

# CASE STUDY 001

*One month. Twenty-nine times the reach.*

When this luxury London real estate agency came to Aftertaste Agency, their social media was invisible. In the month before we began working together, their content generated fewer than 3,000 views and just 66 interactions. In our very first month, views climbed to 86,049, interactions increased by over 1,400%, and a brand new audience started finding them for the first time. These are the numbers.



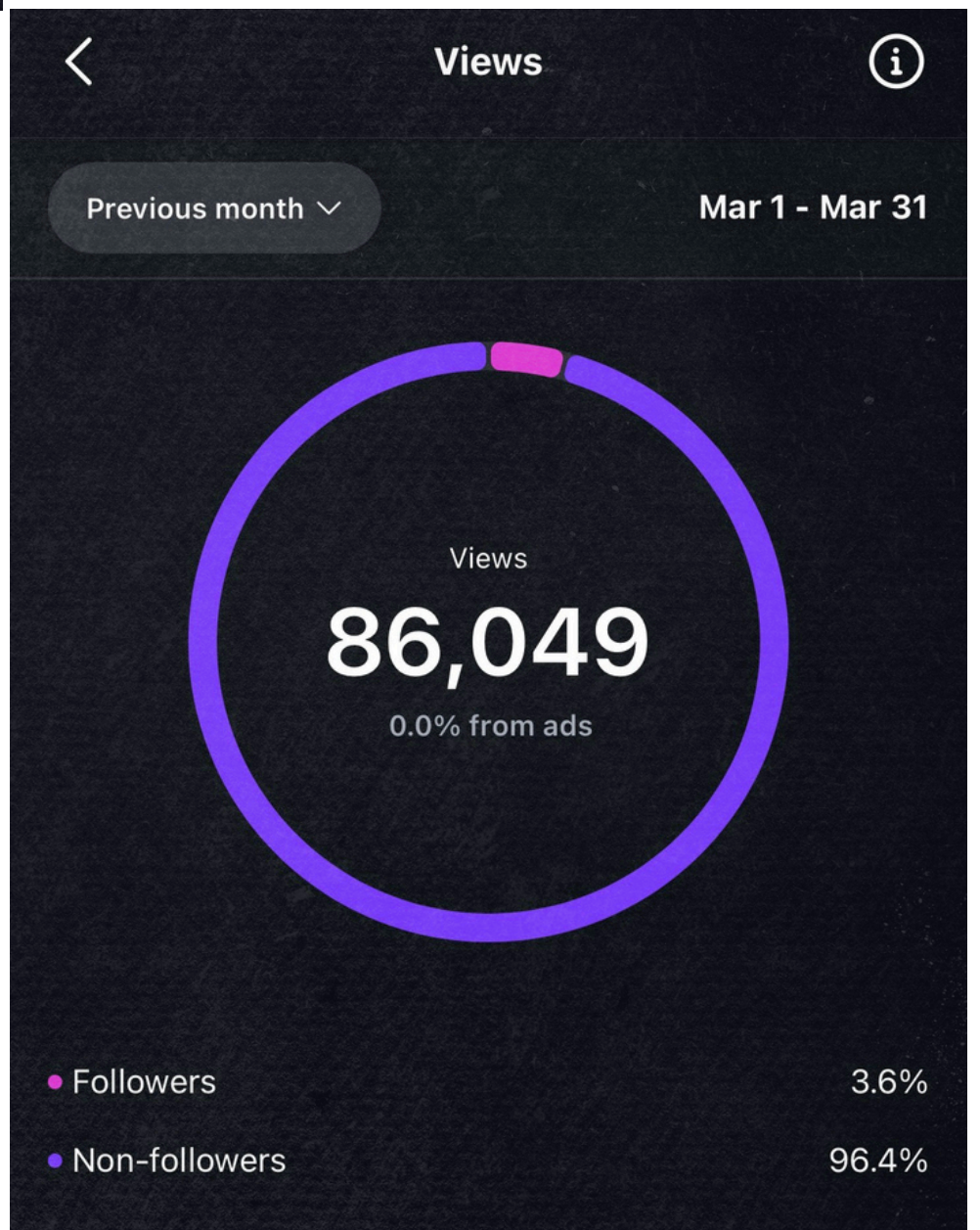
AFTER  
TASTE 2026

# REACH EXPLODED



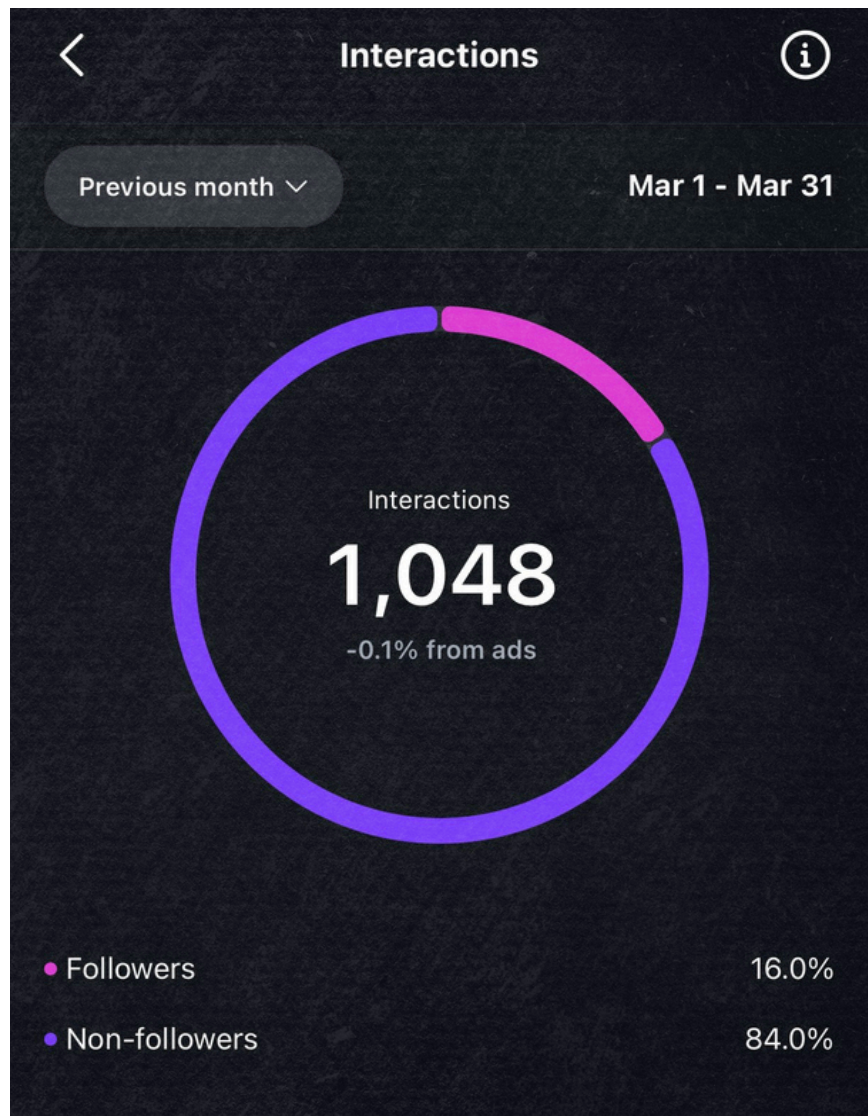
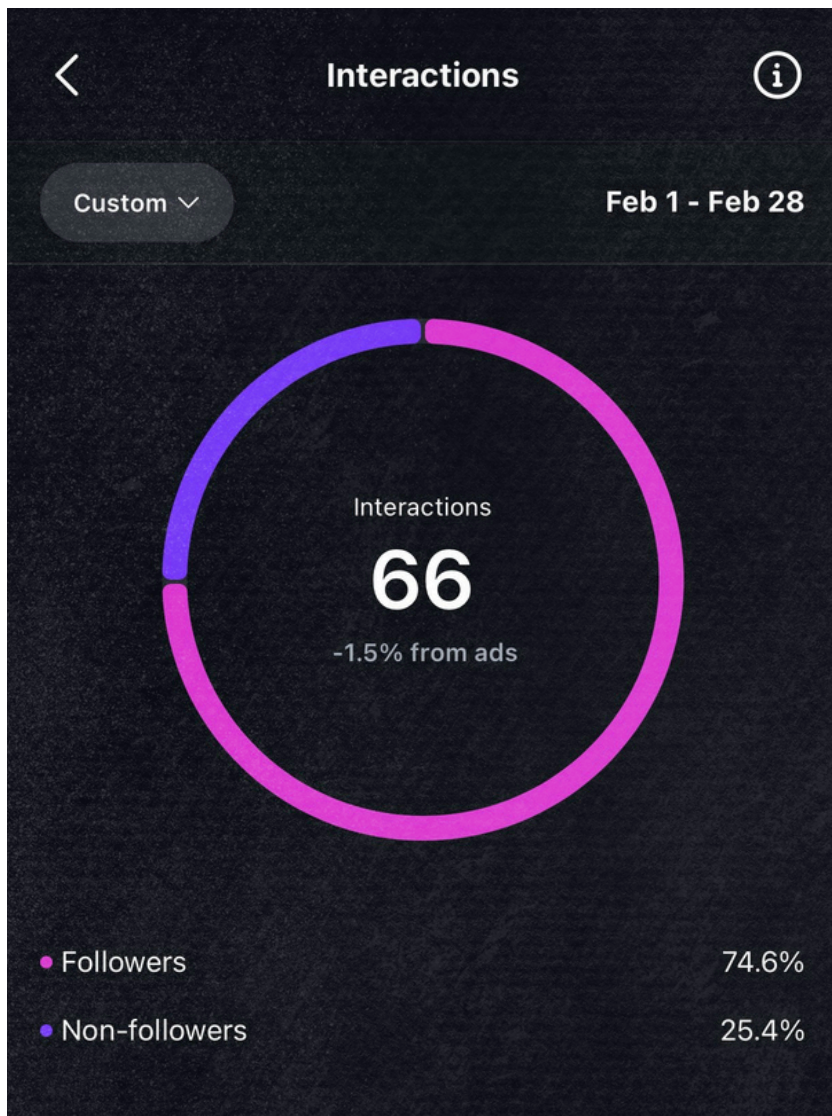
from

to



In February, the agency generated 2,957 views. In March, our very first month together, that number jumped to 86,049. That is a 29x increase in reach in a single month, with zero ad spend. Every single view was earned organically through strategic content alone.

*They've been*



# DISCOVERED

Before Aftertaste, 74.6% of interactions came from people who already followed the account, essentially the same closed circle every month. By March, 84% of interactions were coming from brand new audiences who had never engaged before. The content was not just performing better. It was reaching the right people for the first time.

In February, the account actually lost followers, ending the month down 6 in net growth. In March, that flipped entirely. 92 new followers came in, resulting in a net gain of 59 and a 2.7% growth rate. A page that was shrinking started growing the moment strategy was introduced.

# GROWTH REVIVED

Feb

Mar

Growth		Growth	
Overall	-6	Overall	59
Follows	23	Follows	92
Unfollows	29	Unfollows	33

"What could your brand look like in 30 days?"

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