



MAY 2025 – FEB 2026

ORGANIC INSTAGRAM GROWTH

FOR A TWO-LOCATION RESTAURANT BRAND

Organic Marketing strategy, Social Media Management, and content creation.

Cabare
RESTAURANT



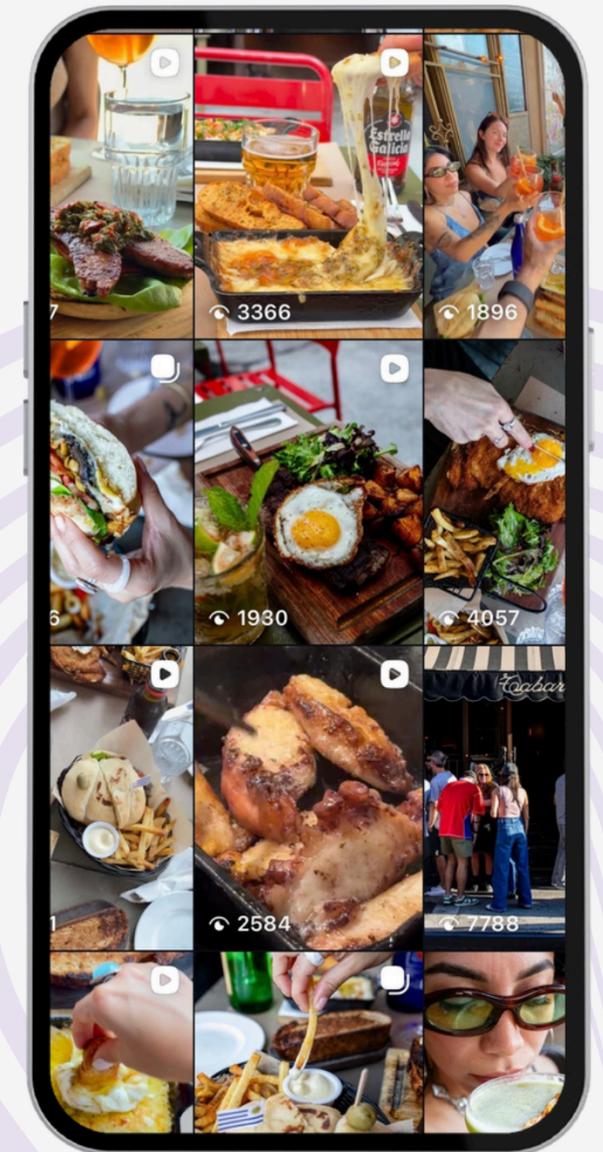
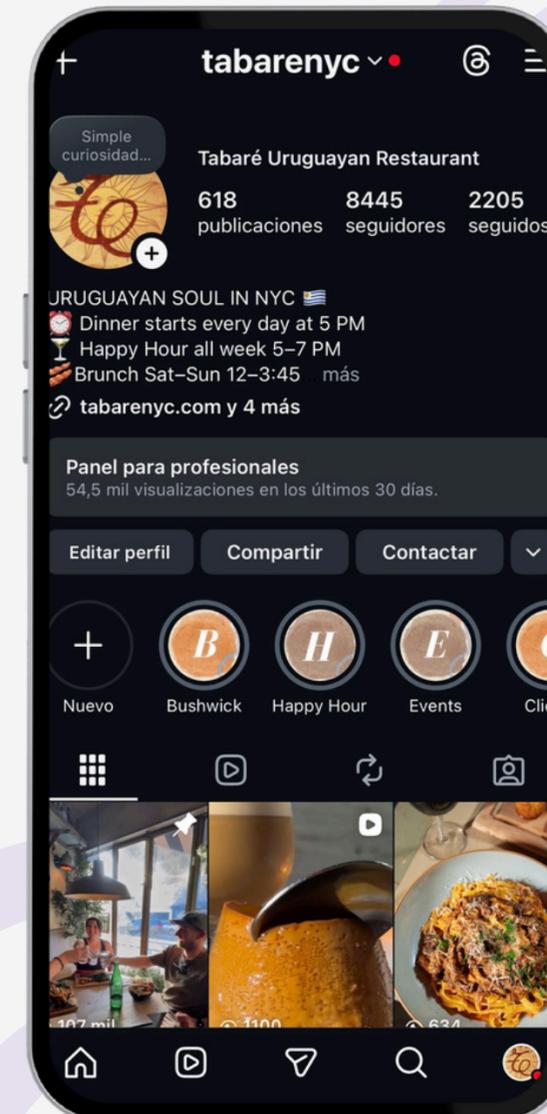
+51% ORGANIC GROWTH IN UNDER 12 MONTHS

5,550 → 8,445 FOLLOWERS
MAY 2025 – FEBRUARY 2026

Through consistent **weekly posting**, a **structured Reels-first content strategy**, and **hands-on community management**, we significantly expanded Tabaré NYC's organic reach and discoverability.

Monthly views scaled to 315,000 at peak performance, while **non-follower reach increased from 54% to 74%**, shifting the account from serving existing followers to **attracting new qualified audiences** across New York.

All engagement and reach growth were achieved organically.



BREAKTHROUGH PERFORMANCE

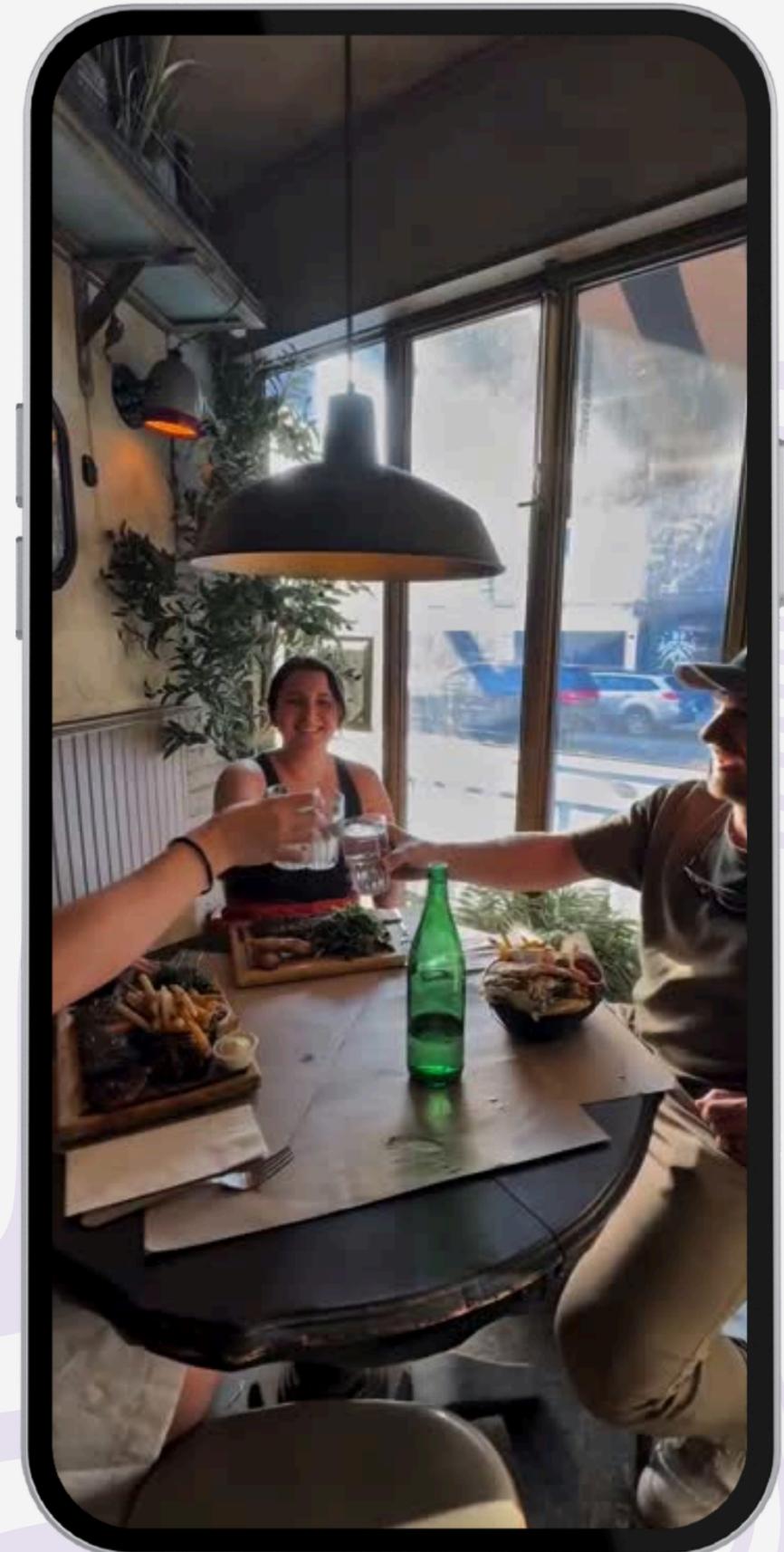
ENGINEERED, NOT PAID.

Within the first year of collaboration **One video reached 104,000 views and generated 1,299 new followers, without paid amplification.**

Monthly views increased by 580%, driving +1,829 followers in a single month.

This was not a random viral moment. It was the result of structured content planning, narrative positioning, and algorithm-optimized execution.

- 107,000 Views
- 1,299 Followers from One Reel
- +580% Monthly Views
- +1,829 Followers in One Month
- +5200 Likes / 39 Reposts / 3834 Shares / 1531 Saves



[View the full video here](#)

A HUMAN-CENTERED HOSPITALITY BRAND HOSPITALITY INTO DIGITAL LANGUAGE.

[View the full video here](#)



[View the full video here](#)

Growth did not come from frequency alone. It came from positioning.

We shifted the content **from static food visuals to a warm, human-centered narrative** that reflected the real experience of being at Tabaré.

We highlighted:

- The atmosphere of both locations
- The warmth of the staff and owners
- The cultural roots of the brand
- The story behind the restaurant

STRUCTURE AND EXECUTION

GROWTH ARCHITECTURE

Beyond consistent posting, we implemented **targeted content initiatives with clear objectives.**

Instagram Stories became a primary driver for real-time visibility and engagement, while the **feed supported strategic campaigns** designed to sustain organic expansion.

Key Strategic Initiatives:

- Seasonal Campaigns
- Reservation-Driven Content
- Giveaways
- Holiday Visual Campaigns
- Happy Hour & Limited-Time Promotions





Mapeka
media

Ready to Build Organic Growth for Your Business?



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