

VIRAL INSTAS



Overview

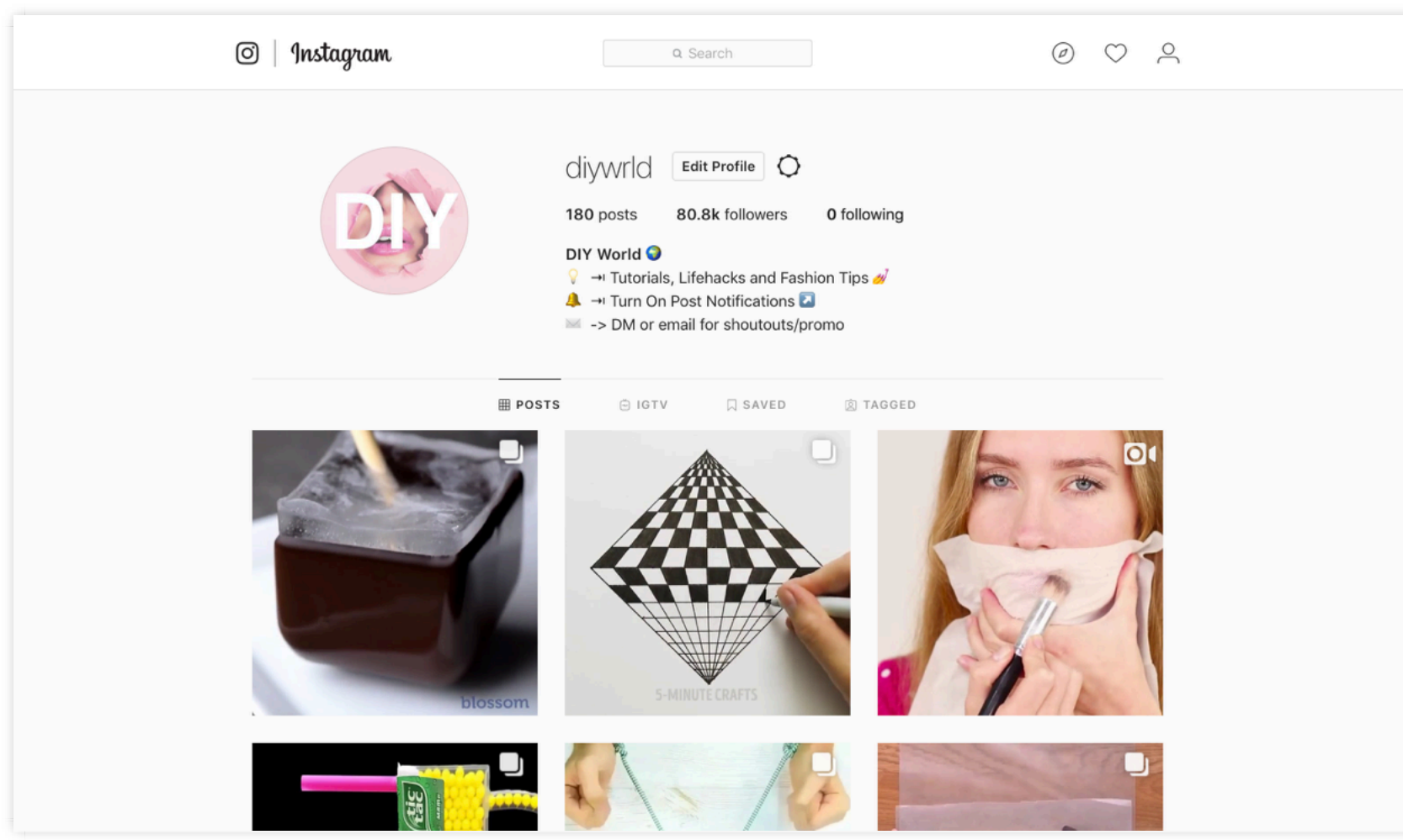
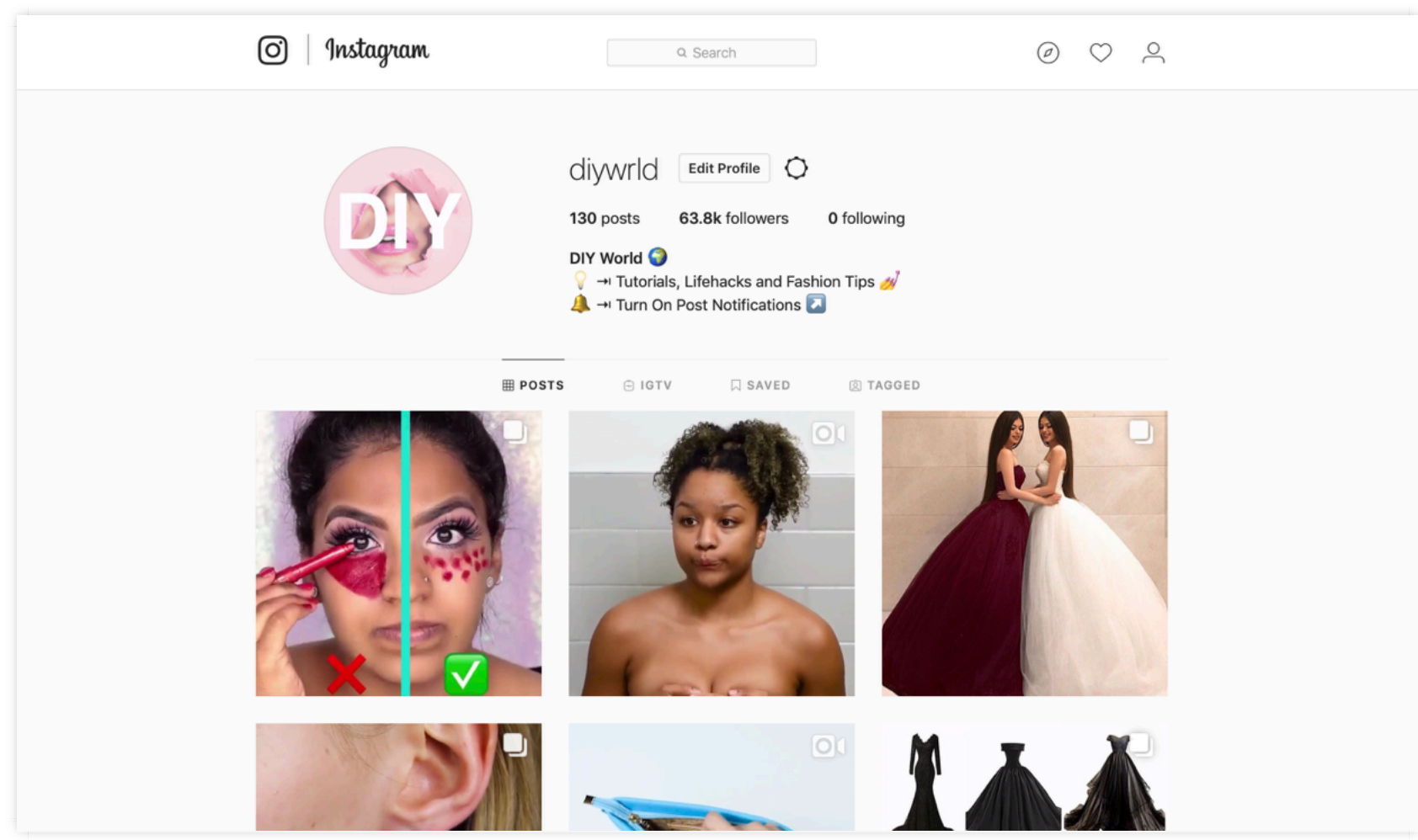
The client had aspirations of growing their current audience to put DIY e-commerce products in front of, for their upcoming e-commerce store. In addition to developing the required knowledge of the product/ industry, this plan consisted of finding 10 pieces of DIY content to curate, daily, that was currently performing above average in terms of engagement within the niche. (which included finding and posting content that recently started going viral in the DIY niche with call to actions encouraging engagement and new follows, along with relevant hashtags that worked in correlation with the account's size and engagement ratio.)

Results

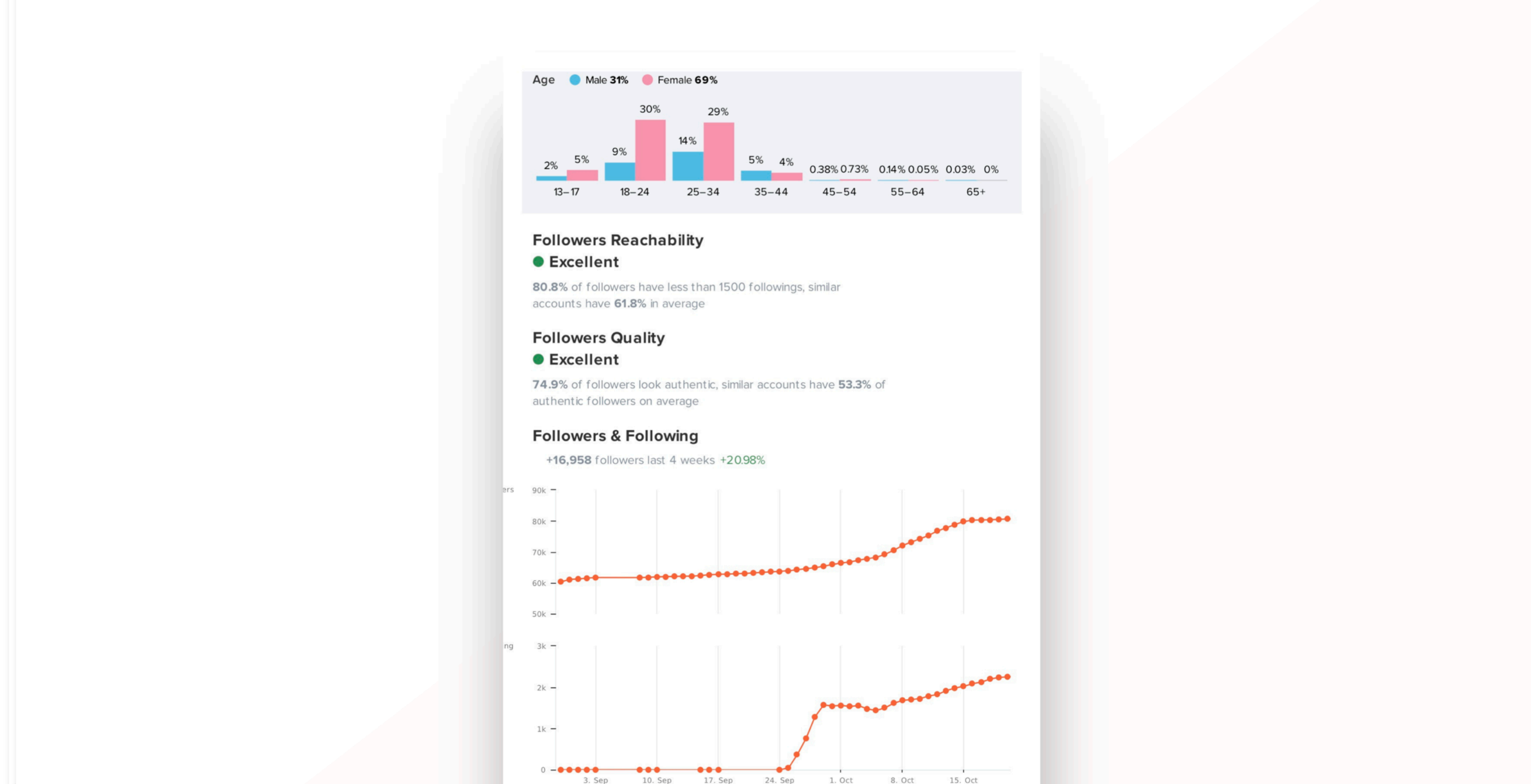
This resulted in an increase of 17,212 followers related to the DIY niche and a increase in engagement on a already well managed account while under management for the period of one month. The client was pleased with the results and opted to instead resell the account to another party.

Niche

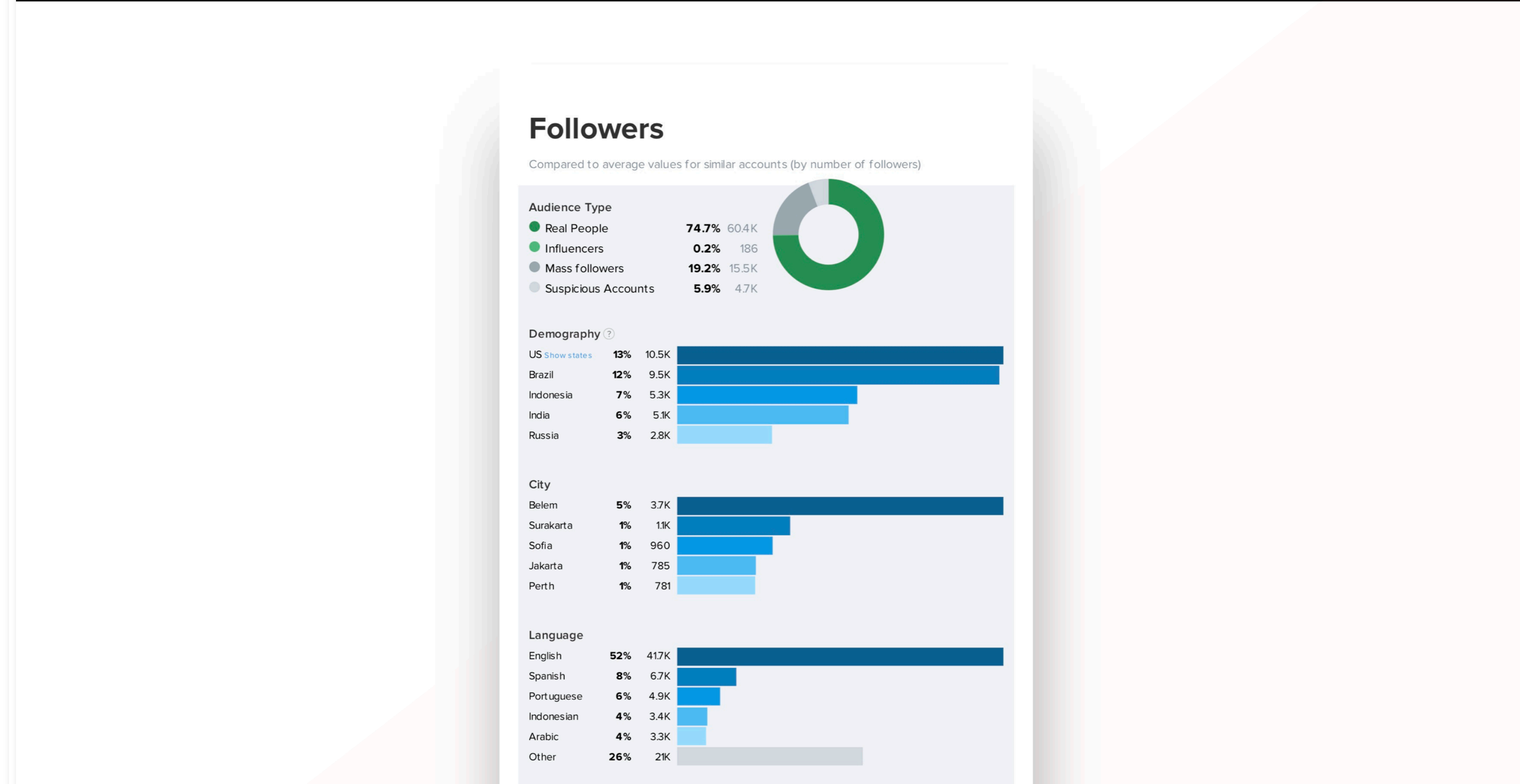
DIY



Growth



Follower Quality



Engagement Authenticity

