

# Talia Koren Instagram Case Studies

## [@NextVacay](#) - cheap flight finder

- Started working together in October 2017. Account grew from 12k-78k from October to now. They are growing at 200+ new followers/day.
- Business doubled in December (more people subscribing to their cheap flight service)
- I tested content for their account, helped them create and use a branded hashtags and trained the team on stories without having to have a spokesperson (just sharing images, screenshots and links)
- Service used: content testing, Instagram Strategy Playbook, consultation calls

## [@CollegeNutritionist](#) - registered nutritionist with her own practice

- Started working together in October 2017. Account grew from 17k-154k from October to now. She's growing by 2,000+ new followers/day.
- Taught her how to engage her followers through stories and write captions that get more comments
- Rachel mustered up enough courage to start selling via IG after working with me and has since grown her business through IG
- Service used: Consultation call

## [@1secondeveryday](#) -video sharing app

- Started working together in September 2017. Account grew from 4k-14.5k from September to now
- Had no idea how to use hashtags properly or get followers to download the app, I helped them use copywriting techniques to persuade followers off IG and to the app store
- Service used: Consultation call

## [@Beautyfixmedspa](#) - plastic surgery office in NYC

- Started working together in October 2017. Account grew from 5k-16.5k from October to now. They're growing by nearly 100 new followers/day.
- Helped with hashtags, getting their patients to tag them in photos and shared copywriting tips to get followers to book appointments or go in for a consultation. Also taught them how to read analytics on IG, since they were not using a business account prior to working with me.
- Service used: Instagram Strategy Playbook

## [@Milkhoneynutrition](#) - stay at home mother and dietician makes income solely on sponsored posts

- Started working together in late January 2018. Account grew from 20k-26k in two months.
- Helped with her sponsored post schedule and hashtag strategy to generate more affiliate sales and better results for the brands she works with.
- Also taught her how to use stories to better connect with her audience, be more "real" and promote the products she's affiliated with in a more authentic, straightforward way.
- Service used: multiple consultation calls

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## [@TheAmbitionPlan](#) - a brand new career development website for female professionals in the UK

- Started from scratch in March (0 followers) and reached 1k in 8 weeks (currently at 1,200+ followers). Hitting that first 1k followers is the hardest benchmark, and it grew so quickly is impressive.
- We worked on the content strategy, how to stand out from the competition and developed a strong voice for the brand on Instagram.
- After hitting 1,000 followers, my client launched her website and is focused on growing her platform.
- Service used: Instagram Strategy Playbook

## [@Shopetee](#) - a plastic-free food wrap

- Started with 22k followers in May and gained nearly 10,000 new followers in a month. (31k now)
- Organized their content creation system, developed a voice and direction for captions, trained the social media coordinator on stories (and how to use them). Helped update their profile (link in bio, profile copy, story highlights etc). Provided a system for influencer outreach and hashtags to reach the right audience.
- Goals: cultivate a community that's passionate about the plastic-free lifestyle on Instagram.
- Service used: Instagram Strategy Playbook

[@workweeklunch](#) - this is my account. I grew my brand from 1k to 124k followers in 18 months without buying engagement, followers or doing anything sleazy. I have 10,000 daily story viewers (up to 14,000 on weekends).