



INSTAGRAM

# SOCIAL POSTS

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Our Social Media Expert designed an aesthetically pleasing art board for Instagram with a minimum of three posts a day, incorporating a professional photo shoot we set up, reposts of social media influencers we scheduled appointments for at the salon, and individual stylists' pictures showcasing their work in order to achieve brand congruency and raise organic awareness.





We employ the strategy of linking our client's FB store page to IG, allowing for tagging of products and easy purchasing through IG. This, carefully selected hashtags, tagging of relevant accounts, and comment responses all help to increase engagement.



## AVEGAGE

*Salon Ziba's Instagram  
now has an average of*

**1.5k**

*actions taken on posts a day,  
with a follower count of around*

**10k**