

HOW ONE SALON GREW ITS REACH BY 18.7% IN 30 DAYS

Without a new platform. Without a bigger budget. Without the owner posting manually.

+18.7%

Reach increase
vs. baseline

+45.3%

Content interactions
276 → 401

72.8%

Views from
non-followers

+241

Net new followers
4,517 → 4,778

THE CHALLENGE

POSTING ISN'T THE PROBLEM. STRATEGY IS.

Most salon Instagram accounts post consistently — but without segmentation, timing strategy, or content designed to convert discovery into followers and bookings. The result: high effort, flat growth, and engagement trapped inside an existing audience.

THE SPARK PLAY

CONTENT ENGINEERED TO REACH NEW EYES.

Spark built a content calendar for Refined Beauty anchored in three content types: social proof, educational value, and brand personality — each timed, captioned, and formatted to maximize Instagram's non-follower distribution. Zero ad spend required.

APRIL CONTENT PERFORMANCE POST

	TYPE	VIEWS	SIGNAL
We Won Top 200 Salon!	Carousel	4,831	Top Post
Zoom In If You Want...	Carousel	967	Discovery
Happy Birthday Lily	Carousel	936	Community
April Fools Post	Carousel	1,152	Personality
Hair That Moves Like You	Reel	668	Discovery
Most Common Bridal Mistake	Carousel	564	Authority

Content should do more than fill the feed. It should build trust, reach new people, and give salon owners measurable signals they can actually use.

OUR CAMPAIGN PRINCIPLE

WHY SPARK WORKS

01

We know content strategy.

Every post is built with a purpose, social proof, education, or personality timed and captioned to work with the algorithm, not against it.

02

We know the industry.

Bridal tips, chair availability, stylist spotlights — we speak salon fluently. Content resonates because it's built for this audience, not a generic template.

03

We know content strategy.

Same playbook, every week. Results tracked in reach, follower growth, and interactions — no vanity metrics, no guesswork.

Ready to grow your audience?

Book a Spark Consult — 30 minutes, highest-leverage play mapped.

BOOK A CONSULT →