

JUMPINGMINDS DIGITAL GROWTH REPORT

A PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE
OF

MASTER OF DESIGN
IN
VISUAL COMMUNICATION

Submitted by
APOORVA DAS (2K21/MDVC/02)

Under the supervision of
MR. NEERAJ RATHEE
(ASSISTANT PROFESSOR, DOD, DTU)



DEPARTMENT OF DESIGN
DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
Main Bawana Road, Delhi 110042
MAY, 2023

DEPARTMENT OF DESIGN
DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
Main Bawana Road, Delhi-110042

CANDIDATE'S DECLARATION

I, Apoorva das (2K21/MDVC/02), hereby certify that the project report titled **“JUMPINGMINDS DIGITAL GROWTH REPORT”** submitted to Delhi Technological University (Formerly Delhi College of Engineering) in partial fulfillment for the award of a degree in Master in Design is an original piece of research work carried out by myself under the direction and supervision of Mr. Neeraj Rathee.

All the sources and references I utilized to prepare this thesis have been properly credited.

I further affirm that the data was gathered from reliable and trustworthy sources.

Place: New Delhi

Date : 15 May 2023

APOORVA DAS (2K21/MDVC/02)

DEPARTMENT OF DESIGN
DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
Main Bawana Road, Delhi-110042

CERTIFICATE

I hereby certify that the Project Report titled “**JUMPINGMINDS DIGITAL GROWTH REPORT**” which is submitted by Apoorva das (2k21/mdvc/02), DEPARTMENT OF DESIGN, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master in Design is a record of the project work carried out by the students under my supervision. To my knowledge, this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

Place: New Delhi

Date : 15 May 2023

Neeraj Rathee
Assistant Professor, Department of Design
Delhi Technological University, Delhi



JUMPINGMINDS AI LABS PRIVATE LIMITED
hello@jumpingminds.ai, +91-9701217766

Dec 23, 2022

Subject: Offer Letter

Dear Apoorva Das,

We are pleased to offer you the position of **Senior Graphic Design Intern** in **Design Department**. You will be employed by **JUMPING MINDS AI LABS PRIVATE LIMITED** under the following terms and conditions:

1. Date of Commencement

You will join the services of the Company latest by **03/01/2023** failing which this Contract stands cancelled and hence will be null and void.

2. Services

You will be responsible for execution of the various assignments / tasks given to you from time to time and for the efficient functioning of your Section/Department. You will abide by the rules and regulations framed from time to time by the Company.

3. Location & Transferability

You will render services **from company's Gurgaon office** and you will report to **Piyush Gupta**. You may be transferred to any other department at any other location at the same terms outlined in this employment contract to our business requirements.

4. Hours of work

Your normal working hours will be 10:00 AM to 8:00 PM – Monday to Saturday with one hour lunch break. It will be necessary to work any time, including in shifts, at the sole discretion of the management.

5. Expenses

The Company will reimburse the authorized expenses you incur on the Company business. A guiding principle in settling expenses is that you should neither benefit nor lose financially as a result of any reasonable expenses you incur on Company business. Claims for expenses will be subject to Company approval. The claim should be lodged promptly and must be accompanied by reasonable proof of the expenditure. No employee is entitled to authorize his or her own expenses.

6. Leave

You will be entitled to leave as per the prevailing policies of the Company, which the company has a right to amend time to time.

7. References

This appointment is subject to satisfactory references, which will be taken upon receipt of your acceptance of our offer of employment.

8. Intellectual Property

You acknowledge that all materials you create in the course of your employment (regardless of the form they take) will belong to the Company so that the Company is considered their author or producer. If, for any reason, you are considered author or the producer of these materials, you hereby assign to the Company all right, title & interest you may have in them.

With prejudice to this provision, you confirm that you have declared to the Company all of your business interests existing at the date on which your employment commences. Whether or not they are similar to or in conflict with the business of the Company. If these interests change during the term of your employment, you will promptly notify the Company.

9. Non-Competition

You acknowledge that during the course of your employment with the company, you will become familiar with the Company and that your services will be of a special, unique and extraordinary

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Office Address: WorkBee Co-working, 419, 4th floor, JMD Megapolis, Sohna Road, Sector 48, Gurugram, Haryana 122018



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value to the company. You agree that during the term hereof and for 12 months thereafter, you shall not directly or indirectly own, manage, control, participate in, consult with, render services for, or

engage in any business competing with the businesses of the company within India. For the purpose of this Services, which the company operates now or will operate in the future.

10. Non-Solicitation

You shall not, within 12 months after the date of termination of your employment with the company recruit, solicit, entice, assist or engage in any activity whatsoever that would result in any person then or thereafter employed by the Company, to join you in providing services to or be employed by any business activity in which you shall be involved.

11. Confidentiality

You agree that the terms applying to your employment are strictly confidential. Any disclosure of these terms & conditions to the third parties (including other employees of the Company) constitutes a breach of your employment.

You also acknowledge that the information you acquire about the Company in the course of your employment by the company is highly confidential. You agree that during term of your employment here under and thereafter not to knowingly or unknowingly use such information, for any purpose other than for the sole benefit of the company and you agree neither to disclose nor to provide your opinion on any such information to any third party through any medium of mass communication, including but not limited to blogs and social networking sites, without the prior consent of the Company.

In the event of such disclosure, your services are liable for termination at the sole discretion of the Company. On joining the services of the Company you would be required to sign an agreement with the company on "[NON DISCLOSURE AGREEMENT](#)".

12. Remedy

It is agreed that your position in the Company is unique, unusual, special and extraordinary nature and of a peculiar value, the loss of which cannot be reasonably or adequately compensated damages in any action at law, and that a breach or threatened breach of this contract by you shall cause the company a grave and irreparable injury and damage. You agree that the Company, in addition to any other remedies, shall be entitled to injunctive and other equitable relief to prevent a breach or threatened breach of this Contract by you.

Notwithstanding anything to the contrary in this contract, if you breach any position of this Contract, the Company shall have the right, subject to statute, to set off against any sum the company owes you the amount of any damages incurred or suffered by the company as a result of the breach. Any such set off shall not be presumed to be in full satisfaction of or as liquidated damages for or as a release of any claim or damages against you that may accrue to the Company as a result of the breach.

13. Return of Common Property

You shall also deliver to the Company all company property, equipment and materials made or compiled or required by you during your employment here under and concerning the business, finance or affairs of the Company.

14. Probation

You will be on probation for a period of 2 months from the date of joining. In case your performance during the probation period is found unsatisfactory, your probation may be extended by a further period not exceeding three months or your services may be terminated, at the discretion of the company. In the event of an extension of probation, a letter shall be provided by the Company to you. If your performance is found unsatisfactory during such extension, your services will be terminated. The total probation period including extension will not exceed 6 months.

15. Notice of Termination

During the services in the Company, the services may be terminated as per the below mentioned guidelines. In the event

A) If the Company terminates the services, the Company shall serve you 1 month notice period or salary and fixed allowances (if any) in lieu thereof; and

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B) If you resign from the services, you will be required to serve 1 month of notice period. In case to pay the company the Salary & Fixed allowance (If any) for the duration of the notice period reduced. However, the company on its sole discretion may decide to waive off/reduce the notice period.

The Company may at its discretion terminate the services forthwith in case you fail to provide adequate proof with respect to the personal or previous employment information provided by you within 15 working days from the date of joining.

However, in the event of you committing any criminal offense or indulging in activities which amount to moral turpitude or acting against the interest of the Company, you shall be liable to be dismissed forthright after getting an opportunity of being heard, without any further notice. Further the Company may terminate this Contract, without prior notice or payment in lieu of notice for serious misconduct in accordance with relevant laws or any material breach of this Contract including, in particular any breach of Paragraph 8 (Intellectual property rights), 9 (Non-competition), 10 (Non Solicitation) 11 (Confidentiality) of this contract.

This letter constitutes the written terms and conditions governing your Contract of employment with the Company. Please, therefore, signify your acceptance of terms contained herein by signing and returning to the Human Resources Department, the duplicate Contract.

For **Jumping Minds AI Labs Private Limited**

Name: Ariba Khan
Authorized Signatory

I have received a copy of this letter and have read and understood its contents. I accept that the contents of this letter constitute my contract of employment. I also understand that any alterations shall be mutually agreed and will be notified to me personally. I will join the services of the company on 9/1/2023

Signature: Apoorva Das

Name: Apoorva Das

Date: 6 Jan 2023

Compensation break-up of:

Salary component (Rs)	38,888
TDS 10% of Salary Component	3,888
TOTAL IN HAND	35,000

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ACKNOWLEDGEMENT

I wish to express my sincerest gratitude to Mr. Neeraj Rathee for his continuous guidance and mentorship that he provided me during the project. He showed me the path to achieve our targets by explaining all the tasks to be done and explained to us the importance of this project as well as its industrial relevance. He was always ready to help me and clear my doubts regarding any hurdles in this project. Without his constant support and motivation, this project would not have been successful.

Place: New Delhi

Date : 15 May 2023

APOORVA DAS (2K21/MDVC/02)

Abstract

Mental health challenges are widespread in India, affecting roughly one in seven people. However, there is often a stigma attached to seeking help for these issues. Instagram, a popular social media platform in India with over 120 million users, is helping to break down this stigma by providing a safe and supportive space for people to talk about their mental health.

Instagram users can share their personal stories and struggles with mental health, and connect with others who are going through similar experiences. This can help people to feel less alone and more understood. Organizations and mental health experts also use Instagram to disseminate information and resources, providing support and services to those who need them.

Instagram is a valuable tool for advancing mental health awareness and assistance in India. It is a safe and easily accessible platform for people to share their feelings, seek aid, and connect with mental health resources.

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COMPANY PROFILE

jumpingMinds.ai

I had the opportunity to intern as a Senior Graphic Designer at jumpingMinds.ai during the final semester of my Master of Design. jumpingMinds.ai is a digital platform dedicated to enhancing mental health and well-being in India. Their main offering, the 'jumpingMinds' app, creates a safe, anonymous, and easy-to-use environment for mental health assistance.

I was responsible for designing social media graphics, print ads, etc. I was excited to be able to use my design skills to help promote a cause that I am passionate about.

In addition to the above, I also learned the following during my internship:

- The importance of user-centered design
- The power of storytelling through design
- The importance of working with a team to achieve a common goal
- The importance of giving back to the community

I am confident that the skills and knowledge I gained during my internship will be valuable to me in my future career. I am grateful for the opportunity to have worked with jumpingMinds.ai, and I look forward to continuing to work to promote mental health and well-being in India and around the world.

Internship Requirements

- A creative professional must create social media graphics that match a brand's theme and language, by understanding its vision, audience, and objectives.
- Using design tools while following brand guidelines, typography, layout, and imagery is crucial.
- Illustrations are important, requiring comprehension of the message and target demographic.
- Engaging in animations demand proficiency in animation software and imaginative ideas.
- Choosing the right color scheme is vital for amplifying visual impact and triggering emotions.
- Collaboration with copywriters, social media managers, and founders is essential for aligning requirements.
- Team brainstorming involves being receptive, developing inventive solutions, and communicating effectively for high-quality work.

Background Study

Origin

Mental health is crucial for the well-being of individuals in India, where high population density, work-related stress, and cultural taboos surrounding mental illness contribute to its significance. Ignoring mental health can result in severe outcomes like depression, anxiety, and suicide, hindering economic and social progress. Investing in mental health services, raising awareness, and reducing stigma is imperative to foster a healthy and flourishing society in India.

Call to action

jumpingMinds is building India's largest mental health community through its app and leveraging Instagram to boost its visibility. Their Instagram presence raises awareness about mental health issues and promotes daily adjustments through vivid graphics and animations. With their expertise, jumpingMinds utilizes Instagram to reduce stigma and promote mental wellness.

Role of Art and Design

Art and design have a significant impact on mental well-being by reducing stress, anxiety, and depression while promoting positive emotions and cognitive function. They provide a unique platform for self-expression and imagination, allowing individuals to explore their inner thoughts and emotions. Design is also essential in creating functional and visually appealing environments that have a positive impact on mental health. Immersing oneself in art and design can improve overall well-being, foster self-awareness, and provide inspiration and encouragement for personal development. Therefore, integrating art and design into daily life is crucial for maintaining and improving mental health.

Need of Study

Initially doubtful about Instagram's effectiveness in increasing visibility and promoting valuable content, my perspective shifted after exploring Instagram marketing. I discovered that Instagram, primarily recognized as a platform for leisure and social interaction, possesses unique advantages that can significantly impact someone's life, particularly their mental health.

Instagram presents both simplicity and challenges. Its user-friendly interface allows for effortless content posting while navigating the Instagram algorithm and gaining visibility among its vast 120 billion users demands considerable effort, research, and creativity.

jumpingMinds' Instagram account which began in 2020 and gained 67k followers in two years was facing some problems. By 2023, when I joined jumpingMinds, our followers had already dropped to 64k, and our last popular reel with a 10 million reach was posted in August 2022. Our follower count continued to go down, reaching 63k by the end of March.

In my role, I was responsible for producing top-notch animations and illustrations that adhered to jumpingMinds' theme, as well as captivating ideas that could make a real impact. I recognized that for an organization catering to a broad audience, it's essential to consistently deliver content that appeals to them and genuinely piques their interest.

Methodology

***Mission:** to gain visibility on Instagram*

I centered my attention on creating content that not only looked great, but also appealed to our target audience. After doing extensive research to learn about our followers' interests and what they like, I put in a lot of hard work to come up with content that would captivate their attention and encourage them to interact with our posts.

Gradually, our content started getting traction, and more people began following us. To keep things fresh and engaging, I tried out different formats, styles, and ideas. Additionally, I collaborated with other creators and used relevant hashtags to expand our outreach and gain new followers.

Eventually, all the effort paid off; we saw a rise in our Instagram presence. Our follower count gradually increased, and engagement metrics improved drastically. We got great feedback from our followers who truly appreciated the quality of our content as well as the value it added to their Instagram experience.

- **Understanding Target audience:**

Instagram is a popular social network in India, with a majority of users aged 18-34, an even gender split, and popular among urban millennials and Gen Z. Users share personal experiences, follow famous figures or brands, discover new trends, and engage with entertainment content. Indians are active on the platform, liking, commenting, and sharing. Businesses also rely on Instagram to reach Indians, with influencer marketing being popular. Instagram's visual style is ideal for advertising goods and services, making it a valuable marketing tool, especially for e-commerce businesses.

- **1-year-old data analysis:**

When it comes to making any changes on an established social media platform, it's important to take the time to analyze thoroughly before jumping in. That's because

changes made could have a huge impact on user engagement, audience reach, and how well the platform performs.

That's why we took a pronged approach when we began our analysis of our Instagram page. We looked at one year's data and stats, plus we tried to remember what market trends were like back then. That helped us get a better sense of what had worked for us in the past and how Instagram reacted to our page.

And that paid off! We put all that information together and came up with some valuable insights that helped us make decisions about our strategy. We figured out what types of content had already done well and how our audience's preferences had changed over time. Plus, we took into consideration the huge effect of COVID-19 on user behavior and had to adjust our approach accordingly.

At the same time, we had to keep up with all the new trends and algorithms on Instagram since they could potentially have a big impact on performance. So we monitored them closely, looking for areas where we could make improvements and then altering our strategy as needed.

Finally, we also kept in mind how users' attitudes towards Instagram were changing in terms of how much time and energy they were willing to dedicate to the platform. That way, we could create a plan that was strategic, professional, and tailored specifically to meet the needs of our followers.

. **Deeper analysis:**

To understand why certain reels on our platform had crossed over 100k views, we conducted a detailed analysis to identify the key factors behind their success. Through

this process, we examined a range of elements, including trending audio, visual appeal, and the strength of the concept.

After conducting a thorough analysis, we discovered that the success of these reels was primarily due to the strength of the concept. A vast majority of the reels that crossed the 100k views mark did so because of the strength of the underlying idea, with the trending audio serving to support and amplify the concept.

This insight has significant implications for our approach to content creation moving forward. It highlights the importance of investing time and effort into developing strong, innovative ideas that will capture the attention and imagination of our audience. By prioritizing the strength of the idea, we can create content that resonates with viewers and stands out in an increasingly crowded and competitive social media landscape.

	A	B	C	D	E	F	G	H	I	J	K	L
1	BOOSTED OR COLLAB	INSTAGRAM POST LINKS	FORMAT OF THE POST	DATE OF POSTING	MONTH OF POSTING	DAY OF POSTING	REACH	LIKES	COMMENTS	SAVES	COLOUR COMBINATIONS	CHARACTERS USED
2		https://www.instagram.com/p/CuNkXcD17/	Static post	13 Mar 2023	Mar	Monday	13.5k	920	6	88	Moment marketing	Naatu Naatu background
3		https://www.instagram.com/p/CuQ9-ELduQ/	Static post	3 Mar 2023	Mar	Friday	13.3k	561	9	87	White bg	cartoon girl
4			Static Post	1 Mar 2023	Mar	Wednesday	13k	349	8	82	Yellow background	Uki
5		https://www.instagram.com/p/CuQ7m_rYb/	Reel	16 Feb 2023	Feb	Thursday	14.8k	835	12	182	Colour changing bg	Brain
6	COLLAB	https://www.instagram.com/p/CuNm8LcK9/	Reel	11 Feb 2023	Feb	Saturday	25.4k	1225	92	17	Humanise reel	Influencer collab - Karishma
7	COLLAB	https://www.instagram.com/p/CuN20CEDWQ1/	Reel	11 Feb 2023	Feb	Saturday	163k	2824	429	37	Humanise reel	Influencer collab- Piyali
8		https://www.instagram.com/p/CuBfioPy8eA/	Static post	9 Feb 2023	Feb	Thursday	19.5k	1479	15	207	Moment marketing	Sid-kiara
9		https://www.instagram.com/p/CuT1-QASatI/	Static post	6 Feb 2023	Feb	Monday	12.5k	771	14	82	White bg	Cat meme
10		https://www.instagram.com/p/CuKNSG5D9YX/	Static post	2 Feb 2023	Feb	Thursday	14.7k	886	13	171	White bg	Spongebob meme
11		https://www.instagram.com/p/CuH-TL_o_c/	Reel	1 Feb 2023	Feb	Wednesday	30k	1480	30	385	Blue hues	Uki
12		https://www.instagram.com/p/CuF1aMEvYNK/	Static post	31 Jan 2023	Jan	Tuesday	17.5k	514	10	346	Pink background	snuggles
13		https://www.instagram.com/p/CuqW47s6bZ4/	Static post	17 Jan 2023	Jan	Tuesday	12.9k	684	5	117	Cream bg	Snuggles and koko
14		https://www.instagram.com/p/CuZ0zqZ3QYI/	Reel	14 Jan 2023	Jan	Saturday	156k	8259	23	1985	White bg	Disney snippet

Fig. 1: Analysis of all the viral posts in the past 1 year

	A	B	C	D	E	F	G	H	I	J	K
3	https://www.instagram.com/p/CmnpWRvNgG2/	Static Carousel	Dec 30th 2022 Friday	6.5k		368	7	47 white	snuggles and uki	Year end surprise	self love, ment awareness, co beginnings, an
4	https://www.instagram.com/p/CrmwEvhzNm2n/	Static post	Dec 29th 2022 Thursday	6.5k		142	41	16 Red and green, festive	NIL	Contest post	contest alert, g yearend conte
5	https://www.instagram.com/p/CmthHbmy0JY/	Static post	Dec 28th 2022 Wednesday	7.6k		342	12	cream with bright colour popup	All the characters	Ready for 2023	you matter, sel friends, you gc yourself
6	https://www.instagram.com/p/CmqrGPNyI6s/	Static Carousel	Dec 27th 2022 Tuesday	5.5k		293	4	29 Red, festive theme	Snuggles	Scratch card, virtual hug	mental health i self love, you g virtualhugs
7	https://www.instagram.com/p/Cmnsja-pTs/	Reel	Dec 26th 2022 Monday	11k		759	14	71 white bg	cat meme	When 26th dec is monday	monday blues, trending, ment monday
8	https://www.instagram.com/p/CmLJQ_srke8/	Static Carousel	Dec 25th 2022 Sunday	4k		116	7	7 Festive red	NIL	Convo, festive loneliness	gift, merry chri mental health i love, comic
9	https://www.instagram.com/p/CmLynQaV0Y/	Reel	Dec 24th 2022 Saturday	3k		81	15	9 Festive red	NIL	Convo, festive loneliness	gift, merry chri mental health i love, comic

Fig. 2: Analysis of all posts in the past 1 year

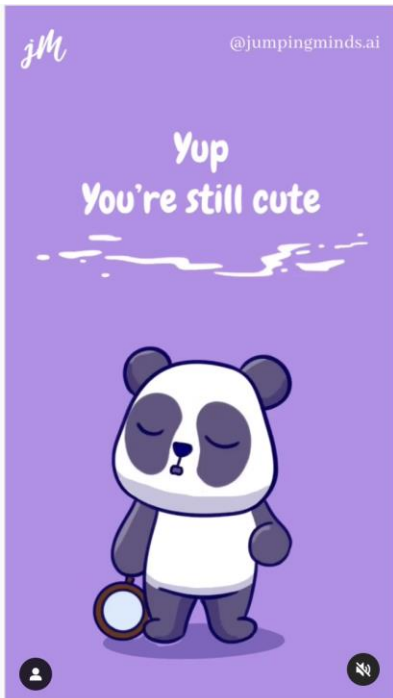


Fig. 3: Old posts which have worked well with 100k+ reach

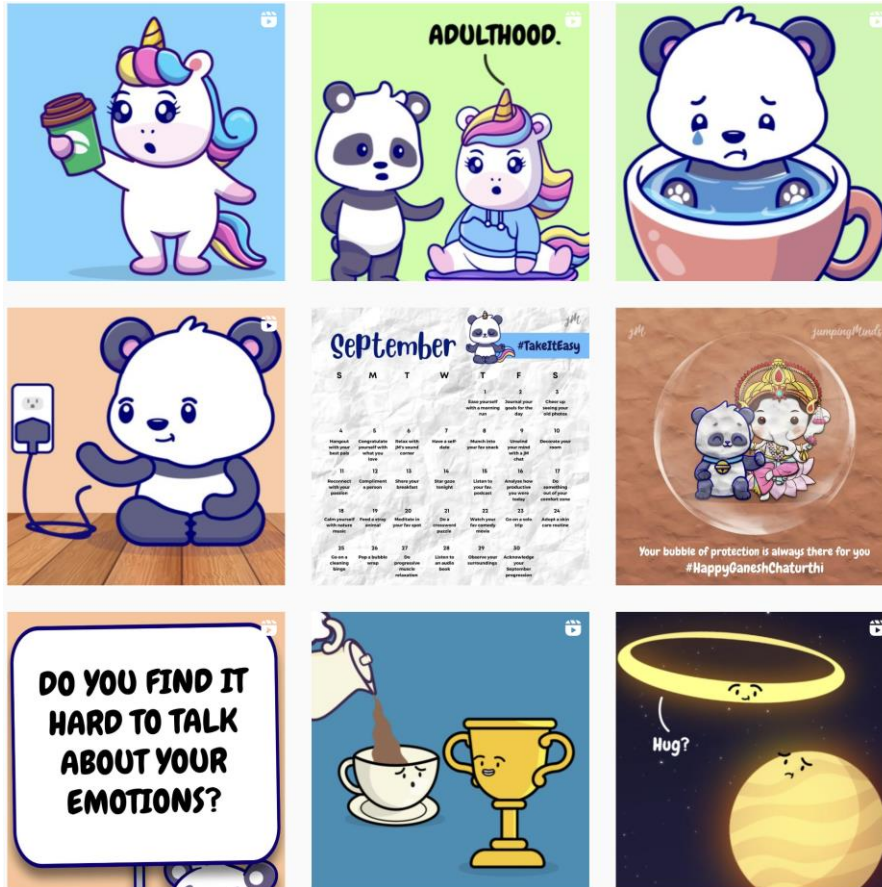


Fig. 4: Older feed when every post was working well

Finding Loopholes:

To improve our social media presence, we conducted a comparative study of our old and new creatives. By analyzing the differences between them, we identified areas for improvement and explored new ways of representing ourselves on the internet. We determined specific elements that were holding back our posts from achieving the desired level of engagement, such as image quality, copywriting, and call-to-action language. Additionally, we looked at emerging trends and techniques in different forms of web representation and incorporated them into our content strategy. This helped us to deliver content that resonated with our visitors and engage with them in the way we wanted to. By conducting a comparative study and being open to new approaches, we were able to enhance our social media presence and better connect with our audience.

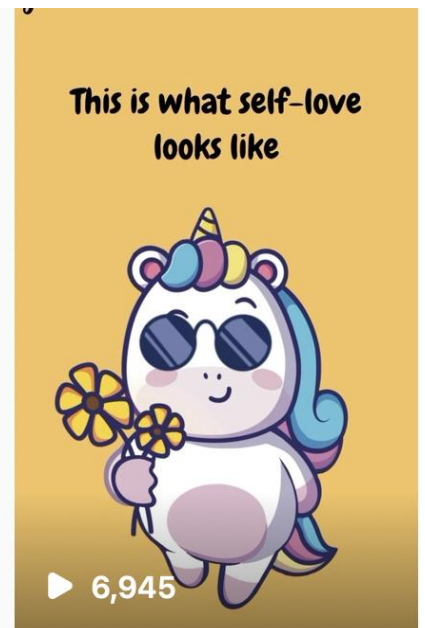
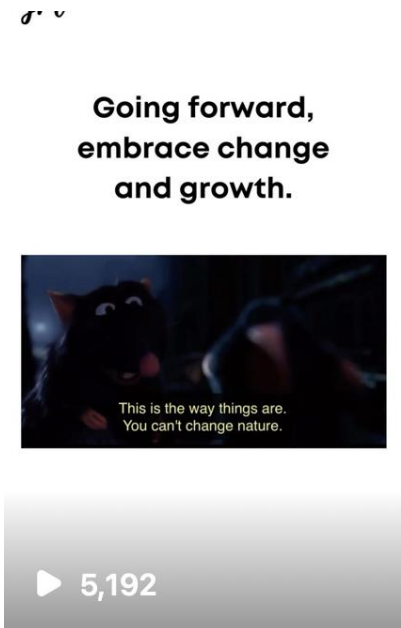


Fig. 5: New posts that performed poorly

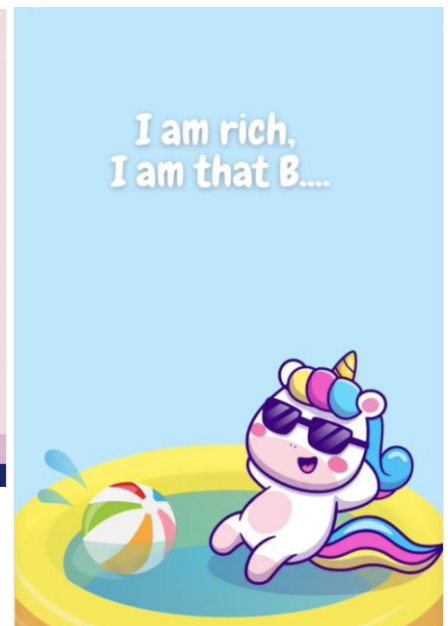
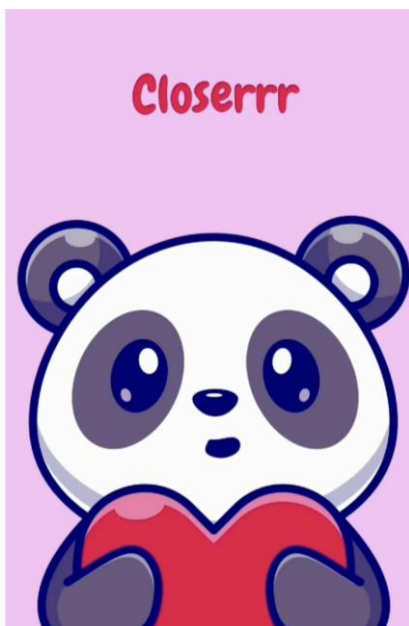


Fig. 6: Old posts that performed well

- **Major Brainstorming:**

We wanted to gain a competitive edge, so we decided to compare our Instagram accounts with those of our competitors. We looked at the content, the strategies employed and even the engagement levels with their audience. This gave us great insights into what was working for them and what wasn't. We used this information to develop our original content strategy, making sure that it was tailored to our specific audience and setting us apart from the competition. We also took inspiration from the best practices of our competitors, taking on board new approaches to engage with our audience and build meaningful relationships. All in all, by comparing ourselves against others we were able to develop a unique strategy that increased performance and put us ahead of the pack!

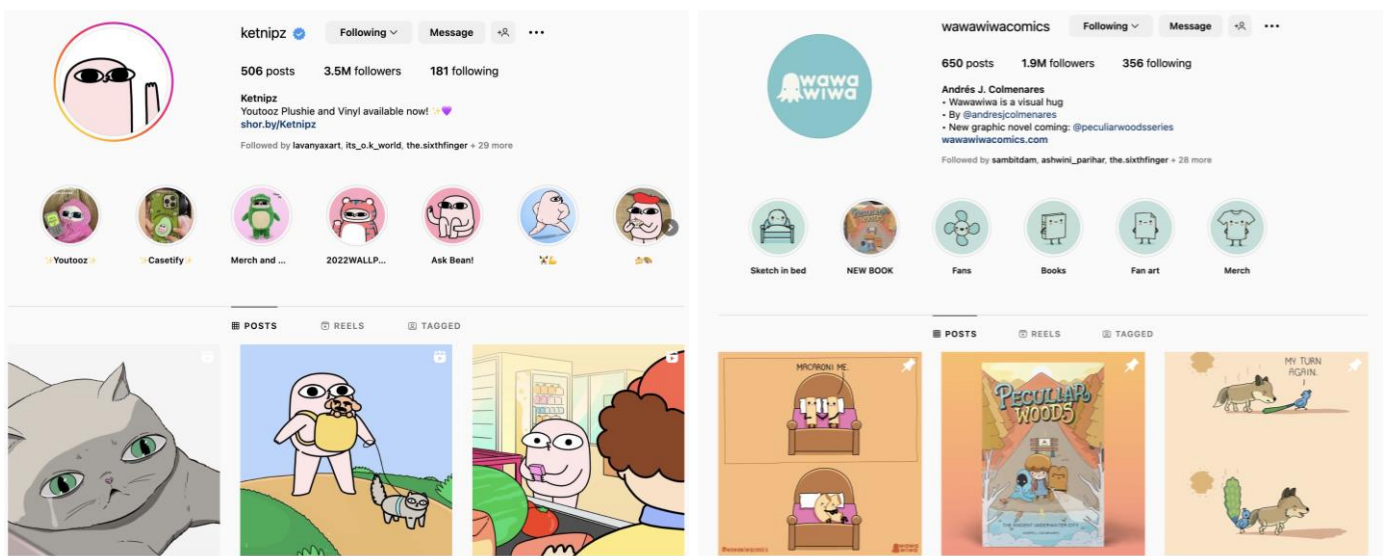


Fig. 7: Instagram accounts from which we took reference

- **Finally figuring out what works for us and how to plan further:**

Gradually, our content started gaining traction, and our follower count began to increase. I experimented with different formats, styles, and ideas to keep our content fresh and engaging. I also collaborated with other creators and utilized relevant hashtags to expand our reach and attract new followers.

Over time, our efforts paid off, and we witnessed a resurgence in our Instagram presence. Our follower count rose steadily, and our engagement metrics improved significantly. We received positive feedback from our followers, who appreciated the quality of our content and the value it added to their Instagram experience.

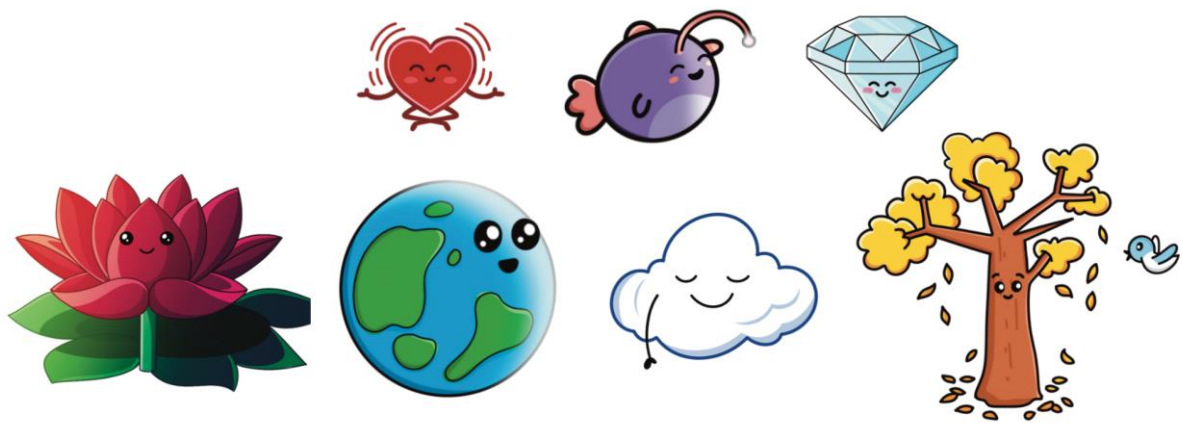


Fig. 8: New character designs



Fig. 9: New way of post representation

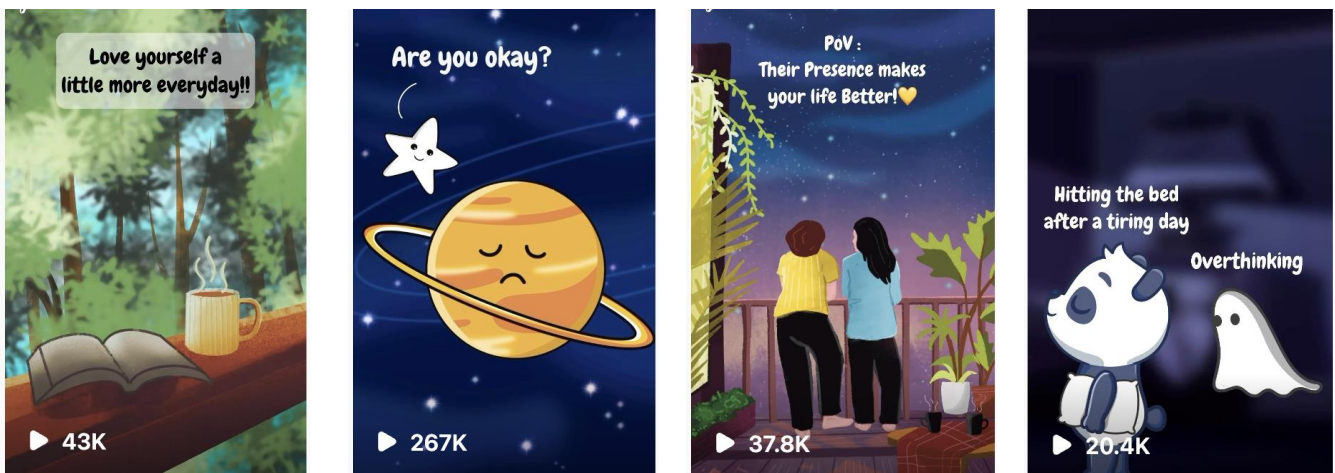


Fig. 10: New way of Reel representation

- **Growth results:**

Two posts went viral, receiving 4 million and 2.5 million views, respectively, resulting in an increase in the user's followers from 63k to 71k. This shows that the content was engaging and reached a large audience, which is positive for the individual's online

presence. Going viral on social media can enhance personal or professional branding, potentially leading to more opportunities for growth and success.

that crossed

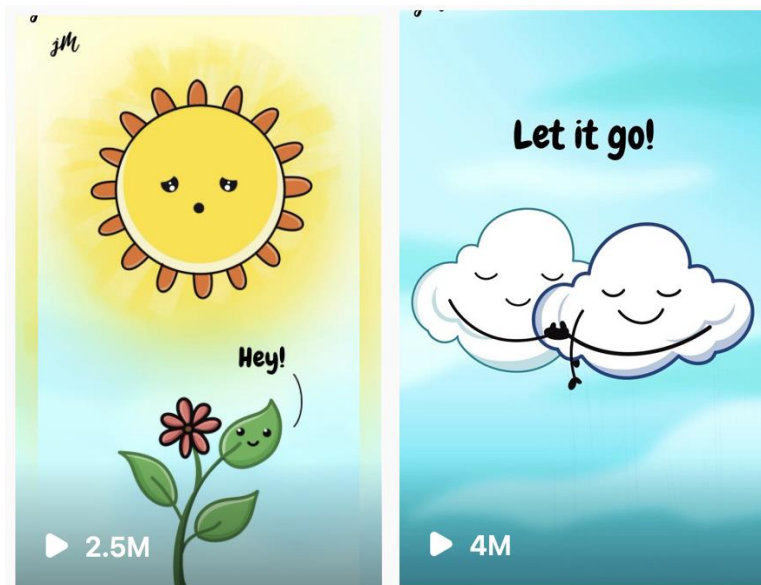


Fig. 11: Reels millions



Fig. 12: New feed after applying all the changes

Conclusion and Discussion

My experience with Instagram marketing has taught me that despite being a social media platform primarily meant for leisure and relaxation, Instagram has immense potential to make a difference in someone's life, particularly in the realm of mental health. By understanding the platform's strengths, putting in hard work, conducting research, and creating quality content that resonates with the target audience, it is possible to gain visibility and create a positive impact. As part of jumpingMinds, I am proud to have contributed to our Instagram success and to have helped our organization connect with our audience through compelling content.

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