

CHRISTINE HALL *creative*

Instagram Case Study

We drive ROI for heart-centered companies
using cutting-edge visual marketing
and growth hacking tactics

4PeaceLove: Intro + Vision

4PeaceLove is a sustainable clothing company based out of Nashville, TN on a mission to spread peace and love worldwide through positive messaging and inclusivity. Founded by a cancer survivor on a quest to perpetuate human connection, the founder Jen wanted to create a brand that embodied the core fundamental beliefs she held as a peacemaker that made all the difference in her journey.

As a small grassroots clothing company with a small budget, we needed to find a way to get in front of an audience of peacemakers and potential customers who cared about making the world a better place.

The Problem

As a small business owner, Jen was juggling many roles in trying to get her brand off the ground. From filling orders, customer service, and managing her inventory, the task list seemed endless as a solopreneur. What she did know was how wonderful her brand and message was, and that she wanted others to inspire others to feel the same passion as she does.

With that knowledge, she had a feeling Instagram was the place to begin marketing her brand, but had no idea where to start. She knew she needed more followers to increase brand credibility, but it all seemed so overwhelming in terms of how to get there. She had some product photography to work with, but that was about it.

How was she supposed to build a targeted visual marketing strategy that attracted the right audience to her page, and would turn loyal followers of her brand into eventual customers?

As a small brand with limited recourses, she needed guidance through the marketing process from a team that had a holistic view of her brand and goals in mind, that made strides with her to turn her unknown brand into a movement maker in the sustainable clothing industry.

We knew through a carefully curated visual plan, targeted marketing and growth strategy, we could get the word out there about 4 Peace Love and spread her message out there while building a dedicated, engaged following.

Cost of the problem

If Jen didn't get her social media optimised for success, she would be leaving behind tons of revenue on the table, and missing out on brand exposure that is so vital to her small clothing lines growth. With tons of inventory and product going unsold and out of season, it was vital to begin moving inventory and selling product to generate ROI on her product and business expenses.

The Assumptions

We knew that people would want to buy her product, we just had to find a way to communicate it's value by getting it in front of the right audience. People want to support a female-owned small business that cares about impacting the world in a greater way, they just have to first become aware of the brand and understand how amazing their product is before they turn into customers.

We knew that the best way to create hype was on Instagram, given it is where most of her target audience lives and engages on a daily basis. Given she has a product line with primarily lifestyle photography, we knew it was imperative to leverage the visual-first platform of Instagram.

We knew we couldn't just post a bunch of product photos and hope for the best given the increasingly high competition on Instagram. There was a strong need for a curated strategy with a mix of not only compelling visuals but an identifiable brand aesthetic, alongside captivating captions that told the story and kept the community interested and engaged with the brand.

The Strategy

1

Conduct a brand audit to analyze existing metrics including strong points and areas that need improvement

2

Implement a curated visual strategy to unify brand look & feel while creating appealing, shareable content

3

Engage with targeted audience through hashtag research of relevant topics, while engaging in relevant dialogue around niche topics, driving traffic to our account

4

Analyze with weekly KPI report – A weekly snapshot of your most important KPIs in comparison to the previous week, highlighting growth and top performing content

1 Brand Audit

Our first plan of action was to conduct a brand audit and assess, who is their audience and what do they care about? What are their behaviours, habits, and interests, and where would we find them hanging out? To be sure we weren't guessing, we did thorough research of her competition and discovered major influencers in the industry, and really narrowed down her audience to be sure we were speaking to the right crowd.

In this instance, the target audience looked like 30 - 50 year olds, primarily female, living in the US, that care about positive social impact, keeping the "good vibes" alive, and supporting the eco-friendly fashion industry. These were ethically minded, spiritually conscious individuals that also lived lives of peaceful inclusion. Many of them were mothers or the point purchase makers of the household. After researching our competitors (fellow brands that had a similar demographic and values), we moved on to figuring out what kind of topics our audience enjoyed consuming, and what they enjoyed talking about.

Brand Audit *continued*

In this case, it was topics such as:

- how to bring peace & positivity back into your life
- quotes and sayings by John Lennon
- sustainable clothing + eco-fashion
- the push for sustainable clothing and demise of fast fashion
- womens' equality and equal rights
- the LGBTQ community

We also did a bit of research on the top performing hashtags with a low barrier of entry. Meaning, hashtags that we had a good chance of ranking in top posts for on Instagram that didn't have a huge competition using them. We wanted to target both location and niche topics relating to the brand.

Some of these we found were:

#nashvillefashion #lgbtlove #ethicallymade #womensupportwomen
#positiveaffirmations

Visual Strategy

Now that we had the topics and a pretty good idea of how to position ourselves, we figured out the content that was the most engaged on the internet and created a strategy around it. After scouting the web and social media, we found the top performing posts with the highest engagement encompassed:

- quotes that inspire actionable tips + tricks
- beautiful lifestyle photography showing off product

So, we now had the foundation to begin building our content strategy and could base our goals around them. Since Jen had an existing database of high-resolution lifestyle photography featuring her products, we kept that in mind while curating a visual strategy since we could leverage the existing content she had.

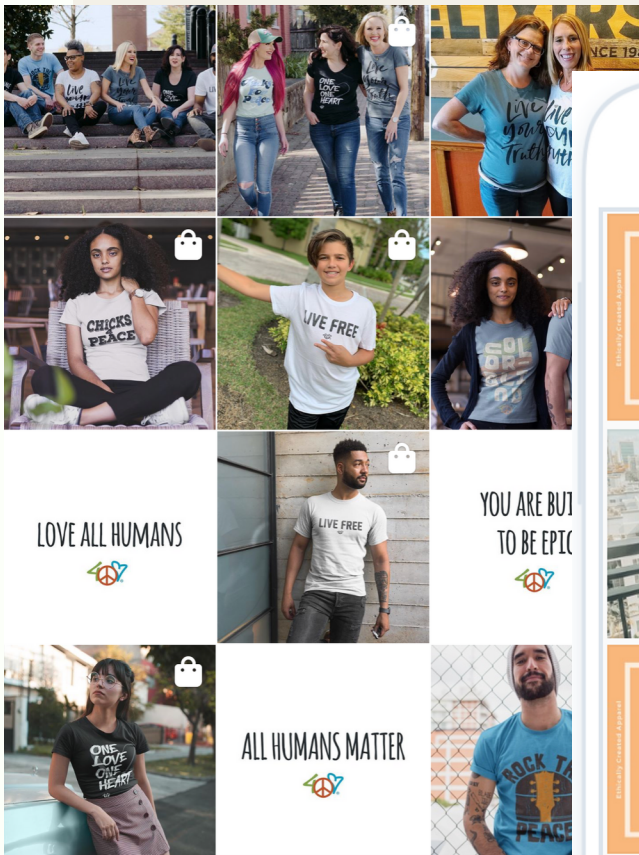
Our content strategy included:

- editing and unifying lifestyle photography with a custom filter to create a cohesive brand look & feel, with engaging caption topics relating to the messaging of the shirts
- creating custom branded graphics with quotes that matched the aesthetic of the brand and encouraged sharing & saving

2

Visual Strategy

We decided to alternate posts one by one to create consistency, and designed custom graphics with quotes embodying the topics found in our brand audit.



before



after

The Growth Plan

Now, the only problem was that we were creating beautiful content but no one was seeing it! We needed a way to make sure the right people were actually seeing our posts.

To do this, we found our competitors and began engaging in meaningful dialogue with their followers and audience to encourage people to take a look at our page and hopefully follow if they felt inspired to.

So we developed a growth plan that looked like this:

- post consistently 3x a week
- create dynamic copy that encourages engagement on photos
- engage with target audience through liking, following, and commenting

Sure enough, as we began posting 3 times a week at peak times, more and more people began liking, commenting, and sharing our posts.

As our feed began to look more consistent, we began seeing higher engagement on our posts and better reach.

A new problem (& solution)

As we began to use up our lifestyle photography, we realised we were running out of product shots. We either had to pay for another photo shoot, or come up with a strategy to produce more content on a budget.

We decided to leverage UGC (user generated content) and began to encourage our customers to share their posts with us using a branded hashtag. We also decided it was smart to begin leveraging influencer marketing as people were more apt to trust a person similar to them than a brand they hadn't heard of.

We found some micro-influencers in our niche to partner with and solved this by sending out free product in exchange for content, a low cost way to get the shirts in front of more people.

So, we adapted our plan to include:

- incorporate influencer marketing into our strategy while gaining content and leveraging other people's followings

This resulted in more organic follows and a higher visibility overall.

4

Analytics

Every week the client is sent an analytics report of what posts performed the best, and KPI's such as likes, comments, and follows to keep track of the account's growth.

Every month, a more comprehensive report is curated that outlines steps for next month and suggestions on how to move forward including new talking points and methods to sustain growth.

After assessing what's working, we capitalise on that and steer our efforts in that direction while creating new custom graphics and adapting hashtags accordingly to maximise reach.

Audience Demographics

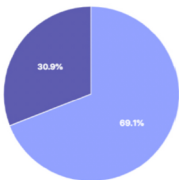
Understand the demographics of your followers.

Jul 15, 2019 - Jul 22, 2019

Export CSV

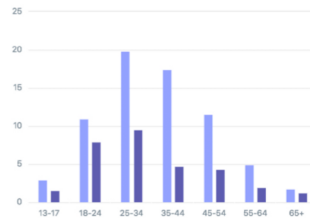
AUDIENCE BY GENDER

Female Male



AUDIENCE BY AGE

Female Male



Location and Language

See where your followers live and the language they speak. Note: Data is updated daily.

Jul 22, 2019

Export CSV

MAP VIEW

LOW DENSITY HIGH



Profile Growth & Discovery

See insights on how your profile has grown and changed over time.

Collected Data No Data

7 Days

1 Month

3 Months

Jul 15, 2019 - Jul 22, 2019

Export CSV

FOLLOWERS

1,911

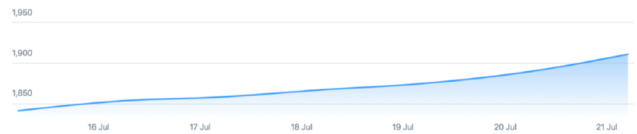
FOLLOWERS

70

GROWTH

3.80%

GROWTH RATE



IMPRESSIONS

14,229

IMPRESSIONS



REACH

11,533

REACH



The Results

After 3 months, our likes per photo went from an average of 30 to 350, our following doubled, and we began to see a spike in engagement from 1% to 10%. Our follow back ratio spiked to 50%, and we began to receive requests to collaborate from influencers in the industry.



our second month we recieved 188 followers in 19 days

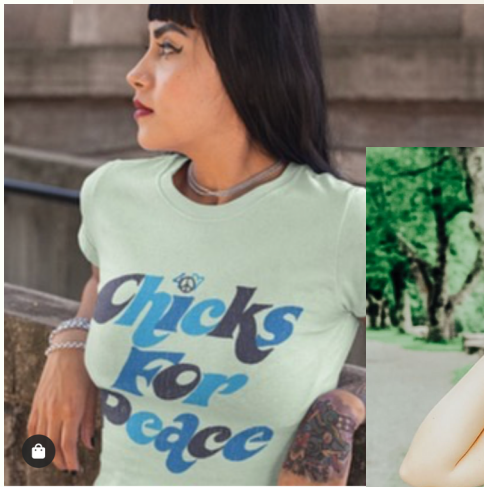


prior to July, her impressions averaged a total of 300 a month with a reach of 150

The Results

after 3 consecutive months of working together, the following results were:

- Engagement increase by **500%** average likes / comments
- Following increase by **230%** (900 to 2100)



Liked by peacemakerjen and 57 others

4peacelovebrand Chicks Rock!! peace
 #love
 #peaceandlove
 #peacemaker
 #embracediversity
 #wewelcomeall
 #positiveapparel
 #kindness
 ...

before



Liked by peacemakerjen and 233 others

4peacelovebrand 🕒 Peace and love is our motivation. We want to spread kindness, love, and acceptance to everyone in Nashville and beyond.

❤️ Our brand mission is to keep inspiring people to be the change they want to see in the world, all our clothes have a message of love, compassion, and peace.



Liked by peacemakerjen and 543 others

4peacelovebrand 🌈 If you think that you need the approval of others to live **YOUR** life the way you want, read this quote again: "**You are the artist of your life, don't give that paintbrush to anyone else.**"

Never compare yourself to anyone, as everyone is painting their own masterpiece at their own pace 🌈

Do not stop doing what you love to please others. Make your own decisions and take responsibility to stay true to yourself 🙌

after

Looking back

Looking back since the start of our initial marketing plan, Instagram has made organic reach trickier, as ads have become priority and are dominating the landscape. Stories have also become one of the most popular methods for engagement, and moving forward we will adapt to these changes and incorporate them into our strategy.

As growth continues, it is important to upkeep the account on an upward trajectory to maintain consistency. Gaining real followers takes time but the payoff is worth it, having an engaged community that cares about your product and wants to support your company is invaluable and what makes for a strong brand.

ready to transform your brand?

Book your free 30 minute consultation

christine@christinehall.co

"Christine is a joy to work with! Her level of knowledge is very impressive. She knows the ins-and-outs of social media as well as graphic design. She transformed our brand on Instagram and exceeded my expectations. She certainly goes above and beyond! I'm so grateful for our connection and highly recommend her services. We will work together again for sure. Thank you Christine!"

- Jen Dowdican, CEO of 4PeaceLove