

Case Study for a Instagram

People believe that Instagram is just a place to post selfies, food pics, and baby pics which is absolutely WRONG.

It has become one of the top engaging social media platforms for businesses.

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Background: We had a client who deals in top notch dining, hand crafted cocktails. They just started their business.

We created their Instagram Account in June 2021.

Challenge

We had to set up their Instagram profile and started with zero followers and no content. Since we were essentially starting from scratch, the first step was to add company details, contact information, and some content.

We added a short description of the services. We also included the website link and office address for easy access to additional information. Finally, the 'Call', 'Email' and 'Directions' buttons were all utilized, which gives Instagram users easy access to contact information.

We then shared our first posts, which featured images of their food and drink.

Audience-Building Content Strategy

With the account basics covered, we needed to add more content that would interest our prospective audience. For our organic strategy, we started creating unique posts along with the appealing graphics and started sharing 1 post/day. We included maximum hashtags to reach different audiences. Using more than one hashtag gives us the opportunity to reach different groups of users who follow those hashtags for the content. This content is always visible from the Instagram account.

These posts are all organic and give profile visitors an in-depth look. We started receiving the followers.

Results

Looking at the results from this Instagram strategy, it is clear that small to medium sized local business can benefit extensively. By utilizing Instagram organically we were able to give a profile the professional look and also had a gradual increase in the followers. Regular sharing of organic content delights the current fans and attracts new ones as well. This also helps in branding and customer loyalty.