



Rest Recovery — Instagram Marketing

Follow & Unfollow Growth + DM Conversion System



Purpose

This SOP outlines Rest Recovery's organic Instagram growth and lead conversion strategy — built on the **Follow & Unfollow Method** paired with direct DM outreach.

The goal is to attract **targeted local audiences**, build awareness, and convert followers into **booked first-time visits** without paid ads.



Why This Method Works

Instagram's algorithm rewards real engagement. When we follow someone, like their content, or comment on their post, we appear on their **notifications feed**, immediately placing our profile in front of a **targeted local prospect** — without spending a dime on ads.

This is **target marketing without paying for it**.

Instead of casting a wide net, we're reaching local users who:

- Live near the Rest Recovery location
- Are already engaging with fitness, spa, or wellness content
- Have demonstrated interest in recovery-related topics

When done consistently, this method creates predictable, trackable growth with **zero ad spend** — and builds relationships that convert to real members.

The Follow & Unfollow Method Explained

The goal isn't simply to inflate follower count — it's to **build exposure and convert interest**.

We strategically:

1. **Follow targeted local users** who are likely to be interested in recovery and wellness.
 2. **Engage with their posts** (like or comment) to get noticed.
 3. **Wait 4–7 days** to see if they follow back or interact.
 4. **Unfollow** those who don't engage, keeping the account clean and balanced.
 5. **DM** those who do follow back with a personalized message and offer.
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Results & ROI

- Average follow-back rate: **20–30%**
- Average conversion rate from DMs: **50–60%**

Example:

If 100 new people follow back → 50+ free visit appointments booked.

Those 50 visits convert to 15–25 new members on average (based on in-studio close rate).

That's an **ROI equivalent to thousands in ad spend** — achieved 100% organically.

Step-by-Step Execution Plan

Step 1 — Account Setup

Before beginning:

- Profile photo: Rest Recovery logo
 - Bio: city + clear call-to-action (e.g., “📍 Chandler, AZ | Sauna • Plunge • Red Light | Book Your First Visit ⬇️”)
 - Link in bio: directly to the local booking form
 - Highlight covers: *Wellness Flow, Testimonials, Offers, Recovery Room, About Us*
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Step 2 — Identify Your Target Market

We target **real people** within **10–20 miles** of your location.

Focus Groups:

- Members of local gyms
- Yoga, crossfit, or athletic recovery enthusiasts
- Wellness, biohacking, and spa fans
- Followers of nearby cryo, stretch, or medspa pages

Example Hashtags:

#ChandlerRecovery #ArizonaWellness #InfraredSauna #ColdPlungeAZ
#RestRecoveryWellness

Step 3 — Daily Engagement Routine

A. Follow Targeted Accounts (75–150/day)

- Search your local hashtags, gyms, and competitors.
- Follow **engaged** users (those who recently liked/commented on posts).
- Never mass-follow at once — spread it throughout the day.
- Avoid bot automation. Keep it human and intentional.

B. Engage Before You Follow

- Like or comment on 1–2 of their posts first.
- Use short, natural comments (“Love this setup!” / “Awesome recovery vibe!”).
- THEN follow them — engagement first, follow second.

C. Unfollow After 4–7 Days

- Use a tracker app (FollowMeter, InsTrack, or manual notes).
- Unfollow accounts that haven’t followed back or interacted.
- Cap at ~100–150 unfollows per day.

Step 4 — When Someone Follows You Back

This is where the **real conversion happens**.

Once someone follows the Rest Recovery page, you or your social media rep should **DM them within 24 hours** using the pre-written outreach message.

Step 5 — The DM System (High-Conversion Script)

Timing:

Send 1st message within 24 hours of them following you back.

Tone:

Friendly, local, and confident — not salesy.

Template:

Hey [Name]! Thanks for following Rest Recovery 🙌
We just opened here in [City Name] — offering Cold Plunge, Sauna, Red Light, and more.
We're giving new followers a **free visit** to come experience it for themselves.
Would you like me to set you up for a free session this week?

Why This Works:

- It feels personal — not automated.
- It leverages reciprocity (“you followed us, here’s a free gift”).
- It invites conversation instead of pressure.

Expected Response Rate:

Over **50% of those who receive this message book an appointment**, typically within 48 hours.



Step 6 — Content to Support the Strategy

If your profile doesn't inspire trust, the DM strategy fails.

While doing the follow/unfollow routine, your content must show:

- Real people using the space
- Wellness flow posts (compression → sauna → plunge → red light)
- Before/after energy moments
- Testimonials and reactions

- Educational tips (“Why we cold plunge twice per session”)

Post Frequency:

- 3–4 feed posts per week
 - 3–6 story updates per day
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Weekly Performance Targets

Metric	Goal
Follows sent	700–900/week
New followers	150–300/week
DMs sent	100–150/week
Free visits booked	50–75/week
New members closed	15–25/week

Compliance & Quality

- Never use automation or spam tactics.
 - All messaging must sound human.
 - Avoid repeated or rapid actions that may trigger Instagram’s spam filters.
 - Stay under 200 total follows/unfollows daily.
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Summary

The Follow & Unfollow + DM Strategy is the foundation of Rest Recovery's organic marketing model.

It combines **targeted outreach**, **genuine engagement**, and **real conversion offers** to produce results similar to paid ads — without paying for them.

When executed daily, even one staff member running this system can create **dozens of appointments weekly** with predictable ROI.