INSTAGRAM AUDITS · REEL PRODUCTION · DM & GROWTH SYSTEMS

We treat a feed like it's *measurable* — because it is.

Three engagements, three disciplines, one throughline: diagnose what's actually happening on the profile, produce content built to a spec instead of a guess, and put the response systems around it that most accounts run entirely by hand.

See the work · ashasurendran.works@gmail.com

76/100
Competitive audit score delivered, with a named priority-action list

15.0s
A Reel planned to the frame — every clip, overlay and cut specified

40%+
Conversion recovered per hour of DM delay closed by automation

WHAT WE DO

01 — AUDIT
Competitive audits
Every profile scored and benchmarked against direct competitors, with findings ranked most-to-least urgent — not a vibe check, a document you can act on.

02 — PRODUCE
Reel edit plans
Shot-by-shot editing specs — trims, overlays, transitions, export settings — precise enough that any editor can execute the plan without me in the room.

03 — AUTOMATE
DM & community systems
Response automation and community management built around one number: how fast a prospect gets an answer, and what that costs when they don't.

CASE 01 · AUDIT — Heritage spice & masala brand · 90K+ followers · foodservice distributor

Scoring a feed against its two closest competitors

The brief: *"assess the profile against two direct competitors, find the strongest opportunities for engagement and discoverability, and turn the findings into actions the business can implement immediately."* Three profiles were benchmarked head to head — bio, Highlights, grid composition, and the single tactic each competitor was using to win.

OVERALL PROFILE SCORE



76/100
Ahead on brand & variety · behind on recipe-led content

WHERE THE ACCOUNT ALREADY WINS

- Strong, consistent brand identity — every post is instantly recognizable
- Genuine content variety: products, people, launches, behind-the-scenes moments
- A real foundation for human-led storytelling, from existing team and event footage

FINDINGS, RANKED MOST TO LEAST URGENT

FINDING 01	**Recipe and food inspiration aren't the dominant content type** — so there's no standing reason for a follower to check back between launches.
FINDING 02	**The content mix is scattered** across corporate news, events, products and recipes, which dilutes what the account is *actually for*.
FINDING 03	**Captions rarely carry one clear call to action** — saves and shares are being left on the table by copy that describes instead of asks.

BEFORE

Bio led with distributor credentials and years-in-business — professional, but the customer-facing benefit was three lines down and easy to miss in a two-second scroll.

REWRITE DELIVERED

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Authentic spices & masalas for everyday Indian cooking 🌶️
Easy recipes • Cooking inspiration • New launches
Discover your next favourite recipe ↓
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> *"The single biggest shift: stop asking people to follow a spice brand, and start giving them a reason to follow a recipe source."*

CASE 02 · PRODUCE — Exam-prep coaching institute · NEET / JEE / KEAM / CUET programs

A 15-second Reel, planned to the frame

The brief: *"make it feel warm and appetising, not rushed — establish the program, keep the enrollment link on screen, and make sure it holds up on Reels."* Fifteen seconds and "not rushed" pull against each other, so the plan leans on fewer, longer holds instead of the fast-cut default.

CLIP SEQUENCE & TRIM PLAN

Teacher Hook	Whiteboard	Students Write	Wrap-Up
0:00–0:04	0:04–0:08	0:08–0:11.5	0:11.5–0:15

SPLIT Clip 2 (whiteboard) carries a mid-clip removal — a dead pause where the teacher re-reads notes is cut out and the two halves rejoined so the explanation reads as continuous.

~ 0.35s Cross-dissolve between clips 2 and 3 — the one moment the subject changes (teacher → students), signalled with a soft transition rather than a hard cut. Every other join stays a straight cut.

OVERLAY 1 — PROGRAM NAME

NEET · JEE · KEAM · CUET

TIMING	0:00–0:04
FONT	Poppins SemiBold — rounded sans reads as approachable, not clinical
ANIMATION	Fade + rise in · fade out (no rise on exit — calmer than a "flying text" look)
SFX	Soft whoosh-in, timed to the animation start

OVERLAY 2 — ENROLLMENT LINK

[enrollment link]

TIMING	0:08–0:15, spanning the back half so it survives a re-watch
FONT	Poppins SemiBold, smaller — reads as a footer, not a headline
ANIMATION	Fade in only, static — no exit, since it's the CTA
PLACEMENT	Lower-third, inset ~12% to clear Instagram's own UI

MUSIC, TRANSITION & EXPORT

MUSIC MOOD	Warm, unhurried acoustic/piano — nothing percussive that fights the pace
MUSIC VOLUME	22% — voice/room tone stays the focus; raised to 45% if the clips carry no usable dialogue
CANVAS	9:16 — 1080 × 1920px, no letterboxing
FRAME RATE / EXPORT	30fps · 1080p · High/Best bitrate
DURATION	Exactly 15.0s, trimmed for a clean loop

CASE 03 · AUTOMATE — Same coaching institute · scaling DM volume through enrollment season

Turning DMs into a measurable enrollment pipeline

Every unanswered DM is a prospect who moves on within minutes. The proposal starts from the cost of that delay, then lays out the system built to close it — not a chatbot bolted on, three specific services with a number attached to each.

40%+ drop in conversion for every hour a DM reply is delayed in a competitive coaching market — the number the entire proposal is built to fix.

01
Automation
ManyChat setup with intelligent routing for program inquiries, enrollment questions and follow-ups — running 24/7 without intervention.

02
Community management
Daily comment and DM monitoring, personalized responses, and active relationship-building with the audience.

03
Maintenance
Monthly optimization, performance tracking and strategy adjustments so results keep improving after launch.

RESULTS THE CLIENT CAN EXPECT

- Instant responses around the clock — no missed overnight inquiries
- 3x faster enrollment pipeline, first DM to confirmed seat
- Zero missed inquiries — every DM captured and routed intelligently
- Full setup and optimization delivered within 2 weeks

STARTER

₹15,000 / month

- Automation setup
- 2 weeks of community management
- Everything needed to get started immediately

BUILT TO SCALE

GROWTH

₹28,000 / month

- Full automation
- Ongoing daily community management
- Monthly optimization for scaling programs

HOW AN ENGAGEMENT RUNS

The three cases above aren't three unrelated projects — they're the three phases of fixing one Instagram presence.

PHASE 1
Diagnose
An audit finds exactly where the profile is losing people — scored, benchmarked, and turned into a ranked list of fixes.

PHASE 2
Produce
Content gets built to the plan's specification — every clip, overlay and cut decided before the edit starts, not during it.

PHASE 3
Automate
The systems go in around the content — response time, routing and follow-up — so growth doesn't depend on someone being online.

Have a feed that could use the same treatment?

Send over the profile — audit, production, or automation, or all three in sequence.

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