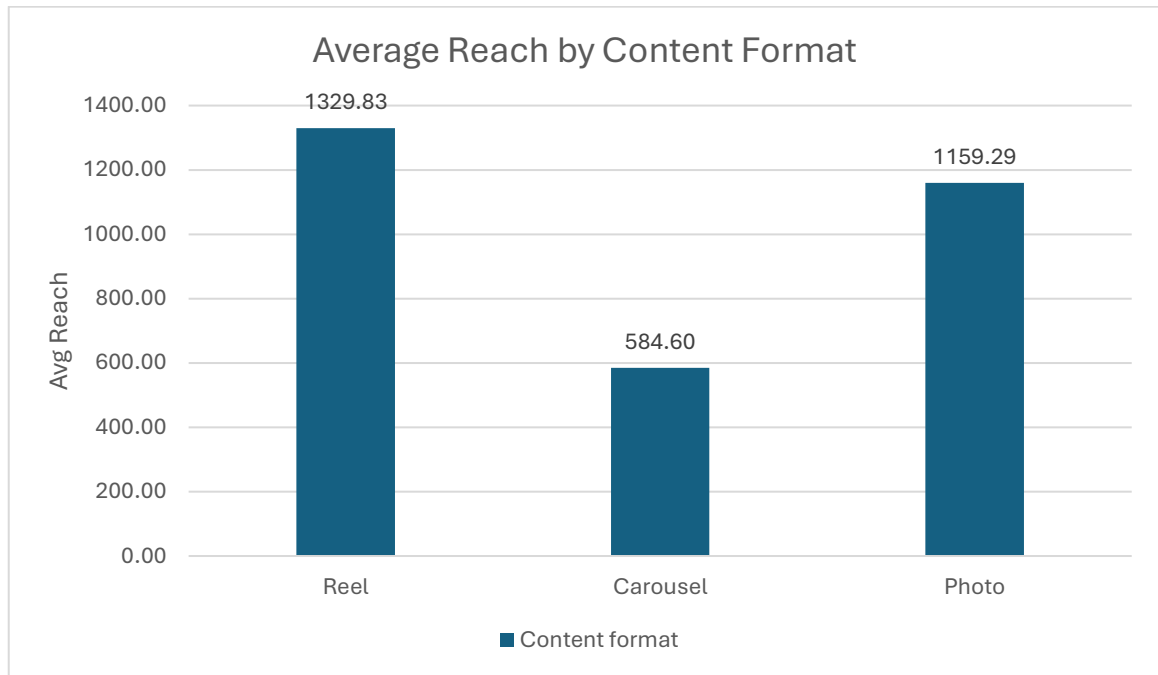


Figure 4.2 Average Reach by Content Format

4.3 Engagement Analysis

Engagement analysis looks at not only the extent to which various audiences engage with particular posts but also what form of engagement is made possible by specific forms. One of the key insights to emerge from engagement analysis is that the most engaging posts may not always have the largest audiences. For instance, in case of Post 32, which is a marketing reel, dated April 24th, 2025, there was a high level of engagement, reaching 18.71. This particular post gained 88 likes, 14 comments, and 87 shares from a reach of 1,010 people.

Secondly, the second and third best posts were Post 6, a sensory storytelling photo, and Post 27, a lifestyle reel. Both Post 6 and Post 27 achieved an engagement rate of 12.50 and 12.36, respectively, despite having a small audience reach of 120 and 390, respectively. This shows that high-quality creative content, whether sensory based or lifestyle-based, could generate higher levels of interactions regardless of low audience reach. In essence, interaction depends on content and its suitability.

Conversely, at the bottom of this distribution are Post 3, which received no interactions against a reach of two individuals. Posts 31 and 38 received some levels of reach, yet they elicited negligible interaction. In other words, even if a post reaches many people, the content may not prompt any action among audiences since the posts lack value and interest. As such, posts have to elicit some level of interest to attract interaction from audiences.

Finally, when comparing likes, comments, saves, and shares among formats, one finds that reels achieve the highest average likes as well as the highest average shares. As such, reels would be considered the most effective format for posting content to encourage sharing and dissemination. Carousels achieve the highest average saves with an average figure of 4.8, meaning that carousels would be used for information or reference purposes. While photos have an all-rounded performance, their interaction rates are slightly lower than those of other formats.

Post	Format / Caption	Date	Engagement Rate	Notes
Post 32	Reel / Promotional	2025-04-24	18.71	Highest interaction rate
Post 6	Photo / Sensory storytelling	2026-02-24	12.50	Good engagement rate
Post 27	Reel / Lifestyle	2025-05-12	12.36	Extremely high shares
Post 3	Reel / Minimal	2026-03-06	0.00	Extremely low performance
Post 31	Reel / UGC	2025-04-24	0.88	Massive reach
Post 38	Reel / Promotional	2024-12-18	1.00	Strong external reach

Table 4-3: Best and Worst Performing Instagram Posts

4.4 Caption Analysis

The style of captioning significantly impacts how audiences react to content posted by Nirvana Candles. The most engaging type of captions had the highest average of 6.79. The largest share rates were achieved with storytelling or descriptive captions as well, with the highest average being 1.07. Thus, the use of captions that create an atmosphere, tell a story or put the candle in a certain context

can have a more significant impact on increasing audience engagement than simply stating the product or making an offer.

On the other hand, CTA or promotional captions were shown to generate the highest averages of reach (2,516.3) and Organic Reach Rate (256.8). The follower conversion rate was the largest for these types of captions at 0.09%. It means that CTA captions can be the best choice when the goal is to attract attention and get new followers. In practice, promotional captions are the best for product launches, bundles, seasonal campaigns, and order-based content.

Branding or informational captions can be considered moderate. On the one hand, their average engagement rates were lower – 6.08, and the average reach was 789.8. On the other hand, they helped maintain brand identity but were inferior in their capacity to create engagement and drive conversions compared to storytelling and CTA captions respectively. Hence, the analysis proves that captions cannot be viewed as a universal style since different purposes produce different results.

Based on the presented statistics, it is possible to assume that a combination of caption styles will yield the best results for Nirvana Candles' promotion. Storytelling will be helpful to create emotional ties, while CTAs will be useful to get conversions and increase the reach. Finally, informational captions can be used moderately for the clarification of a product. Thus, the presented data proves that the purpose of a caption must be broader than simply describing a product.

Caption Style Group	Avg Engagement Rate	Avg Reach	Avg ORR	Avg Share Rate	Avg Follower Conversion Rate
CTA/Promotional	6.20	2516.29	256.76	1.00	0.09
Storytelling/Descriptive	6.79	403.85	41.21	1.07	0.05
Informational/Branding	6.08	789.82	80.59	0.49	0.01

Table 4-4: Performance Analysis by Caption Style Group

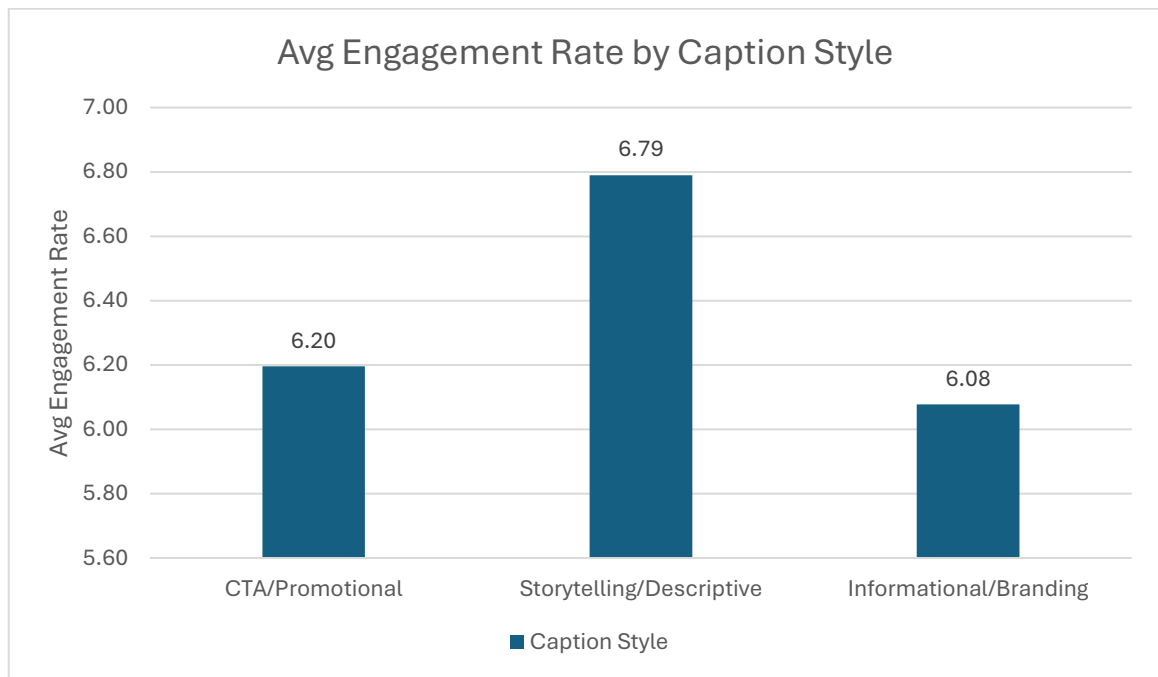


Figure 4.3: Average Engagement Rate by Content Style

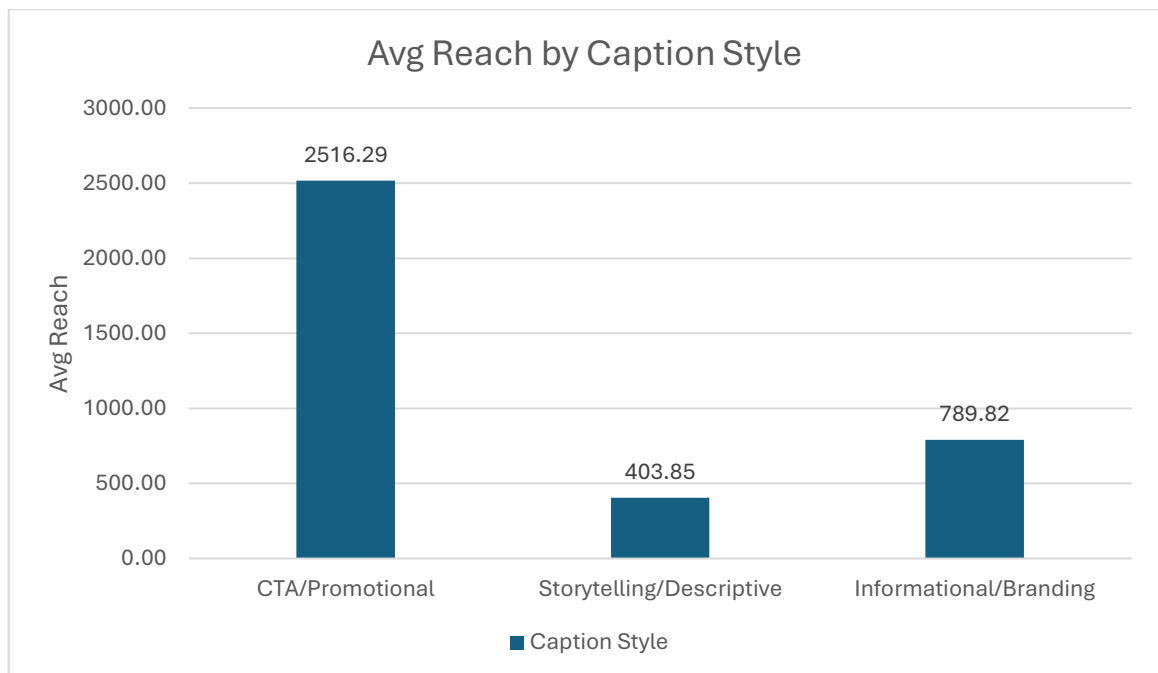


Figure 4.4: Average Reach by Caption Style

4.5 Hashtag Analysis

However, it would be accurate to say that a deeper look into hashtag analysis has provided a much more detailed and valuable point of view. When it comes to the type of a hashtag, it is obvious that broad hashtags received the highest average reach value (2,348) and the highest average share rate (1.55), along with having a noticeable follower conversion rate (0.097). As opposed to this, niche hashtags delivered a slightly higher average engagement rate (6.36), although the average reach was significantly lower (796.6). Finally, mixed and branded hashtags proved to be more inconsistent.

When it comes to the volume of hashtags used, it becomes obvious that 1–3 hashtags showed the highest average engagement rate (7.88), followed by 7–10 hashtags (6.94). At the same time, 1–3 hashtags also showed a high average share rate (1.55), thus proving that a small number of hashtags used can deliver very positive results if it is perfectly coordinated with the type of post. The last but not least important finding states that 11+ hashtags received the highest average follower conversion rate (0.062).

However, other average values were not as stable as in case of 1–3 and 7–10 hashtags. Finally, 4–6 hashtags showed the lowest average engagement rate among all active categories and moderate reach rate. Thus, it seems evident that using many hashtags does not provide any clear advantages for Nirvana Candles. In other words, a company should not overload its posts with hashtags.

On the practical level, hashtags can be considered a tool for improving reach. They can help increase reach in case of broad hashtags, make the message more relevant in case of niche hashtags, and improve engagement in case of small hashtag sets. In conclusion, it is possible to state that Nirvana Candles should combine high-quality content with a limited set of niche and category hashtags.

Hashtag Type / Count	Avg Engagement Rate	Avg Reach	Avg Share Rate	Avg Follower Conversion
Broad	6.25	2348.00	1.55	0.097
Niche	6.36	796.57	0.43	0.018
Mixed	6.25	364.18	0.29	0.035

Branded	5.07	612.00	0.65	0.000
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Table 4-5: Performance Analysis by Hashtag Type

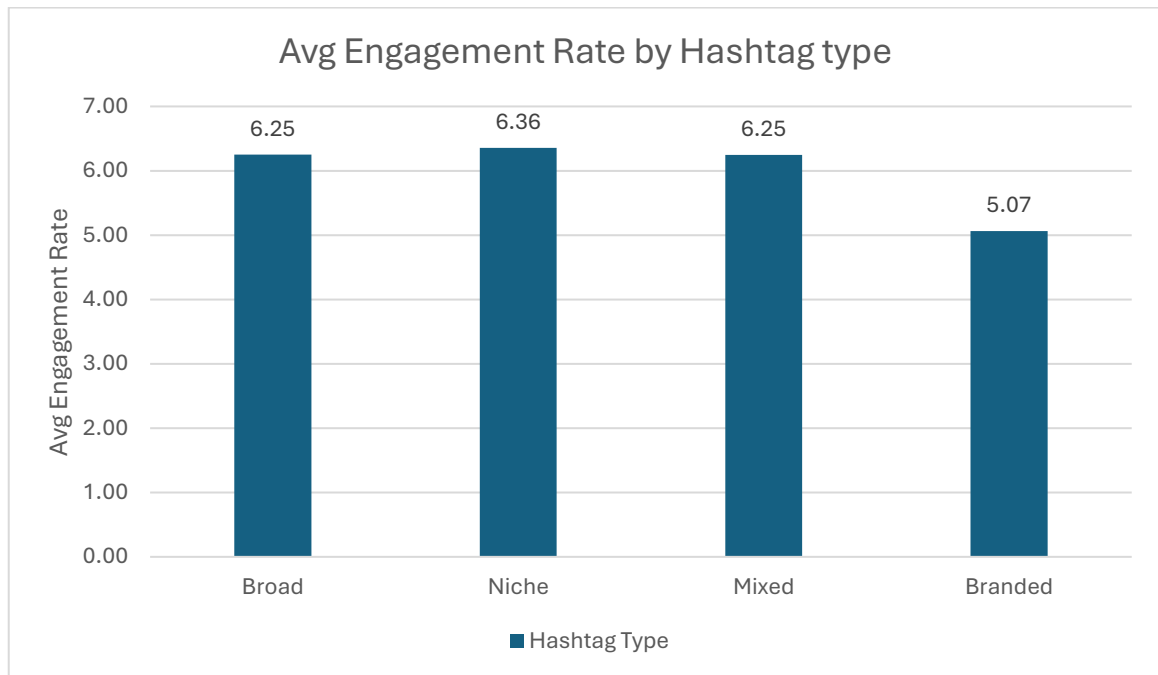


Figure 4.5: Average Engagement Rate by Hashtag Type

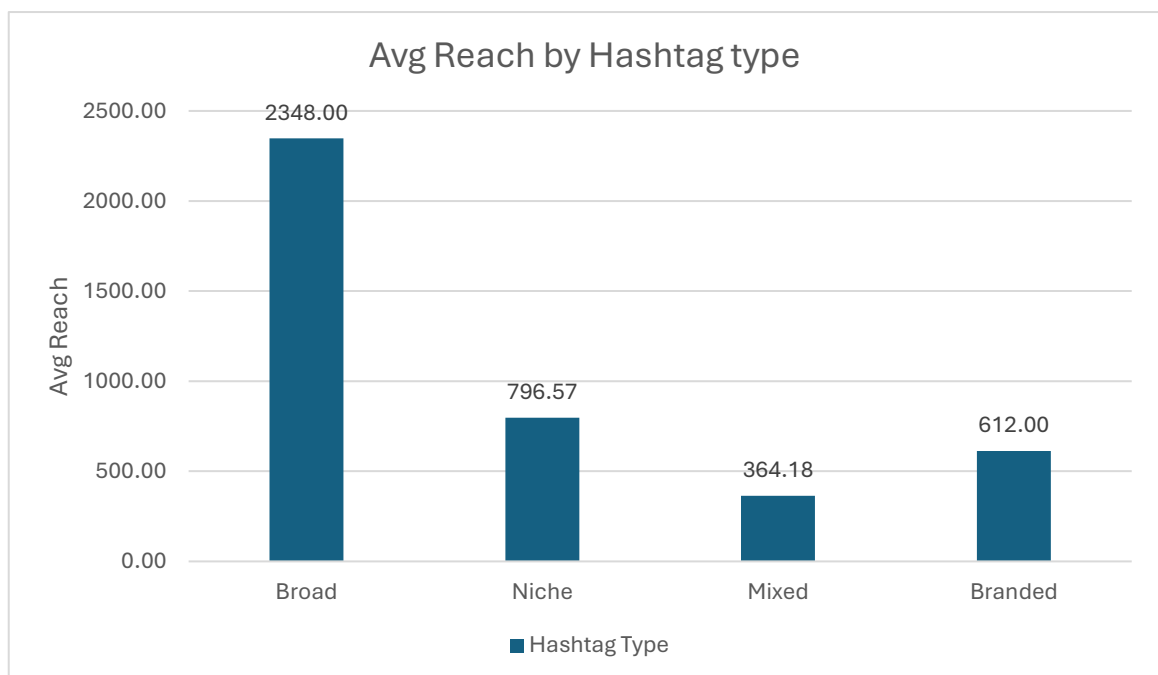


Figure 4.6: Average Reach by Hashtag Type

4.6 Posting Time Analysis

Analysis of posting time is quite limited compared to others due to the absence of clock time data of posts for some rows of data set. However, the patterns observed can provide some important conclusions. Saturday proved to have the highest average reach (3,434.3) and highest average ORR (350.4). It means that content posted on weekends reaches larger audiences than posts created during the weekdays. Wednesday showed high reach (1,863.6), while Thursday had the largest share rate (1.51).

Considering the engagement aspect, Monday and Tuesday performed well, achieving above average engagement rate. Namely, Tuesday had the largest engagement rate (7.53) while Monday reached 7.13. The weakest performance in terms of both engagement and reach was recorded on Friday which is the last day of the week. Based on these results, it is possible to assume that Nirvana Candles would perform better by using its best organic content in the beginning and end of the week rather than mid-week period.

The same dichotomy in terms of reach and engagement appears within the analysis of posting slots. Posts created at night show the highest average reach (3,027.5) and the highest ORR (308.9). However, the average engagement rate among night posts was low (6.5). Posts created in the evening achieved the largest engagement rate (7.56) although having relatively low average reach (293.3). Posts made in afternoon were moderately successful in converting followers, though this conclusion is based on a limited sample size.

Overall, the interpretation shows that timing affects performance in a way that depends on the kind of outcome. Namely, evening posts demonstrate better interaction rate while night ones are more effective regarding reach. Although most of the posts in data set do not have clock time information, one should take into consideration that posting late in the day proves to be more productive.

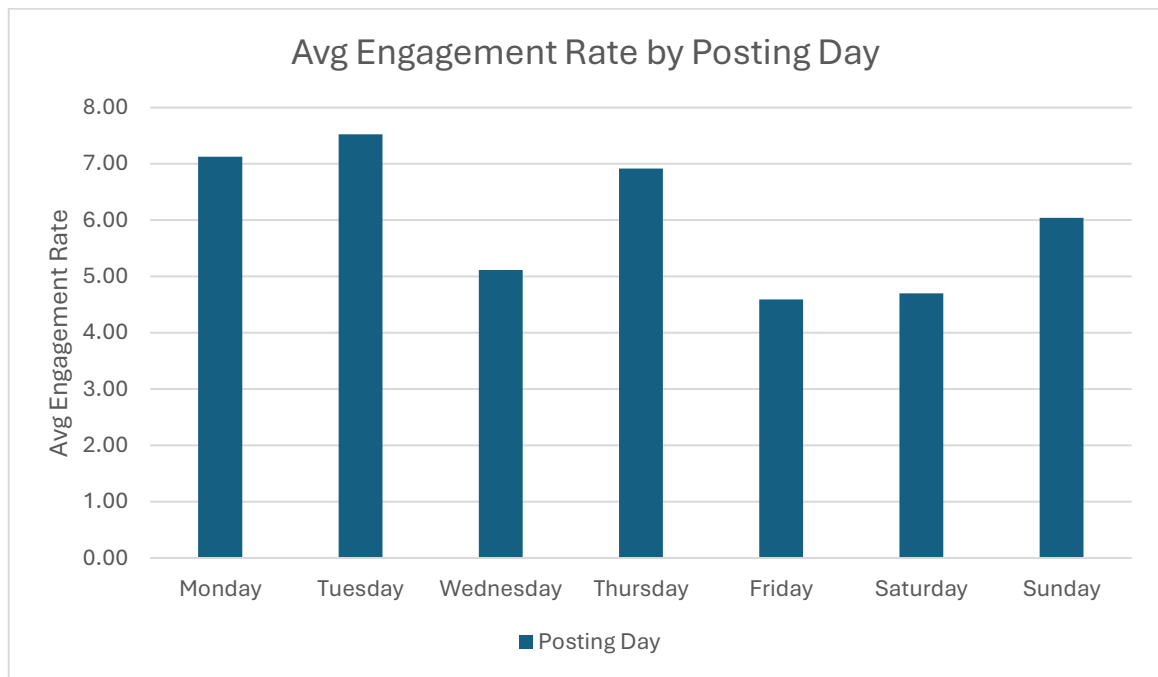


Figure 4.7: Average Engagement Rate by Posting Day

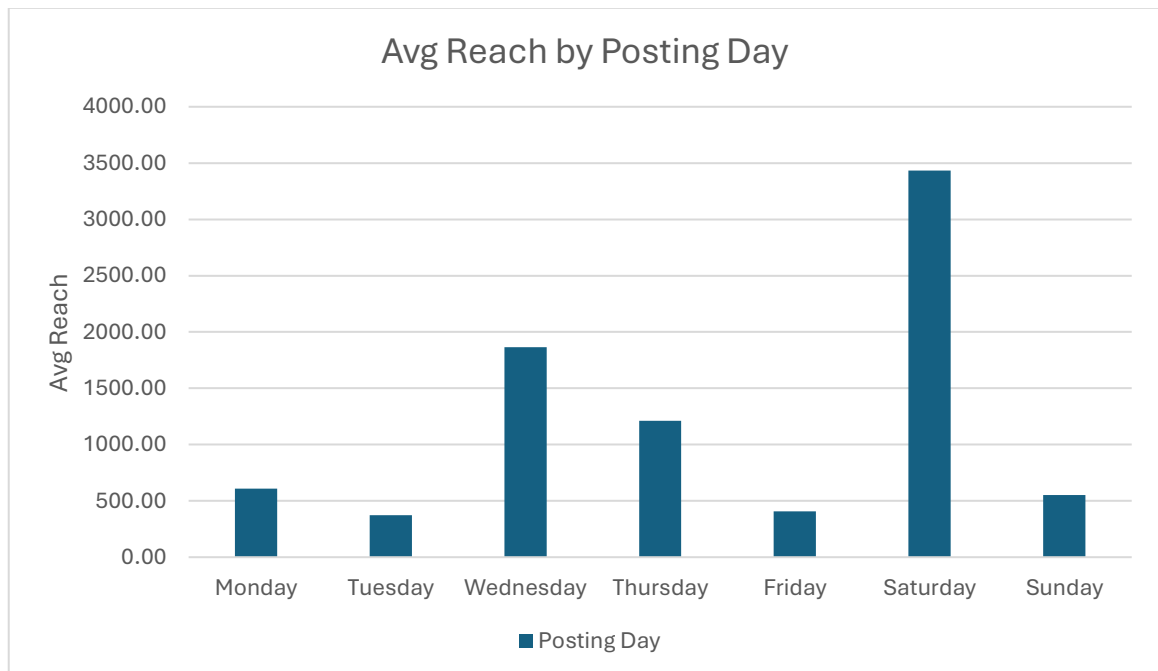


Figure 4.8: Average Reach by Posting Day

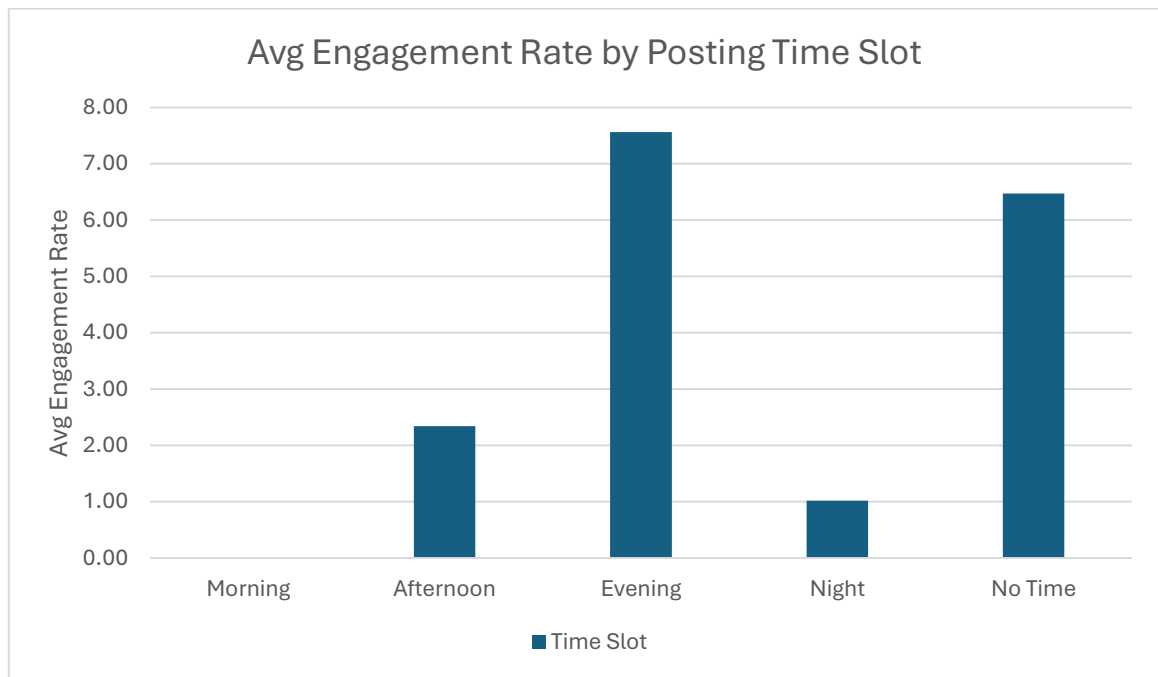


Figure 4.9: Average Engagement Rate by Posting Time Slot

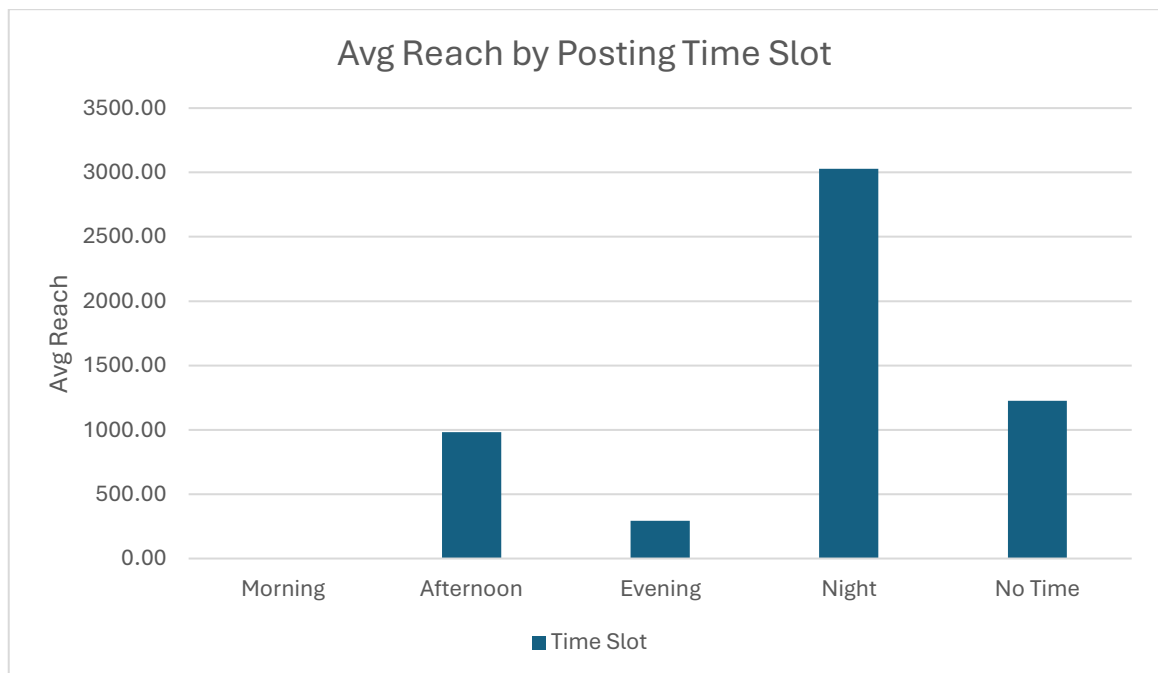


Figure 4.10: Average Engagement Rate by Posting Time Slot

4.7 Competitor Benchmarking Results

To create the qualitative benchmark for competitors, screenshots of Hunza Candle, The Candle Company, and Nyra were used, along with information that could be found publicly in their profiles. Considering that we have a qualitative case here, this benchmark is based on the following indicators: posting activity, reels, captions, consistent visuals, content diversity, and community presence. Thus, this benchmark can be applied for a scholarly purpose of comparison, even though there is no reach and save statistics to work with for the competitors' profiles.

Firstly, Hunza Candle has a very sophisticated and polished aesthetic with the use of many seasonal campaigns, gifts, testimonial, and lifestyle photos. The profile shows that it uses more highlight categories and has an even more advanced brand page compared to Nirvana. The Candle Company's main competitive advantage is an emotionally oriented caption style. Posts here show a product that is often associated with gifts or experiences that help create emotional appeal and interaction in society. Nyra distinguishes itself by variety and community-driven posts. The brand has posts of educational character, customers' reviews, collaborations, lifestyle images, posts connected to some events, and posts about the store. This completes the description of an active and exciting brand profile. Upon comparison with other brands, the Nirvana Candles brand comes off as having a more appealing look, but it displays less activity in comparison. Nirvana Candles has adopted a sleeker and more elegant layout with quality pictures that attract the attention of potential consumers. However, it shows a much lower rate of postings in comparison with other brands, and its content types and themes are also more limited. It seems that Nirvana Candles relies less on community building techniques, since the postings do not include social aspects; rather, they revolve around the products only.

Thus, the main conclusions regarding the strategy are the following. First, Nirvana Candles must become more active and use more reels. They should also enrich the portfolio of content and diversify post types by using lifestyle, gifting, behind the scene (BTS), and review posts more often. As far as the captions, their

emotional and story-like nature is necessary to make posts more engaging. Finally, community-building efforts must include testimonials and collaborations.

Brand	Posting frequency	Reel usage	Content variety	Caption strategy	Community/social proof
Nirvana	2 (Low-Mid)	2 (Low-Mid)	2 (Low-Mid)	2 (Low-Mid)	1 (Low)
Hunza Candle	4 (Strong)	4 (Strong)	4 (Strong)	3 (Moderate)	3 (Moderate)
The Candle Company	3 (Moderate)	4 (Strong)	4 (Strong)	5 (Very strong)	4 (Strong)
Nyra	5 (Very strong)	5 (Very strong)	5 (Very strong)	4 (Strong)	5 (Very strong)

Table 4-6: Competitor Benchmarking of Instagram Content Strategies

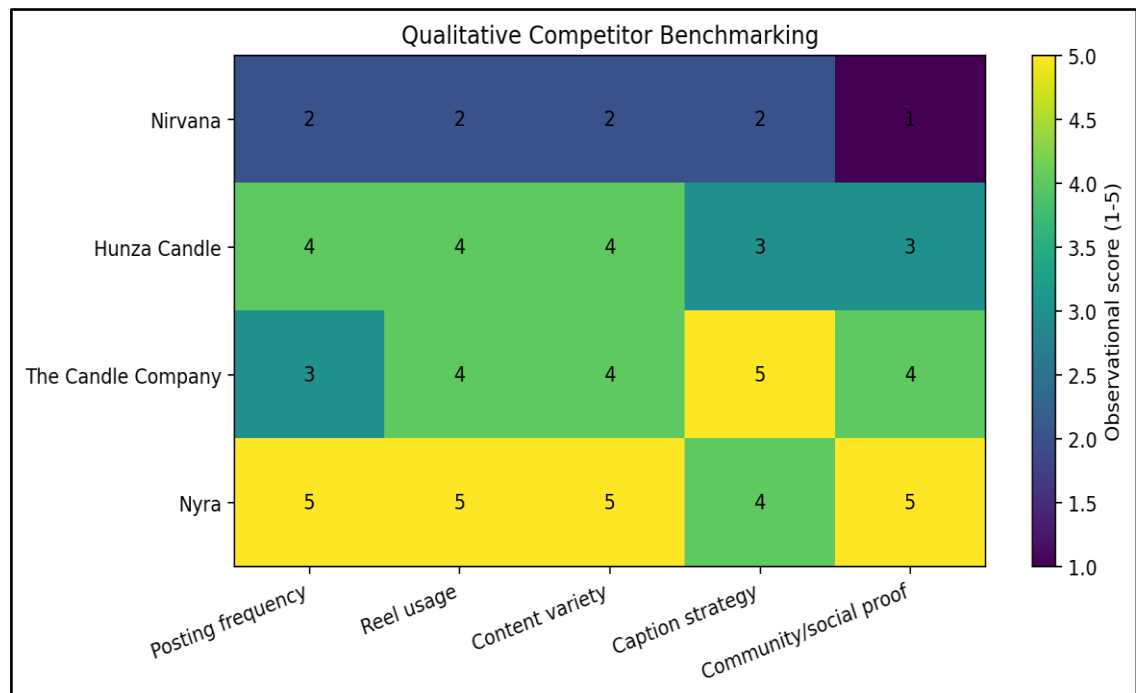


Figure 4.11: Qualitative Competitor Benchmarking Score Map

5 RECOMMENDATIONS AND BENEFITS

5.1 Key Insights

From the results provided in chapter four, there are various findings regarding the performance of nirvana candles on instagram. in this regard, the use of reels is seen as the best option for creating maximum reach, shares, and converting followers. on the other hand, carousels offer the highest engagement rates. photo posts are seen as important in strengthening the brand identity of the business. based on these findings, different types of content are meant for different purposes and used to meet certain marketing aims.

First of all, based on the research, it becomes clear that narratives have better rates of engagement and sharing when compared to other types. The presence of calls to actions (CTAs) has positive effects on reach and followers' conversion, suggesting that promoting posts may help meet the aims of reach and growth. Finally, informative content does not make people engage emotionally and keeps the brand clear.

Concerning the hashtag strategy, small and relevant sets are better than large and overloaded ones. While generic hashtags allow increasing the reach, niche hashtags lead to better engagement. Temporal aspects are also vital for content – evening posts are more engaged with, and weekend posts increase reach rates.

Finally, competitor analysis proves the necessity of consistency, content diversity, storytelling, and customers' engagement. The competitors analyzed include Nyra, Hunza Candle, and The Candle Company. These businesses post more frequently using reels and varied content.

5.2 Recommendations

Recommendations for increasing organic Instagram growth for Nirvana Candles based on the results of the study include:

- **Incorporate content that encourages audience participation:** Nirvana Candles should incorporate interactive components in their stories and reels in a bid to encourage participation from its consumers. This is based on current academic research that suggests that entertainment, personalization, and interactivity boost user engagement (Voorveld et al., 2024).
- **Leverage user-generated content:** The business needs to regularly engage and share user-generated content including reviews, unboxing posts, and testimonials. Customers create value for their products using their networks, influence, knowledge, and creativity, according to Harmeling et al. (2017).
- **Employ educational and value-centered content posts:** Besides marketing content, Nirvana Candles should create educational content that would guide their clients on how to take care of their candles, recommend scents, suggest gift ideas, and how to set moods. Value-centered content marketing has been advocated by current content marketing research (Textshop, n.d.).
- **Share informational content using carousel posts:** As swipe-able posts, the brand should reserve carousel posts for informative content. According to research, carousels tend to generate more saves and engagements due to swipe-ability (Sprout Social, 2024).
- **Create a routine for content creation:** The firm should create and plan their content on a routine basis. In organic social media marketing, planning and patience are some of the crucial elements (Buffer, n.d.; Textshop, n.d.).

- **Increasing posting frequency.** In comparison to other brands, Nirvana Candles shows significantly low posting frequency that results in limited audience coverage and poor recognition. It may be beneficial to introduce a fixed schedule for posting that would keep brand activity high (Buffer, n.d.; Textshop, n.d.).

- **Increased emphasis on reel content.** According to the study, among different content types, reels show the best reach rate, highest shares and follower conversion rate. Considering the preference for short videos shown by Instagram algorithms, reels should be utilized as the major discovery and awareness-building content type. This type of content may consist of product ambient videos, personal moments, lifestyle ideas, gifting ideas, how-to-use product videos, and behind the scenes content (Hootsuite, 2024).

- Another key recommendation for Nirvana Candles is related to the necessity to **diversify content categories**. Other competing brands tend to implement more diverse content strategies in terms of theme categories, which include lifestyle pictures, gift-related content, collaborations, user reviews, seasonal campaigns, etc. In contrast, Nirvana Candles predominantly uses product-related visuals, while keeping up the quality of visuals is vital for the brand (Textshop, n.d.).

- The study also showed that there is a need for **using storytelling in the content caption**. Content captions that contain an emotional component and provide more information received higher engagement compared to purely informative content. Therefore, instead of providing information about the product, it will be useful to describe its mood, ambiance, gifting emotions, and other emotional attributes (HubSpot, 2023; Textshop, n.d.).

- In addition, the strategy for choosing hashtags needs to be revised. **Using less, but highly relevant hashtags** that are related to content theme and audience preferences seems more effective than using many unrelated hashtags. Combining some niche hashtags with general discovery hashtags may be beneficial (Buffer, n.d.).

- Also, it will be useful to **optimize content posting times**. According to the study, content that was posted during the evening time generated higher levels of engagement, whereas weekend content had higher reach. For this reason, it is recommended to plan important promotional activities, reels, etc., on evenings and weekends, if possible (Hootsuite, 2024; Sprout Social, 2024).

- At last, it is advised to **continue using high-quality aesthetically appealing visual content** that gives Nirvana Candles a competitive advantage in the local scented candle market.

5.3 Benefits to the Company

- The implementation of these recommendations would result in several tangible benefits for Nirvana Candles. First, the creation of a better organic Instagram strategy will allow **improving the visibility of the brand without spending much on advertisement**. The improvements in reels, storytelling, and posting frequency may help to reach more users organically.
- The diversification of content can lead to **greater emotional connection between the brand and the customer base**. In essence, content connected with the customer's lifestyle will provide a basis for emotional, relaxing, gift-related, or personal care connection rather than positioning the company solely as yet another retailer. Such a strategy may prove effective in creating brand loyalty.
- A higher level of customer involvement via social media will create an **image of reliability**. Through testimonials, collaboration, and user-generated content, the likelihood of purchase will be increased through lowered risk perception and increased credibility among prospective consumers. Active involvement is conducive to better relationships with customers and greater word-of-mouth advertising.
- Additionally, the improvement in Instagram performance will allow for the creation of **new business opportunities such as collaborations with influencers, joint ventures, holiday campaigns**. Considering the fact that scented candles are part of a visual lifestyle category, it is necessary to maintain a professional profile on Instagram.

To sum up, the findings suggest that Nirvana Candles has a strong visual and premium product presentation. However, there is much room for growth with respect to organic growth on Instagram with regards to consistent posting, using reels effectively, affective storytelling, diversifying content, and increased interaction with customers.

6 LIMITATIONS AND CONCLUSIONS

6.1 Limitations

While the current research has managed to assess the performance of the content on Instagram by Nirvana Scented Candles, some of the shortcomings associated with the scope and depth of the analysis have been noted.

One of the most significant limitations was the limited temporal scope of the data analyzed. In particular, only a portion of posts made by the company was examined during a specified period rather than all historical posts.

Secondly, the current research considered only one social media platform - Instagram. No other platforms such as TikTok, Facebook, Pinterest, or Snapchat were included. Considering that many lifestyle-oriented companies often use multiple social media platforms simultaneously, the results would be much more illustrative in case of using a greater variety of social media platforms for benchmarking.

Thirdly, the research solely concentrated on the performance of the organic Instagram content without involving any paid promotions or ads. It is important to emphasize that the use of paid promotional activity can greatly impact the reach, number of impressions, followers gained through the content, as well as the engagement. Thus, the findings obtained from this research are valid for the organic Instagram marketing performance of Nirvana Scented Candles.

Also, some of the metrics required for analysis, which included the number of profile visits, follows, and even audience demographics for certain Instagram posts were inconsistent in both Instagram Analytics and Meta Business Suite, which slightly hindered the depth of the analysis.

Further, competitor benchmarking can be regarded as another limitation because all information about internal engagement performance and audience insight was publicly available. This limitation significantly hindered the ability to conduct a precise performance comparison among competitors.

Finally, one more limitation concerns the constantly changing algorithm of Instagram. Since Instagram updates its algorithm periodically, the changes in it can result in altering engagement metrics and reach in the future time periods.

As a final note, it is important to emphasize that many other external factors also affect the engagement of users, which makes it difficult to consider their impact on the analysis results. Seasonal trends, holidays, viral dynamics of content, and changing preferences of customers were some factors that also affected the analysis.

Nonetheless, despite the mentioned limitations, the current research provided valuable insights regarding organic Instagram marketing performance.

6.2 Conclusions

The analysis showed that Instagram has become an extremely important platform for small-scale lifestyle-oriented businesses to engage directly with consumers and create emotional and visual ties using organic marketing activities. Several factors contributing to success on Instagram have been established.

First, it became clear that the choice of content strategy plays a significant role in determining the effectiveness of Instagram marketing activities. The same content type will produce different results depending on the purpose of marketing activity. For instance, reels have proven themselves to be the best choice for extending reach, increasing the number of shares, and converting users into followers. Carousel posts, which can tell stories and provide educational information, are known to achieve the highest levels of user engagement and save rate. Meanwhile, photo posts can help establish visual uniformity and premium identity of the brand.

It was also found that Instagram marketing is very much dependent on the use of captions and emotions to increase the engagement of the target audience. Indeed, posts with rich, emotional, and story-oriented captions tend to perform better in terms of engagement rate compared to those having minimum informative captions.

It is necessary to note the role of hashtags and posting times to increase visibility and interaction. It turns out that hashtags can play both positive and negative roles: posts including larger numbers of hashtags do not generate as much interaction as posts containing smaller yet more relevant hashtags. Furthermore, posting at night time or on weekends proves to be beneficial regarding the impact on user engagement with the provided content. According to the results of benchmarking, despite being acknowledged for creating quality visuals and having an elegant visual identity, Nirvana Candles at the moment does not provide content which can be described as diversified in comparison to competitor accounts, namely Nyra, Hunza Candle, and The Candle Company. Particularly, those accounts use more diverse tactics as they post frequently, create many reels, add emotionally charged captions to posts, and engage customers in conversation.

Accordingly, the main conclusion which may be drawn from the conducted study is the following: Nirvana Candles shows great potential in terms of organic growth of Instagram profiles, due to both its premium branding and lifestyle nature of its product range. At the same time, there is still a need to introduce some changes into the company's content strategy in order to make the maximum use of Instagram opportunities.

Thus, in conclusion, it should be mentioned that the set project goals have been met successfully by conducting the research in question.

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8 APPENDICES

8.1 Raw Dataset and KPI Analysis

<https://docs.google.com/spreadsheets/d/1gis7P3kUx5uVnpS0ldard7OqPAGtPK48/edit?usp=sharing&oid=100787866817066281793&rtpof=true&sd=true>

8.2 Meta Business Suite / Instagram Insights

Insights
Review performance results and more.

Export Data | 1 Oct 2024 - 30 Apr 2026

New viewers metric for content published after 31 July 2025
Use this new metric to help better understand who sees your content across Meta technologies. The reach metric will no longer be shown on Meta Business Suite, but you can still find it in Ads Manager.

All content

Posts and stories: ... | Media type | Filter: 2 selected | Clear | Search by ID or caption

Title	Date published	Views	Reach	Viewers	Interactions	Likes and reactions
Out with the old, in with the bold, crafted t... Photo • nirvana.candle.co	22 April 20:18	1,143	613	—	35	24
The kind of finds you didn't plan for... but c... Reel • the.locate	18 April 21:47	8,887	6,132	—	129	93
We believe in trust the process... #c... Reel • Crossposted • Nirvana Can...	6 March 21:36	4	2	—	0	0
Tropical Temptation- Warm sand, sun... Photo • Crossposted • Nirv...	3 March 19:17	861	390	—	28	13
Sakura—a cherry blossom dream, in... Photo • Crossposted • Nirv...	27 February 20:50	337	142	—	15	10

Activate Windows
Go to Settings to activate Windows

Table 8-1: Nirvana Candles, Meta Business Suite

8.3 Competitors Benchmarking

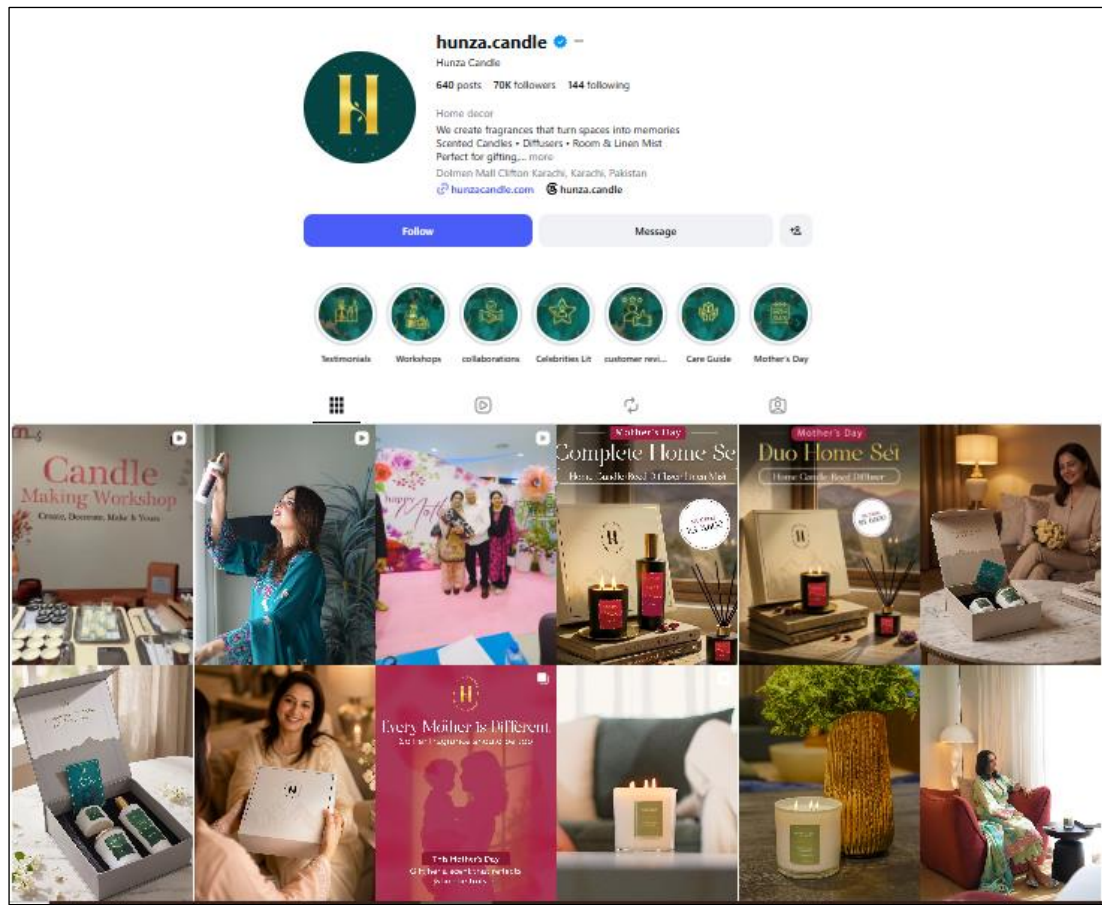


Table 8-2: Hunza Cadles Instagram Page

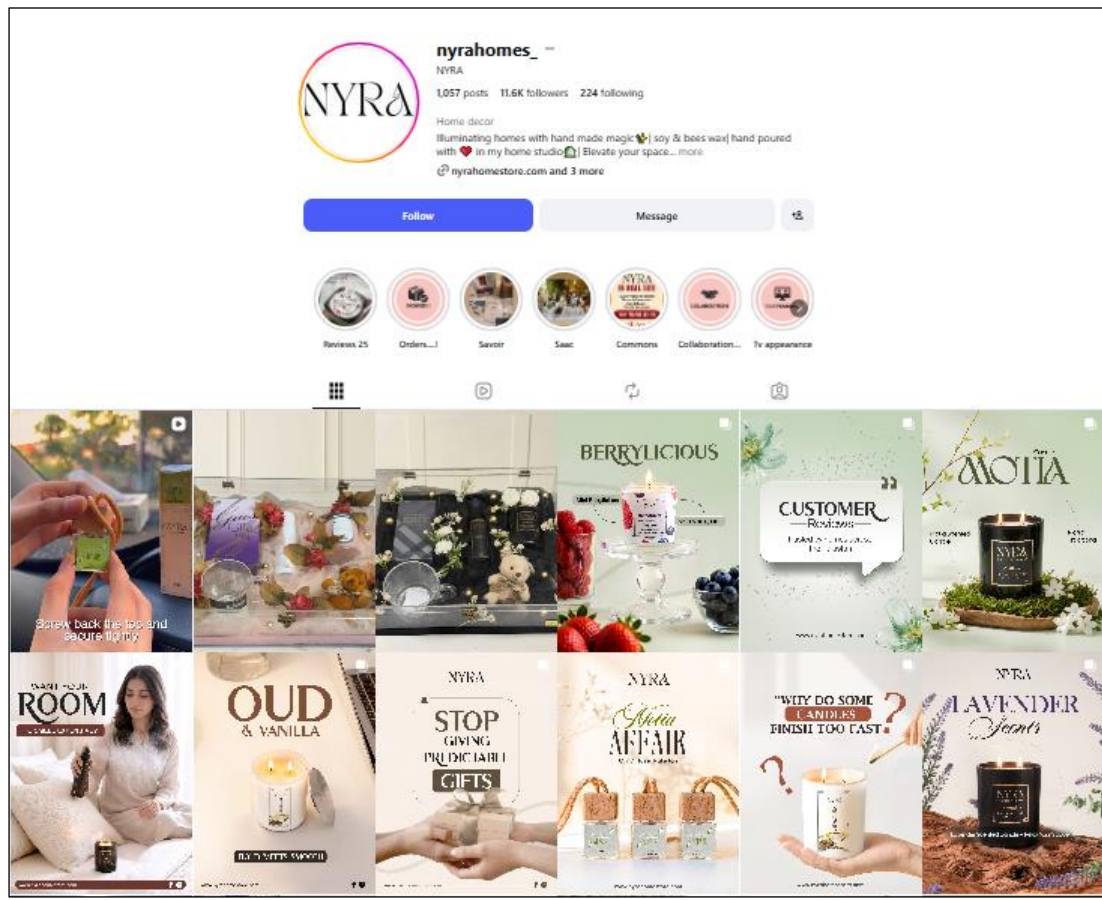


Table 8-3: Nyra Instagram Page

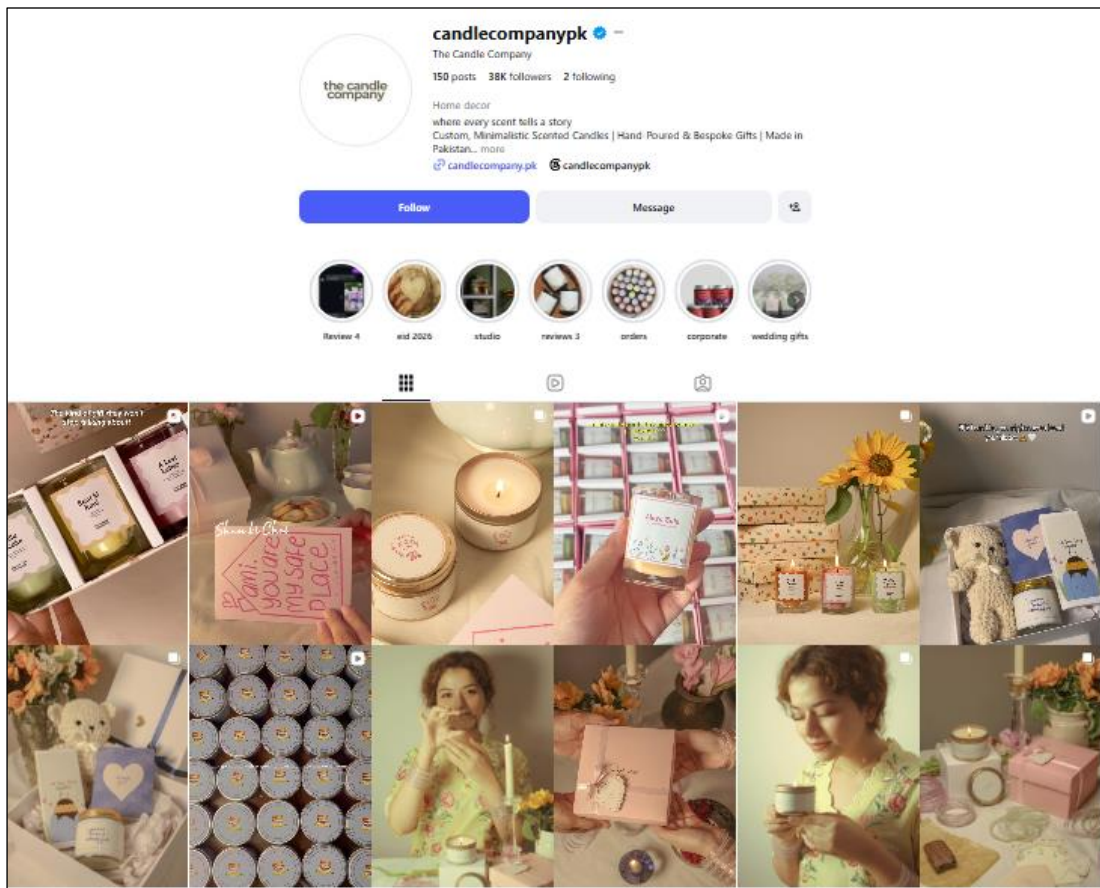
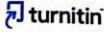


Table 8-4: The Candles Company Instagram Page

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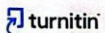
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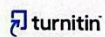
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FIRST HALF PROGRESS REPORT

ANNEXURE III: 1st Half Semester Progress Report

Name of Student(s)	M. Jazil Bin Zubair, Hamza Razi Ahmad, Asecha Naveed
Enrolment No.	01-111212-101, 01-111222-032, 01-111222-024
Thesis/Project Title	Analysis and implementation of instagram organic search and content strategies and proposing, implementing

for Nisreen
Candies.

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	9-3-2026	Supervisors office	Discussed project handbook, incl. project exp., structure, evaluation criteria	Jazil
2	17-3-2026	Supervisors office	Guidelines, structure, and skills of a suitable research area	Jazil
3	24-3-2026	Supervisors office	Refined topic idea narrowing down to instagram organic search.	Jazil
4	6-4-2026	Supervisors office	Discussed research direction, incl. content strategy, org, measurement of organic search and data collection methods	Jazil

date - given

Progress Satisfactory



Progress Unsatisfactory



Remarks: Overall progress is satisfactory. The project topic has been finalized and refined with supervisors guidance, and research direction has been clearly established. Further work will focus on data collection and analysis.

Signature of Supervisor:

[Signature]

Date: 6-4-2026

Name of Supervisor:

Mam Asma Basit

Note: Students must attach 1st & 2nd half progress report at the end of FYP spiral copies.

SECOND HALF PROGRESS REPORT



Bahria University
Islamabad Campus

2nd Half Semester Progress Report & Thesis Approval Statement

Name of Student(s)	M. Jazil Bin Zohair, Hamza Rafi Ahmad, Areeba Naveed
Enrolment No.	01-111212-101, 01-111222-052, 01-111222-024
Thesis/Project Title	Analysis of Instagram organic reach and content driven Strategies To Propose Data Driven Improvements for Nirvana Candles.

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	05-5-26 5-5-26	Supervisor Advice	Discussed Relevant literature involved in study.	
2	11-5-26	Supervisor Advice	Discussed Methodologies and Data involved in Research.	
3	18-5-26	Supervisor Advice	Discussed details relating to final draft of Project	

APPROVAL FOREXAMINATION

Candidates' Name: M. Jazil, Hamza Rafi, Areeba Naveed Enrolment No: 01-111212-101, 01-111222-052, 01-111222-024
Project Title: Analysis of Instagram organic reach and content driven Strategies to propose Data Driven Improvements for Nirvana Candles

I hereby certify that the above candidates' thesis/project has been completed to my satisfaction and, to my belief, its standard appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at _____ that is within the permissible limit set by the HEC for thesis/project MBA/BBA/BS (A&F), BS (Economics). I have also found the project in a format recognized by the department of management sciences.

Signature of Supervisor: Date: 18-5-26

Name of Supervisor: Ma'am Asma Basit

Major No. BBA 2

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2. Student Name: Hamza Rabi Ahmed Enrol # 01-111222-052

3. Student Name: Azeeba Naveed Enrol # 01-111 222 -024

Specialization: MKT

Name of Supervisor: Dr. Asma Baist

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1,	The scholars have made good Contribution. There are certain changes which are beneficial for quality of the study.		
2,	The executive Summary should be		
Chapter 2			
	rewritten as mentioned in the report.		

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7,	The results of the study should be supported from prior studies.		
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Chapter 4

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General Comments

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2. Student Name: Haniza Rafi Ahmed Enrol # 01-111 222-052

3. Student Name: Areeba Naveed Enrol # 01-111 222-024

Specialization: MKT

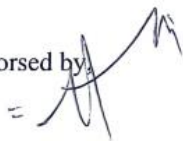
Name of Supervisor: Dr Asma Basit

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	Start New Page		
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	with References		
Chapter 5			
	explain scientifically		
	with References		
Executive Summary/Abstract			
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General Comments			
	improve formatting		
	include References		

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Date.....

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WORD COUNT REPORT

