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MARKETING STRATEGY

A Guide to Instagram Analytics

A step-by-step guide
to measure your performance on
Instagram

Hello and Welcome!

Instagram is a wonderful and powerful tool to generate brand awareness for your business. The problem is, that unless our content is going "viral" we tend to think that we simply aren't performing.

Instagram gives us so many useful metrics to analyze our performance, but it's difficult to know what all those fancy numbers mean. This is your guide to help you better understand your performance on Instagram. You might be asking yourself "why is this important"? Having clarity on your Instagram performance provides reassurance that you are creating content that is resonating with your audience, which ultimately is good for business! It also helps you to put your numbers into perspective and stop playing the comparison game with accounts that might be larger than yours. With that being said, let's dive in!

INSTAGRAM ANALYTICS
What does Instagram measure?

Your Professional Dashboard

If you don't have a business account, I strongly recommend switching over to a business account to access your analytics.

For business accounts, your Instagram Professional Dashboard offers the following data for your content performance:

Accounts Reached: Location, Followers vs Non-Followers, Content Reach, Top Posts, Impressions, and Profile Activity

Accounts Engaged: Engagement Location, Followers vs Non Followers that engaged,

Total Followers: Growth, Locations, Age Range, Gender, Most Active Times

We are going to break down all of these analytics and compare them to Instagram benchmarks to help you properly measure your content performance.

Post Reach

To start, let's define what your Account Reach means. Account reach simply means how many people your content reaches in any given time period (you can see up to 90 days within the Instagram app). Account reach is important for brand awareness. Essentially, the more people that see your content, the more awareness there is around your brand. In your Insights Overview, you will see how many accounts were reached and growth percentage to show you how you compared to the previous time frame.

While you are given a fancy number of how many accounts you reached, how do you know if you are reaching people at an appropriate rate? Let's dig into this.

For accounts with larger followings (10-50k), a good benchmark to aim for is a reach rate of 12% to 15.6% for grid posts (photos, reels, carousels).

For accounts with smaller followings (under 1k - 10k), a good benchmark to aim for is a reach rate of 25-35%.

How to calculate your reach rate

✓ For individual posts, take your post reach and divide it by the number of followers you have, multiple that number by 100. That number is your reach rate. Take an average of your top performing posts to get an idea of your overall reach performance.

✓ If your reach reach is between the recommended benchmarks, or exceeds it, your content performed well in terms of reach! Congratulations!

EXAMPLE #1

Calculating Reach Rate

Using one of my personal examples, we can measure the effectivness of my post reach.

CALCULATION

628 / 388 followers = 1.61

1.61 X 100 = 161%

My reach rate for this post was 161%!

Let's talk about business owner burnout. As busin...

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November 22 · Duration 0:07

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Instagram ⓘ

628
Accounts reached

Plays	699
Likes	35
Comments	12
Shares	7
Saves	3

SO WHAT?

Did this post go viral? No. BUT...this post far exceeded the benchmark for my account size. So while this post didn't reach thousands of people, it performed very well when compared to the average reach rate.

Stories Reach

We have heard it all before, the importance of posting daily to stories. People often feel bogged down by stories because they don't get the story reach that they get on their feeds. They always ask me, how do I get more people to watch my stories?! Of course I have some tips to increase story reach, but first I like to look at the analytics, because the data might tell us a whole different story.

Chances are your stories are actually performing better than you think!

Let's look at the benchmark.

For accounts with larger followings (10-50k), a good stories benchmark to aim for is a reach rate of 2%

For accounts with smaller followings (under 1k - 10k), a good stories benchmark to aim for is a reach rate of 8%

How to calculate your stories reach rate

✓ Start by taking an average number of views per stories. I recommend starting with a daily average. Add up all the views per story and dividing it by the number of stories that you created that day.

✓ Take that average and divide it by the number of followers you have and multiply that number by 100.

INSTAGRAM REACH
What else you need to know

1. Location: Location is important because it tells you if you're attracting customers from the right location. For example, my business is set up to work across Canada. Living, in Kingston, Ontario, I would ideally like to attract local businesses in my area. I want my posts to reach people in my target locations. Reaching people in the United States or the UK doesn't do anything for me from a customer conversion perspective (as I do not service those areas).

2. Followers vs Non-Followers: Ideally, you want to reach your followers (especially because they have chosen to follow your content), BUT to build brand awareness you want to continue to reach non-followers. Look for consistent non-follower reach growth.
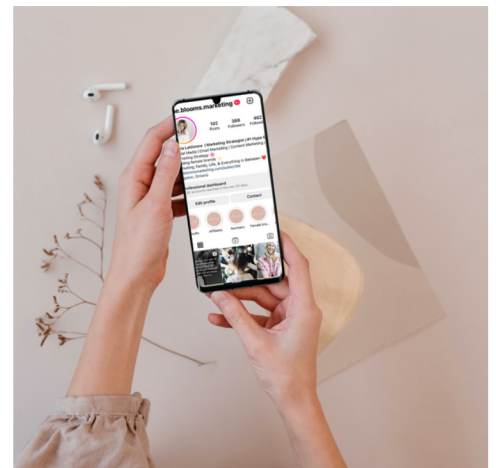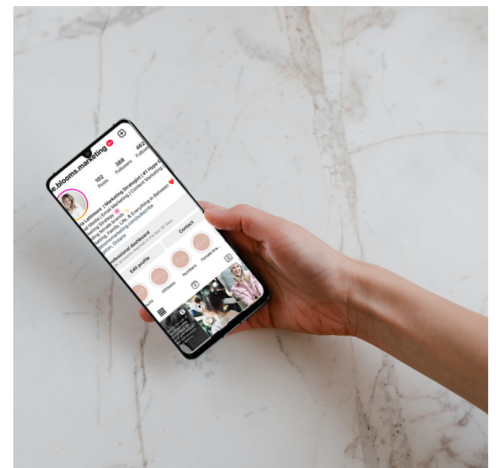

Pro Tip:
If you're experiencing low reach on stories, let all your stories expire and don't post to stories again for 24 hours. Once you post again, Instagram will remind your followers that your've posted, increasing your reach.

INSTAGRAM REACH
What else you need to know

3. Content Reach & Top Posts: Here you can see all of the content from the selected time period and what content performed the best. It should come as no surprise that Reels will get the most reach as Instagram pushes out video content more than any other type of content. Next, you should see posts (i.e. images and carousels) with the second highest reach, followed by stories.

Pro Tip:
Identify your top performing content and write down the similarities between them. Use this to learn and apply to future reels/post content.

4. Impressions: a metric that is commonly overlooked. Impressions are the number of times your content has been shown to users on the platform. If your impressions are higher than your reach it means users are viewing your content multiple times, which is GOOD! High performing posts have a high impression to reach ratio.

INSTAGRAM REACH
What else you need to know

5. Profile Activity: This is probably the most important metric when it comes to reach and here is why. Social Media Marketing is all about converting followers into customers. You can reach millions but if your content doesn't compel someone to learn more about you and your business, you might be missing the mark. Pay special attention to Website Taps. This number tells you how many people visited your website from Instagram. Essentially, we want this number to increase on a month to month basis. Because when this number increases, it means your Instagram content is providing enough value that your audience wants to learn more, and potentially become customers.

Pro Tip:
Instead of focusing on creating viral content, focus on creating value-add content to attract and retain followers.

Post Engagement

Instagram reach is essential for brand awareness, but engagement is an indicator of the level of connection you are creating with your audience. Connection equals trust, and trust is so important when people choose to buy from a brand or service. Personally, I don't care how many people my content has reached, if there is no engagement the post did not serve its purpose and I do not consider it a successful post.

So what does good engagement look like?

Most social media experts will tell you that a good benchmark for your social media engagement is between 1-5% with larger accounts being on the lower end and smaller accounts being on the higher end of the spectrum. Here are some metrics for individual post types:

- All Instagram post types: 0.54%
- Instagram photo posts: 0.46%
- Video posts: 0.61%
- Carousel posts: 0.62%

How to calculate your engagement rate

✓ For individual posts, take your post engagements (likes, comments, shares, and saves) and divide it by the number of followers you have, multiple that number by 100. That number is your engagement rate. Take an average of your top performing posts to get an idea of your overall engagement performance.

✓ You can also calculate your engagement rate by dividing your post engagements by the post reach to tell you how your post performed based on how many people your content was shown to. However, this method is often not recommended as it's not as stable as a metric as the one mentioned above.

EXAMPLE #1

Calculating Engagement Rate

Using one of my personal examples, we can measure the effectivness of my post engagement.

CALCULATION

66 (37 + 16 + 9 +4) / 388 followers = 0.17

0.17 X 100 = 17%

My reach rate for this post was 17%, way above the benchmark!

Instagram ⓘ

676

Accounts reached

Plays	752
Likes	37
Comments	16
Shares	9
Saves	4

Let's talk about business owner burnout. As busin...

nicoleybrassfield · Original au...   ✦ Relax! You pret...

November 22 · Duration 0:07

▶ 699   ♥ 35   💬 12   ➤ 7   🔖 3

SO WHAT?

It's important to look at how your content performs based on the size of your account. I have a small account, but as you can see my content performed way above the recommended engagement benchmark of 1-5%, meaning my post actually performed really well and resonated with my audience! This is where meaningful growth happens.

INSTAGRAM ENGAGEMENT
What else you need to know

1. Engagement Location: Just like reach, location is important because it tells you if you're attracting customers from the right location. The goal is to be engaging your online community in the area(s) where you are providing your products or service. It won't do you much good if most of your engagement is coming from areas outside of your service location.

2. Followers vs Non-Followers: This metric shows you the number of followers and non-followers that have engaged in your content. Instagram shows your content to approximately 10% of your followers!! Therefore you will likely see more engagement from non-followers. However, the goal is to engage your followers to eventually turn them into customers. Therefore, the higher engagements from followers, the better!

Pro Tip:
Create a buyer persona to identify the qualities and traits of you dream customer. Compare this persona to your followers to see how close of a match you have

Follower Growth

Ultimately, the goal of Instagram is to build a set of followers that will eventually become customers. The more followers, the more potential customers. Growing your Instagram account takes time, patience, and strategy to attract the right followers (or dream customers as I like to say). Accounts that seem to gain thousands of followers by the day are the exception to the rule, while it's possible, it's not the reality for MOST Instagram accounts.

So what does good growth look like?

The average organic Instagram growth rate is approximately 1%-2%, and a good growth rate is between 2%-6%.

The good news is that Instagram tracks your growth rate for you, so you don't have to worry about calculating your growth rate. This metric can be found in your Account Insights under "See All". Your "total followers" will have a + or - and a percentage of how much you have grown in the selected time period.

What Time Period Do I Use?

✓ Personally, I use both the 7 day time period, and 30 day time period most frequently. I like to check my analytics on a weekly basis to see how I performed each week. Some days perform better than others, which is why a monthly review of your growth is a better snapshot of your overall performance.

Things to Keep in Mind with Follower Growth

1. One thing to keep in mind. You don't need thousands of followers to run a successful business. Instead of obsessing over the number of followers you have, obsess over the quality of your followers and if you can convert those followers into customers.

2. To measure if you're growing QUALITY followers, the metrics: Location, Age Range, and Gender, are really important to know. You want to make sure you're growing your profile according to your buyer persona. For example, as a Marketing Agency who services women in business across Canada, I want to see FEMALE followers, from CANADA, who are between the ages of 25 - 55. If your followers don't fall under your target audience or buyer persona, it 1. might be time for a follower audit and cleanse, and 2. a content strategy review.
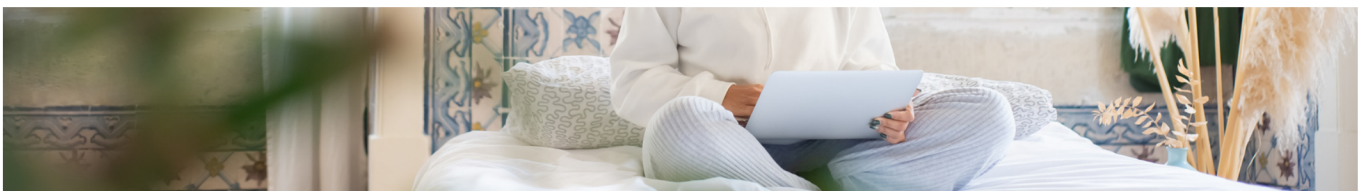
Now It's Your Turn

Let's calculate your Instagram Analytics to see how you are performing! Start by selecting one of your top performing posts, and a not-so-well performing post.

1. Post Reach Rate for Top Performing Post: Benchmark 12% - 35%

Calculation: Post Reach / Number of Followers X 100

Your Post Reach:

2. Post Reach Rate for Low Performing Post: Benchmark 12% - 35%

Calculation: Post Reach / Number of Followers X 100

Your Post Reach:

Notes:

Now It's Your Turn

Let's calculate your Instagram Analytics to see how you are performing! Start by selecting one of your top performing posts, and a not-so-well performing post.

1. Story Reach Rate: Benchmark 2% - 8%

Calculation: Add up the number of Story views for the day and divide it by the number of stories created to calculate your average.

Take your Average Stories Reach / Number of Followers X 100

Your Post Reach:

Notes:

Now It's Your Turn

Let's calculate your Instagram Analytics to see how you are performing! Start by selecting one of your top performing posts, and a not-so-well performing post.

1. Engagement Rate for Top Performing Post: Benchmark 1% - 5%

Calculation: Total number of post engagements / Number of Followers X 100

Your Engagement Rate:

2. Engagement Rate for Low Performing Posts: Benchmark 1% - 5%

Calculation: Total number of post engagements / Number of Followers X 100

Your Engagement Rate:

Notes:

Now It's Your Turn

Let's calculate your Instagram Analytics to see how you are performing!

4.

Follower Growth Rate - Benchmark 2% - 6%

Calculation: None needed! Check out your Instagram Insights!

Your monthly Follower Growth Rate:

Notes:

Thank you!

The comparison game can be hard and draining, especially when you can't see the full picture. I hope that you found this guide useful and it is something that you will be able to apply on a regular basis to track and measure your Instagram success.

For more free resources check out my Content Store at shebloomsmarketing.com

Do You Need More Help?

Schedule a Discovery Call

For more information on how I can be of assistance with your social media strategy, send me an email or DM on Instagram.
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@she.blooms.marketing

Benchmark References

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