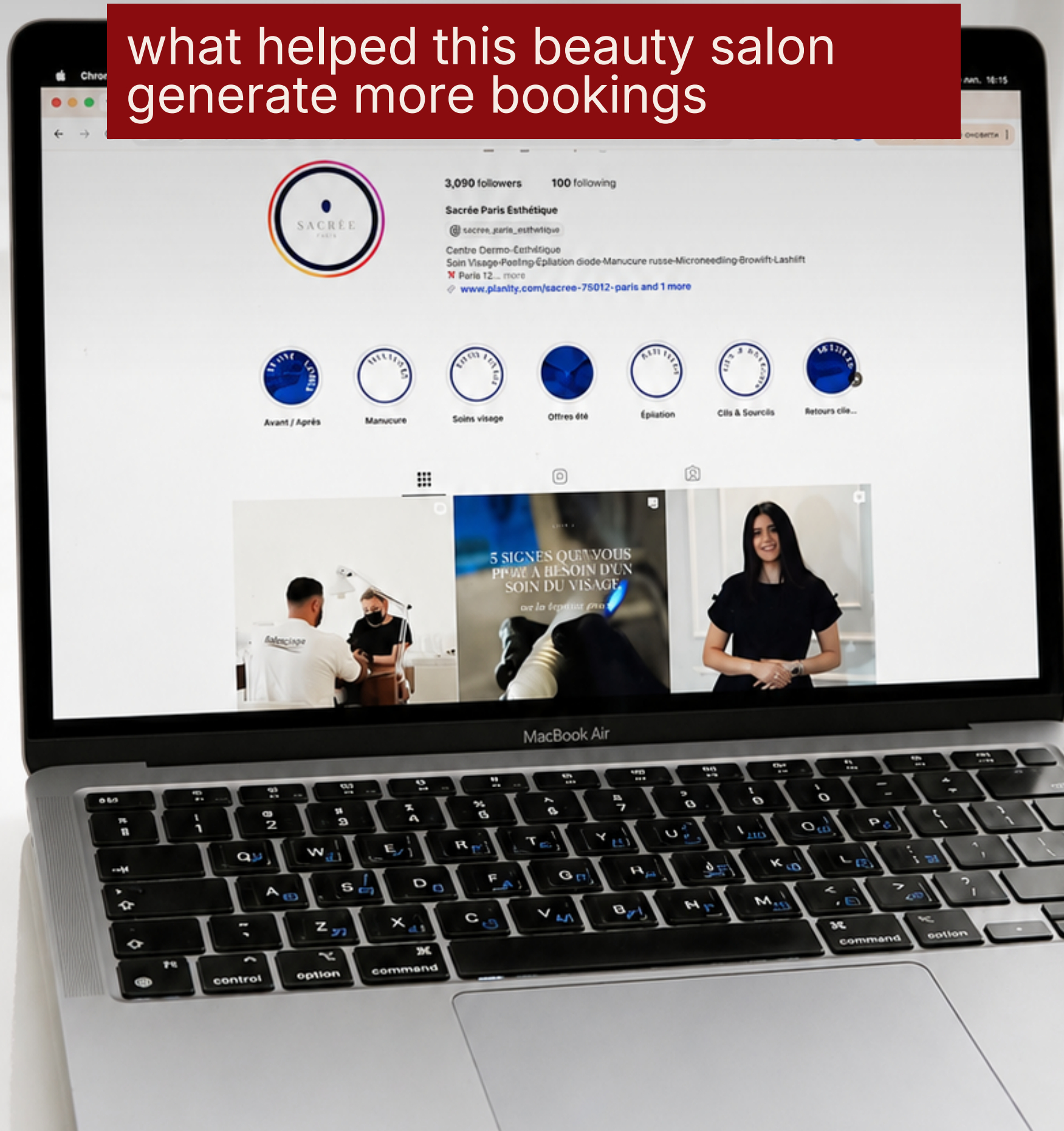


A BEAUTIFUL INSTAGRAM DOESN'T BRING CLIENTS

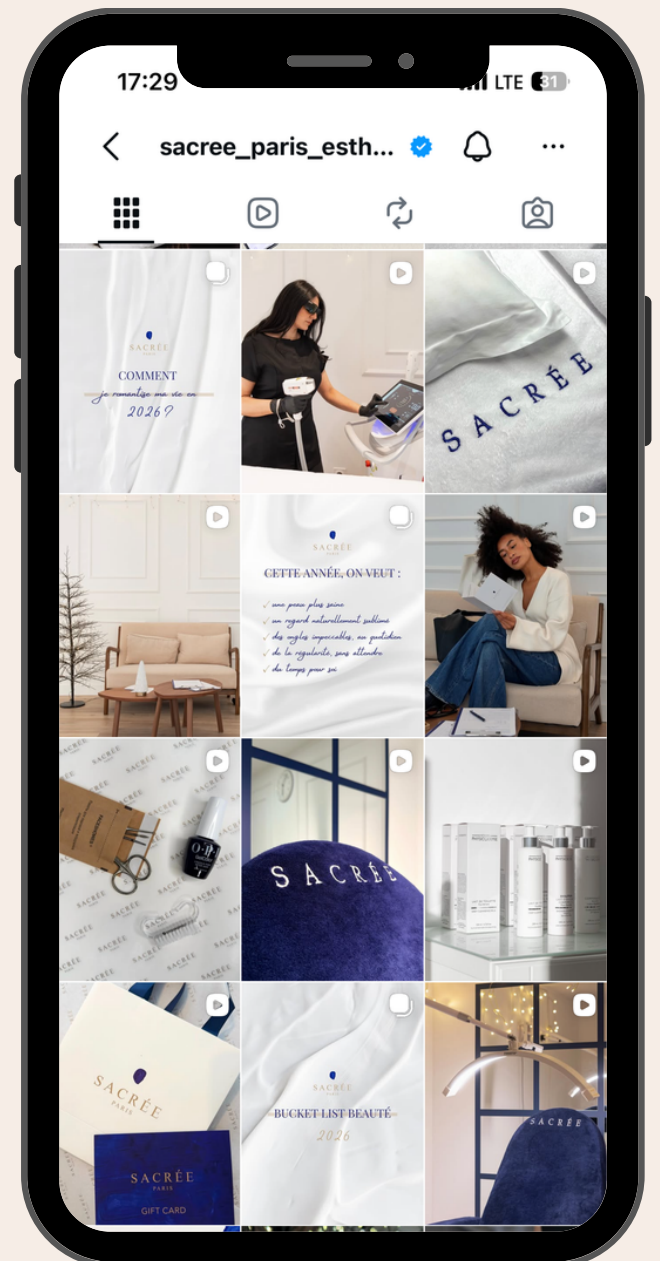
what helped this beauty salon
generate more bookings



WHERE WE STARTED

When the owner of Sacrée Paris reached out to me, the profile looked beautiful, but it wasn't bringing in new clients.

- ✓ unclear positioning;
- ✓ services were presented too superficially;
- ✓ reels failed to capture attention;
- ✓ no clear system that guided people toward booking;



The goal was to turn Instagram from a beautiful portfolio into a channel that builds trust and generates bookings.

WHAT WE CHANGED

(01)

Built a clear
content strategy

(02)

Added UGC
and paid ads

(03)

Introduced
regular content
shoots

(04)

Analyzed results
and optimized
content

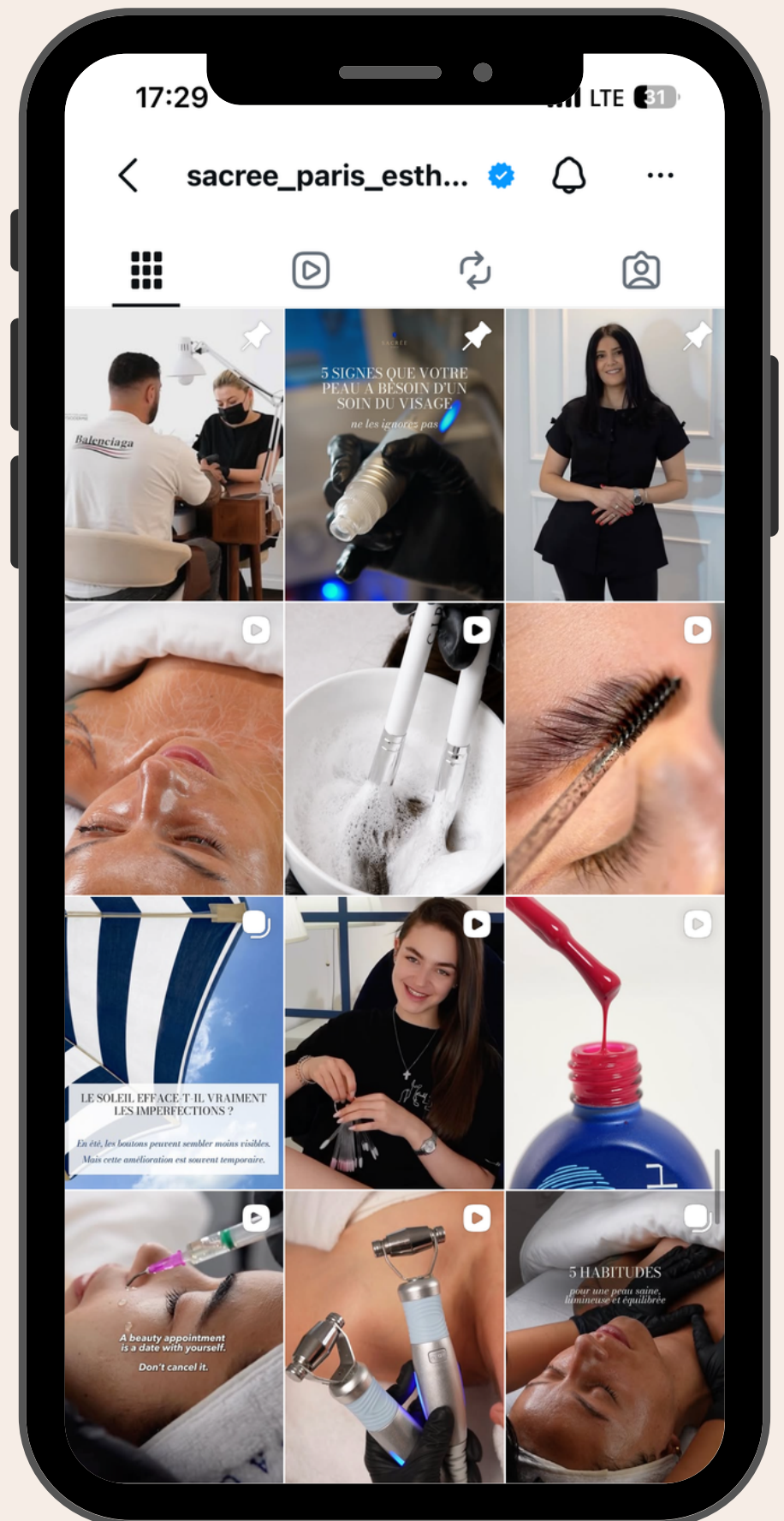
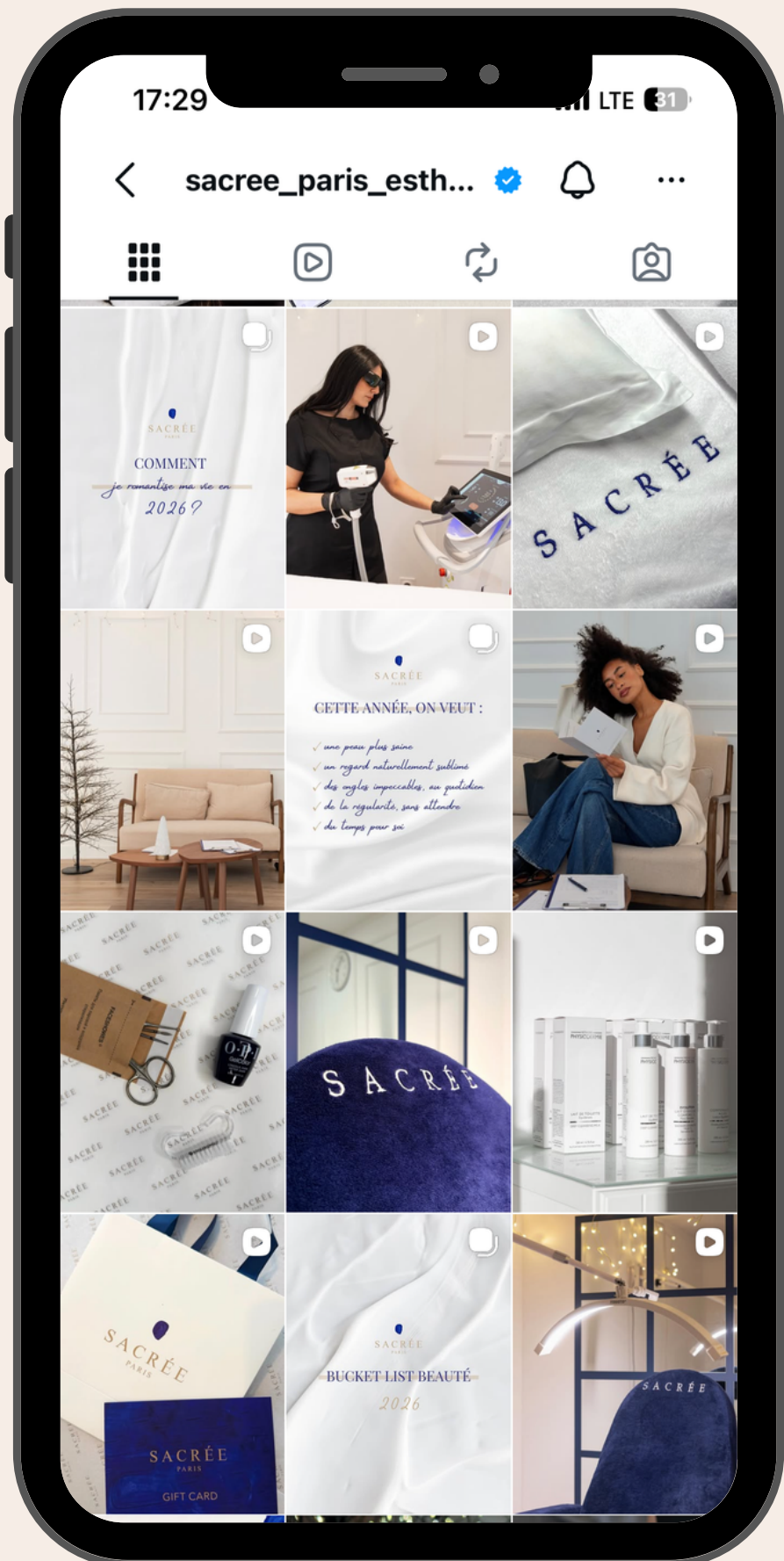
(05)

Created Reels
with different
hooks

(06)

Made the profile
clearer and easier
to navigate

PROFILE BEFORE & AFTER



STORIES WE CREATED



REELS WE CREATED

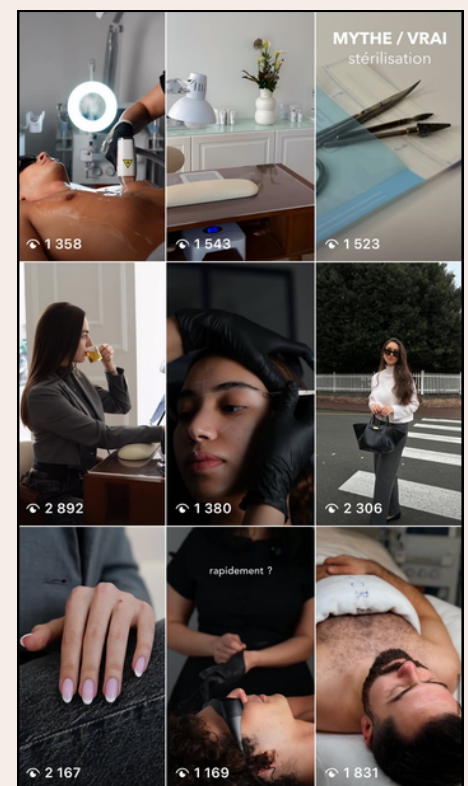
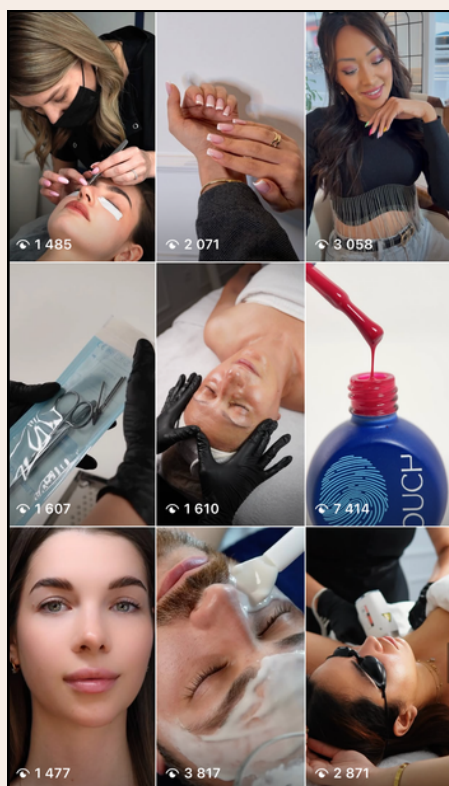
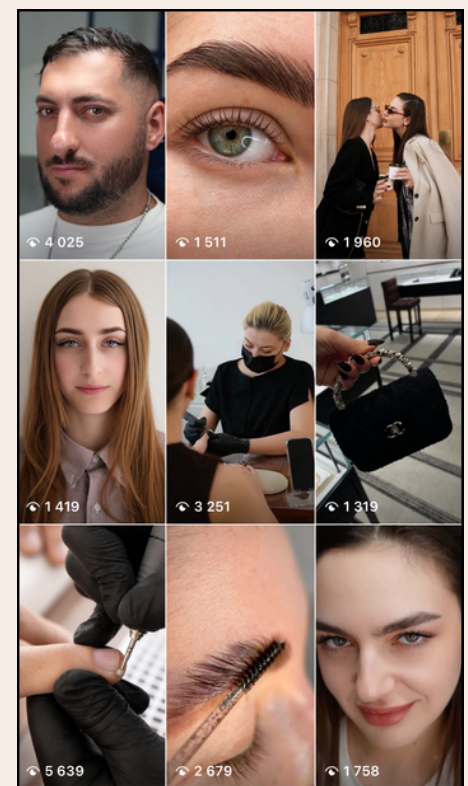
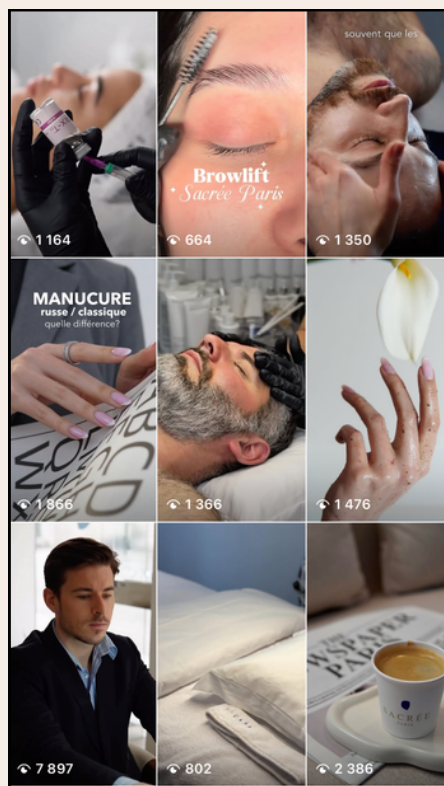
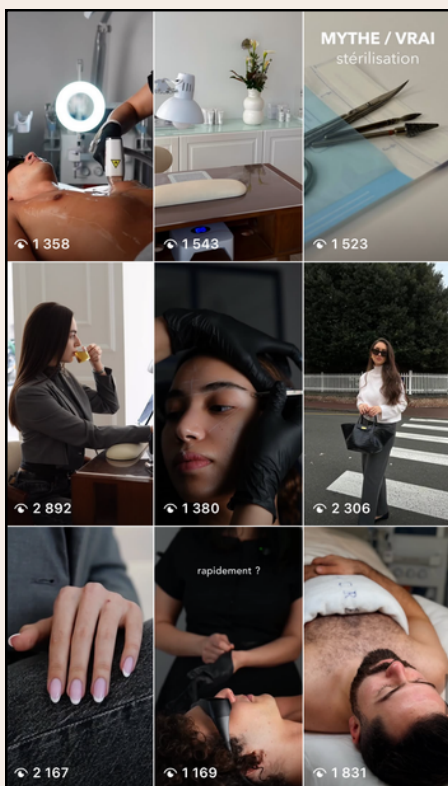
Formats

✓ Behind the scenes

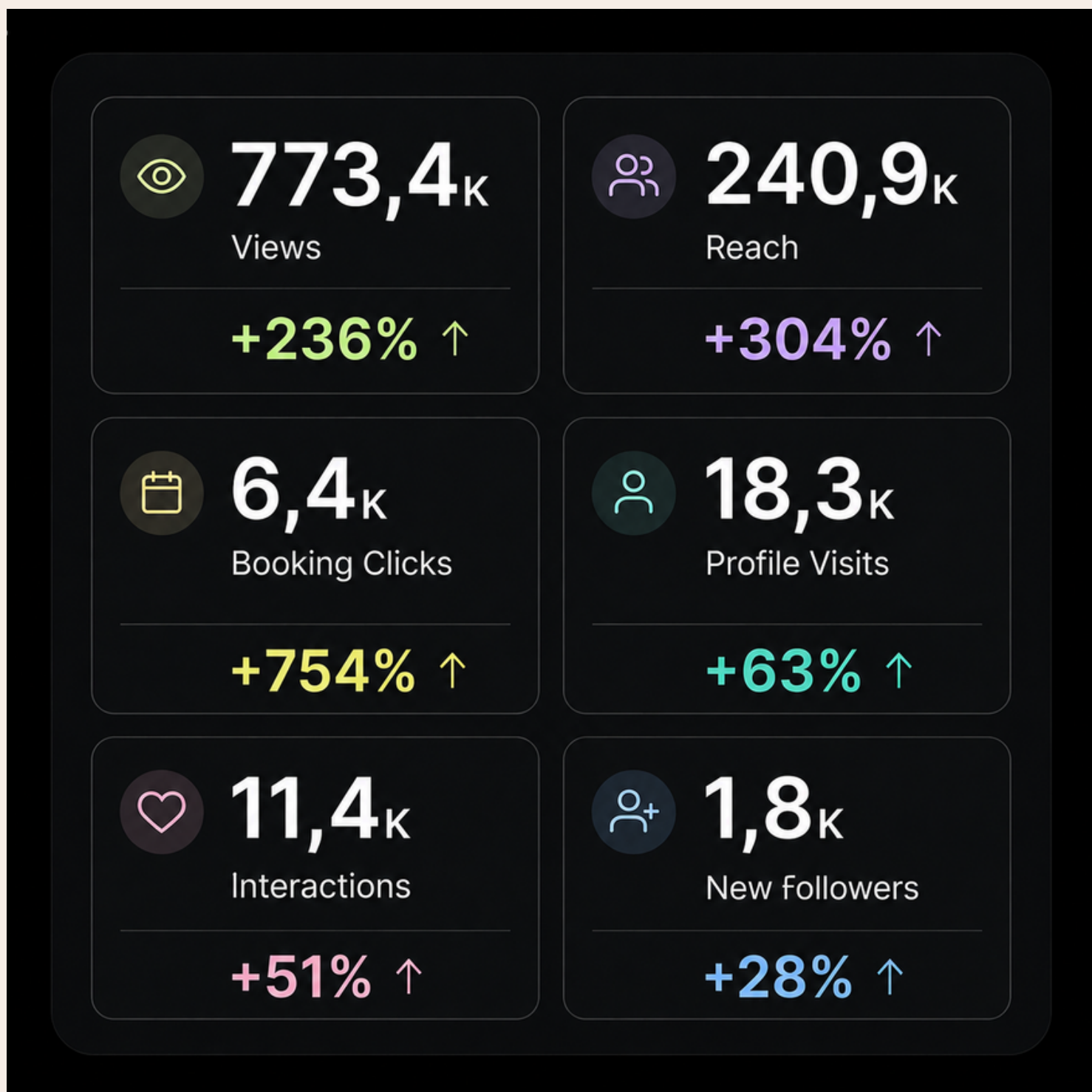
✓ Client reviews

✓ Atmosphere

✓ Service showcases



RESULTS AFTER 6 MONTHS FEBRUARY — JULY



A consistent content strategy increased not only reach but also booking inquiries.

LOOKING FOR A CONTENT STRATEGY THAT HELPS YOUR BUSINESS GROW?

Send me a DM and briefly tell me about your project.



ANASTASIIA RIAZANOVA

CONTENT CREATOR &
CREATIVE STRATEGIST



PARIS