

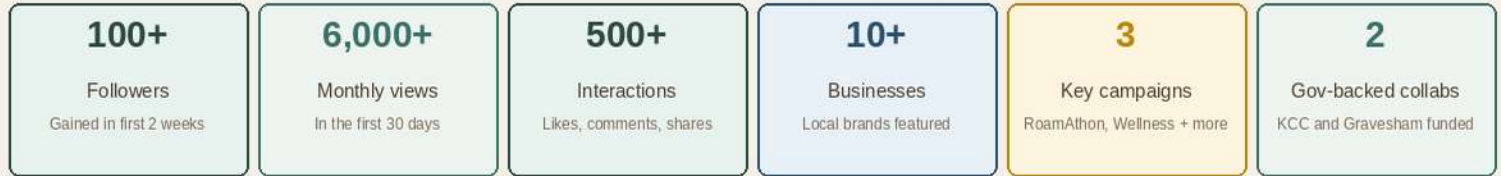


100 Followers in 2 Weeks. 6,000+ Views in 30 Days.

A fully organic Instagram and Facebook growth strategy that turned a community digital noticeboard into the go-to platform for local businesses and residents across Gravesend.

- Instagram
- Facebook
- 100% Organic
- Women-Led Focus
- Community Collabs

KEY RESULTS — FIRST 30 DAYS



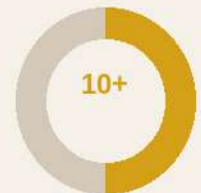
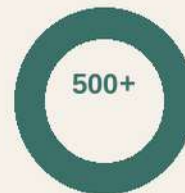
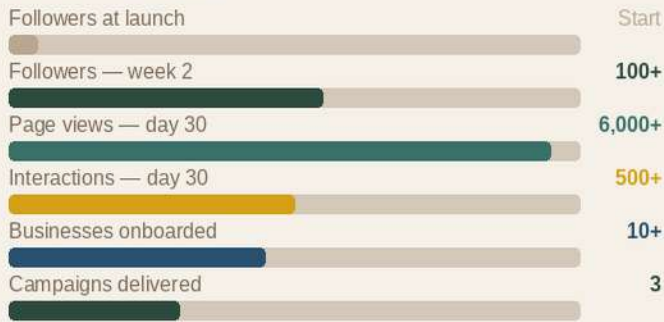
THE BRIEF

- Build a community platform for Gravesend from scratch
- Give small and women-led local businesses a voice online
- Grow an engaged audience purely through organic strategies
- Create content that local residents genuinely connect with

THE APPROACH

- Carousel posts of local places, events and hidden gems people relate to
- Reels of local life, food spots, wellness and community moments
- Paid promotion model for businesses plus free features for early collabs
- Strategic partnerships with government-backed and independent brands

GROWTH SNAPSHOT



COLLAB SPOTLIGHT

<p>We Roam Fitness app backed by Kent County Council</p> <p>RoamAthon Easter Challenge — a community step-count campaign encouraging locals to explore Gravesend on foot. Reels, carousels and story countdowns drove strong organic reach and app sign-ups.</p>	<p>My Wellness Lab Local wellness and therapy studio</p> <p>Healthier and Happier Campaign — a multi-week wellness series spotlighting mental health, self-care and local services. Partnered content drove new bookings and strong saves and shares.</p>	<p>Noama Designs Hand-painted art backed by Gravesham Arts</p> <p>Artist spotlight series showcasing hand-painted graphic designs rooted in local culture. Reached audiences beyond Gravesend and supported a women-led creative business gaining wider recognition.</p>
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FEATURED LOCAL BUSINESSES

- Healing Hands Therapy
- We Roam (KCC backed)
- My Wellness Lab
- Noama Art Designs (Gravesham Arts)
- Local cafes and food spots
- Independent boutiques and makers

CONTENT THAT WORKED

- Carousel posts (places + events)
- Community reels — local life
- Small business spotlights
- Behind-the-scenes collabs
- Wellness and lifestyle series
- Event and campaign stories

"Life in Gravesend proved that authentic community-first content builds faster and deeper than paid reach. By giving local businesses a genuine platform and residents content they truly cared about, organic growth followed naturally — 100 followers, 6,000 views and 500 interactions, all in the very first month."