

Hayaty Natural

I opened both accounts on the day the brand launched and ran them daily for three years. No inherited audience, no agency behind me, no budget to buy an audience into existence. This sample is the system I built and the scale it ran at. Where I have the figures I give them; where I no longer have the data I say so rather than decorate the gap.

0 FOLLOWERS ON DAY ONE, BOTH PLATFORMS	5,000 TIKTOK FOLLOWERS AT HANDOVER
1,700 INSTAGRAM FOLLOWERS AT HANDOVER	3 yrs LAUNCH 2021 TO MID-2024
1 / day CADENCE, SUSTAINED ACROSS BOTH ACCOUNTS	~1,000 POSTS PUBLISHED AT THAT CADENCE
5 FORMATS IN DELIBERATE ROTATION	5 CONTENT CATEGORIES STILL STANDING TWO YEARS ON

Built from zero, on two platforms at once

2021 LAUNCH TO MID-2024
HANDOVER

A new skincare brand has the hardest possible starting position on social: no customers to post about it, no reviews to repost, no recognition to trade on, and a category where every competitor has a bigger budget. Both accounts started at nothing and I took them to an audience the brand still trades on.

5k

TIKTOK
AT
HANDOVER

TikTok outgrew Instagram by roughly three to one

That split is the most interesting number in this sample, and it was not an accident. Instagram rewards accounts that already have a network; a brand nobody has heard of is speaking into a room where nobody is listening yet. TikTok distributes on whether the individual piece of content earns attention, which means a brand with no audience and good content can still reach people.

So I weighted effort toward the platform where a zero-follower brand could actually win, rather than splitting attention evenly because that is what a calendar template says to do. Three times the audience on the account that was two years younger is the result of that call.

Platform strategy, not equal split

Both accounts from zero

No inherited audience

1.7k

INSTAGRAM
AT
HANDOVER

The account that had to carry the brand, not just the reach

Instagram did a different job. It is where a buyer checks whether a small skincare brand is real before they spend money with it, so the grid had to work as a shop window and a credibility test at the same time. Growth there was slower by design, because the posts had to serve the person already considering a purchase rather than chase a cold audience.

Consideration surface

Credibility before reach

A daily cadence, held for three years

THE PART MOST BRANDS CANNOT
SUSTAIN

One post a day, every day, across three years. At that rate the output runs to roughly a thousand pieces of content. The number matters less than what it takes to produce: a system, because nobody improvises daily content for three years and survives it.

WHAT DAILY ACTUALLY REQUIRES

HOW I MADE IT SURVIVABLE

WHY IT MATTERS
COMMERCIALY

Never starting from a blank page

A fixed rotation of formats, so the day's decision is which format, not what on earth to post

Removes the daily bottleneck

Content that does not depend on new product

Education and routine content that can run regardless of the launch calendar

A small catalog stays postable

Assets faster than you can shoot them

Customer content and founder content used as primary material, not filler

No production budget required

A reason for someone to follow, not just view

Recurring categories a viewer can expect to see again

Converts reach into audience

Not burning out

Batching by format rather than by day

Three years without a gap

Five formats, each with a job

ROTATION, NOT VARIETY FOR ITS OWN SAKE

Posting in different formats because a guide says to mix it up produces noise. Each of these was in the rotation because it did something the others could not.

1 Reels and short video

RECRUITMENT

The only format that reliably reaches people who have never heard of the brand. Everything else talks to an audience that already exists, which on a new account is nobody. This is what made the TikTok account the growth engine rather than a mirror of Instagram.

2 Carousels

TEACHING, AND SAVES

Ingredient explanation and routine building, in a format a viewer can work through at their own pace. Carousels earn saves, and a save is a stronger signal than a like because it means someone intends to come back. In skincare it also means they are still deciding, which is exactly who a small brand needs to keep hold of.

3 Customer content

PROOF THE BRAND CANNOT FAKE

A real customer's face and words carry weight that no brand-produced asset can buy. On a young brand this is the difference between a claim and evidence, and it is the cheapest content there is, provided you have built enough of a community for it to exist.

4 Before and after

THE CATEGORY'S HARDEST PROOF

Skincare buyers have been promised results by everyone and believe almost nobody. A visible change over a stated period is the one piece of content that answers the only question they actually have, which is whether it works.

5 Founder content

WHY THIS BRAND EXISTS

Small brands sell the person as much as the product. Founder content carried the origin story and the reason the formulations are what they are, which is the same narrative the website runs on, so a buyer arriving from social found one continuous story rather than two disconnected ones.

The structure is still standing

TWO YEARS AFTER HANDOVER

This is the part I would put in front of a client, because it is the only claim here that does not depend on my word at all. Open the Instagram account today and the content categories I organized it around are still there, still in use, two years after I stopped running it.

Five categories, still in place

Community, press, products, tips, and a category dedicated to the hero product. That taxonomy sorts three years of content into the questions a buyer actually arrives with: who else uses this, has anyone independent covered it, what do you sell, how do I use it, and tell me about the thing I came here for.

A structure that a later team keeps using is a better verdict on the work than any metric I could quote. Systems that do not work get replaced within a month of a handover, and this one has outlasted my involvement by twice as long as some of the campaigns in it ran.

Verifiable on the live account

Survived a handover

Buyer-question led

One voice across two surfaces

SEE ALSO SAMPLE NO.4

I wrote this brand's website as well as running its social, which is unusual and worth pointing at, because it is where most brands lose the thread.

The typical split has an agency running social in one voice while the site speaks in another, and a customer who moves from a video to a product page feels the seam without being able to name it. Here the ingredient education in the carousels and the botanical reference on the site were written by the same person from the same material, so the claim a viewer met on TikTok was the claim they found when they landed on the page. Same heritage narrative, same level of specificity, no translation loss between the two.

Sample No.4 covers the website side in detail: the ingredient glossary written at formulation level, the naming system, and the brand content layer. Read together, the two samples are one brand handled end to end for three years.

Verifiable

WHAT I WILL STAND BEHIND

-
- I built **two accounts from zero**, opening both at brand launch and running them to roughly 5,000 followers on TikTok and 1,700 on Instagram by mid-2024.
No inherited audience on either platform
 - I held a **daily posting cadence for three years** across both accounts, which at that rate is on the order of a thousand pieces of content, produced without a studio or a production budget.
2021 launch to mid-2024
 - I weighted effort toward **the platform where a new brand could actually win** rather than splitting it evenly, and the younger account finished three times larger than the older one.
A judgment call, and the numbers back it
 - I ran a **five-format rotation** where each format had a defined job: reach, teaching, proof, evidence, and origin story, which is what made daily output sustainable rather than heroic.
Reels · carousels · customer · before and after · founder
 - I organized the account around **five content categories that are still in use today**, two years after I handed over, which anyone can check on the live profile in ten seconds.
The one claim here that needs no trust at all

→ I ran **the social and the website for the same brand**, so the story a customer met on social was the story they found when they arrived on the site.

Three years, one voice, two surfaces

SCOPE

Scope of my work: organic social on both platforms from launch in 2021 to mid-2024, in English. Paid social ran periodically alongside the organic work during that period. Anything published on either account after mid-2024 is not mine, including the more recent event and partnership content on Instagram.

WORK WITH ME

Launching with no audience and no budget?

That was this brand in 2021: no customers to feature, no reviews to repost, no recognition to trade on, competing against companies that could buy attention outright. The way through is not a bigger budget. It is deciding which platform a nobody can actually win on, then building a system you can still run on day eight hundred.

Tell me **what you sell and who you are selling it to**, and I will come back with the format rotation I would run, which platform I would weight and why, and what the first month looks like. Free, and yours to hand to whoever you like.

If you are already posting daily and it is going nowhere, that is usually a format problem rather than an effort problem, and it is a fast conversation.

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