

BodyBrite Austin

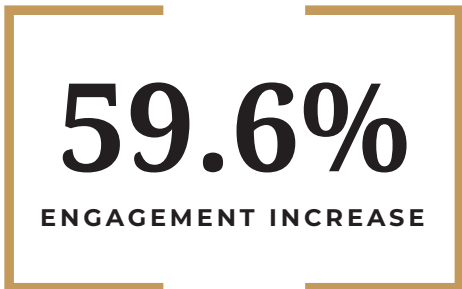
CASE STUDY

THE CHALLENGE

In October 2022, BodyBrite Austin contracted Catalyst for help with creating and maintaining their social media presence on Instagram and Facebook. With a small team and a busy calendar of treatments, the BodyBrite staff was struggling to keep up with social channels on a regular basis. In addition, they were looking to increase engagement and audience growth across the board, with the ultimate goal of gaining new medspa clientele.

THE SOLUTION

Catalyst took over social media strategy, creation, and posting for both platforms, beginning with the implementation of a consistent monthly calendar. In addition to regular content centered around the BodyBrite team, products, medspa processes, and clients, Catalyst also introduced weekly skincare tips, employee highlights, giveaways, and a hashtag strategy for Instagram posts. While much of the BodyBrite branding had relied on stock imagery in the past, the Catalyst eliminated this significantly by providing coaching on how to shoot high-quality photo and video content; as a result, the feed began to feature real staff members, before/after images, and behind the scenes looks. This organic content is supplemented by branded graphic templates to help promote specials and information as needed.



THE RESULTS

BodyBrite's social media metrics have blossomed since the takeover in late 2022. By focusing on the implementation of high-quality organic content, personalized giveaways, and consistent hashtag use, the BodyBrite feeds now showcase a positive company culture while driving fresh prospects to both their online and physical locations.

From October 2022 to March 2023, BodyBrite social platforms have seen:

- 224% increase in total follower count
- 59.6% increase in total engagement
- 43.2% increase in engagement rate
- 19,165 total impressions



ABOUT US

Whether you're looking to supplement your existing marketing strategy or build a brand from the ground up, our in-house team members are experts in multigenerational research, branding and logo design, and digital brand presence strategies that include custom real estate web design, SEO, search engine marketing, and reputation management.