

Project Report: Personal Brand Strategy for Wellness Coach on Instagram

Client Name: Confidential

Project Duration: 30 Days

Freelancer: Sanya Bansal

Role: Personal Branding & Instagram Growth Strategist

1. Executive Summary

The freelance project focused on crafting a holistic personal brand strategy for a certified wellness coach seeking to elevate her presence on Instagram. The goal was to define a unique brand identity, drive meaningful engagement, and convert profile visitors into discovery calls. Over the course of one month, the coach experienced a 300% surge in profile visits and successfully booked over 25 discovery calls.

2. Project Objectives

- Rebrand Instagram profile with a niche-specific identity.
 - Increase profile visits and engagement metrics.
 - Build brand authority using story-driven content.
 - Optimize bio and link tools for conversion.
 - Book discovery calls via organic growth.
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3. Brand Audit & Research

A preliminary audit was conducted to analyze:

- Competitor content strategies.
- Audience interests in wellness and mental health.
- Current follower demographics.

- Performance of existing content.

Findings:

- Inconsistent visual branding.
 - No clear niche or positioning.
 - Weak storytelling and highlight use.
 - Missing call-to-actions in bio.
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4. Strategy Development

Brand Positioning:

Crafted the coach's identity around "Mindful Living for Busy Women."

Brand Tone:

Calm, encouraging, empowering, informative.

Visual Strategy:

- Earthy, calming color palette.
- Consistent font styles.
- Branded story highlight covers.

Content Pillars:

1. Mindful Mondays (tips + affirmations)
2. Quick Calm (short practices for stress)
3. Behind-the-Scenes (daily rituals, lifestyle)
4. Client Wins (social proof + testimonials)
5. Reels That Educate (1-minute wellness tips)

5. Content Planning & Execution

- Created a 30-day content calendar with daily themes.
- Designed Canva templates for brand consistency.
- Wrote captions using AIDA (Attention-Interest-Desire-Action) format.
- Integrated trending audio with reels.

Key Tactics:

- Hook-first captions.
- Shareable tips for virality.
- Strategic use of hashtags.
- Posting times aligned with analytics.

6. Optimization Techniques

Instagram Bio:

- Rewritten to clearly state value proposition.
- Added link-in-bio with 3 key CTAs (Book a Call, Free Guide, Instagram)

Story Highlights:

- Organized into categories: About, Wins, Tips, Q&A.
- Branded covers added for a cohesive feel.

DM Funnels:

- CTA in reels and posts leading to DM automation: "DM 'CALM' to book a free call."

7. Analytics & Performance

Before Optimization:

- Avg Profile Visits/Week: ~150
- Discovery Calls: ~3/month

After Optimization:

- Avg Profile Visits/Week: ~600+ (300% increase)
- Discovery Calls: 25+ in one month
- Reels Views: Several crossed 5k+ organically
- Saves & Shares up by 250%

8. Feedback from Client

"Sanya helped me find clarity in my brand voice. I was all over the place before. Now, I see people responding to my content and messaging me for sessions."

9. Learnings & Insights

- Simplicity and consistency outperform complicated strategies.
 - Human stories connect more than polished visuals.
 - A clear CTA in every post significantly improves conversions.
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10. Conclusion

This project is a strong testament to how intentional personal branding and strategic Instagram marketing can deliver high-impact results within a short timeframe. By combining emotional storytelling, niche targeting, and tactical content execution, we helped a solo coach move closer to her business goals organically.

Project Lead:

Sanya Bansal

Personal Branding & Instagram Growth Strategist

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