

@mapusocial

Benedetta Csantini

2025

SOCIAL FEEDS

CREATIVE

This section showcases the evolution and impact of my work managing social media presence in 30 days. From strategic content planning to visual storytelling and audience engagement, the feed reflects a consistent brand voice and purpose-driven design.



Alongside the curated feed examples, you'll find key analytics insights — including growth trends, engagement metrics, and content performance highlights. These results demonstrate not just aesthetic value, but tangible outcomes: increased visibility, stronger community interaction, and measurable brand growth.

SUCCESS STORY

The Problem

Purrfect Paws, a tech-driven pet care brand, was struggling to connect emotionally with its audience. Despite having an innovative product, their Instagram presence felt sterile and disconnected, resulting in low engagement and stagnant follower growth.

The Solution

We redefined the brand voice with an emotional, pet-loving tone and introduced a series of posts that focused on storytelling — sharing transformation journeys of pets and highlighting how Purrfect Paws improved their lives. We consistently used “Purrfect Paws – Powered by AI” as a sign-off for brand consistency and memorability. Stories featured educational reels, rescue success stories, and weekly “Pet of the Week” shoutouts with community-submitted photos.

Instagram

Top 6 Posts

Bio

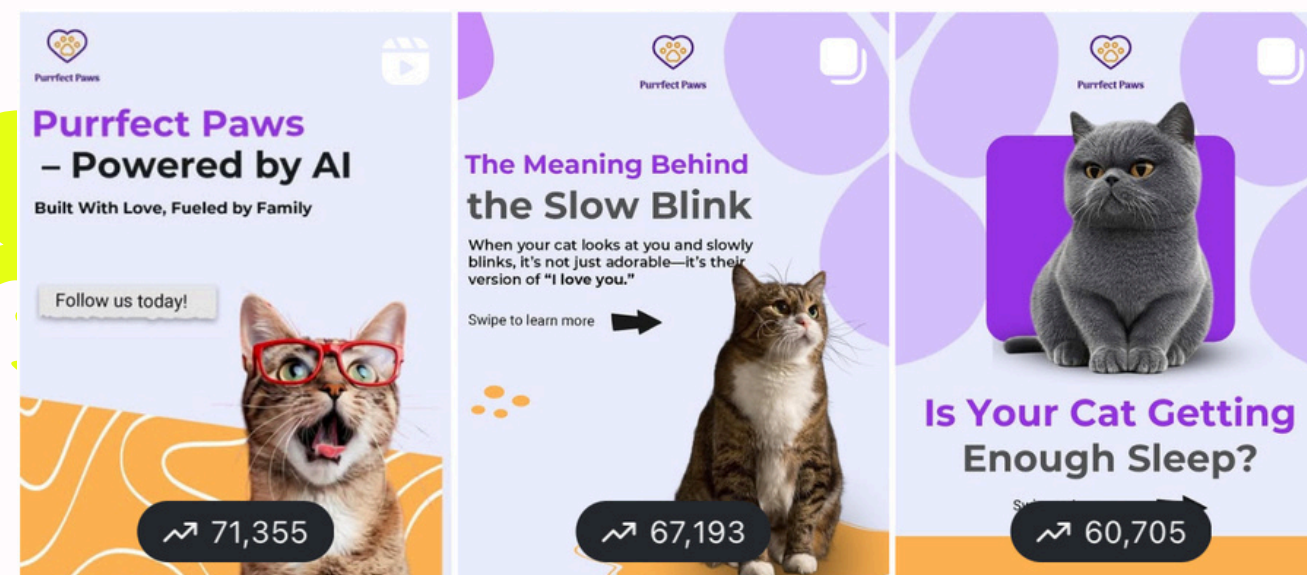
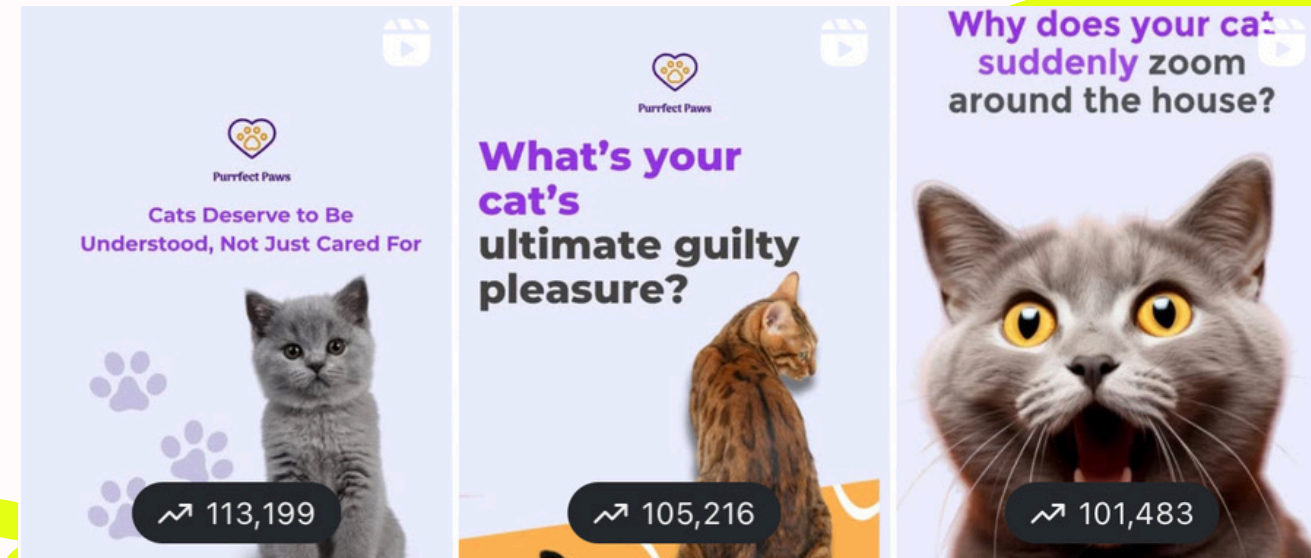
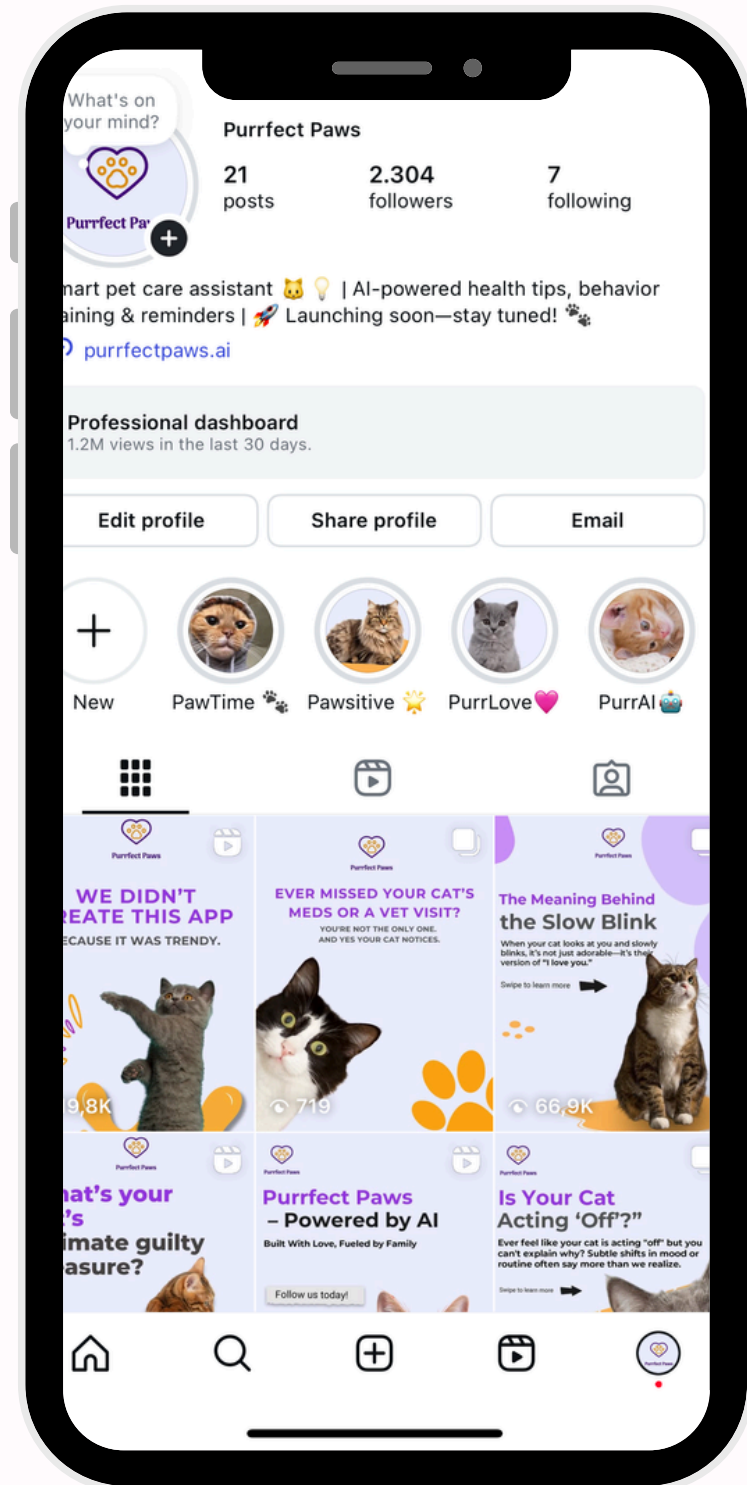
Smart pet care assistant 🐱💡 | AI-powered health tips, behavior training & reminders | 🚀 Launching soon—stay tuned! 🐾

Caption

What's your cat's ultimate guilty pleasure?

- 🐾 Stealing the warm spot on the couch
- 😾 Knocking things off the table (and making eye contact)
- 🍖 Begging for treats... right after dinner
- 🚽 Unraveling the toilet paper like it's their job

Comment with your pet's secret hobby for a chance to be featured! 👁️ Yes, our cats are guilty of all of the above! Let's make it a poll with the multiple choice questions



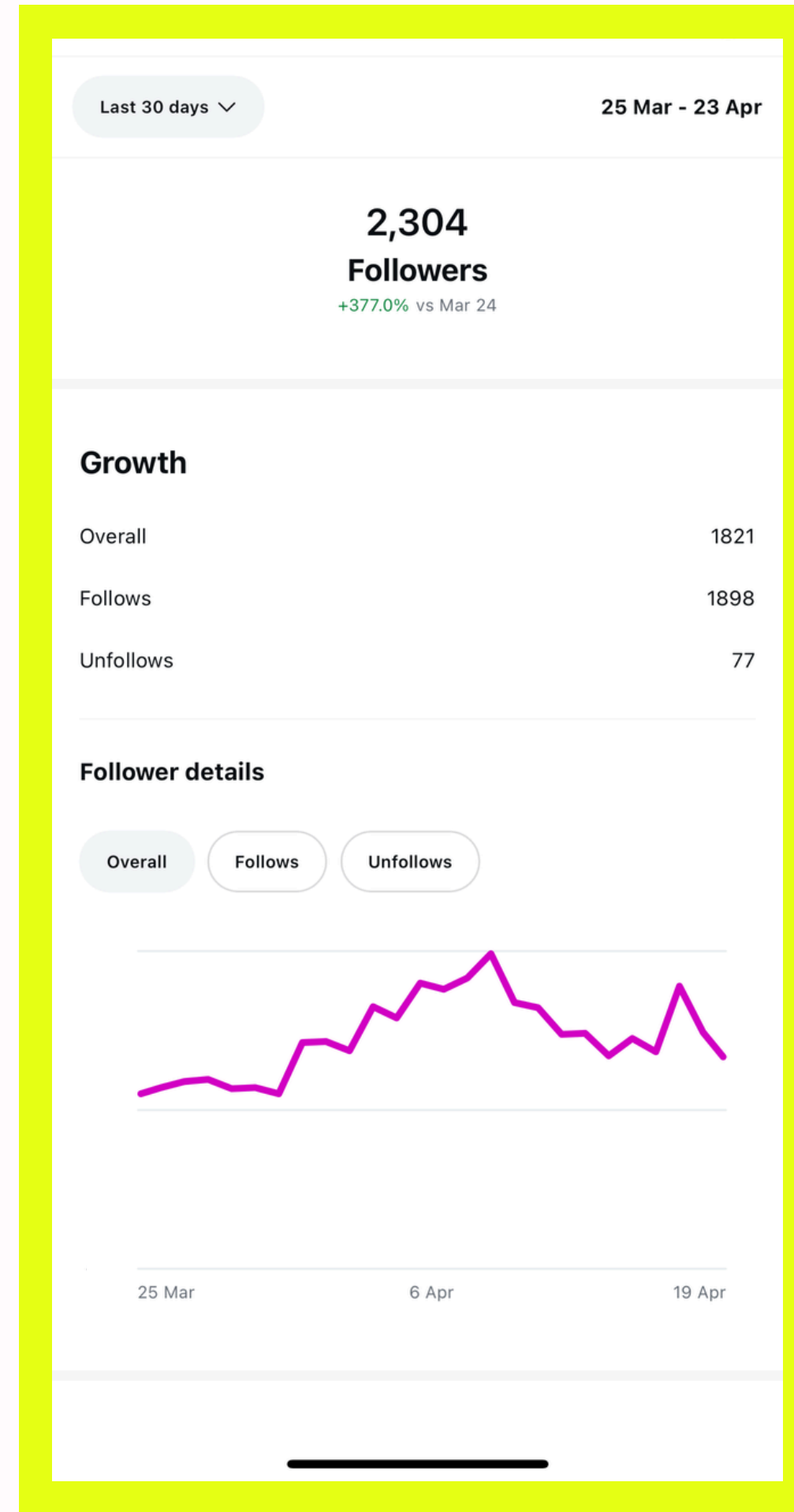
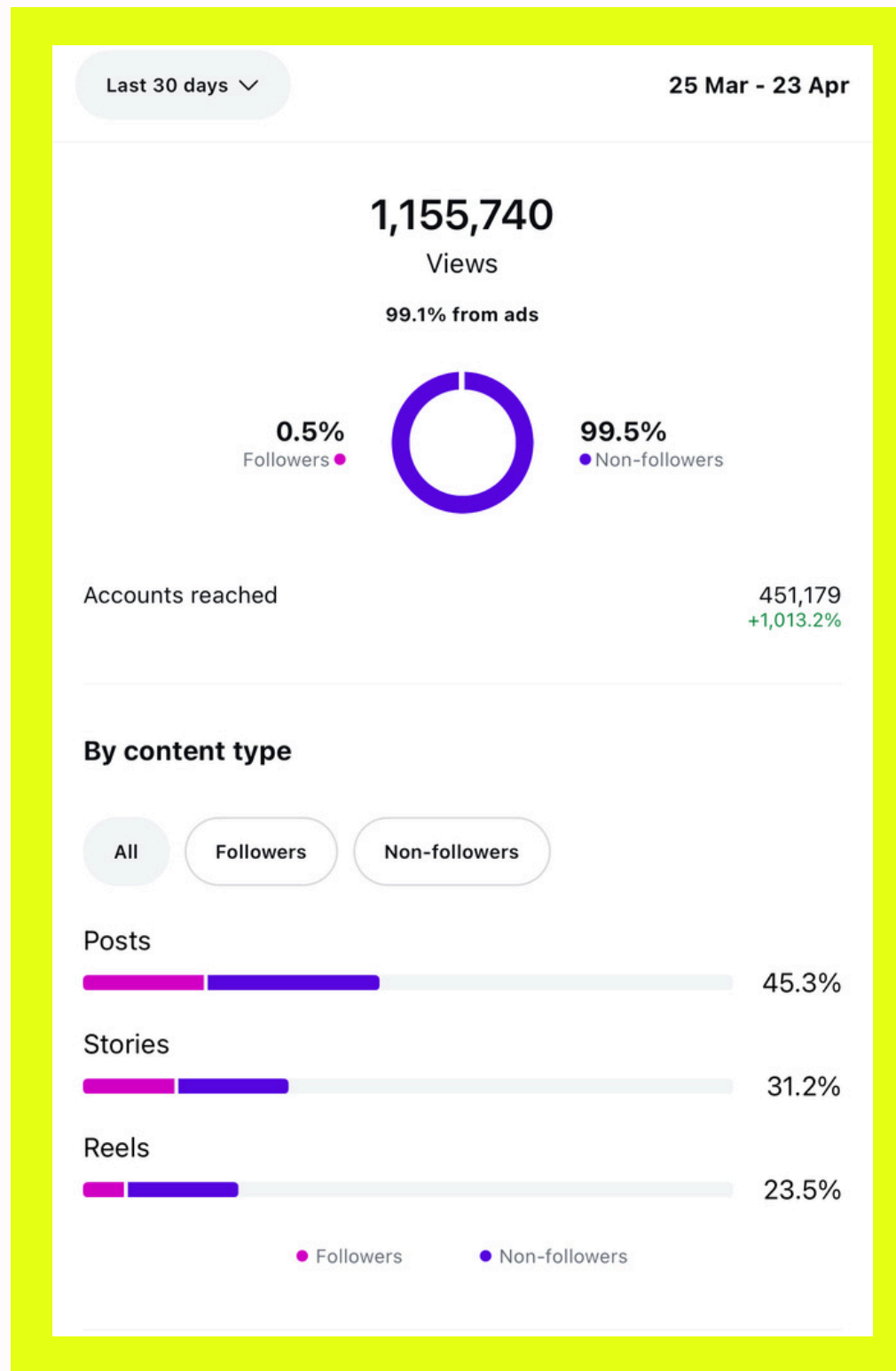
Analytics

The client saw a +377% growth in followers, adding 1,821 new followers with minimal drop-off.

Content reached over 451K accounts (+1,013%), generating 1.15M views, with 99.5% from non-followers — a strong indicator of successful brand exposure.

Top-performing content types:

- Posts: 45.3% of views
- Stories: 31.2%
- Reels: 23.5%



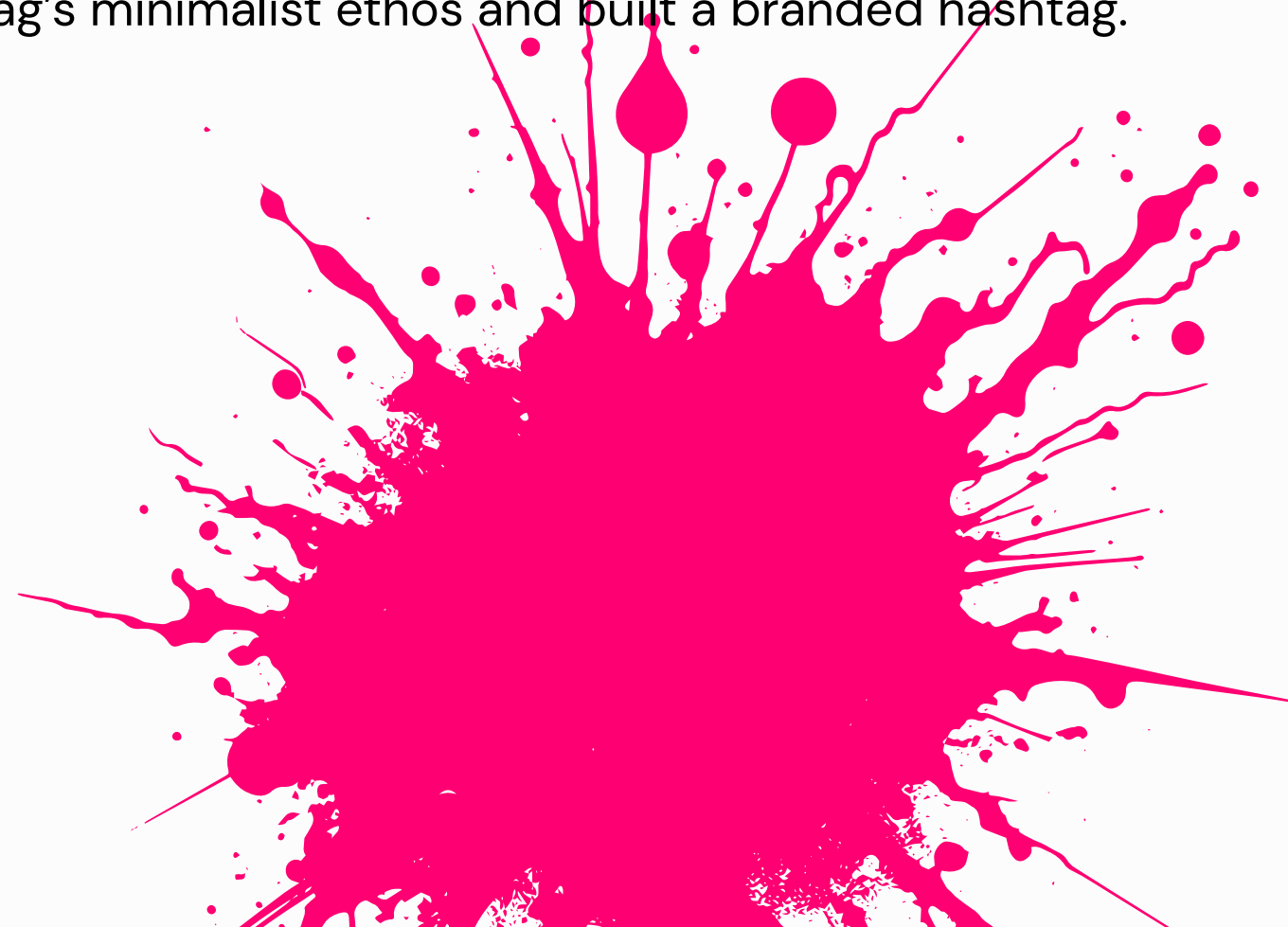
SUCCESS STORY

The Problem

Dear Bag, a luxury handmade bag brand, was facing poor visibility and weak online storytelling. Their Instagram grid looked inconsistent, and product launches lacked buzz. The brand wasn't reaching the fashion-savvy, conscious shoppers it was designed for.

The Solution

We crafted a clean, editorial-style Instagram grid with bold visuals and elevated copy. Campaigns were centered around slow fashion values, styling tips, and the "Behind the Stitch" series that spotlighted craftsmanship. We activated micro-influencers who resonated with Dear Bag's minimalist ethos and built a branded hashtag.



Instagram

Top 6 Posts

Bio

Your must have luxury organizer for your dearest Hermès bag
Made in Italy with the finest materials
🌐 Worldwide Express Shipping

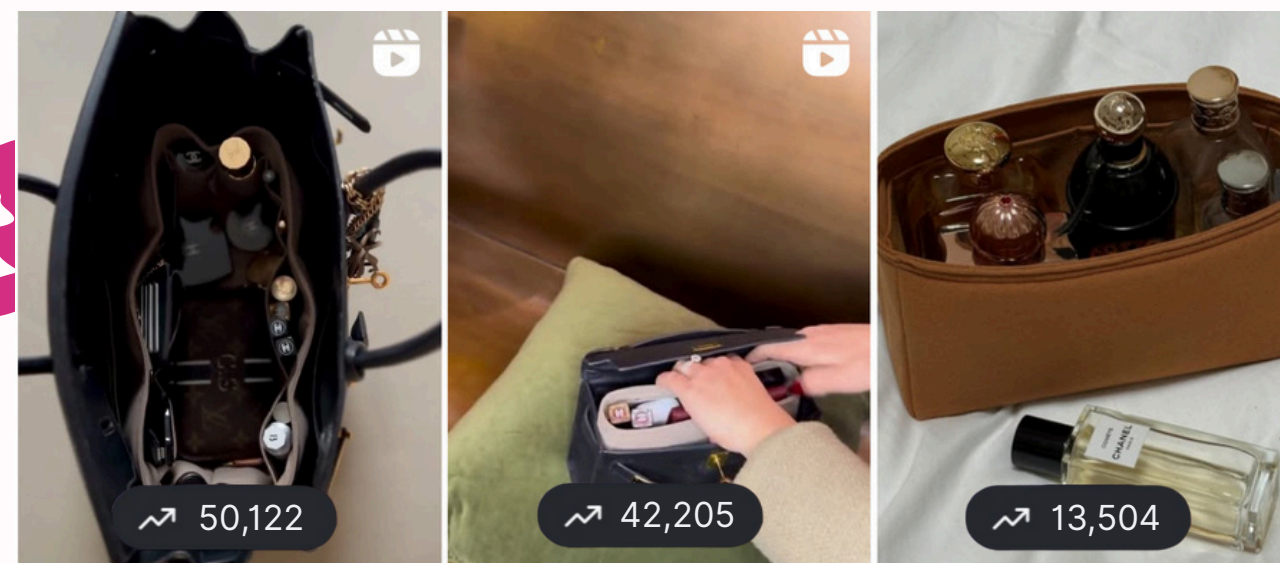
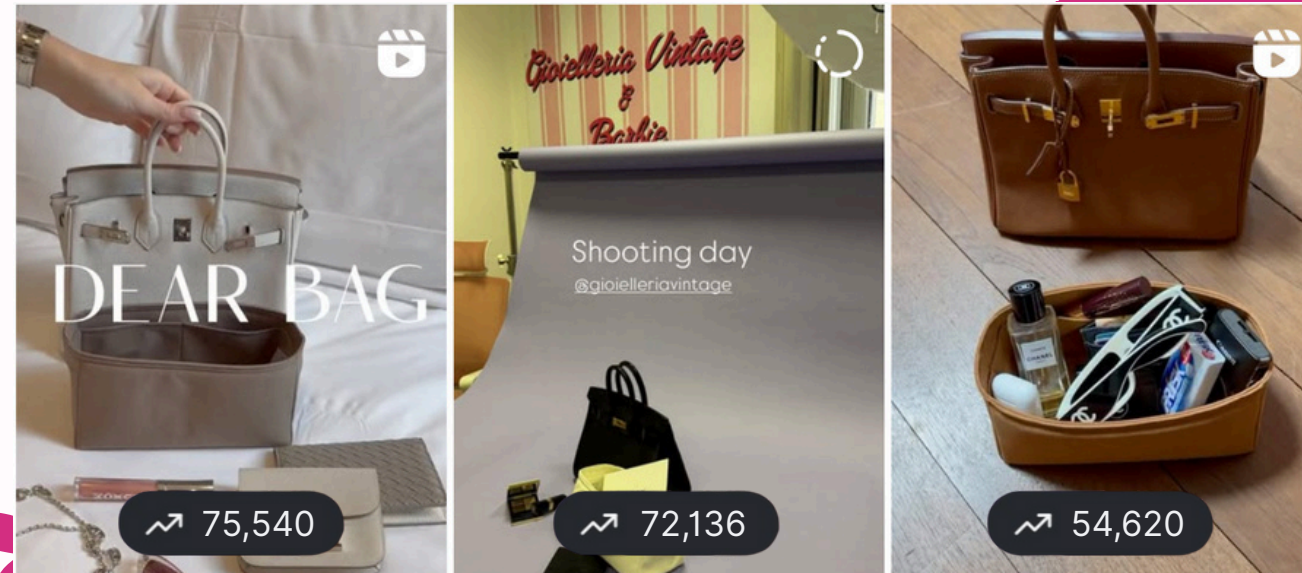
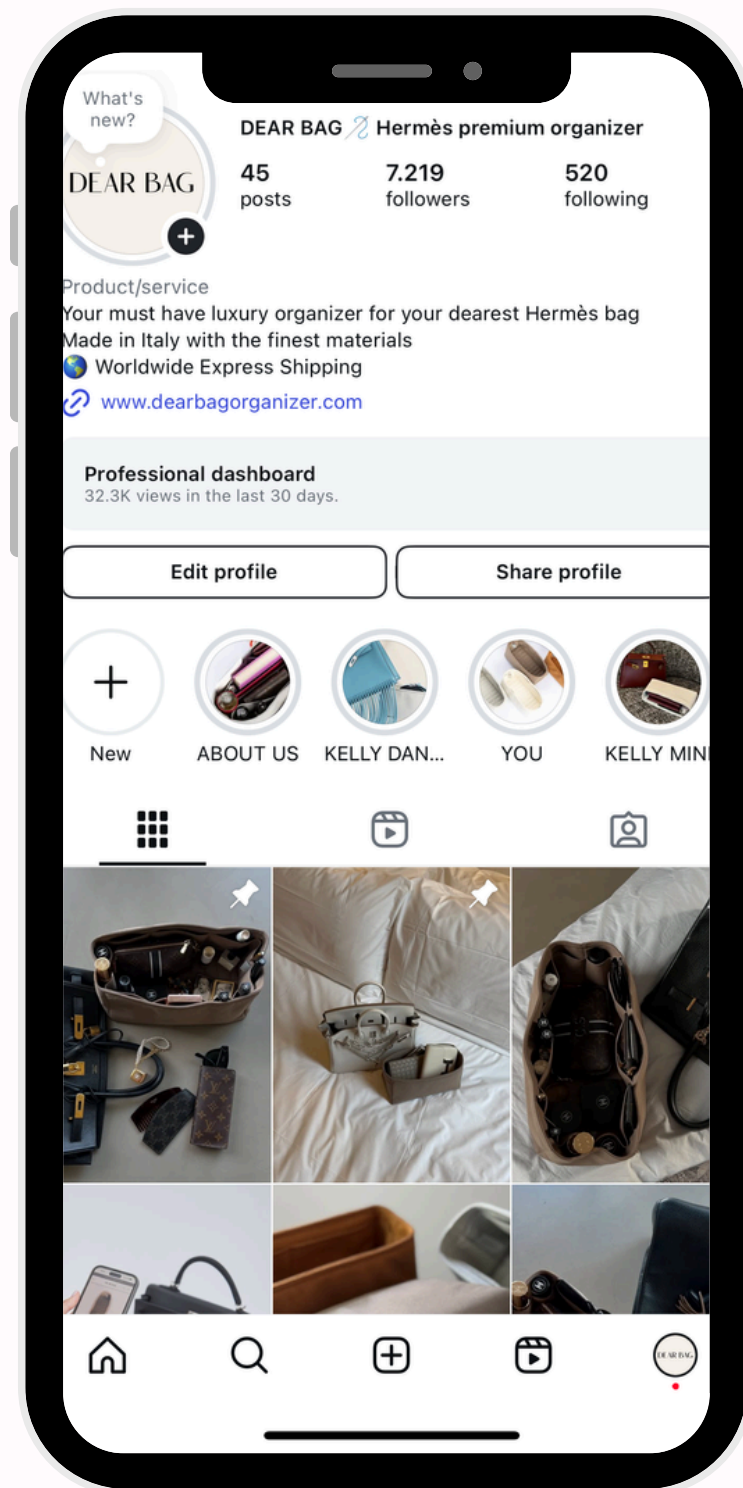
Caption

Luxury deserves order.
The Birkin holds elegance — Dear Bag keeps it pristine.

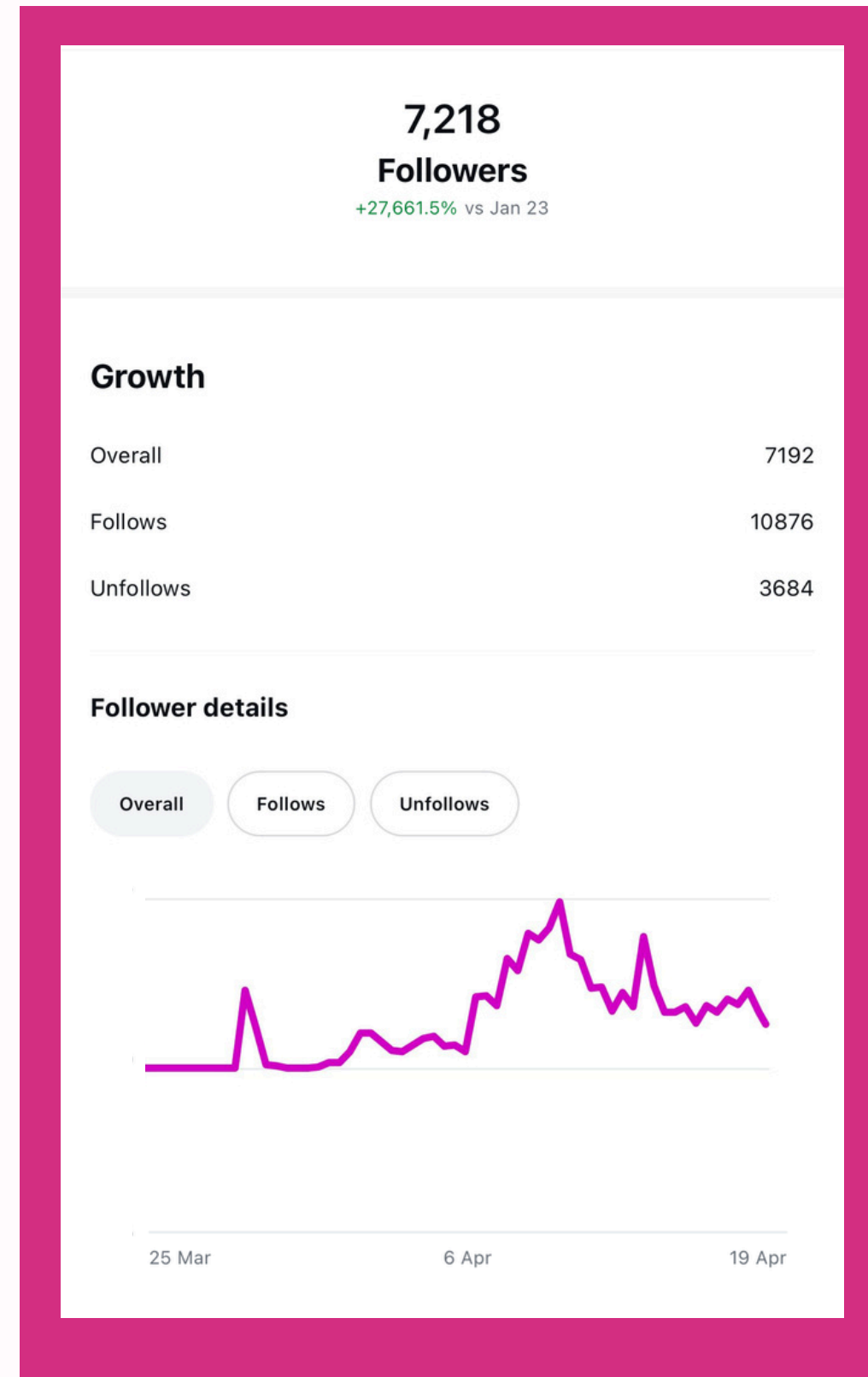
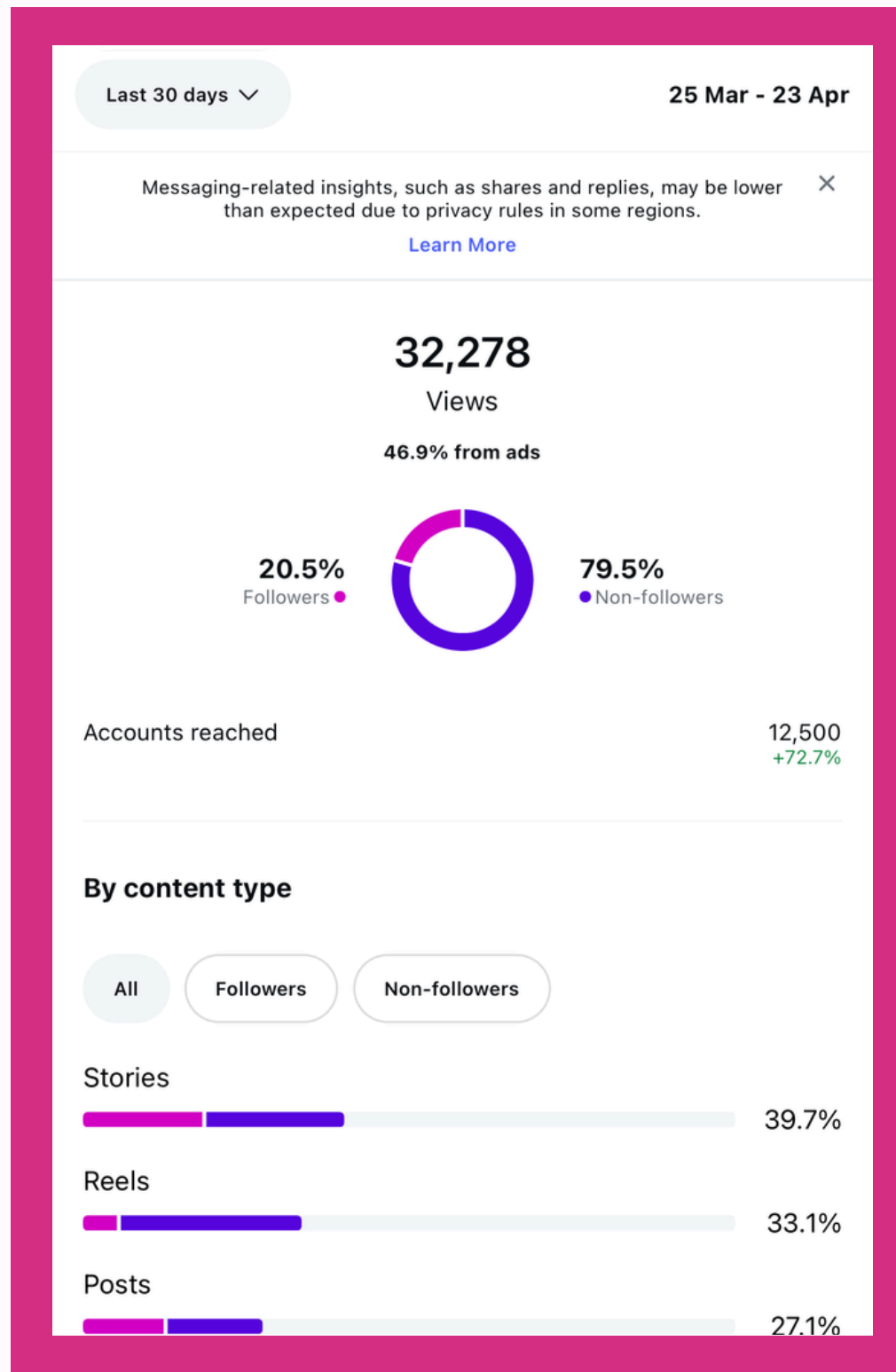
Protect the structure, preserve the beauty, and elevate your everyday essentials with the invisible luxury your bag deserves.

Because true style is seamless — inside and out.

[#dearbag](#) [#bagorganizer](#) [#hermesbirkin](#) [#birkinedition](#)
[#bagsinspo](#) [#luxurylifestyle](#) [#hermeslover](#) [#organizedluxury](#)
[#hermescollection](#)



DearBag



Analytics

The client saw a +172% growth in followers, adding 430 new followers with minimal drop-off.

Content reached over 12k accounts (+72%), generating 32k views, with 79.5% from non-followers — a strong indicator of successful brand exposure.

Top-performing content types:

- Posts: 27% of views
- Stories: 40%
- Reels: 33%

SUCCESS STORY

The Problem

BlueRun, a ski culture-inspired brand, had a strong product concept but struggled with identity clarity. Their social content was inconsistent and failed to attract their target niche — ski lovers, outdoor adventurers, and lifestyle seekers.

The Solution

We rebranded their Instagram with a focused tone: adrenaline, adventure, and authentic ski community vibes. The new content plan included slope-side storytelling, reposts from pro skiers, location tags from famous resorts, and weekly polls/quizzes in stories to engage the audience. A mix of professional and UGC visuals turned the feed into a visual ski journal.



Instagram

Top 6 Posts

Bio

Indoor Ski & Snowboard Training Club
Perfect your skills year-round on infinite slopes and interactive ski simulators.

Caption

Off-season isn't a break. It's a mindset.
This is where the edge sharpens. The body aligns.
The rhythm locks in.
The best turns you'll ever make?
They start right now.

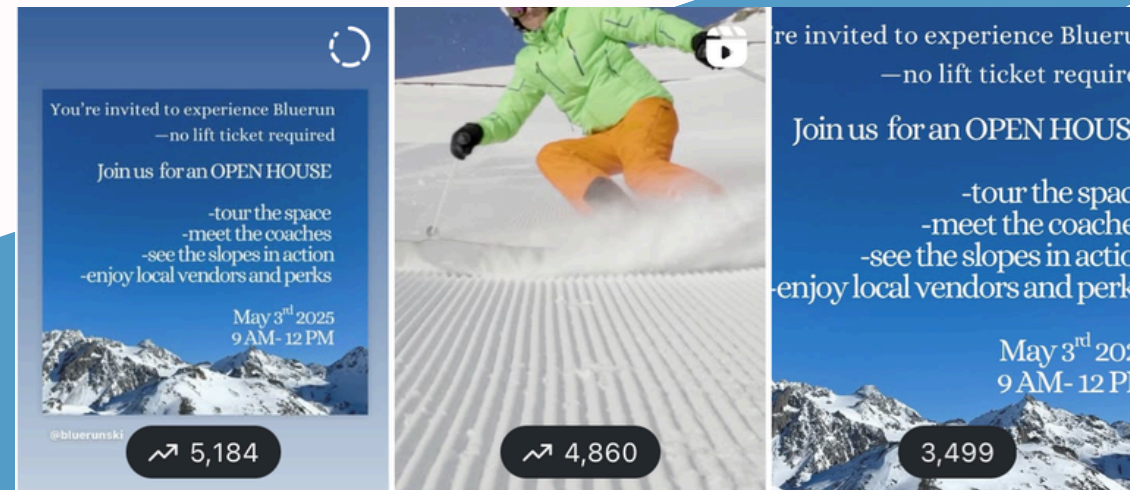
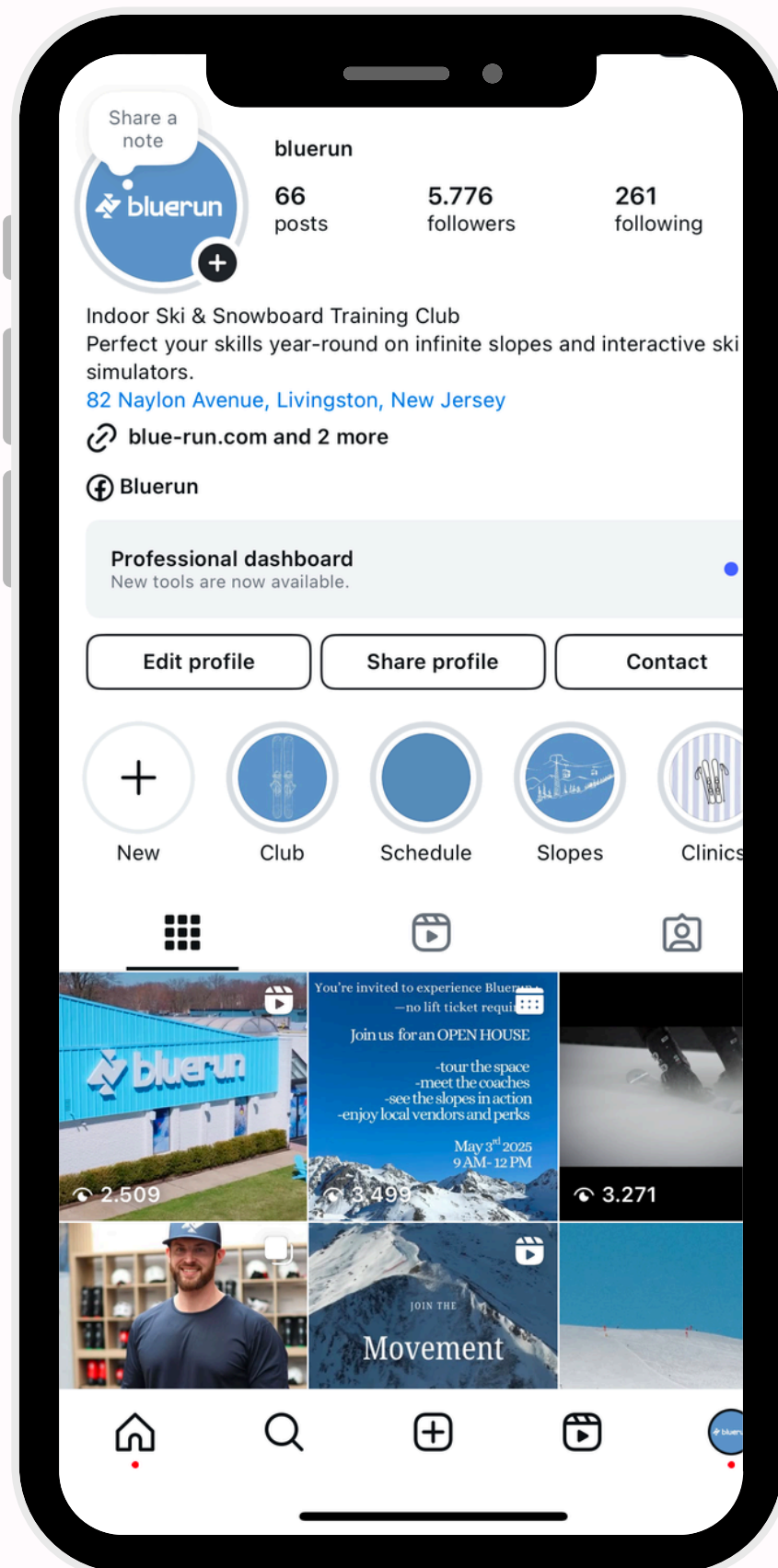
[#TheOffSeasonStartsHere](#)

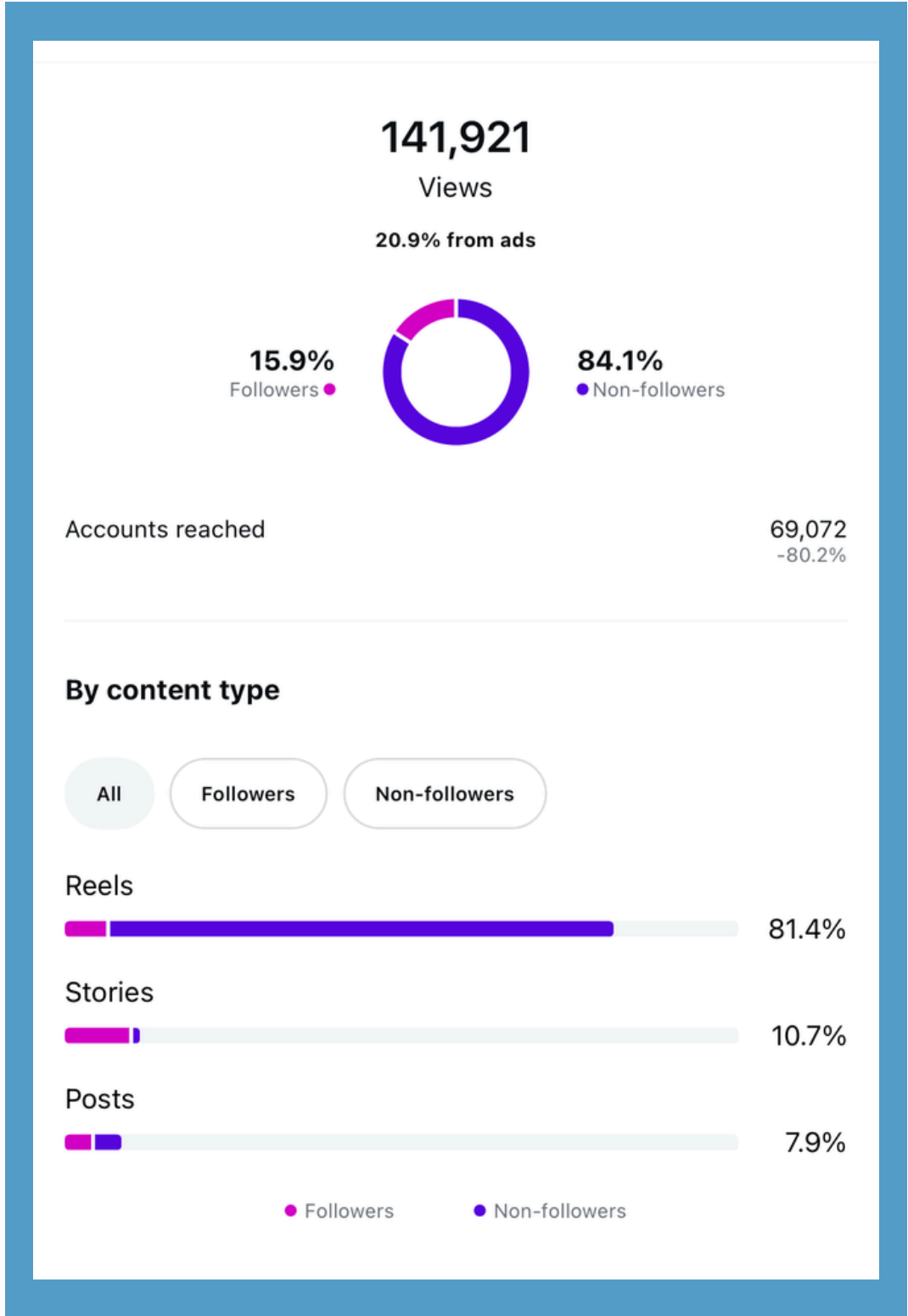
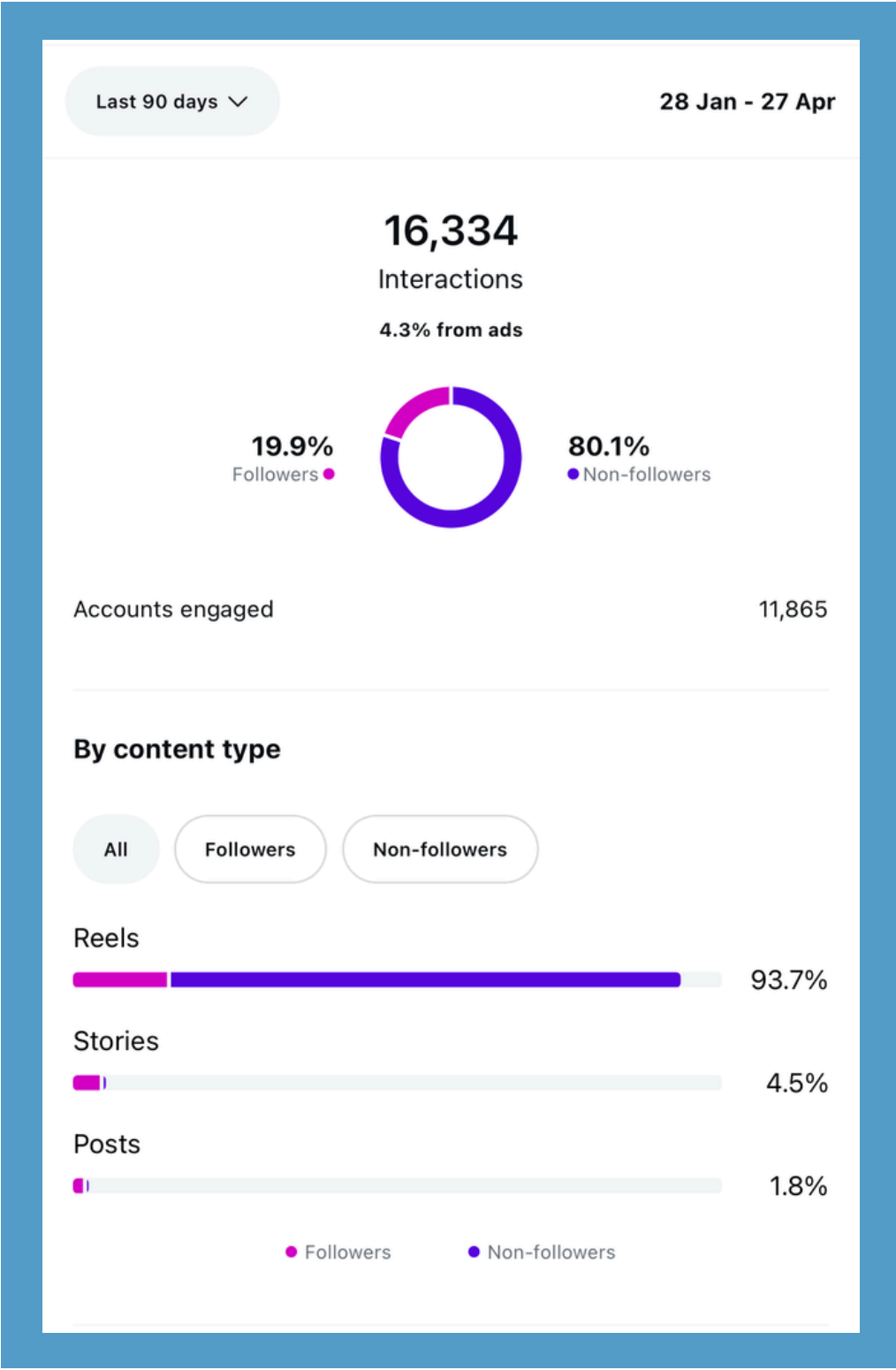
[#BlueRunClub](#)

[#TrainLikeYouSki](#)

[#SkiCulture](#)

[#MadeForTheMountain](#)





Analytics

Over the last 39 days, the account generated 16,334 interactions, with 80% coming from non-followers, and Reels driving 93.7% of all engagement.

In the last 30 days, content achieved 141,921 views, with 84% of reach from non-followers and Reels again leading at 81.4% of total views.

This clearly shows that short-form video content is the primary driver of both growth and engagement, successfully expanding brand visibility to new audiences.

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WORKS**

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