

# Sangita PATEL

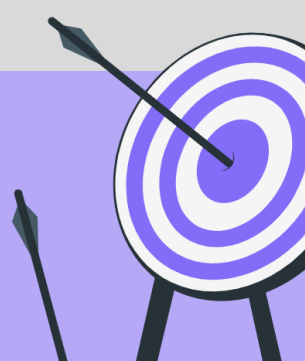


## ABOUT SANGITA PATEL

Host of HGTV's Home to Win and ET Canada, Sangita Patel is one of Canada's most engaging media personalities. Since 2019, Sangita has been named the Canadian Spokesperson for Covergirl.

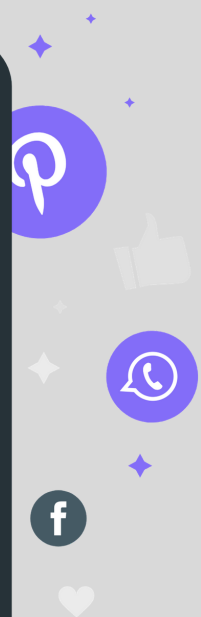
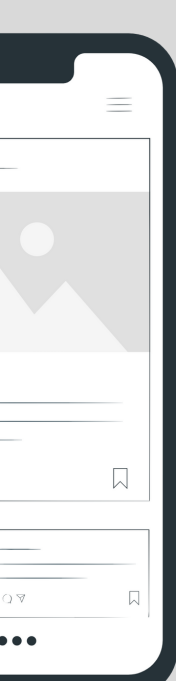


In 2018, Sangita Patel approached Analegy.AI to help grow her digital presence by developing a strong social strategy that would drive audience growth and secure brand partnerships.



## CONTENT STRATEGY

Analegy.AI helped Sangita identify key content pillars by undergoing an extensive analysis on past content performance. Moving forward with a refreshed set of content strategies, Sangita was able to target specific fans under each lifestyle pillar, and achieved a fully-realized brand identity; cementing multiple sellable categories for brand partnerships.



FITNESS



RECIPES



FAMILY



FASHION

## TOTAL SOCIAL MEDIA PERFORMANCE

(since 2018)

**125.6K**

2020 TOTAL FOLLOWERS

(42% ↑)

**39.8K**

2020 AVERAGE IMPRESSIONS PER POST

(11383% ↑)

Yes, that's right!

**9.3K**

2020 AVERAGE IMPRESSIONS PER STORY

(6% ↑)

**3.1K**

2020 AVERAGE ENGAGEMENTS PER POST

(82% ↑)

## KEY WINS, DELIVERED!

Over the years, Sangita has been able to build a strong and engaged following on her social accounts. Brands have been able to tap in and leverage the lifestyle niche she has developed to deliver authentic messages to a highly motivated audience.

After breaking through the 100K follower mark on Instagram, Sangita was able to broaden her appeal across new clients and amplify her visibility within Instagram's algorithms.

By working with Analegy.AI, Sangita was able to turn around her performance in family related content and food recipes on social; a highly competitive and saturated brand category. Today, it has become a key selling point and a consistent content piece incorporated into most partnerships.

