WEBSHURE YOUR BUSINESS CONNECTED

DUBAI - UNITED ARAB EMIRATES

SOCIAL MEDIA MANAGEMENT CASE STUDY

+1,734% in Under a Year. 0% of It Paid For.

HOW WEBSHURE GREW ITS INSTAGRAM AUDIENCE BY 1,734% IN UNDER TWELVE MONTHS WITHOUT SPENDING A CENT ON FOLLOWERS

W

CLIENT

Webshure Digital Marketing

+1,734%	+6,853%	8.4%	0%
FOLLOWER GROWTH	FOLLOWERS VS FOLLOWING	ENGAGED BY ONE POST	SPENT ON FOLLOWERS

THE BRIEF

1,734% growth, none of it purchased

Instagram, Facebook and LinkedIn, run in-house, reported as at 20 August 2026.

Why an agency should publish its own numbers

Every agency shows you a client's best month. Almost none will show you their own account, because their own account is where the shortcuts become visible: bought followers, follow-for-follow padding and a burst of posting that appears the week before a pitch.

Ours stands up to it. Instagram went from 235 followers to 4,311 in under twelve months, a rise of 1,734%, alongside a Facebook page of 1.5K and a LinkedIn presence of 648. We hold 6,853% more followers than the number of accounts we follow back, and 0% of that audience was bought.

What follows is the full picture: where the audience sits, what it does when a post lands, and the operating rules that produced it. The same rules go onto every client account we take on.

WHAT THIS PAGE IS FOR

01 **Proof the audience is earned**
6,853% more followers than accounts followed, and 0% paid for

02 **Proof the content lands**
One post engaged 8.4% of the entire Instagram base

03 **Proof it compounds**
1,734% growth in under twelve months, and still climbing

Three channels, three different jobs

Each platform is run for what it is actually good at, not posted to identically.

1. **Instagram carries the craft**
   Up 1,734% in under twelve months and the largest of the three audiences. This is where design work, campaign creative and the agency's voice do the heavy lifting.

2. **Facebook carries local reach**
   1.5K followers, the local business audience most likely to walk in the door or pick up the phone.

3. **LinkedIn carries the buying decision**
   648 owners and marketing managers, the audience that signs off on agency work. A follower here is worth considerably more than one anywhere else on this page.

THE AUDIENCE

Growth on every channel, paid on none

Instagram measured from 235 followers to 4,311 in under twelve months.

PLATFORM	GROWTH	WHAT IT DOES
Instagram	+1,734%	Craft, creative and voice, in under twelve months
Facebook	100% organic	Local business reach, 0 accounts followed back
LinkedIn	100% organic	Where agency services are actually bought
All three	**0% paid**	**Owned distribution, none of it purchased**

Instagram growth measured against a starting base of 235 followers. Facebook and LinkedIn audiences are organic and unpaid. All figures organic.

62 following on Instagram

Against 4,311 followers, that is a ratio of 70 to 1. Accounts that inflate their numbers sit close to 1 to 1, because the followers were traded rather than earned. The ratio is the fastest way to tell the difference, and it is the first thing we check on a prospective client's account.

0 following on Facebook

A page with 1.5K followers and no outbound follows has grown entirely on the strength of what it published. Nothing on that page was reciprocal, and nothing was bought.

THE NUMBERS

The percentages behind the account

Instagram Insights and public profiles, measured to 20 August 2026.

METRIC	FIGURE	WHAT IT TELLS YOU
Instagram follower growth	+1,734%	From 235 followers, in under twelve months
Followers vs accounts followed	+6,853%	The gap bought audiences cannot fake
Audience engaged by one post	8.4%	Roughly one follower in twelve
Spent acquiring followers	0%	Not one follower purchased or boosted
Growth that was organic	100%	Earned by what was published, nothing else

Growth measured from a starting base of 235 Instagram followers. Engagement share calculated against the current audience. All figures organic and unpaid.

8.4%

of the entire Instagram audience engaged with a single post

Roughly one follower in twelve, with 0% paid support behind it. A single organic post reaching that share of its own audience sits well above what most business accounts manage, and Instagram surfaced it as high performing without being asked. On an audience grown 1,734% in under a year, that share represents a great deal more people than it did twelve months ago.

+1,734%

IN UNDER TWELVE MONTHS

From 235 followers to 4,311, driven by publishing volume rather than paid promotion.

+6,853%

FOLLOWERS VS FOLLOWING

Traded audiences sit near 0%. A gap this wide can only be published into existence.

0%

SPENT ON FOLLOWERS

No paid follower campaigns, no boosted growth and no purchased audiences at any point.

Why the growth accelerated

Platforms decide who sees a post based on how previous posts performed. Consistent publishing turns an account into a known quantity and distribution is granted immediately, which is why growth of this kind compounds rather than running in a straight line. An account that appears in bursts is treated as a stranger every time and earns its reach from a standing start.

Why 0% paid is the number that matters

Follower counts are the easiest figure in marketing to inflate, and a purchased audience never engages, never enquires and quietly suppresses everything published afterwards. Growth of 1,734% with nothing spent on acquiring it is worth many times the same figure bought.

THE STANDOUT POST

Why this one outperformed everything else

Instagram surfaced it unprompted as high performing. It is worth understanding what made the difference, because the mechanism is repeatable.

01 A LOCAL HOOK

Rugby is not a niche interest in South Africa, it is common ground. Building the idea on a try and the posts gave the audience something they recognised before they registered it as an advert.

02 A PUN THAT SELLS

The conversion line works in both languages at once, the sport and the marketing. It says what the agency does without a sentence of explanation, which is why it travelled.

03 ONE IDEA, ONE ACTION

No feature list and no crowded layout. A single thought and a single button. The post asked the viewer to do exactly one thing.

04

The lesson we take onto client accounts

Reach was not bought and the post was not boosted into performance. It worked because the idea was locally grounded, the joke did the selling and the design got out of the way. That is a repeatable formula, and it is the one we apply when we build a content calendar for a client rather than filling it with stock imagery and product announcements.

361 ACCOUNTS ENGAGED FROM A SINGLE POST

Why the timing helped

The idea sat on a reference the audience was already thinking about, which meant it did not have to introduce itself. Content that arrives inside a conversation people are having gets a shorter route to attention than content that starts one.

Why the format helped

A square, high-contrast layout that reads at thumbnail size. Most social creative is designed at full size and consumed at a fraction of it, which is where the majority of engagement is lost before a single word is read.

What it did not rely on

No paid boost behind it. No giveaway, no tag-three-friends mechanic and no engagement bait. Those tactics buy a spike in the numbers and leave an audience that only ever turns up for the prize, which is why the month after a giveaway is almost always worse than the month before it.

What we would repeat

A cultural reference the local audience already shares, a line that does the selling on its own, and a layout with one thing in it. That is a brief we can write again for a different business in a different month, which is the difference between a lucky post and a method.

And it is not luck

The same thinking is what produced 1,734% growth in under twelve months with 0% spent on acquiring followers. A post like this is what happens when the method is already in place, not a moment that arrived on its own.

THE APPROACH

How we run our own channels

The same operating rules we put on a client account, applied to ourselves.

01

Earn the audience, never buy it

We hold 6,853% more followers than the number of accounts we follow, and on Facebook the figure is 100% one-directional. Bought and traded audiences look impressive on a slide and do nothing on a Tuesday, because they never engage, never enquire and quietly damage how the platform distributes everything published afterwards.

+6,853% FOLLOWERS VS ACCOUNTS FOLLOWED

02

Publish for the platform, not across it

The same asset is not pushed to three channels unchanged. Instagram gets the craft, Facebook gets the local angle and LinkedIn gets the commercial argument, because the person scrolling each one arrived for a different reason.

3 CHANNELS RUN SEPARATELY

03

Build a back catalogue, not a campaign

Publishing volume is the engine behind 1,734% growth in under twelve months. Accounts that chase the same result with a short campaign tend to spike and then disappear, because consistency is what teaches a platform who the work should be shown to.

+1,734% GROWTH IN UNDER TWELVE MONTHS

04

Give every post one job

The piece that engaged 361 accounts carried a single idea and a single action. Posts that try to announce three things at once get scrolled past, because the viewer has to work out what is being asked of them. One thought, one instruction, every time.

8.4% OF THE AUDIENCE, FROM ONE POST

WHY IT WORKS

Earned audiences behave differently from bought ones. They open the post, they engage with it and they tell the platform the content is worth distributing, which is why a single piece could reach 8.4% of our Instagram base with 0% paid support. Bought followers do the opposite: they sit inert, they drag the engagement rate down and they quietly suppress everything published afterwards. That is the whole argument for building an audience the earned way, and 1,734% growth later it is the argument we would make on your account too.

WHAT THIS MEANS FOR YOU

What you would get on your account

The same four tests we hold our own channels to.

01

An audience that is actually yours

No purchased followers, no engagement pods, no follow-for-follow inflation. Growth that is slower on paper and worth considerably more in practice, because every follower is a person who chose to be there and can therefore be sold to.

+1,734% BUILT THIS WAY ON OUR OWN CHANNELS

02

Content built on an idea

The post that engaged 361 accounts did so because it was locally grounded and made a point in one line. That is what a content calendar from us looks like: fewer pieces, each with a reason to exist, instead of a month of stock photography and opening-hours reminders.

8.4% OF THE AUDIENCE, FROM ONE POST

03

Reporting you can verify

Every figure in this document comes from a screen you could open yourself, sourced and dated. No vanity metrics, no rounded-up estimates and nothing you cannot check against the platform in under a minute.

100% FIGURES SOURCED AND DATED

04

A channel mix, not a single platform

Instagram for the craft, Facebook for local reach and LinkedIn for the buying decision, each run for what it is good at rather than fed the same asset three times. That is how an audience ends up doing three different jobs instead of one, and it is the structure we would build on your account.

100% ORGANIC ACROSS ALL THREE

THE POINT

1,734% growth.
0% of it purchased.

In under twelve months our Instagram audience grew by 1,734%, from a starting base of 235, with 0% of it purchased. We now hold 6,853% more followers than the number of accounts we follow back. When a post lands on an audience built that way it reaches 8.4% of it organically, roughly one follower in twelve. That is what earned distribution is worth, and it is exactly what we build for clients.

WHAT YOU GET FROM US

"Anyone can buy a follower count. Growing one by 1,734% without spending a cent on it takes a method, and the method is the part you are hiring."

Instagram growth measured from a starting base of 235 followers to 4,311 as at 20 August 2026. Engagement figures from Instagram Insights, 21 July to 19 August 2026. Facebook and LinkedIn audiences from the public profiles as at 20 August 2026. All growth organic, with no paid follower acquisition.