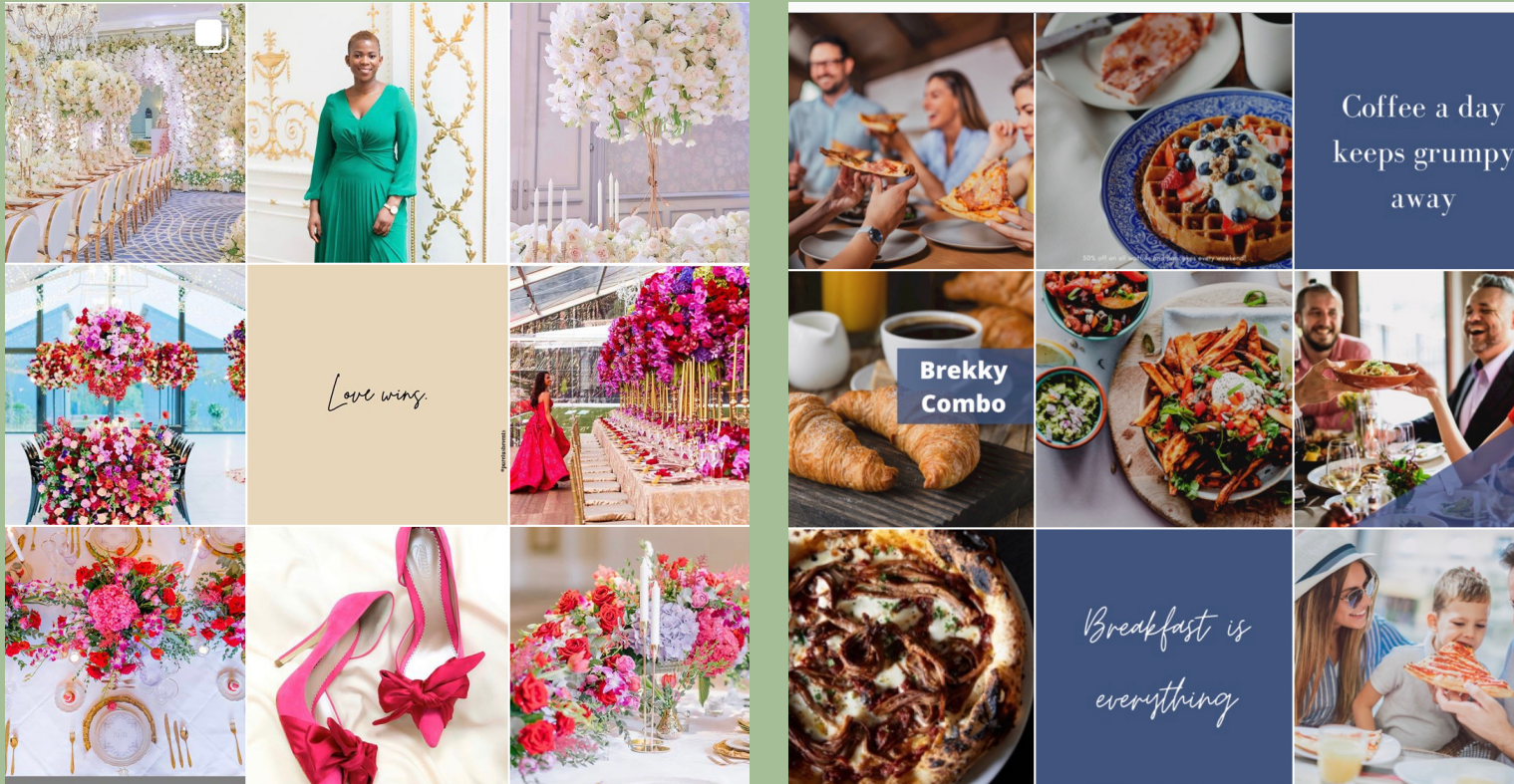
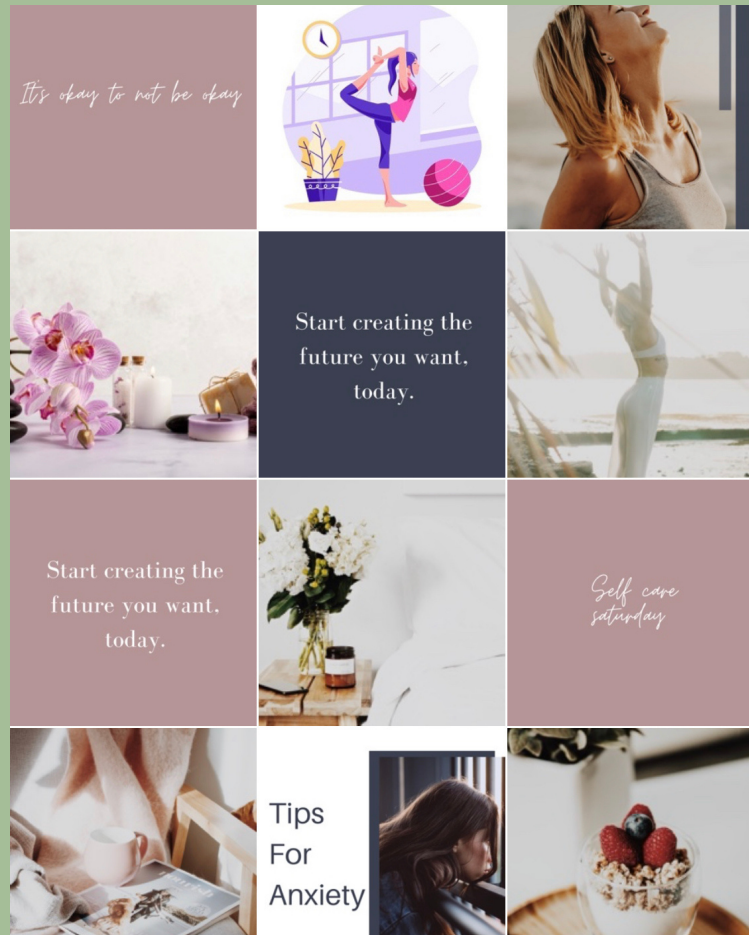




Case Studies & Samples
Nola Mutogo

Social Media



CASE STUDY:

How I improved reach by 2000% using hashtags

For a bridal boutique. Their goal was to boost visibility using Instagram and Facebook.

When I started working with them, they had very low engagement and limited reach. The content they were producing was not attracting their target audience.

The Strategy

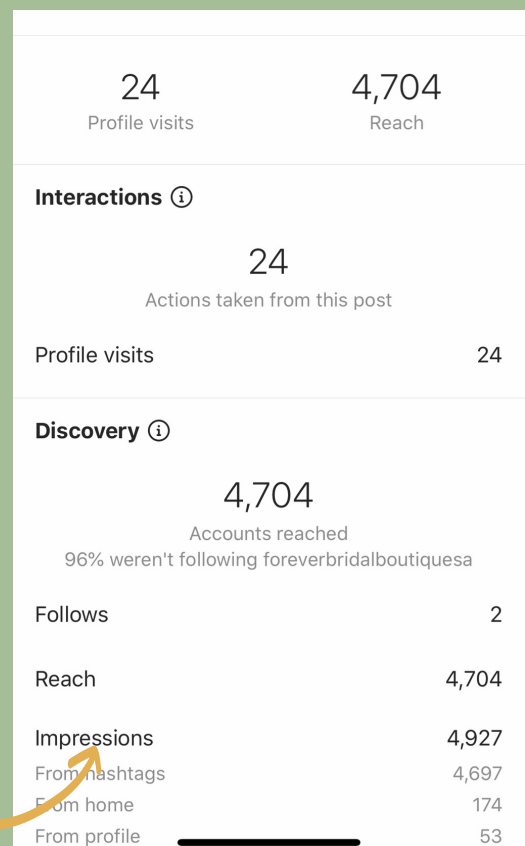
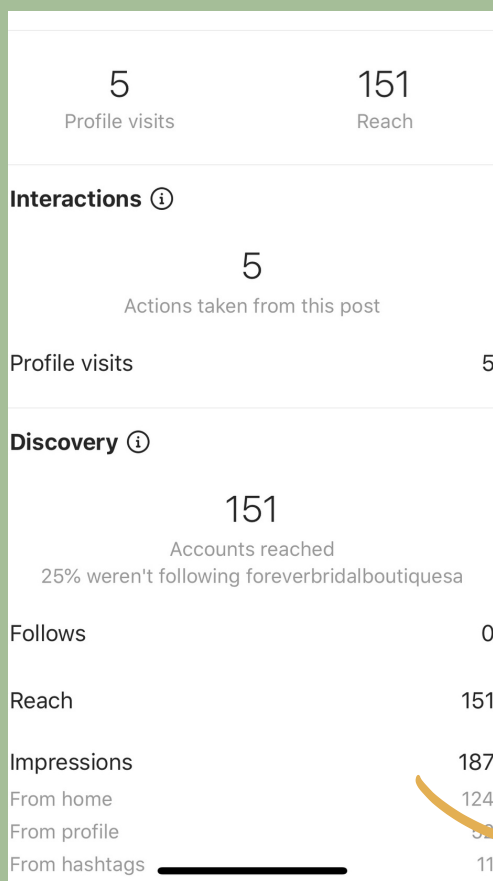
I conducted research on the wedding industry. This involved researching the local and international market. I used a few different techniques to identify the key elements that all the major bridal pages/businesses were using in their content.

I also took the time to research industry keywords using tools like buzzsumo, keyword research and google trends.

I then went on to research the hashtags that were prevalent in that particular niche focusing my search on the local market.

I then combined this information to create a list of researched hashtags which I tested on a few different posts.

The combination of relevant content and researched hashtags resulted in a significant increase in engagement and reach. The post successful targeted females in South Africa with these interests: weddings, fashion, relationships, couples and bridal wear.



IG Growth & Engagement

E-commerce

Discovery ⓘ





22,533

Accounts reached
96% weren't following you

Follows	34
Reach	22,533
Impressions	23,949
From hashtags	22,145
From home	1,142
From Explore	4
From other	658

This is where your post was seen the most. It got the most impressions from Hashtags, Home and Explore.

Coach

 2,599	 45	 215	 264
---	--	---	---

177

Profile visits

42,198

Reach

Interactions ⓘ

177

Actions taken from this post

Profile visits	177
Website clicks	6

Discovery ⓘ

42,198

Accounts reached
98% weren't following you

Follows	62
---------	----



Romana Fari

recommends **Havilah.**



4 weeks ago · 

very professional and pleasant to work with. highly recommend. stress free engagement.

thanks Nola

She provided practical tools, techniques & strategies to enable me to take action, follow through and experience positive results for the goals that I set. I have now started working on creating my online publishing course and creating more content for blogs and other media outlets.

Before I engaged my session with Nola, I was feeling overwhelmed, congested in my thoughts and confused about how to pivot my brand using social media.

After the session, I got a clearer strategy of using the knowledge and expertise I have already, in order to rebrand and take my business to the next level digitally.

Organic Lead Generation



Brittany Wyche ▶ **Societygal - A
Community for Creative Female Entr...**

17 Jul · 🐾 · Are there any freelancers in the group? I just finished creating a quick and easy guide to help you create a portfolio that sells! My coaching clients...



263 comments



Brittany Wyche ▶ **Successful Female
Entrepreneurs**

4 Jul · 🐾 · I am looking for 5 virtual assistants/
freelancers who are ready to start making consistent
💰 and to scale their business 📌

 LaShana West and 28 others 78 comments

Copy & Content

https://docs.google.com/document/d/10h3EV4oQc1jAKiTsur6oZhTVBHM8w4_OVr4_ZR5PaVg/edit

Social Media Batch Content Sample
161 Digital Agency

<http://linkedin.com/in/nola-mutogo-187b0415a>

LinkedIn Content

<https://www.facebook.com/groups/beuniquemums/?ref=share>

Be Unique Mums VIP About Us

https://b5c03350-f45a-4372-93cd-b258364f0349.filesusr.com/ugd/da2fc5_1c8fc172772b4961bbdac56f991e1d4e.pdf

Blog post

Testimonials



Alice Moncrieff recommends
Havilah.



2 months ago ·

I highly recommend Havilah. Nola is an excellent copywriter who can quickly and easily meet the expectations of any brief. Her ability to research and understand many different business industries is an asset and I will definitely be using Nola again in the future.

“ Creating copy that converts is challenging, but Nola has nailed it. She has a keen ability to turn a jumble of words and thoughts into compelling copy that is a pleasure to consume. Add to this her expert social media marketing skills, and you’ve got a combo that is hard to beat. I highly recommend Nola for both copywriting and social media marketing. Reach out to Nola. You’ll be glad you did



Melanie Diehl

Award Winning Email Marketing & SEO
Specialist • Featured on NBC | Influencer |
Funnel Magazine • Speaker • Trainer

Dec 9, 2019, Melanie worked with Nola in the
same group

