

ORGANIC INSTAGRAM GROWTH

FOR A TWO-LOCATION RESTAURANT BRAND



MAY 2025 – SEP 2026

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

Le Cabaré
RESTAURANT



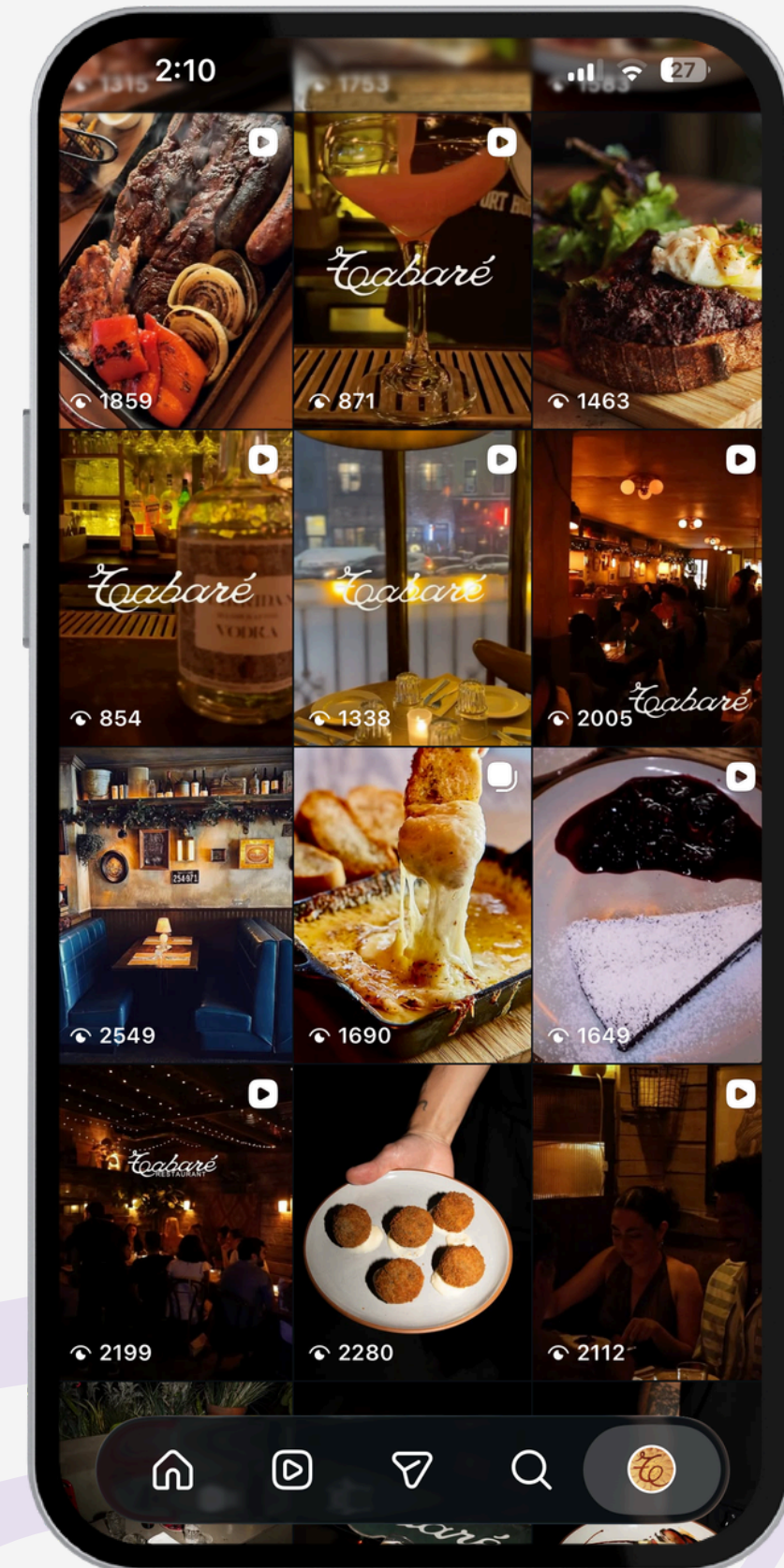
WHEN WE STARTED

A STRONG COMMUNITY, A NARROW REACH

Tabaré already had something rare: a genuinely loyal audience in Brooklyn's tight-knit Uruguayan community. But reach rarely went beyond it; **the account was serving regulars, not finding new ones.** The profile didn't help: dark visuals, dishes as the protagonists, and none of the people who make the restaurant what it is.

Our first moves

- Rewrote the bio and rebuilt the Highlights
- Built a content strategy around warmth and familiarity
- Increased weekly posting across feed and Stories



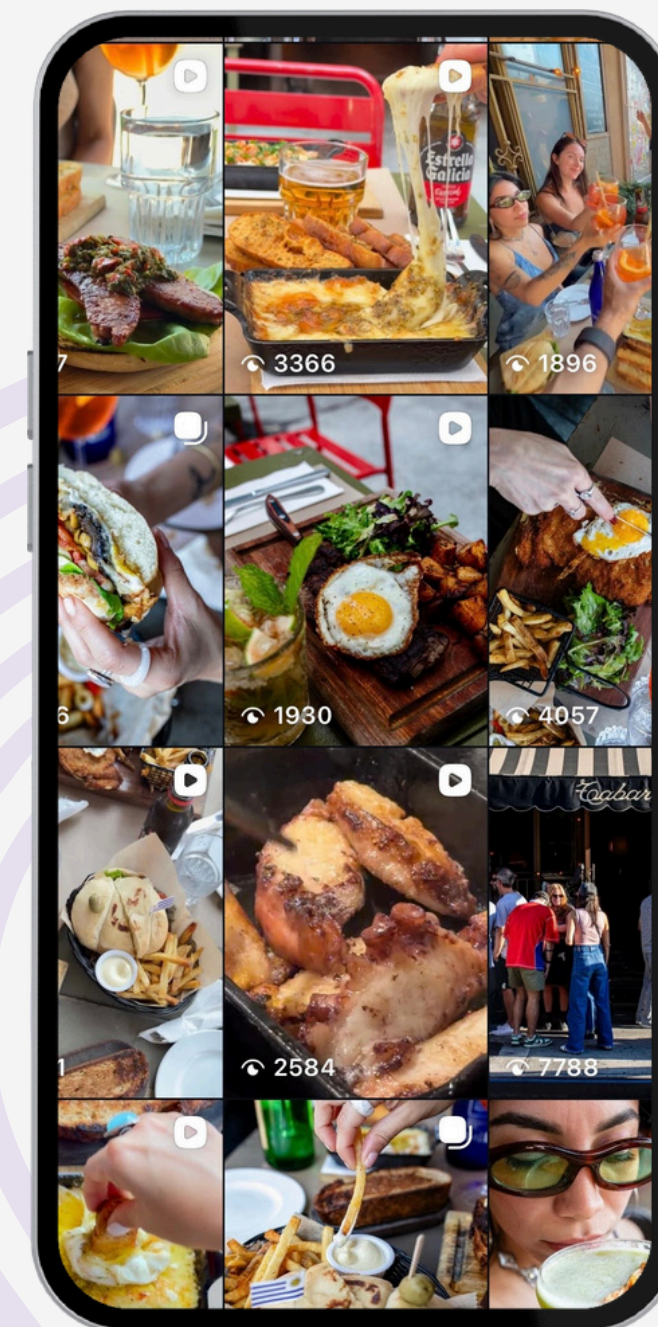
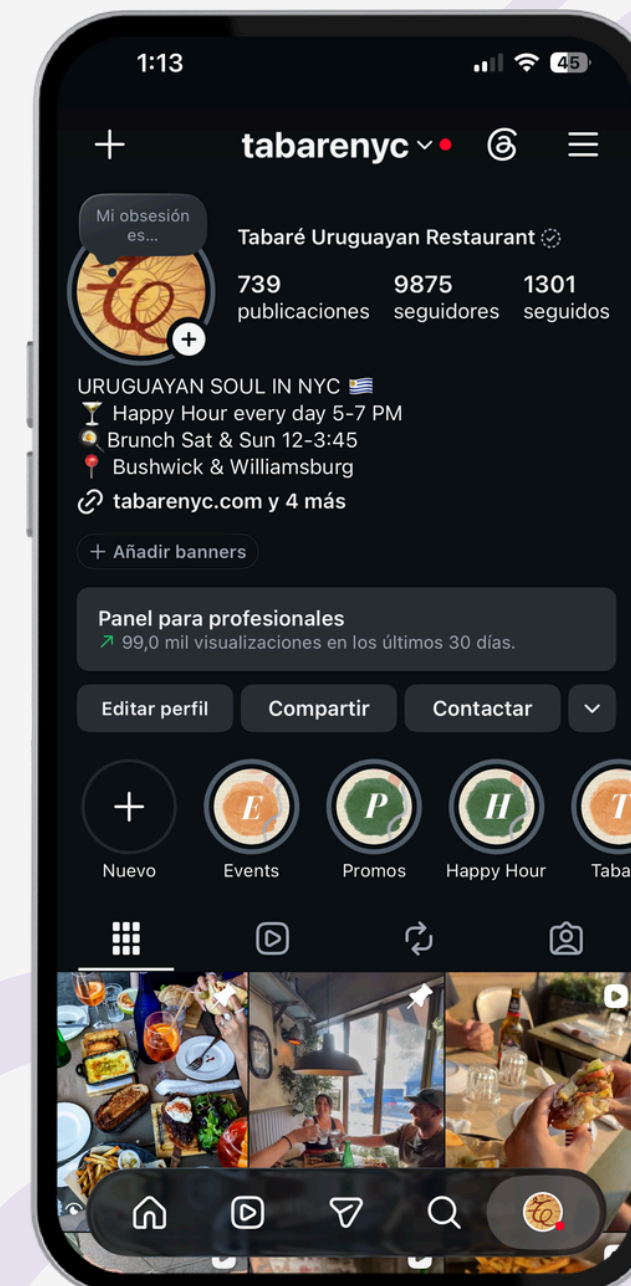
+78% ORGANIC GROWTH IN 16 MONTHS

5,550 → 9,875 FOLLOWERS
MAY 2025 – SEP 2026

Through consistent **weekly posting on Instagram, a structured Reels-first content strategy, and hands-on community management**, we significantly expanded the organic reach and discoverability of @Tabarenyc.

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.



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

BREAKTHROUGH PERFORMANCE

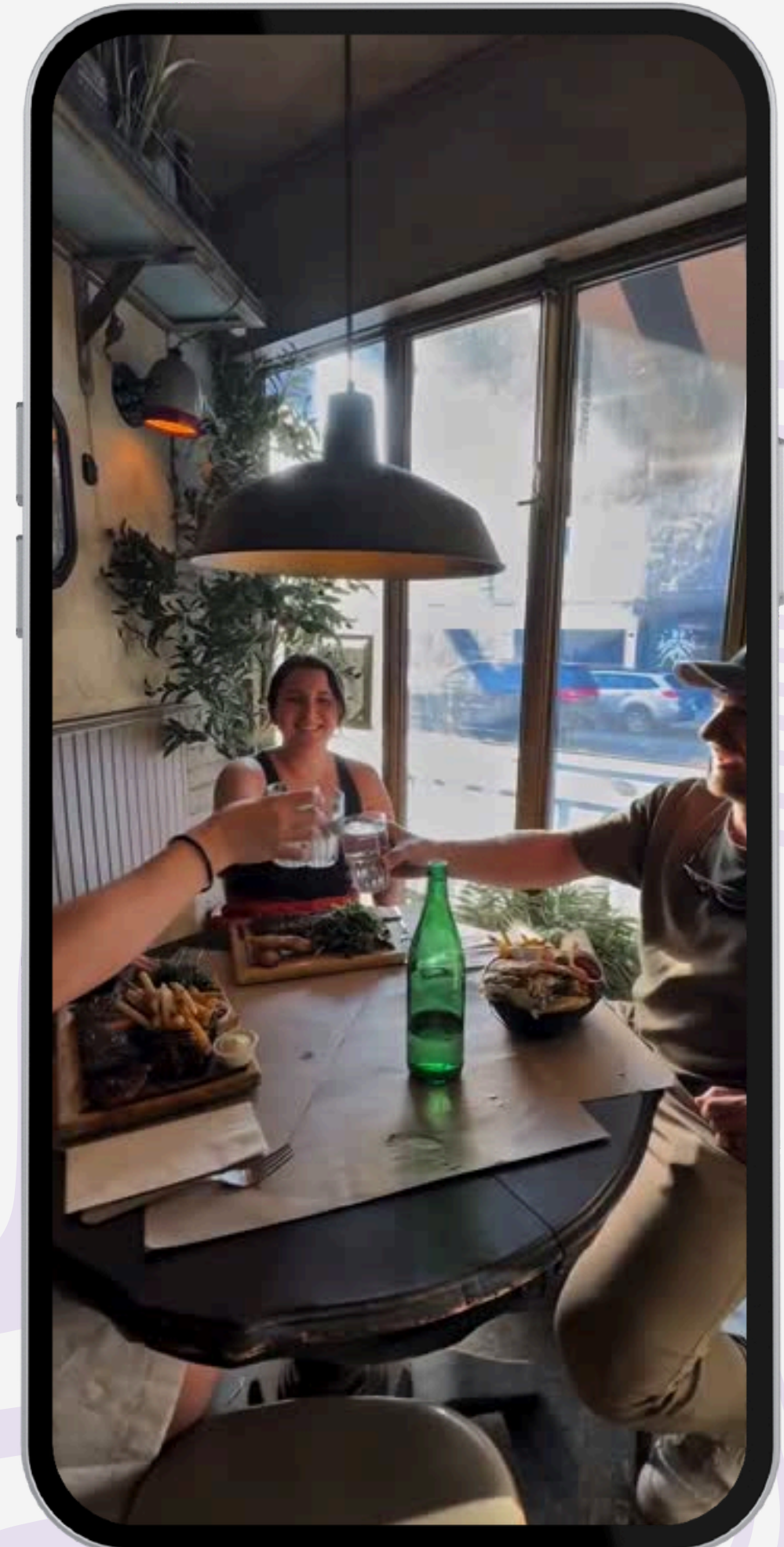
ENGINEERED, NOT PAID.

Within the first year of collaboration **One video reached +110,000 views and generated 1,300 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.

- **+110,000 Views**
- **1,300 Followers from One Reel**
- **+580% Monthly Views**
- **+1,829 Followers in One Month**
- **+5,200 Likes / 39 Reposts / 3,834 Shares / 1,531 Saves**



[View the full video here](#)

A NEW LOOK AND FEEL

WARMER & ORGANIZED

The palette moved from dark, night-time food shots to warm daylight tones, amber, terracotta and cream, and people came back into frame: the team, the guests, the room. Food is still there, but in context.

What changed

- Warm daylight palette applied consistently across feed and Stories
- People-first imagery, with dishes presented as part of the experience
- Rewritten bio: what Tabaré is, when to come, where to book
- Highlights reorganized and rebuilt with custom covers
- A grid that reads as one coherent brand rather than a stack of unrelated posts



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



AI CONTENT GENERATION

DESIGN OPTIMIZATION

Supporting our main strategy of organic content generation, we've implemented **AI image design**. Used mainly for flyers and promos to optimize delivery time and give a more **professional look** to public announcements and celebrations.





Build a real connection and grow your audience!

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