



HOW ONE COMPANY INVESTED IN SITE ALTITUDE'S GROWTH ENGINE SERVICES AND GREW THEIR FOLLOWERS AND ENGAGEMENT

BACKGROUND

A well-known photographer who captures serene moments with nature, architecture, and wildlife wanted to increase their follower count.

Gaining new followers passively was proving to be difficult for them and they were looking to increase their follower count - the right way.

GOALS

An authentic high follower count increases the trustworthiness of a brand and its ability to reach more consumers and generate new business.

The photographer wanted to cultivate a community of like-minded individuals who would naturally engage with their Instagram page and lead to more online photography sales.

SOLUTION

Site Altitude gathered information regarding the photographer's target buyer demographic and the type of community they wanted to cultivate on social media. This photographer wanted their followers to share interests in photography, nature, wildlife, and traveling.

Site Altitude got to work, following an intricate growth plan that involved highly targeting the photographer's ideal Instagram users, and their follower base immediately began to grow. As it grew, so did their engagement because the new followers Site Altitude brought to their page were users who were already likely to organically and authentically engage with them.

RESULTS

The results and data were collected over a six week period.

110%

The follower count more than doubled - from 413 to 833 followers.

The amount of likes per post increased by 91%.

91%

88%

Comments followed closely behind, increasing by 88%.

