

The goal of this A/B test is to figure out which Instagram marketing strategy is more effective at increasing engagement with Virginia Beach United Women. Since social media is one of the biggest ways sports teams connect with fans, it's important to understand what type of content gets people interested in following the team and attending games. This test compares two different Instagram posts to see which one creates more engagement and a stronger connection with the brand.

My hypothesis is that Post B, the contest campaign, will receive more engagement than Post A, the influencer campaign. I think people are more likely to interact with a post when there's something in it for them. Giving followers the chance to win a VIP Match Day Experience provides a strong incentive to like, comment, share, or follow the account, which can also help the post reach more people through Instagram's algorithm.

The biggest difference between the two posts is the strategy behind them. Post A uses an influencer-style approach by featuring a player in a more personal and authentic post. The goal is to make the team feel more relatable and help followers build a connection with the players. Post B, on the other hand, focuses on a giveaway. It includes a clear call-to-action and encourages people to engage with the post for a chance to win a prize. While both posts are meant to increase awareness of the team, they use different methods to accomplish that goal.

I think these differences will lead to different results. The influencer post may help improve people's overall opinion of the team and create a stronger personal connection, but I expect the contest post to generate more likes, comments, follows, and overall engagement because of the incentive. By comparing how participants rate each post on engagement, brand perception, interest in following the team, and likelihood of attending a game, this A/B test will help determine which strategy is more effective for growing Virginia Beach United Women's audience on social media.