

# GABY HERNANDEZ-HAIR STYLIST & AESTHETICIAN



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## BACKGROUND

Gaby, an experienced hair stylist, sought to venture into a new fusion plasma service focusing on skincare and wellness. Despite her proficiency in her craft, Gaby faced the challenge of promoting a service that was unique to the area. With a decade of experience but limited social media presence, Gaby recognized the need to leverage digital platforms for brand building and gaining customer buy-in.

## CHALLENGES

- **Novelty:** Introducing a one-of-a-kind fusion plasma service posed the challenge of convincing potential customers of its efficacy and benefits.
- **Limited Social Media Presence:** Gaby's existing social media usage was primarily personal, lacking the strategic approach needed for effective brand building.
- **Budget Constraints:** With limited financial resources, traditional marketing avenues were not feasible, necessitating a focus on cost-effective digital strategies.
- **Geographic Awareness:** Establishing local visibility was crucial for attracting nearby clientele, requiring targeted efforts to increase regional awareness.

## STRATEGY

- **Platform Selection:** Instagram was chosen as the primary platform due to Gaby's existing presence and their potential for organic growth.
- **Content Strategy:** Developed a content strategy aligned with industry best practices and tailored to resonate with the target audience's interests and needs.
- **Actionable Content Calendar:** Implemented a structured content calendar based on insights from account analytics, including optimal posting times and days, to ensure consistent and effective content distribution.
- **Geographic Targeting:** Expanded presence beyond Instagram and Facebook by creating a business profile on Google My Business and engaging with local Facebook groups to enhance geographic awareness and reach within the community.

## 30 DAY ACHIEVEMENTS

- **Increased Reach:** Gaby's social media accounts experienced a significant 112% increase in overall reach, with a 47% increase among followers and an impressive 272% increase among non-followers.
- **Enhanced Engagement:** Account engagement surged by 227%, with interactions among followers soaring by 195% and non-followers by an impressive 9x.
- **Profile Visitors:** Profile visits surged by 354%, indicating heightened interest and curiosity about Gaby's fusion plasma service.
- **Content Interaction:** The overall content interaction skyrocketed by ten times, reflecting the successful execution of the devised content strategy and calendar.
- **Follower Growth:** Gaby's follower growth rate skyrocketed by 160% compared to the previous month.

## ASSETS (LINKS)

- [Instagram Reel 1](#)
- [Instagram Reel 2](#)
- [Instagram 30 Day Growth](#)