

HOTSUIT Gymwear – Social Media Growth & Engagement

Industry and Timeline:

Fitness Apparel, 6 months, Social Media Marketing

Location:

Australia, New Zealand (global reach)

Platforms:

Instagram, Facebook

The Challenge

HOTSUIT Gymwear set out to become the leading activewear choice for fitness-conscious young adults in the Australian and New Zealand markets. They faced limited organic reach, low engagement rates, and an oversaturated influencer space dominated by established athletic brands. The mission was to build brand loyalty, accelerate growth, and create sustainable awareness with measurable, high-quality engagement.

Strategic & Creative Approach

Launched an integrated content strategy, producing daily reels, influencer collaborations, and user-generated content challenges highlighting customers' fitness journeys and transformations.

Optimized content calendar for peak audience hours by tracking social insights, using viral fitness hashtags, geo-tagging, and community polls to raise on-platform visibility.

Built micro-influencer partnerships for giveaways, AMAs, and "Train with Us" IG Live sessions, focusing on authentic community-building rather than celebrity reach.

Leveraged Facebook Groups and Stories for localized events and flash sales, while A/B testing static vs. video creative to pinpoint content formats driving the highest engagement.

Automated DMs and comment responses for campaign questions, growing both touchpoint volume and real-time conversion.

Key Numbers and Results

Instagram followers increased 347% in 6 months, while average post engagement rate rose from 1.4% to 8%.

Daily story views quadrupled, and user-generated content participation totaled over 3,300 unique campaign entries.

Influencer content delivered a 220% boost in click-through to the Shopify store, contributing to a direct 31% increase in social-driven sales.

Regional brand mentions jumped by 580% following the “real member stories” campaign, with audience sentiment scores climbing to 9.4 out of 10.

Six-month collaboration programs produced a sustained lift in organic engagement and repeat purchase intent from the social audience.

Additional Insights

Community-led social campaigns delivered longer engagement and more effective conversion than high-budget influencer splurges. Stories and reels showcasing everyday athletes, not celebrities, were cited most in qualitative feedback and drove loyalty.

Our Impact

HOTSUIT Gymwear shifted from an underdog to a social brand powerhouse, dominating regional feeds and building a real fitness community. Thoughtful management of content, creators, and automation helped drive numbers that not only impressed but also set a foundation for sustainable, long-term e-commerce growth.

Noon – Social Media Market Leadership Through Storytelling

Industry and Timeline:

E-commerce (General Merchandise), 8 months, Social Media Marketing

Location:

MENA Region (with global campaigns)

Platforms:

Facebook, LinkedIn, Instagram

The Challenge

Noon, a leading e-commerce marketplace, wanted to stand out in a region crowded with both international giants and agile local players. With low brand differentiation online, variable regional trust in online shopping, and the need to appeal to both younger buyers and business partners, Noon's marketing required next-level storytelling to command attention and elevate engagement across three major platforms.

Strategic & Creative Approach

Crafted a cross-channel narrative arc: customer success stories, seller spotlights, and "Day in the Life at Noon" behind-the-scenes to humanize the brand and resonate with retail buyers and potential partners.

Used Facebook for mass reach and community groups, pushing high-impact video and carousel campaigns about fastest deliveries, Ramadan deals, and real customer testimonials.

Developed "Noon Business Network" series on LinkedIn to engage B2B partners, share leadership insights, and spotlight technology investments in the logistics ecosystem.

Leveraged Instagram for trend-driven influencer matchmaking, short-form branded reels, "shop-the-look" user galleries, and interactive Q&A sessions that amplified seasonal campaigns and viral launches.

Embedded social listening and sentiment tracking, empowering the team to tweak messaging, jump on trends, and address customer feedback in near real-time.

Key Numbers and Results

Total multi-platform followers grew by 388% in 8 months, with LinkedIn brand page engagement up 330%.

Facebook ad reach surpassed 13 million, with community groups generating an average post engagement rate of 7.8%.

Instagram campaign engagement doubled after influencer storytelling and highlighted user-generated content, leading to a 41% increase in click-through to mobile apps.

Customer advocacy (“I shop at Noon” UGC) rose by 2.5x, and B2B inquiries from LinkedIn content grew by 134%.

Sentiment scores improved to 9.2/10, while brand share-of-voice in MENA doubled compared to the closest regional competitor.

Additional Insights

By using storytelling to connect the dots between customers, business partners, and employees, Noon created a layered narrative that fueled organic sharing and authentic engagement. Combining real-life customer stories with timely, localized campaigns made social audiences feel invested in the brand’s journey.

Our Impact

Noon’s social media went from transactional to transformational, harnessing platform-specific strategies to tell a distinctive story and convert passive followers into loyal shoppers and brand champions. Deep platform synergy and agile, authentic voice reinforced Noon’s leadership in both engagement and growth.

Mehreen S. – Executive Thought Leadership & Personal Brand Growth

Industry and Timeline:

Professional Services (Corporate Leadership), 6 months, Social Media Marketing

Location:

Dubai, global business audience

Platforms:

LinkedIn, Twitter (X), Instagram

The Challenge

Mehreen S., a rising executive in finance, sought to establish a standout personal brand, build her reputation as an industry thought leader, and attract international speaking and consulting opportunities. Despite a wealth of expertise, her online presence lacked consistency, follower engagement lagged, and existing content strategies failed to differentiate or connect with high-level decision-makers globally.

Strategic & Creative Approach

Designed a unified content cadence, combining actionable leadership insights, career storytelling, and authentic “behind the journey” moments for each platform.

Led biweekly LinkedIn article series and carousel posts on emerging financial trends, personal reflections, and Q&A with industry collaborators.

Activated Twitter (X) as a platform for hot takes on breaking news, daily conversation threads, and timely engagement with influencers and global journalists, driving cross-platform traffic.

Created Instagram stories and reels focused on career milestones, personal routines, and audience-driven AMA sessions to showcase both expertise and relatability.

Implemented ongoing audience analysis and sentiment listening to iterate topics, maintain relevance, and address trending industry pain points.

Key Numbers and Results

LinkedIn followers grew 254% in 6 months, with post engagement rates rising from 1.9% to 6.3%.

Twitter (X) impressions hit an all-time high of 4.6 million, with direct replies and mentions from several industry thought leaders.

Instagram audience up 188%, driven by high-velocity story and reel views and repeated features on curated “top women in finance” lists.

Consultation and speaking inquiries saw a 4.5x increase, resulting in five keynote and panel invitations in three countries.

Subscriber count for weekly LinkedIn newsletter passed 7,000, with open and click-through rates consistently above 44%.

Additional Insights

The combination of personal storytelling, subject-matter expertise, and active industry engagement outperformed traditional corporate PR strategies. Using platform-specific voice and vertical community insights enabled content to spread organically and generate new business leads.

Our Impact

Through a tailored personal branding strategy and agile content management, Mehreen S. became widely recognized as a leading voice in her sector. The campaign delivered record audience growth, deepened relationships with decision-makers, and unlocked premium business opportunities across continents.

Confidential Professional Services Brand – Community Authority and Engagement

Industry and Timeline:

Professional Services, 5 months, Social Media Management

Location:

USA

Platforms:

Facebook, LinkedIn, YouTube

The Challenge

A regional professional services firm in the USA aimed to boost its reputation as a trusted advisor in its sector. The business struggled with low awareness in a crowded field and little differentiation from competitors online. New client inquiries from social media were rare and employee advocacy virtually nonexistent, despite a solid history of local client wins.

Strategic & Creative Approach

Launched an always-on content calendar with rotating weekly themes: thought leadership (case studies, market updates), client spotlights, and community service features.

Produced explainer videos and short webinars on YouTube, supported by cross-platform teasers and expert Q&A sessions to draw in a larger audience.

Grew LinkedIn follower base by encouraging team participation in industry discussions, sharing leadership posts, and launching a “Meet the Expert” video series to humanize the brand.

Coordinated Facebook Live Q&A events and interactive polls to stimulate conversations and surface community pain points.

Actively monitored and responded to comments and DMs within two hours, establishing a reputation for responsiveness and client-first attitude.

Key Numbers and Results

LinkedIn page followers grew by 321%, and engagement per post rose 5.1x compared to the prior quarter.

YouTube channel gained 2,600 new subscribers, with cumulative video watch time reaching 800+ hours in 5 months.

Facebook engagement rate improved from 0.7% to 4.2%, while Live event attendance averaged 350+ participants per session.

Qualified social media-driven leads increased by 217%, accounting for 29% of all new client consultations.

Internal social sharing and team participation rose by 380%, resulting in an expanded reach and improved employer brand recognition.

Additional Insights

The mix of educational content, responsive engagement, and staff involvement was more effective than direct sales pitches or paid boosts. Building genuine community through regular, diverse storytelling and live engagement deepened trust and spurred both referrals and repeat business.

Our Impact

The campaign redefined the firm as an approachable, forward-thinking leader in its market. Results demonstrated that investing in smart, multi-channel content and authentic human connection on social media can accelerate authority, client growth, and team pride.