

Case Study: January Instagram Growth & Brand Enhancement



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Executive Summary



The Bandwagon Society conducted a January 2026 review of its digital performance and competitive landscape, identifying opportunities to increase visibility and strengthen audience connection. Research showed that consistent posting, fandom-aligned Reels, and creator-focused storytelling were the strongest drivers of reach and engagement. Key findings included 316K+ views, 83% non-follower discovery, 90+ new followers, and the brand's highest month of online sales. The analysis concluded that trend-responsive Reels and transparent behind-the-scenes content directly boost conversion and community growth. It is recommended that the brand maintain a consistent posting cadence, continue leveraging fandom trends, and enhance creator visibility to sustain momentum.

Introduction

In January 2026, **The Bandwagon Society** launched a focused content and brand enhancement initiative designed to strengthen its digital presence, increase Instagram visibility, and boost online sales. The goal was to refine its content strategy, elevate brand presentation, and reconnect with audiences through more personal, intentional storytelling.

The Opportunity

Following a full year of markets and conventions, the brand recognized that success hinged on more than high-quality artwork. Audiences increasingly wanted to connect with the **creator behind the brand**. Competitive research and customer observations revealed a need for:

More consistent, high-volume content

Increased face-forward storytelling

Stronger digital shop presentation

A refreshed artist table setup

Greater transparency into the creative process

Rather than pursuing a full rebrand, the business opted for a **strategic brand enhancement** focused on clarity, visibility, and connection.

Strategy



Content Consistency & Volume



Summary

Execution

Throughout the month, the brand executed a multi-channel content plan:

- Reels featuring fan art reveals, process clips, and trend-aligned storytelling
- Carousel posts explaining shop updates, new bundles, and product highlights
- Behind-the-scenes stories showcasing day-to-day work, packaging, sketches, and market prep
- Strategic hashtag and keyword use to increase reach
- Cross-promotion between Reels, stories, and shop listings

A standout success was the **“Stranger Things – Binder: The End”** fan art Reel, which aligned perfectly with trending audio, fan excitement, and strong visual storytelling.

Results

Reach & Discovery

- **316,000+ total views** in January
- **83% of reach came from non-followers**, proving strong discoverability

Audience Growth

- Gained **90+ new followers**
- Reached **1.2K total followers**
- One Reel generated **48+ followers** alone

Engagement Performance

- Reels outperformed all other formats
- The Stranger Things Reel reached **23.5K+ views and counting**

Sales Impact

- Generated **67+ online sales**, the brand's highest month to date
- Clear increase in follower-to-customer conversion
- High engagement directly correlated with revenue spikes

Key Learnings

Consistent posting significantly increases reach and discovery

Fandom-timed Reels remain the brand's strongest engagement and revenue driver

Audiences prefer content that blends **art + creator personality**

Behind-the-scenes storytelling strengthens brand authenticity

A visually cohesive shop and artist table elevates perceived brand value

Tools Used

Instagram Insights

Canva

Procreate

Square Online

Trend research (TikTok, IG Reels)

iPhone photo and video capture