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**Developing and Evaluating a Data-Driven Social Media Strategy to Enhance Engagement,
Brand Awareness, and Reach for Oillogy (Hair Care Brand)**



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OILLOGY FINAL YEAR PROJECT

DEDICATION

This project is dedicated to our parents, teachers, and mentors whose support, patience, and encouragement made this academic journey possible.

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LIST OF ABBREVIATIONS

Abbreviation	Meaning
AIDA	Attention, Interest, Desire, Action
APA	American Psychological Association
CRM	Customer Relationship Management
CTR	Click-Through Rate
ER	Engagement Rate
FYP	Final Year Project
KPI	Key Performance Indicator
ROI	Return on Investment
SMM	Social Media Marketing
SPSS	Statistical Package for the Social Sciences
UGC	User-Generated Content

EXECUTIVE SUMMARY

This Final year project develops a data-driven Instagram marketing strategy for Oillogy Pakistan, a hair care brand offering porosity-based hair oils. The study focuses on improving brand awareness, engagement, reach, audience interaction, and conversion potential through structured content planning, influencer collaboration, and performance tracking.

The project uses a mixed applied research approach based on primary survey data collected from 180 respondents, along with secondary data from Oillogy's website, Instagram presence, competitors, academic sources, and digital marketing reports. Since actual company analytics and sales data were not available, Instagram performance figures are treated as projected estimates for academic analysis, while the survey responses are used as actual primary data.

The findings show that content relevance, interactivity, authenticity, influencer credibility, and analytics-driven personalization positively influence engagement and purchase intention. Among these, content relevance and interactivity are the strongest factors. The regression model explains 53 percent of the variation in engagement intention, showing that a planned, data-based strategy can improve social media performance.

The report recommends a 12-week Instagram strategy including educational Reels, product demonstrations, customer reviews, user-generated content, micro-influencer partnerships, story polls, optimized hashtags, paid retargeting, and monthly analytics review. Overall, the project provides Oillogy with a practical roadmap to shift from irregular posting to a consistent, measurable, and customer-focused social media strategy.