



salt marketing

CASE STUDY

How JAG Medical Spa 4X'd Instagram Reach in 6 Months Using Real, Relatable Reels

- **Client:** JAG Medical Spa
- **Platform Focus:** Instagram
- **Timeframe:** May 2025 – December 2025
- **Follower Count:** 2,220
- **Core Strategy:** Humanized, humorous, and trending Reels



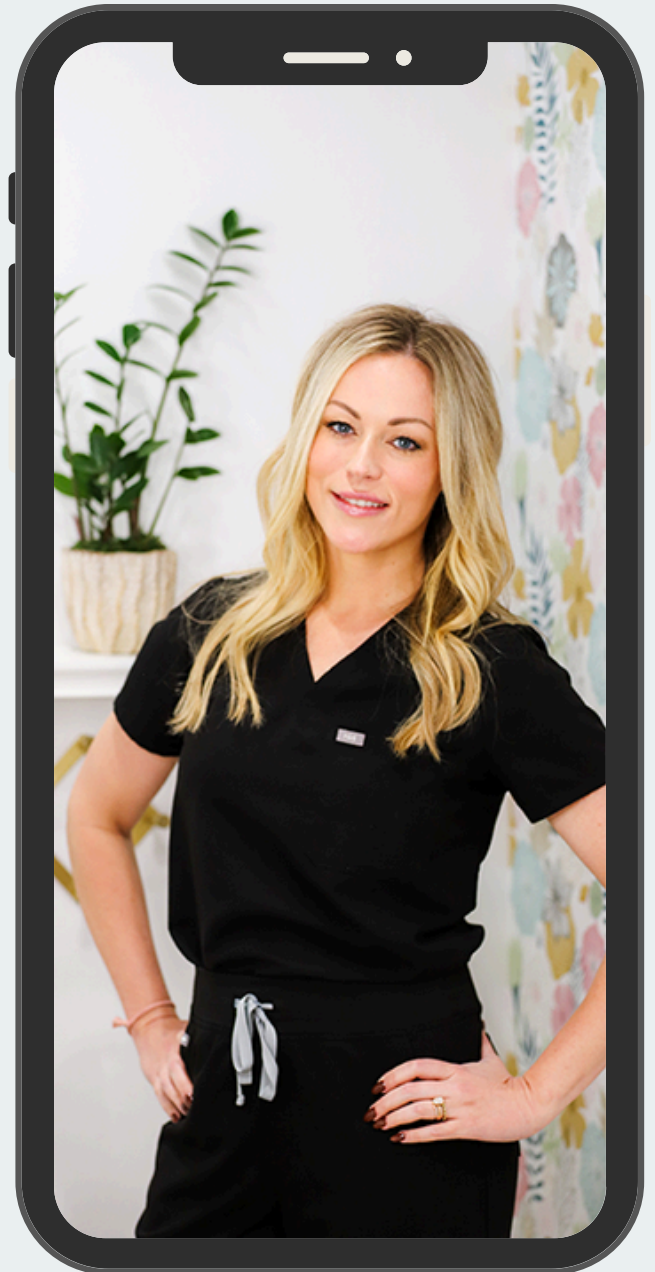
THE CHALLENGE:

Slow Growth, A Plateau, and Marketing That Didn't Work

In early 2025, JAG Medical Spa was consistently posting on Instagram—but engagement was modest, and reach had plateaued. Despite high-quality services and a loyal local client base, the brand's social media felt polished but impersonal. The team wanted to reach more people, increase local visibility, and turn social media into a true pipeline for leads and bookings—without needing a huge follower count.

The goal?

To create content that stops the scroll, makes people laugh or feel seen, and ultimately drives action.



THE TURNING POINT: May—August 2025



In May 2025, JAG's Instagram views were sitting around 9.9K monthly. That month, the team decided to shift toward a more relatable, real, and recognizable strategy by:

- Introducing **voiceover Reels**
- Putting **team members and the owner's face in front of the camera**
- Using **B-roll footage paired with trending audio**
- Showcasing **behind-the-scenes content** that felt more human and less "perfect"

The first voiceover Reel doubled normal post performance with **3.5K views**. From there, it was clear: **funny, human-centered content was the sweet spot.**

The Growth (Views)

Month

May 2025
September 2025
October 2025
November 2025
December 2025*


IG Reel Views

9.9K
27K
32K
36K
45K+

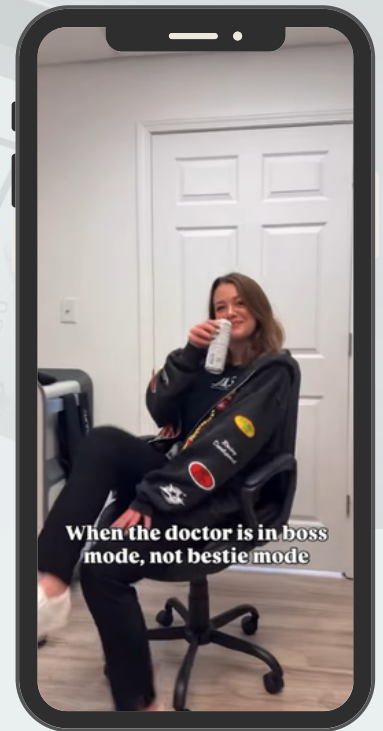
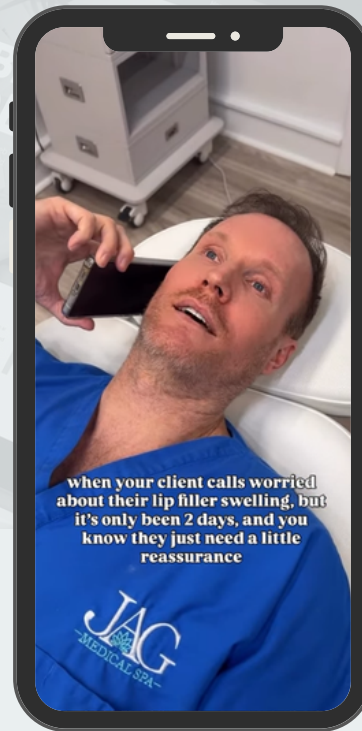
That's a **354% increase** in monthly views in just six months — without a major increase in followers.

Posting Frequency & Engagement

- **Posting Frequency:** 3x per week
- **Reels Per Month:** Approx. 12
- **Average Link Clicks per Month (from Stories):** 50–70
- **Average Clicks Per Post:** 4.2–5.8 clicks/post

 Note: While follower growth has remained steady, engagement and outbound clicks have climbed — proving that views and visibility don't require a massive audience to drive results.

Top Performing Content Types



Funny & Relatable Reels

The most viral Reels often include the **owner or staff in humorous or trending content**, showing the personality of the brand. One recent Reel featuring the owner hit **6K+ views**—the most successful to date.



SEO Optimization

Using trending audio and B-roll of treatments or staff interactions has consistently garnered **1K+ views per Reel**, even when no faces are shown.



Behind-the-Scenes with B-Roll

Before-and-after content (especially brows, lips, or injectables) paired with trending sounds helps show credibility and trustworthiness.

Why It Works

- **Human = Trustworthy.** Clients want to see who they're booking with.
- **Funny = Shareable.** Reels that tap into trending formats get pushed out to non-followers.
- **Real = Relatable.** Gone are the days of stiff perfection. Viewers connect more with authenticity.



THE RESULTS:

Conversion Strategy

But JAG didn't stop at "just views." Every Reel includes:

- ✔ **A clear CTA in the caption – e.g. "Book with us," with direct phone number + locations**
- ✔ **Relevant Story shares – with a clickable link to book for that specific service**
- ✔ **Strategic alignment with website traffic goals and seasonal promotions**
- ✔ **Services highlighted with educational or humorous content to build awareness without being overly salesy**

Results in Summary

These results speak volumes:

- **354%** increase in monthly Instagram views
- **4.2–5.8 average clicks** per post via Story link sharing
- Steady increase in website traffic from IG
- Multiple viral Reels with **3K–6K+ views**
- Greater brand recognition and visibility in the local community
- Improved client trust and familiarity before booking



Takeaways & Next Steps

LESSONS FOR OTHER BUSINESSES:

- **Be real.** Your people are your brand.
- **Use trends with purpose.** Funny or trending content should still connect to your services.
- **Always have a CTA.** Add booking links in your Stories and captions.
- **It's not about perfection.** The best content feels like a conversation—not a commercial.

WHAT'S NEXT FOR JAG?

With momentum building, JAG plans to:

- Keep creating 3+ Reels per week
- Increase collaboration content with injectors, PMU artists, and estheticians
- Test more location-specific hashtags and geo-tags to expand reach
- Add more educational + humorous mashups to increase saves and shares

Thinking About Growing Like This Yourself?

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