

EXAMPLE ON HOW TO USE THE TARGET GROUP AS AN ADVERTISEMENT

This example is from another private academy in Reus. Their strategy is to show the activities they do with their target group, in this case, young children. The last posts are in this line, showing colourful scenes with the activities performed by the children.



In the post, there is a simple title of the activity that was done and is shown in the photograph. Though the simplicity of the explanation, there are many hashtags that expand the net of people interested. In this sense, the profile appears in more searches and it is more probable to reach the target groups.

The post itself is quite interesting as well. The activity they are doing is illustrated in the image. The parents, who are the target group, can picture their children doing the activities and being part of the environment of the academy.



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Post: A group of kids doing an activity, in this case, tie dye. Shows the activities and the target group, to show to the parents.

2

Options of the post: Possibility to report the post, to see it on its own, to share it, to embed it, or to cancel everything. There is the possibility to follow the account too.

3

Centre of the post: Simple, it just shows the kids in the class doing the activity they offer. They are shown having fun and most of them not looking at the camera, concentrated on their work.

4

Text: Short, only the title of the activity is shown. There are multiple hashtags included that may not be related to the activity itself, but to all the activities that can be performed in the academy. The range of potential customers is bigger, thanks to the hashtags.

5

Options of Instagram: the person that sees the post can like, comment, send or save the post, as any other post that can appear from an account that the person follows. If there are more saves or likes, the algorithm understands the reader is interested in that topic and will show more related posts.

More examples of this type of post in the social media

