

Client Case Study

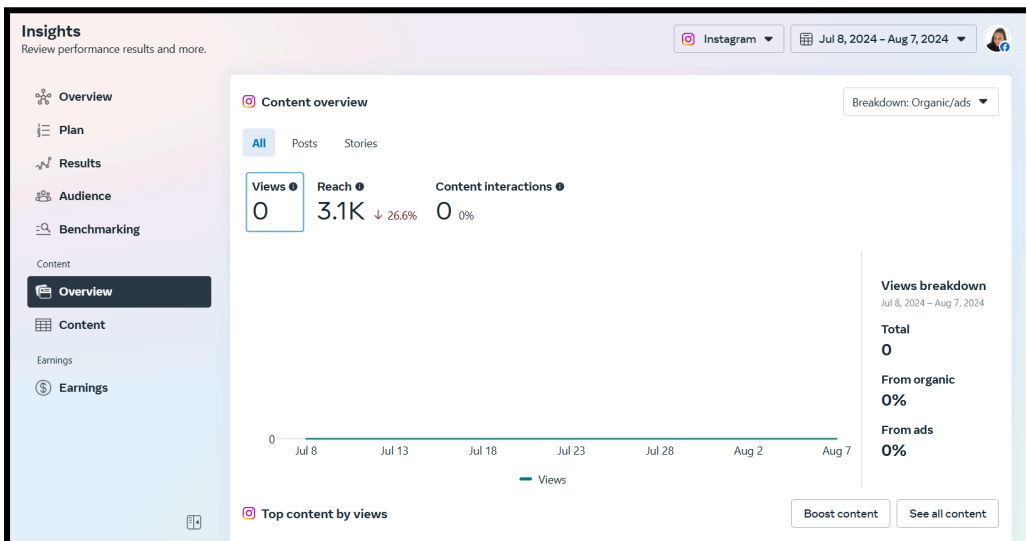
One of my clients is a calligrapher. I have been assisting with their Instagram account since 8th August 2024. She asked me for help as she was very sporadic with posting. Social media can be incredibly time-consuming for solo business owners. She was also struggling with "paralysis by analysis". They have a lot of content as they are an artist, but they don't know what to post or when. We started by posting 3 times a week on the same days at the same times. We have been doing this consistently and her reach has improved exponentially. She is booked and busy. We saw a 7% increase in revenue in 2025 vs 2024 due to improved social media strategy. I also do inbox cleanup for her and I often see emails like "I saw your post on IG/FB...". We experiment with different formats. We meet once a month to discuss the analytics and I always proactively identify areas for improvement in strategy. For example, in our last meeting I said "The Story that you posted on Saturday had amazing views. What did you do and how can we replicate that." As a result of my assistance their reach has grown as follows:

Instagram: 3.1k to 10.8k reach (August 2024 to Feb 2025) 248% increase

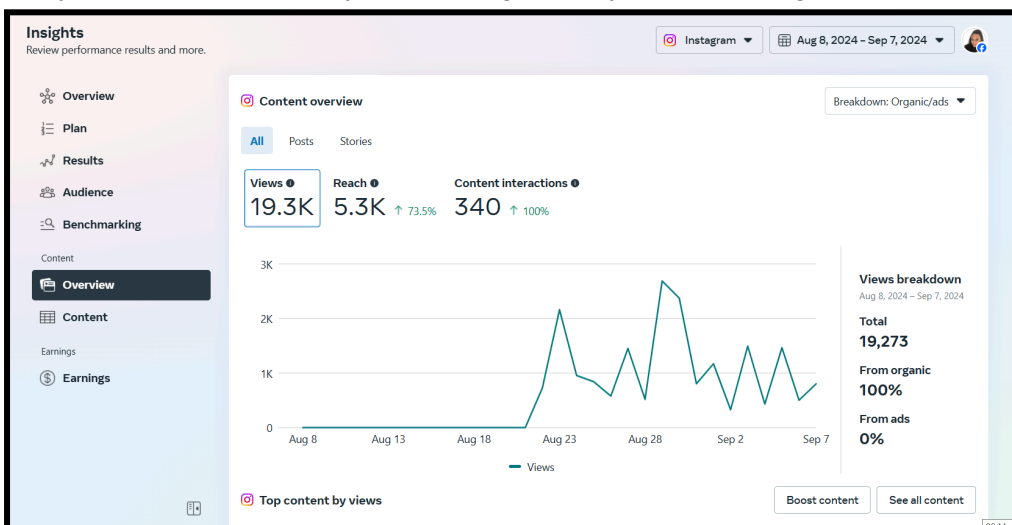
Facebook: 568 to 3.6k reach (August 2024 to Feb 2025) 533% increase

Instagram Growth

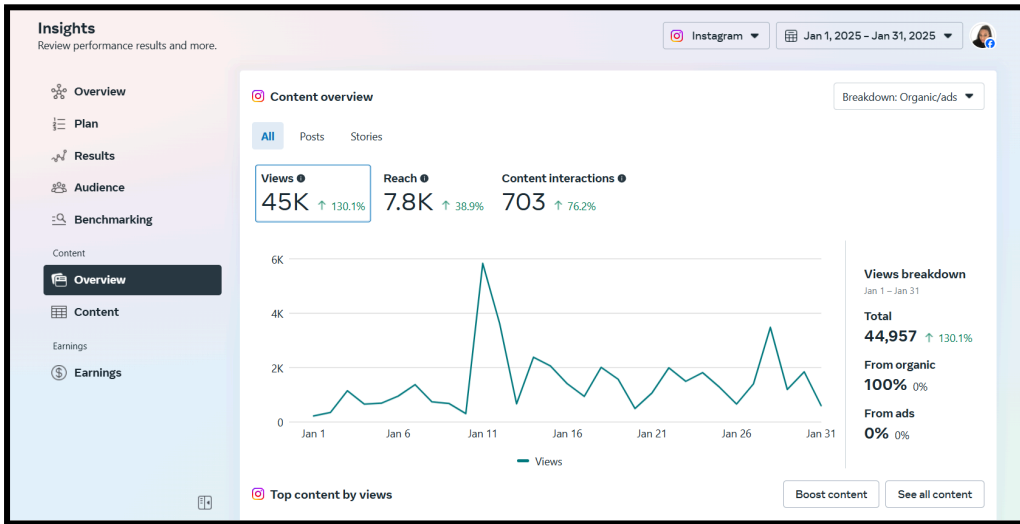
The 30 days before working with my client 8th July-7th August 2024



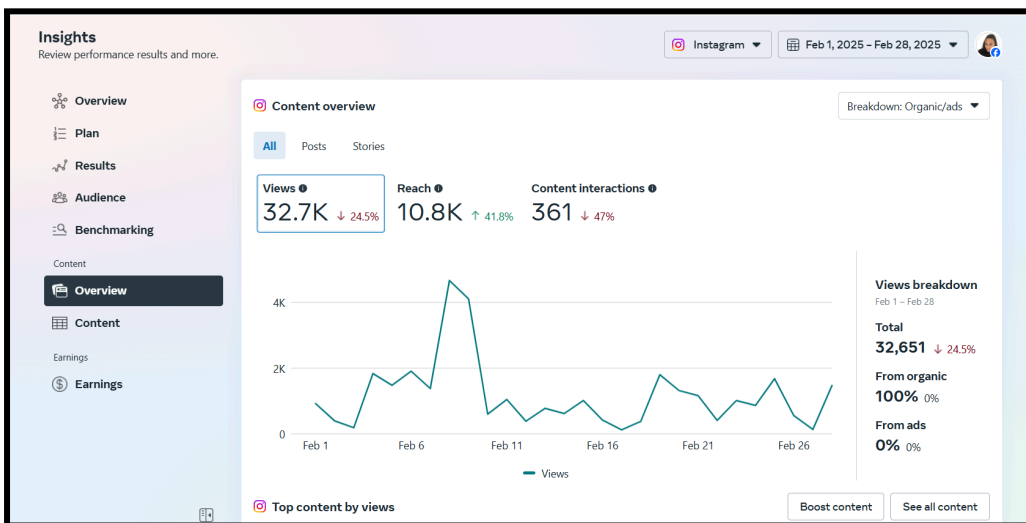
Analytics for the first 30 days of working with my client 8th August - 7th September 2024



Instagram: As of January 2025, their reach has more than doubled since August 2024.

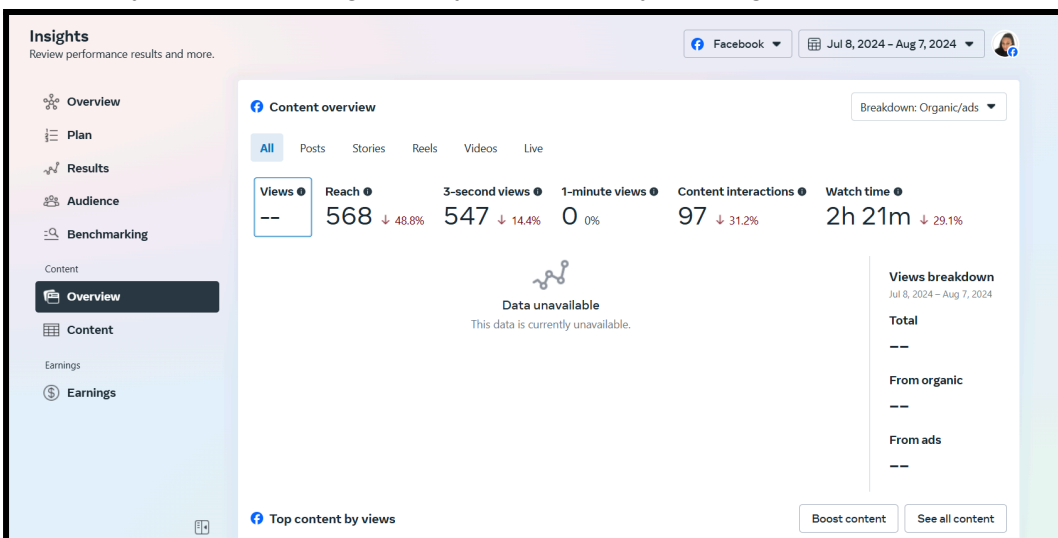


As of February 2025, their reach has tripled since August 2024.

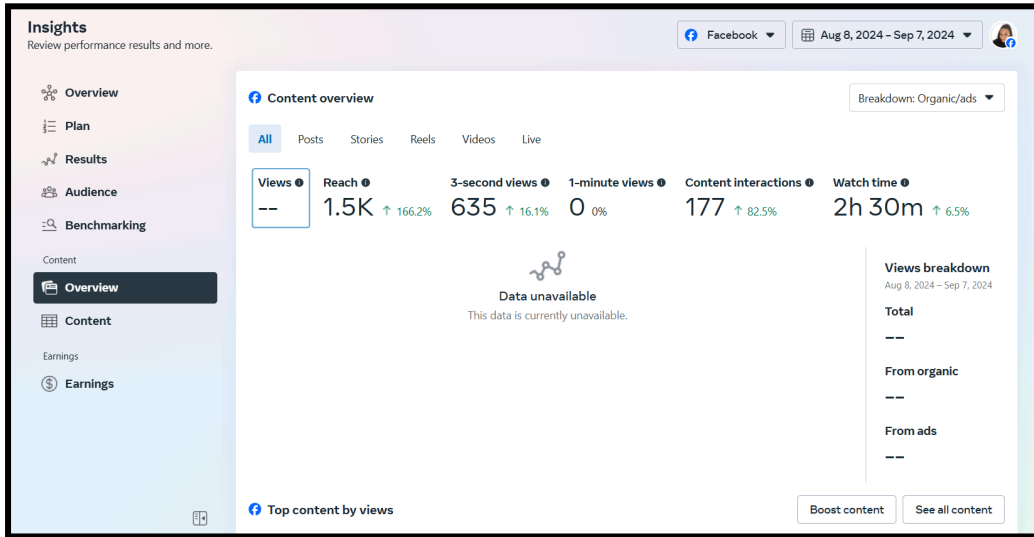


Facebook Growth

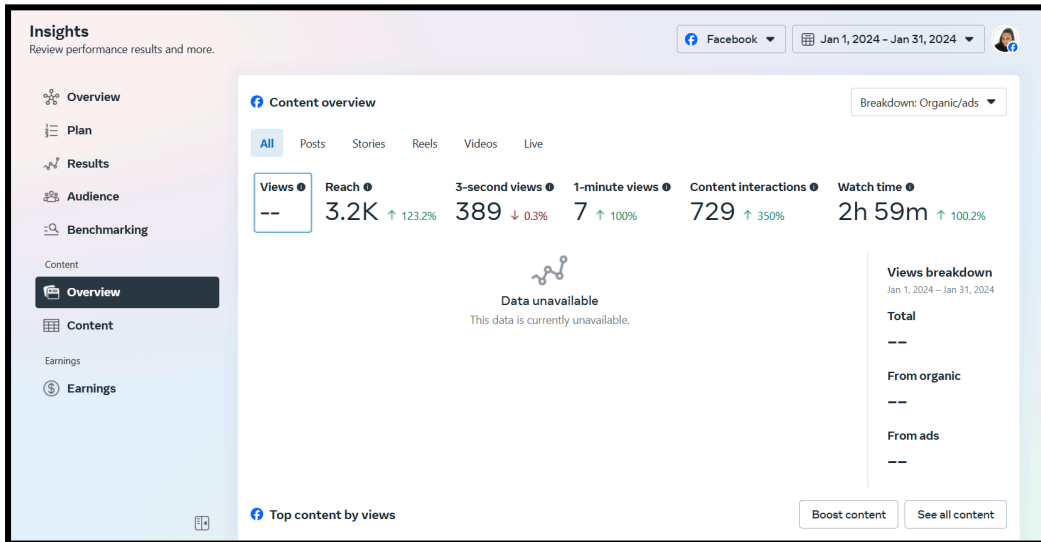
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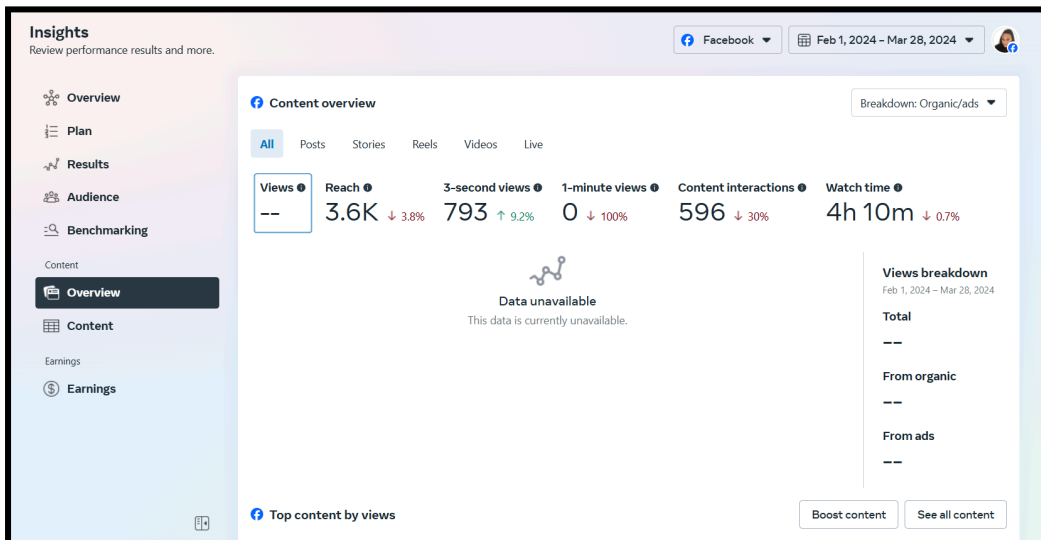
Analytics for the first 30 days of working with my client 8th August - 7th September 2024.



As of January 2025, their reach has increased by 5.5x since August 2024

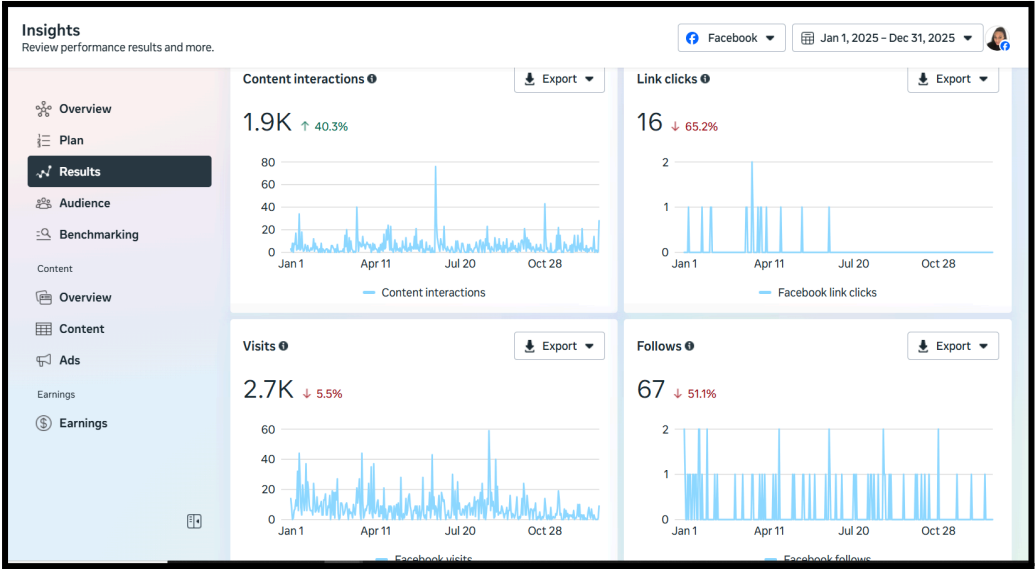
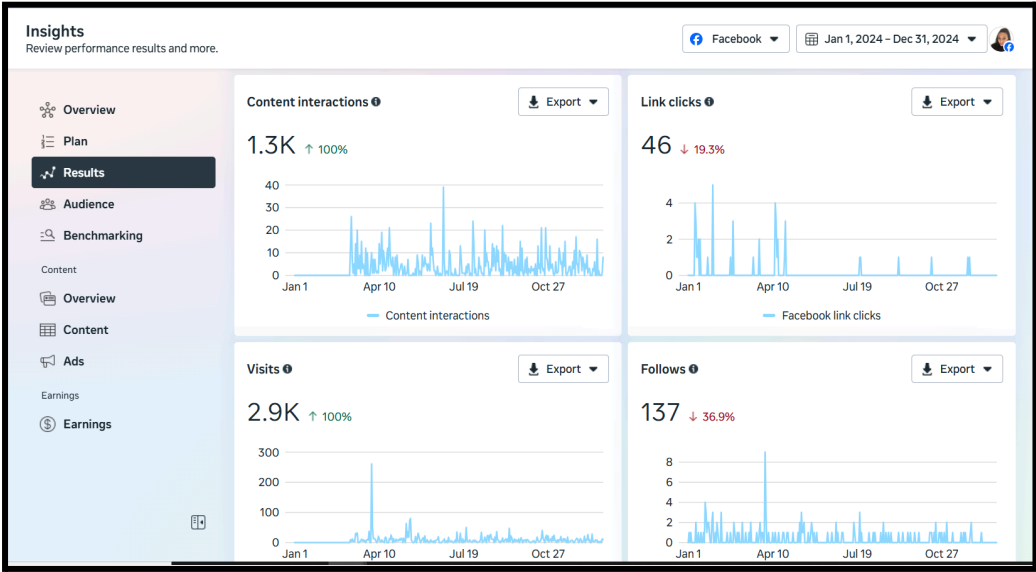


As of February 2025, their reach has increased by 6x since August 2024



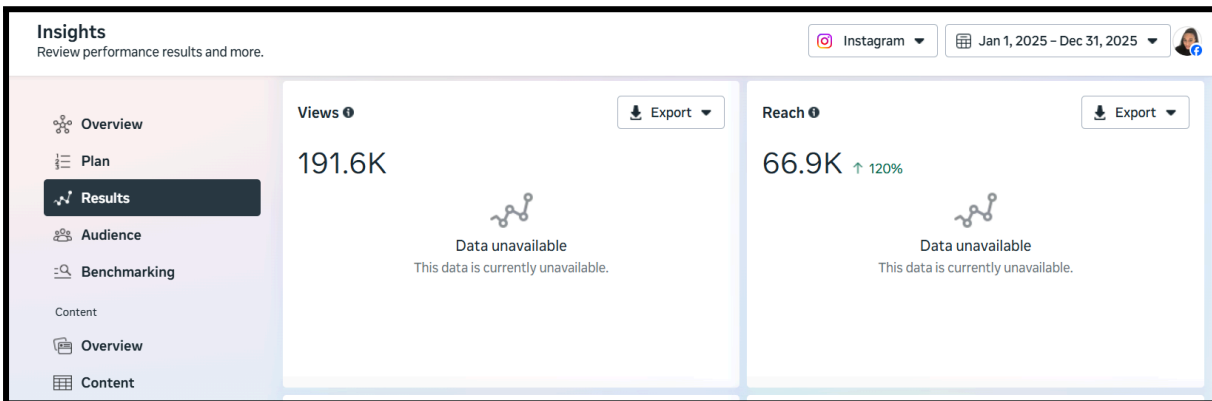
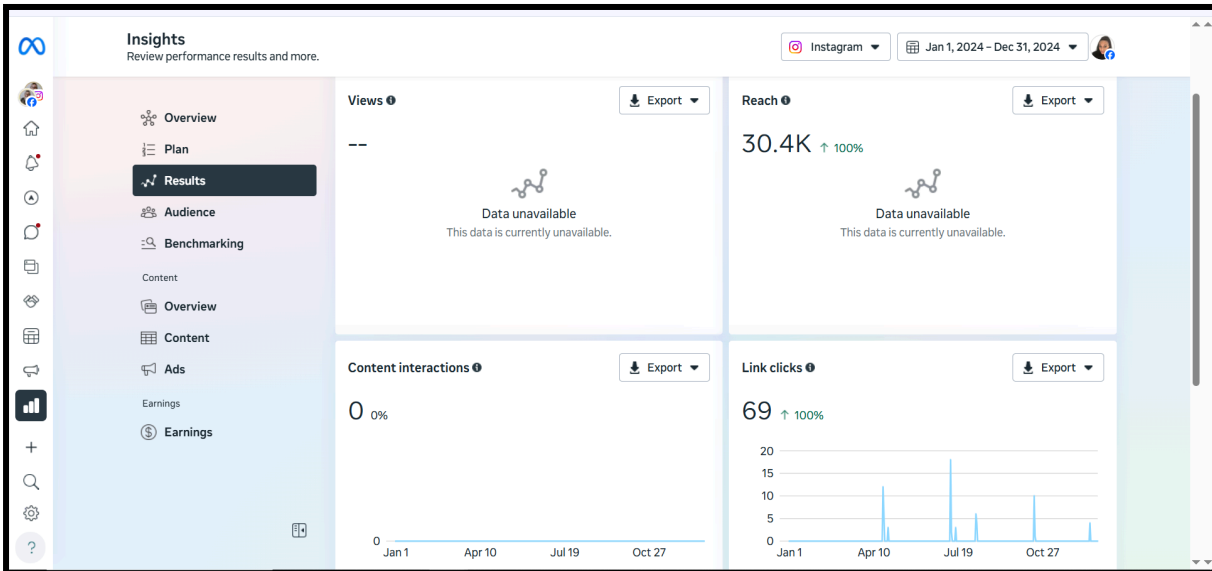
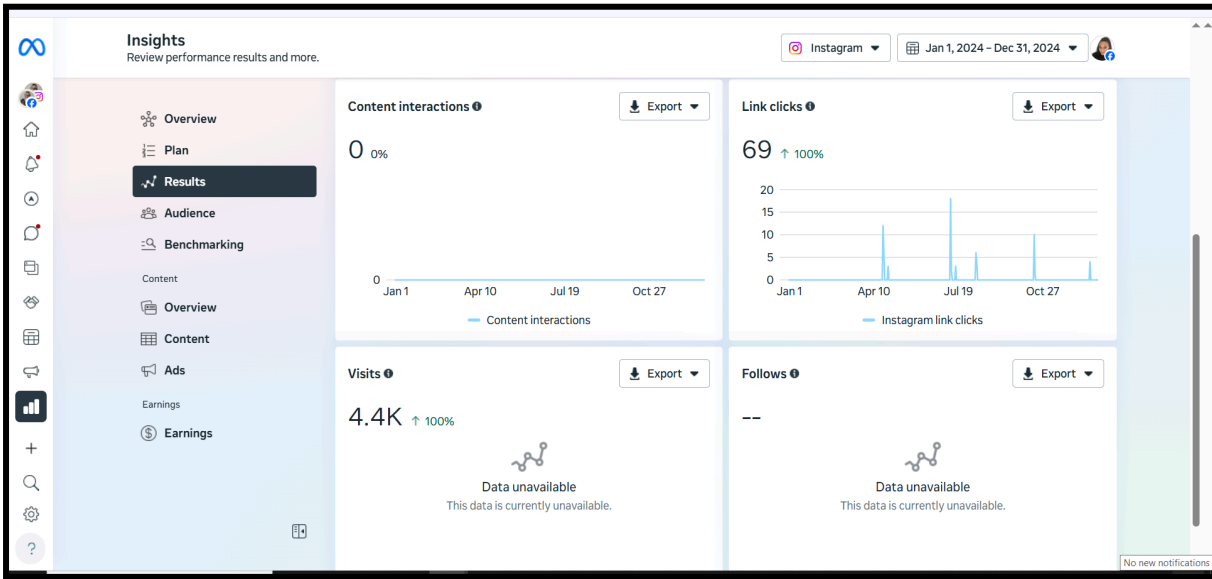
Facebook Stats

Content interactions increased by 46% in 2025 vs 2024.



Instagram Stats

Increased Instagram reach by 120% in 2025 vs 2024.



Insights

Review performance results and more.

Instagram

Jan 1, 2025 - Dec 31, 2025



Overview

Plan

Results

Audience

Benchmarking

Content

Overview

Content

Ads

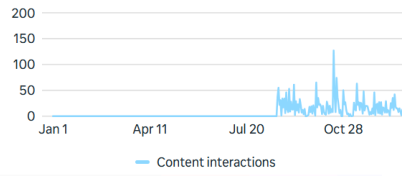
Earnings

Earnings

Content interactions

Export

2.4K ↑ 100%

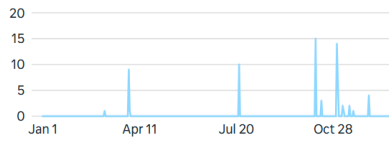


Content interactions

Link clicks

Export

70 ↑ 1.4%



Instagram link clicks

Visits

Export

6.2K ↑ 41.5%

Data unavailable
This data is currently unavailable.

Follows

Export

667

