

# CASE STUDY:

## Robert Abbey's Instagram Growth in October

### Executive Summary

In October 2024, Robert Abbey's Instagram experienced a remarkable resurgence in engagement and reach after a period of inactivity. Simplified Media Agency (SMA) implemented a targeted social media strategy featuring feed posts, reels, and stories that drove a +1,229% increase in accounts reached, 21.7K total views, and 1,157 interactions. This revitalized presence successfully engaged both existing followers and attracted new audiences.

### Introduction

Robert Abbey, a distinguished lighting brand, sought to reignite their Instagram engagement and expand their follower base. The brand's social media activity had been inconsistent, resulting in a decline in reach and engagement. To address this challenge, Robert Abbey partnered with Simplified Media Agency to create a tailored content strategy that would captivate their audience, showcase their products, and grow their community.

### Solution

Simplified Media Agency developed and executed a comprehensive Instagram content strategy, prioritizing consistency and variety. Key components included:

- **Feed Posts:** Visually cohesive and product-focused content, shared 25 times throughout the month, to strengthen the brand's presence.
- **Reels:** Eight engaging and shareable reels were designed to reach a wider audience, leveraging Instagram's video-friendly algorithm to maximize visibility.
- **Stories:** A series of 42 stories, featuring interactive elements like polls and Q&As, aimed to engage and retain existing followers.

This diverse content mix not only increased engagement but also expanded the brand's reach, resulting in a robust and revitalized Instagram profile.

### Strategy Implemented:

- **Content Creation:**
  - Curated visually appealing feed posts featuring Robert Abbey's signature lighting collections.
  - Produced engaging reels highlighting product features and aesthetic appeal.
  - Shared behind-the-scenes and interactive stories to increase real-time engagement.
- **Content Types and Frequency:**
  - **Feed Posts:** 25 posts were shared throughout the month, showcasing product collections and design inspirations.
  - **Stories:** 42 stories, focusing on product highlights and interactive content.
  - **Reels:** 8 reels to maximize reach and engagement, given their high visibility on Instagram.

## Results

### Engagement & Reach:

- Total Views:
  - 21.7K
- Total Interactions:
  - 1,157, with 91.3% of engagement from followers and 8.7% from non-followers.
- Accounts Reached:
  - 8,043, reflecting a +1,229% increase.

### Follower Growth:

- 6,389, with a steady upward trend throughout the month.
- Significant spikes in follower growth were observed on days when reels were posted.

### Content Performance:

- Posts contributed 68.6% of engagement.
- Reels drove 35% of overall views, proving highly effective.
- Stories accounted for 18.1% of engagement, keeping followers actively connected.

## Lessons Learned

**Reels Effectiveness:** Reels were instrumental in reaching non-followers and significantly boosting brand visibility and engagement, confirming their importance in content strategy.

**Engaging Stories:** Interactive story content reinforced follower loyalty, emphasizing the value of real-time engagement elements like polls and questions.

**Visual Cohesion:** Consistent and visually appealing feed posts played a critical role in maintaining brand identity and providing a polished look to the Instagram profile.

## Conclusion

Robert Abbey's revitalized Instagram strategy, led by Simplified Media Agency, successfully re-engaged existing followers and attracted new ones through a varied content mix. The significant increase in views, interactions, and follower growth underscores the impact of consistent, strategic posting. Moving forward, a continued focus on dynamic content, particularly reels and interactive stories, will be key to sustaining and expanding this growth.

Previous Month ▾ Oct 1 - Oct 31

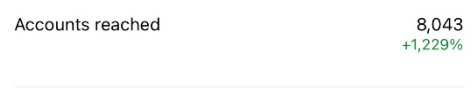
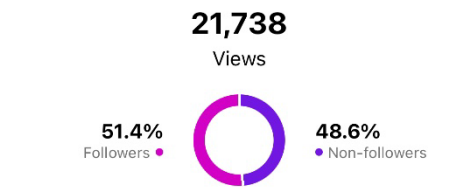
## Overview

Views	21.7K >
Interactions	1,157 >
Total followers	6,389 >

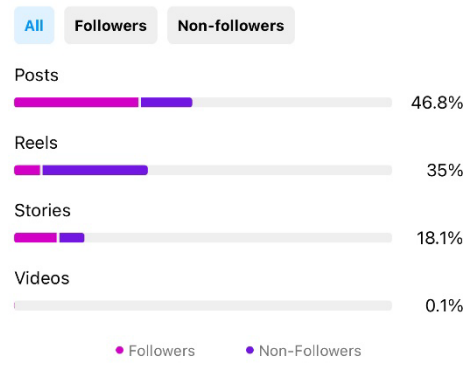
## Content You Shared



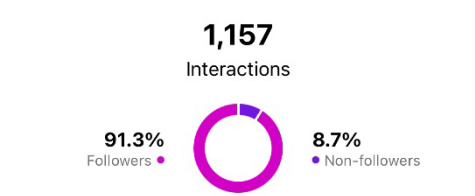
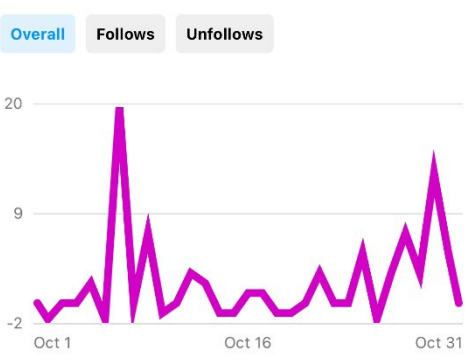
Posts	25 >
Stories	42 >
Reels	8 >



### By content type



### Growth



### By content type

